

FreeUp:

How to Interview Expert Freelancers

Who Are We?



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What is FreeUp?

What is FreeUp?

Top 1% of Freelancers in the World

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



How Do We Define an Expert?

What is an Expert Freelancer?

1. Business Planning: Expert-level freelancers are high level executors and strategists who can help you organize and expand your business.

2. High Level Tasks: Expert-level freelancers can consult, build systems + new processes and should be able to manage projects independently from you. They typically have knowledge in a task that you do not.

Expert Level Tasks

Expert Level Tasks: Examples

Consulting

- Sales consultants
- Online Arbitrage
- Drop Shipping
- Amazon Private Label

Marketing + Strategy

- SEO
- PPC
- Facebook Ads Creation

Expert Level Tasks: Examples

Conversion Rate Optimization

Excel

- Vlookup
- Macros
- Custom Reports

Amazon Merchandise

- Designs
- Listings

Programming + Development

When Should You Hire an Expert?

When Should You Hire and Expert?

Questions to Ask Yourself:

1. Is there a task you or your team is doing which is outside of your area of expertise that is being done at a sub-standard level?
2. Are there any areas of your business that would increase value and revenue if given more attention?
 - a. Examples: PPC, Web Development (UX/UI), Sales Strategy, SEO
3. Are you ready to expand and focus on a new part of your business or market?
 - a. Examples: New Products or Markets
4. What is the current state of your business?
 - a. Are you trying to manage rapid growth?
 - b. Are you needing to pivot out of a decline or plateau?

How Much is an Expert Worth?

Expert Level Freelancers: Pay Rates

Skill Set Required: [FreeUp.Net/Pricing](#)

- All Expert Level freelancers will have different rates depending on the skill set. A web developer will have a different price than a graphic designer.
- Pricing will also depend on the freelancers experience levels.

Payment Structure:

- Fixed Pricing vs. Hourly Rates
- You can set hours limits in your FreeUp dashboard

Expert Level Freelancers: Pay Rates

Freelancer Rapport and Quotes

- Expert Level Freelancers will often need to do more research on your business to give an accurate quote and timeframe
- Be open to paying for an initial consultation/proposal

Freelancer Rapport

- This is someone you will be working closely with and need to be able to trust
- It is often worth it to pay more for a freelancer you know you can have a long-term business relationship with.

Finding the Right Fit:

Preparation and Interview

What to Prepare Before the Interview:

Preparation:

What to Include

1. Goals + Expectations: What metrics will the freelancer need to hit in order for this project to be a success?
2. Reference Materials: Examples of what you are looking for.
3. Past work done: What work has been done for this project?
4. Other business information that can impact the freelancers success:
 - a. Example 1: If you are hiring a sales consultant, they will most likely ask what marketing efforts are being done to bring leads in.
 - b. Example 2: If you're hiring an SEO consultant, they will want to know about your site management team and if any site changes have been made recently.

Crafting Effective Interview Questions

Three Points to Focus On

Experience and Performance

- Keeping your project/position goals in mind, can they complete what you're asking?
- Do they have past experience and also a track record of success? (Tip: Look for specific numbers)

Work Style and Strategy

- Do they clearly understand your project scope and goals? Do they have an existing process/execution strategy in place? Are they able to identify potential challenges?

Communication and Logistics

- Can they communicate effectively and according to your preferences?
- Can they work within your proposed time table?

Interview Questions: Experience and Performance

Interview Questions

Experience and Performance

1. Tell me a little bit about your career and industry experience.
2. Number of past and current clients - length of those relationships.
3. Describe the types of clients you usually work with (Business Size, Revenue, Industry, etc.)
4. Tell me about a recently successful project. How did you excel and what were some challenges you faced?
5. What is unique about you and your approach, what sets you apart from the other freelancers I am interviewing?
6. Can you provide any referrals?
7. Review their portfolio, past work, past results and past timeframes.

Interview Questions: Work Style and Strategy

Interview Questions

Work Style and Strategy

1. What is your strategy/process from consultation to completion?
2. How do you measure results and set KPIs?
3. What sort of reporting and deliverables will you provide?
4. How will I know if we are on or off track?
5. What would you do if you missed a deadline?
6. What tools do you use?
7. What kind of results can I expect and in what timeframe?
8. What potential problems could we run into? How would address them?

Interview Questions: Communication and Logistics

Interview Questions

Communication and Logistics

1. On past projects, how many others have you worked with at one time? Are you used to working solo or with a team?
2. What are your preferred communication channels and frequency?
3. Do you use any project management software?
4. What meeting schedules do you prefer?
5. Are you able to meet my proposed timeline? Is it realistic?
6. What pay rate are you looking for for this project/negotiation.
7. What necessary resources will you need from me? What account access information will you need?

How to Tell if a Freelancer is Truly an Expert

Expert-Level Freelancers

The Best Freelancers Have:

1. Relevant experience and record of success (references as well).
2. Skills required outside of the main skill set - they recognize and possess the the subsidiary skills needed to generate the results you are looking for.
 - a. Example: A PPC campaign manager who can also create landing pages.
3. Able to provide a high level strategy overview with defined action plan, timeline and clear deliverables/reporting.
4. Understanding of all variables, common mistakes and potential issues that could occur.

Questions?

Schedule a Free Meeting with Us:

FreeUp.net/meet