Setting Expectations With Freelancers

Do you want the freelancers that you hire to understand how to best work with your company?

Let's be real. What business owner wouldn't want that?!
We spent years interviewing, hiring, and working with freelancers from all over the world as we built our business online. Through those years, we've developed our own template on how to share information about your company with freelancers that you hire.

How It Benefits Your Company

When you share clear expectations with freelancers, they understand what you need as a client and they are able to better customize their services to your business.

When you use this template and share it with all freelancers that you hire, here is what you get in return:

- Freelancers that not only care about their paycheck, but the goals of your business.
- Freelancers that respect you as a business owner.
- Freelancers that buy into your vision and want to recruit other smart freelancers to join.
- Freelancers that feel comfortable coming to you with questions and feedback.

If you want that out of the freelancers you hire, use this template and commit it to your process of hiring and onboarding new freelancers.

Directions

Carefully read the key points below and fill in information about your company that you want to share with any freelancers that you hire for different projects. As you hire new freelancers, share this document with them so that they can quickly understand best practices for working with you and your business.

<<Company Name>> Expectations

Welcome to <<Company Name>>! We are extremely excited to have you and want to make sure that we both have a positive experience working together on this project. This document lays out our company expectations, goals, and personal preferences.

Please read this carefully and let us know if you have any questions. :)

Best Practices for Working with <<Company Name>>

About the company:

- Include how long you've been in business and how your company makes money.

- Explain the core value proposition that you offer to your customers. This information will help the worker to better understand how their task in the project is helping your company grow overall.

Number of employees/ contractors:

- This can help the freelancer to further understand the size of the company they will be working with on the project.

Current challenges you are facing:

- By communicating the challenges you are having, you may be able to get new advice from a freelancer that has run into a similar issue in the past.

Owners/ manager/ executives/ internal workers' contact information:

- It's super important to share communication information so that the freelancer can be in close touch with you as they are working.

Important things to remember:

- Add in anything that is extremely important for the freelancer on the project so it doesn't become an issue without them knowing.

Scheduling Preferences:

- Share what your company's preferences are so it's simple to set up the hours that they are working.

Regular Meetings:

- Let the freelancer know when you have company wide meetings so that they can attend and stay up to speed with what's going on.

Pet peeves:

- If the freelancers you hire know your pet peeves, it will be easier to avoid them. Share honestly what bothers you most and what you highly appreciate.

Important Access Specific Information

Account password/log in information.

- Provide information for the worker to access the aspects of your business that they will need to perform their task or project.

Google spreadsheet links

- If you have internal documents that the worker would benefit from reading, share it with them so they can read it during their set up process.

Links to tutorial videos:

- Similarly, if you have any videos that could teach the freelancer about your business, make sure to share them.

Any other important documents:

- Look into your documents and make sure to share any that would make the freelancer work smarter with regards to your business. While they may only be performing a specific task or project, increased knowledge of the overall business always helps.

Get Started With the FreeeUp Marketplace

Your homework for the next 24 hours is to take 30 minutes to fill out this entire template. Add it to a Google document, fill out all of the areas of expectations, and save it on your bookmarks so you can always share it with new freelancers.

If you already have freelancers working within your business, make sure to share it with them so that they can better understand your expectations.

As you hire more freelancers using the FreeeUp Marketplace, incorporate sharing and discussing the document a part of your setup process. It will make a world of a difference!