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INTRODUCTION Hiring Your First Remote Worker

Welcome! Thanks for downloading your version of "A Beginner's Guide to Online Hiring with FreeeUp." We hope that you've enjoyed your experience with FreeeUp thus far and are ecstatic to teach you more about hiring your first worker.

Hiring with simplicity has been a core goal of FreeeUp since its founding and we're determined to strap you with the most effective tools to hire and make your first remote worker as efficient as possible.

Don't worry if it all seems overwhelming at first. We felt the same exact way when we first started hiring! This guide will make the process as simple as tying your shoes.

Who is this guide for?

This guide is designed for entrepreneurs and business owners who:

- · Have little to no experience hiring online
- · Have had poor past experiences hiring online
- · Want to tap into the power of hiring online workers

Whether you are just starting your business or have been operating it for many years, this guide is geared towards helping you to tap into the power of online workers.

The Entrepreneur Dream

At the end of the day, don't we all dream of building a company that works for itself while we continue to focus on growth or sit back, relax, and enjoy our life?

If you've ever had that dream (which I bet you have!) then this guide is built for you. When we first started building businesses, we too had that dream and it took time before we realized that hiring remote workers was a clear path to making it a reality.

Today, we enjoy the benefits of having an amazing team of remote workers that run the majority of the operations of the company while we focus on growth projects and building strong relationships with other entrepreneurs in our industry. You can do exactly the same.

What will you learn?

By the end of reading this guide, you will have the knowledge to confidently hire and integrate your first remote worker into your team, effectively freeing up your time for further growth or relaxation.

Overall, you will learn to:

- · Identify the first task to hire for
- Submit a Worker Request with FreeeUp
- · Meet and interview a worker
- Hire a worker and get them started
- Set clear expectations upfront
- Create a schedule for meetings and check-ins

LET'S GET STARTED!

The first step to hiring your first online worker is to understand the basics of online hiring and online working. In Chapter 1, we'll introduce you to the concept of online hiring, where it originated from, how FreeeUp is doing it differently, and how it will help your business grow faster.



CHAPTER 1 What is online hiring?

Online hiring is the process by which business owners hire and manage their team through the Internet. Through one of the many hiring channels online, business owners identify the person they need, post a job then hire, manage, and pay the worker online.

Why choose hiring online over in-house workers?

Hiring online has many advantages over hiring in-house, especially since it has become much simpler over the past 20 years. With the emergence of online hiring marketplaces where it is easy to connect with millions of freelancers around the world, the barriers to hiring across the globe have been minimized.

Here are a few reasons that businesses are loving hiring online over the traditional hiring in-house:

• Access to top talent around the world

You can post a job or use a service like FreeeUp and get connected to top talent from around the globe looking to fill your particular job. The workers have years of experience working with other companies, a high level understanding of their skill set, and knowledge of communicating with business owners on any time zone.

• Lower cost of workers

Because you can recruit and hire workers from anywhere in the world, the cost of labor can become significantly cheaper than what you would pay in your local market. To many business owners, this is extremely attractive and can help them to grow their businesses on a tighter budget while still completing the same amount of work.

• Lower overhead and human resources costs

Online hiring opens the opportunity for businesses to not need office space, as you would with in-house employees. Hiring freelancers also removes the need for normal employee benefits, i.e. health insurance, 401k investment plan, etc.

• Ability to work from anywhere

As a business owner, you can be a true digital nomad. All you need is access to the Internet so that you can keep in touch with your team and continue to push your company forward.

• Fast to hire

Because of the many online hiring marketplaces, you can request a worker and be introduced within hours. You can make sure they are the right fit, hire them, and get them working extremely quickly. This is not usually the case with in-house employees because it calls for trips to the office for interviews, testing, etc.



Who are freelancers/online workers/contractors?

Freelancers are experienced and specialized professionals located all over the world who work for online businesses. They have decided to offer their skills to companies requiring their niche skill set within their country or abroad.

They build their personal network, create portfolios of clients, and manage their professional life from the comfort of their own home or a co-working space within their city of residence or while traveling the world.

Freelancers have a wide variety of skill sets catering to the many needs of online business owners. To briefly name some of the skills that you can hire a freelancer for:

- Customer service
- Bookkeeping
- Web development
- Website design
- Graphic design
- Advertising
- Social media marketing
- Finances
- Legal
- Much, much more.

Freelancers bill their clients at a competitive hourly rate or a fixed charge per week or month based off of the market for their given skill set. In certain situations, freelancers will complete fixed price projects for clients depending on their preferences for being paid. When being paid, freelancers are considered to be an independent contractor distinguishing them from a traditional employee.

There are millions of freelancers located around the world specializing within hundreds of skill sets. They work for the full gambit of businesses ranging from startups to multi-national corporations looking to outsource work to a different country.

How has online hiring been done in the past?

When businesses first started globalizing, they looked to set up offices in foreign countries where cost of labor was lower. In this fashion, they could capitalize on low-ering labor costs while growing their business.

To many, this concept has come to be associated with outsourcing. Outsourcing is the process of having a remote contractor or group of contractors handle a particular aspect of running a business. While outsourcing is associated with abroad, you can also outsource work within the country that you're living in.

Online hiring marketplaces emerge

In the past 20 years, online hiring marketplaces have taken over as the mainstream way in which to outsource for small, medium, and large businesses. Most of the platforms, from Upwork.com to Freelancer.com to Monster.com, function as an interactive job board where there is still a lot of work required for both the freelancer and the business owner.

The business owner must create a job posting, push it live through their account, sift through freelancer applicants, conduct interviews, and hire the best candidate.

The freelancer must create an account, search through open job postings, apply, interview, and fight for the position with, sometimes, thousands of other online workers.

The process can take days to weeks to find the best possible applicant for the job you are seeking. It can become frustrating and difficult if you do not have experience recruiting, interviewing, and hiring freelancers in the past. Worst is that there is minimal support from these larger marketplaces when you are stuck in a situation during the hiring process.

How does FreeeUp do online hiring differently?

FreeeUp was founded on the basis of wanting to make online hiring simpler for both business owners and freelancers. FreeeUp aims to connect business owners with the top 1% of online workers in eCommerce, digital marketing, virtual assistance, and web development.

FreeeUp removes the need for business owners to create job postings and interview online workers by handling it all internally. FreeeUp regularly recruits new freelancers to apply to join the FreeeUp network, but workers don't automatically get in. All freelancers are required to go through 4 stages of vetting on their skills, attitude, experience, and communication abilities. By the time the worker makes it to the network, they are prepared to get to work with clients.

As a business owner, you simply create an account and fill out a FreeeUp Worker Request. The Worker Request allows you to outline the skill set you need, the budget you want to stick within, the location of the freelancer, and additional details about the job you are hiring for.

Once submitted, our internal team reviews your request and personally matches you to the best possible worker within the FreeeUp network.

The FreeeUp platform is challenging how online hiring marketplaces have been functioning for decades by creating a more hands-on experience for business owners. Here's how it's changing the landscape:

- Not a job board
- Exclusive network of pre-vetted freelancers
- Fast hire platform hire within 24 hours
- Short and long term work available
- Unique Worker Request system
- 24/7 customer service
- No turnover guarantee

At the core of what FreeeUp does is a dedication to saving business owners time on the front end of online hiring and protecting them on the back end from hiring unreliable freelancers.

It's no easy task, but it's why the FreeeUp platform exists.



CHAPTER 2 How to make your first hire count

If you're reading this guide, you inevitably want to learn to hire online workers to grow your business. We were in the same boat years ago and we didn't know where to get started other than posting jobs and hoping for the best.

In order for you to skip the months of learning that we had to go through, we are providing you with a step by step process to hire effectively from the get go.

Here are the steps to make sure that your first online hire counts.



Identify the task you want to get off your plate OR the expertise you want to add to your team

The first step to making your first hire as efficient and value-adding as possible is to know which task you want to outsource. When considering this decision, there are two main types of tasks that you may be looking to hire a remote worker for.

They are:

1. Repetitive and time consuming operational tasks

Examples:

i. Answering customer emails throughout the day
ii. Fulfilling orders for your online store
iii. Keeping track of bookkeeping and financials
iv. Managing social media platforms
v. Writing blog articles

Think of tasks that need to be completed on a daily basis, but don't require an extremely high level of expertise to complete. These are tasks that you shouldn't be spending your time on because there are many other value-adding projects you should be working on instead.

2. Expert level tasks where you don't excel, but your business needs

Examples:

i. Setting up Facebook Ad campaigns
ii. Landing new PR opportunities
iii. Building programs to increase efficiency
iv. Building a web site
v. Photographing products

Think of tasks that would help your business grow, but that you don't have anyone on your team with the capability to complete them. These are areas where your business is being held back because of a lack of talent.

In order to choose the first task to outsource, there is a simple exercise that you can complete within 15-20 minutes. The exercise challenges you to think of all the tasks within your business that fall into the two categories above so you can see on paper where there is potential for you to hire a remote worker.

Activity: Choose Your First Task to Hire a Remote Worker For

1. Write down or type all of the tasks that fall into the two buckets that we've identified above. Walk yourself through a typical day in your shoes and jot down all of the tasks that you are performing and that you wish you were performing to grow your business.

2. For the first bucket (for repetitive tasks), order them from most time consuming to least time consuming.

3. For the second bucket (for expert tasks), order them from most wanted to least wanted.

4. The tasks that sit on top of each of your lists are the first tasks that you should hire a remote worker for.

Depending on your budget, you can choose between the two tasks that ended up at the top of your lists. Repetitive tasks will tend to be less expensive while expert tasks will require a higher budget for the role. (Note that this is just in general.)

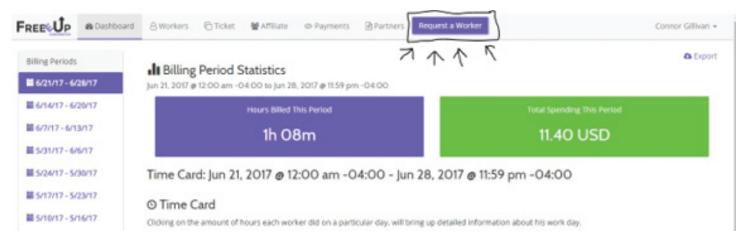
That's all there is to step 1. It's not rocket science and it can be completed within 15-20 minutes. With a better understanding of the role you want to outsource, you can dive into the FreeeUp experience of hiring your first remote worker.

STEP 2

Submit a Worker Request on your FreeeUp account

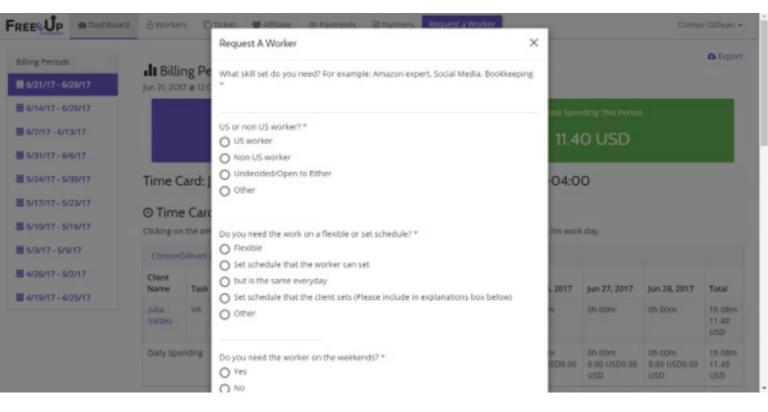
The beauty of FreeeUp is that you don't have to create an elaborate job posting, create accounts at multiple websites, and post your job to bring in applicants. All of that is taken care of you through FreeeUp.

Once you have the task that you want to hire a remote worker for, you simply log into your FreeeUp account and click on the "Request a Worker" button. In your FreeeUp account, your dashboard will look like this:



Note: If you haven't signed up yet, you can do so by clicking here.

Once you've clicked on the "Request a Worker" button, you'll be presented with a form that looks like this:



As you can see, you will first be asked for the skill set that you are looking for hire for. If you're looking for someone to answer your customer emails, you can write exactly that or "customer service representative."

If you're looking for someone to start your Facebook advertising, you can write just that or "Facebook Ad expert."

The remainder of the form asks you questions about your ideal worker so that we can match you to someone perfect for your job.

Filling out the Worker Request

Here's a list of the questions:

• What skill set do you need?

In your own words, tell us the skill set you need to complete your task or job.

• US or non-US worker?

You can decide if you want someone in the US, not in the US, or if you don't have a preference. As a general rule of thumb, US workers cost more than non-US workers. It is completely up to you what you prefer.

• Do you need the work on a flexible or set schedule?

This is helpful to know so that we can make sure we match you with someone that can work on the schedule that you state is your preference.

• Do you need the worker on the weekends?

Let us know if you need the worker on the weekends so we can connect you with one that has that a part of their schedule.

• Does your worker need to speak (voice) to customers?

If there are phone calls involved, we want to know so we can connect you with a worker with strong experience speaking with customers, partners, etc.

• What is your expected price range?

Check the pricing ranges that you are comfortable with paying for this worker. It's important to keep in mind that there are three levels of workers at FreeeUp:

Low: Quick learning, some training required, best for day to day operations.
Mid: Advanced experience, specialization, minimal training required.
Expert: High level consultants, perform research, planning and execution for all projects.

If you are looking to fill a repetitive task, your low to mid-level worker is going to be best. While if you are looking to add a new expertise to your team, you will want an expert.

• Briefly describe the role of the worker. What are your expectations for the worker in this role?

This is where you can add as much detail as you want about the role that you're looking to hire for. The more information in this section the better as it gives us more information to make sure that we match you with someone that will perfectly match your needs as a business.

• One-time or ongoing project?

Again, this information is important so that we can gauge availability from our workers to ensure there won't be any issues with scheduling.

• If ongoing, how many hours and days per week?

• How quickly do you need this worker?

Most Worker Requests are completed within 24 business hours, but we can always expedite the process if absolutely needed. Just let us know!

• *Is there a hurry to have this project completed?*

Again, reserved for those clients who are in an urgent need for a worker immediately.

Submitting your Worker Request

Once you've answered all of the questions above, you can click the "Submit" button located at the bottom of the form. **Voila!**

Your Worker Request will be sent to the FreeeUp team who will read through your details and handpick you the best possible remote worker for your job.

Usually within 24 business hours, you will be introduced to the worker that we've matched you to via email and right in your FreeeUp account.

Step 2 complete! Instead of posting jobs on multiple online hiring sites and trying to interview each applicant, you submit one simple form that can be filled out 10-15 minutes. You put the work in the hands of the FreeeUp team and we connect you with a reliable worker that we've already interviewed, tested, and trained on communication.

Time for step 3.



Meet with the worker and ask them these questions

After submitting your Worker Request, you'll be introduced to a match from the FreeeUp network within 24 business hours (1 business day), and sometimes even faster. In that 24 hours, our team is working away searching through our hundreds of workers to hand pick you the best possible match based off your Worker Request form.

Once we've found a worker to fit your job description, we'll introduce them to you via email and directly in your account. You'll gain access to their contact information so that you can schedule a 10-15 minute meeting.

4 Key Questions to Ask Remote Workers

In the 10-15 minute meeting, it's crucial that you ask them the right questions to make sure that they are a 100% perfect fit for your role.

Here are some questions that you should be asking as you first meet your worker. These are questions we've been asking for years that have helped us to hire only the best for each job that we're looking to fill.

• Tell me about your experience with this particular job

You don't need an hour-long breakdown of their past work experiences, but challenge them to share their knowledge in the given skill set that you need for your company. Ask questions to make sure they have the level of expertise you are looking for.

• Can you work on this schedule?

You want to make sure that the worker can absolutely work on the schedule that

you want them to before moving forward. If you want them to work when you are online, make sure that it's not an issue for their time zone. If you want them to work 25 hours per week, make sure they can take it on without any issues.

• Can you communicate like this?

The key to hiring a remote worker is making sure that your communication is at a very high level from the get go. Express how you like to communicate – email, Skype, text, phone – and make sure they are on board. If you want daily updates, tell them how to send them to you so that it isn't an issue in the future.

• How will you approach this task?

Give the worker an opportunity to express how they'll tackle the job that they are looking to fill. You want to make sure that they can confidently give you a road map to how they can take this area of your business forward so it isn't an issue in the future.

Make your decision

Based off these questions, you want to make a decision of whether to hire the worker

or request another worker. In your FreeeUp account, you'll see a box that looks like this...

Option #1: Make the Hire

If you are confident in the worker's ability to fill your task, you simply click the Hire button. The worker will be added to your account and you will be added to theirs. The worker will only begin once you give them the go ahead and approve the hours that they should start working.

rkers Attached	
Status: None Worker: Nathan Hirsch Rate: 5.00 USD/hr Task: VA	Hire
	C Request another worker
View Co	ntact Details
	Cancel This Tic

Option #2: Request a Replacement

If you aren't 100% sure about the skills of the worker that you were introduced to, you can click the "Request another worker" button and you will be presented with a short text box asking for your feedback as to Why you didn't like the worker.

Enter your feedback so that we understand what it was you didn't like about the worker and we'll introduce you to a replacement within 24 business hours.

Once you've reached the decision to Hire a worker, you will be ready for Step 4: Hire the worker and set clear expectations!

Hire the worker & set clear expectations.

As we said above, hiring your first worker is as simple as clicking the Hire button in your FreeeUp account. Once you're ready, go ahead and click that button.

After you're hired your worker, you want to meet with them to communicate clear expectations on how you want to work together.

IMPORTANT: Not having this initial conversation can make a drastic difference on how effective your online worker will be. It's also a step that you can take to avoid issues and poor experiences in the future that many business owners have run into in the past.

Here are the expectations to cover when meeting with your worker.

• Communication \rightarrow daily, weekly

Express how you want to be communicated with. Our recommendation is to ask your worker to check in with you at the beginning and end of each shift on Skype or another form of chat. Ask them to check in and provide the tasks they are working on when they start. Then ask them to provide a short summary of what they accomplished at the end of their shift.

On a weekly basis, set up a meeting time each week where you and your worker can meet to discuss goals for the upcoming week, review past goals, and address any issues they are having with their role.

By setting up these touch points with your worker, you won't fall into a situation where you are wondering what they're doing, when they're working, and if you are wasting your money.

• Schedule and hours

Hammer down the worker's schedule and the hours that they are approved to work. We encourage all business owners to get their workers on a regular schedule (for example: 9 am to 12 pm EST, Monday through Friday) so that they always know when they can reach that worker.

We also encourage you to set the exact hours your worker is approved to bill per week so that there are no issues when it comes to billing day. You can express that the worker has 20 hours per week on the schedule that you've outlined and that they need to come to you for approval of more hours if there is still work to be completed.

We also encourage you to set the exact hours your worker is approved to bill per week so that there are no issues when it comes to billing day. You can express that the

worker has 20 hours per week on the schedule that you've outlined and that they need to come to you for approval of more hours if there is still work to be completed.

In this fashion, you stay in control of the budget and create another touchpoint where you and your worker are communicating if there is more work that needs to be completed.

• How to handle problems

Depending on the role, you need to express to your worker how to handle problems as they run into them. It's better to get on the same page with this upfront than to let a problem get out of hand that impacts your business.

Here's an example for a customer service worker. If a customer gets completely irate and is cursing your business out via email or phone, should your worker proceed with attempting to calm them down or should they report it to you to handle?

By setting the clear expectations upfront, it helps to avoid potential issues down the line.

• Expected output within the role

Tell the worker what you expect them to complete within the hours that you've assigned them. Set clear, quantitative goals when possible so that the worker has something to strive for.

Many business owners get frustrated working with freelancers because they don't have a way to measure their success on a daily basis from so far away. A simple solution is to clearly communicate a benchmark of what they should be achieving and report where they reached at the end of every shift.

Let's assume you hired a freelancer to write blog articles for you. Your expectation is that they produce a 1,000 blog article in 2 hours. That is very specific and can be measured easily by the worker each shift. That's what you want.

• Goals of the role

Share the purpose of the role with the worker with regards to the team that they are within. Give them an idea for why they are becoming a part of your team and outline how they could potentially grow within the role.

When you give someone a vision of where they could go, they will be more motivated to come in each day and work hard towards their goals. If there is no end in sight, it could become too routine and unknowing that it may lead to decreased efficiency.

• Goals of the company

Give your worker inspiration for how they are impacting the growth of the company. Freelancers are like any other workers in that they want to see their work directly impact the growth of the company they are working for. So many businesses hire freelancers without properly integrating them into the culture and goals of the company. Take the extra 10 minutes to share how their role is helping the business to grow so that they can come into work each day with a common purpose in mind. That will create a long term relationship where the worker will bend over backwards for your business.

Step 4 is all about creating the initial verbal contract between you and your new worker. It is a process to build a strong working relationship with someone and it all starts with setting the right expectations so that both parties can succeed and feel inspired by the position. Once you and your worker are on the same page, it's time for

STEP 5

Get the worker started!

You're almost there! Step 5 is all about getting your worker started in the schedule that you decided upon in step 4 and providing the necessary training, if any is required.

Depending on the level of the worker that you've decided to hire, you will need to approach getting them started differently. In general, online workers can be split into three levels and this also happens to be the way that we categorize our workers at FreeeUp.

Level #1: Low Level Worker

Reminder: Low level workers are doers that learn fast, but need some form of training.

For low level workers, train them until they are efficient in the task. Start by sharing with them your training guide for the given task you are hiring them for. Schedule a time to train and share your screen with them as you go through the process. You can do this easily with apps like Skype and Teamviewer.

Once the worker is confident in the task, have them share their screen with you and watch as they complete the task. Provide feedback along the way until they're good to handle it on their own.

Level #2: Mid Level Worker

Reminder: Mid level workers are specialized and don't require much task related training.

For mid level workers, provide your training materials for a reference and get them

started quickly. Review their work the first couple of days and provide advice from your point of view in case there are any company specific practices to look out for.

Level #3: Expert

Reminder: Experts are top level consultants who will create a plan and take action.

For experts, speak with them about your goals for the job and allow them to create a plan with estimated hours. Approve the hours and put the expert to work.

Congrats! You've successfully requested, interviewed, hired, and started your first remote worker! That's an accomplishment not many people can say they've achieved and it's a catastrophic first step towards building a business that works for you.

STEP 6

Hold weekly meetings

To make your first hire count, you must keep in touch with them as they work into the new role. The best way to do this is to set up weekly meetings with your new freelancer to get updates, provide advice, and guide them in the right direction.

You don't want to fall into a situation where you aren't staying up to date with your freelancer. It can lead to a stale working relationship where the work is merely getting done. You want to make sure that you continue to develop your relationship with your remote worker so that they stay inspired and continue to help build your business.



CHAPTER 3 How hiring remote workers will benefit your company

Once you hire and successfully set up your first worker, you'll be hooked! There are so many ways in which remote workers will allow you to grow your company faster and more efficiently.

Here are a few to think on:

- More time for growth
- Getting more done on a daily basis
- Continuous growth in specific areas
- Added experts
- More time for personal life

The greatest fact of the matter is that you can easily pause a worker if it's not working out. Why avoid a potential upside with such little risk?

Interested in discovering other tasks that you could hire a remote worker for? Check out our 85 Most Popular Jobs to Outsource to Online Workers guide that provides inspiration for hiring more remote workers for growing your online business.

Conclusion: Get started with hiring your first worker

Today is the day to get started and FreeeUp is here to make it even simpler than you can imagine. As a quick review, here are the steps you can take to successfully hire vour first remote worker.

- 1. Identify the first task you want to hire for
- 2. Submit a Worker Request in your FreeeUp account
- 3. Meet and hire your first worker
- 4. Set clear expectations upfront with your worker
- 5. Get your worker started
- 6. Regularly meet with your worker

If you successfully follow and execute these steps, you will see your business start to grow differently than it had been when it was just you.

Still having a hard time believing that? We've helped thousands of business owners hire their first worker and have created thousands of jobs for freelancers. Here's what a few of our clients have had to say about hiring with FreeeUp.

"My referral to FreeeUp from one of my eCommerce mentors has changed my life so much. I am totally blown away with the changes and amount of stress and time I have now been able to free up due to the absolute skills and competence of my 2 new workers."

- Paul Samuel | eCommerce Business Owner

"I've now hired 3 workers from Freeeup for a range of skill sets and each worker has been a great communicator and has provided great work. I highly recommend Freeeup!"

- Stacy Jones | Satisfied FreeeUp Client

"FreeeUp is hands down the best company for hiring remote workers I have ever worked with. When I need a worker, instead of taking a week or more with other companies, I just let them know exactly what I need in plain English, and they usually have someone who can help me within minutes. Some of my best workers have come from this company."

- Shawn Mayo | Founder of ShawnMayo.com

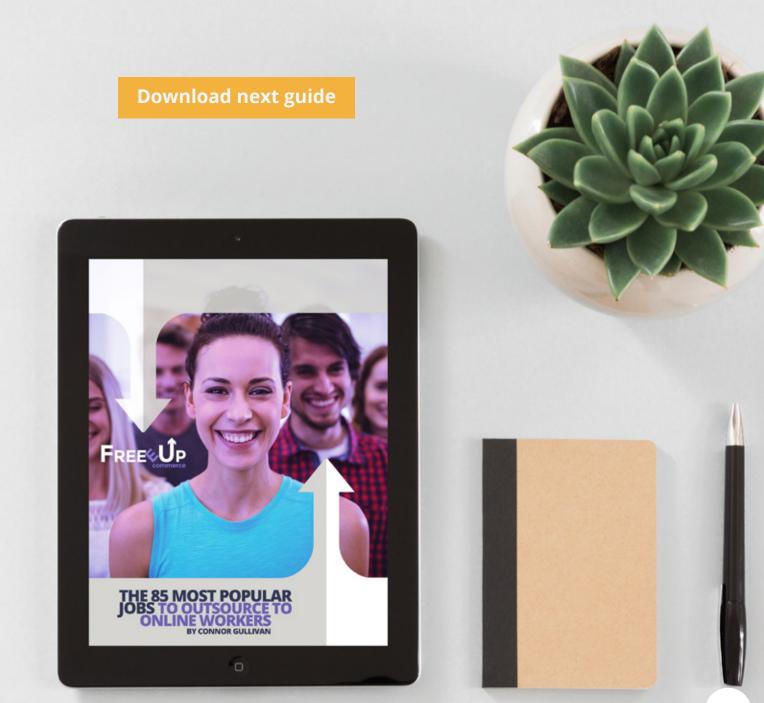
"I've used several to get my products on Amazon, recreate my PowerPoint, design a new logo, and update my website. Saves me so much time instead of reviewing all of the different freelancers myself." - Pam Goodwin | CEO of Goodwin Commercial



Want inspiration for your next hire?

Download our guide titled **85 Most Popular Tasks to Outsource to Online Workers** and see how hundreds of other business owners are creating more time in their day through outsourcing.

Diving deep into business operations, eCommerce tasks, digital marketing jobs, and web development projects, the guide demonstrates how you can build a remote team to run your online business so you can focus on growth or enjoy the benefits of being the boss!



ARE YOU INSPIRED TO HIRE YOUR FIRST WORKER?

Surely there was at least one task above that is still on your plate. If it's not your absolute expertise or you don't have the time to be working on it any longer, now is the time to hire a reliable freelancer to handle it for you.

The process of making the hire with FreeeUp is easy as a few clicks of your mouse. Here is how easy it actually is:

- Create your FreeeUp account
- Submit your Worker Request
- Meet with your worker
- Click the Hire button
- Set clear expectations
- Get working!

FreeeUp was designed to make hiring online as simple as hailing a ride with your phone. Instead of a car pulling up to your home, you now have a pre-interviewed and trained freelancer knocking on your door via email, ready to work for your business.

Create a FreeeUp Account

