FreeUp:

How to Determine Freelancer Pay Rates

Who Are We?

Garrett German

Director of Business
Development

Mackenzie Lepretre

Director of Client Experience

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What is FreeUp?

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What is FreeUp?

Top 1% of Freelancers in the World

- Pre-vetted freelancers
- Thorough interview process
- Hand picked for each job ticket

How to Determine What to Pay a Freelancer

Basic Level Freelancers

Basic Level Freelancers

What is a Basic Level Freelancer?

- They are able to handle processes that already exist.
- The tasks are typically repeated constantly and don't change often. The freelancer can follow an SOP.
- Examples:
    - Emails
    - Data Entry
    - LiveChat

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Basic Level Freelancers

Virtual Assistants:

- Pricing = $7/hour or higher
    - $5 - $7 an hour range only for VERY basic tasks
- We recommend spending more hourly for someone who will be working more hours a week for you.

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Basic Level Freelancers

Specialized Skills

- Amazon Specialization
- Product Research
- Technical Support

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Mid-level Freelancers

Mid-Level Freelancers

Virtual Assistants:

- Pricing: $13 - $25/hour or higher
- They can work autonomously without a lot of oversight, but still have guidance on what is needed. They will not build out new processes, but will be able to operate off of instructions.
- Examples:
  - Project Managers who manage other virtual assistants
  - Advanced Client Support

Mid-Level Freelancers

Specialized Skills

- Content Creators = $13 - $35/hour
- Photography
- Basic web design
- SEO, Facebook Ads, PPC, Social Media
- Accounting + Finance

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Expert Freelancers

Expert Level Freelancers

Specialized Skills

- Pay Rates = $30 - $75+
- Example Skills:
    - Web Development
    - Business Consulting
    - Building out new processes

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Expert Level Freelancers

Paying for Tests

- Test projects are important for expert level freelancers and analyzing their skills
- Always pay for tests
  - Earns trust in the long run
  - Helps you to make a quality decision

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Traits to Pay More For

Communication

Response Time + Clarity

- It is always worth paying more for a freelancer who communicates clearly
    - Will they respond to you quickly?
    - Will they let you know if something is wrong?
    - Will the pick up on the skill quickly?
- This will save you time and money in the long run.

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Work History

Looking for Longevity

- What does their client history look like?
- Look for freelancers who have past long-lasting relationships.
- Can they provide references in their portfolio of past clients they worked with?

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Saving Money: Grouping Tasks

Grouping Tasks Together

Virtual Assistants

- Find VA's who can handle multiple different types of tasks
- Example: FreeUp's Support Team
    - Email Support
    - LiveChat
    - Phone Support
    - Fraud Detection

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Grouping Tasks Together

Cross Training

- Saves you time + money
- Provides security
- Helps to grow your team members skill sets
    - People are capable of more than you think with the right direction and guidance

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Grouping Tasks Together

Specialized Skills

- Advertising:
    - It is worth it to pay more to find someone who can handle multiple skills for you.
- Examples:
    - SEO
    - PPC
    - Facebook Ads
- They will know your business better and there will be more streamlined communication
- You will save money in the long run

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Fixed Price Projects

Fixed Price Projects

Benefits + Types of Projects

- Fixed Price Projects are great for advanced level freelancers who may need to work on a more "salary" type of pay structure.
- Helps to stay on budget
- Ideal for short-term and one off projects
- Example:
    - Web Development work

Tip: Start a project at hourly as a test and then shift into fixed price

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Fixed Price Projects

Determining Milestones

- Fixed price projects typically have 3 or 4 "milestones"
- The freelancer isn't paid out on the project until the milestone is completed and approved by the client.
- Examples of Milestones for a Web Dev Projects:
    - Milestone 1: Create design template
    - Milestone 2: Implement design onto site
    - Milestone 3: Build out web forms for product purchases

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Prices on Job Tickets

Selecting Price Ranges

Be Specific

- Try to choose one or two ranges and stick with it, this will provide you with better options with what you are looking for.
- Go in knowing if you are looking for a basic, intermediate or expert level freelancer.
- Reference FreeUp.net/pricing or schedule a consultation
- Always pay for tests for expert level freelancers
- We may reach out to you if you need