



# INTRODUCTION TO ONLINE WORK

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# Introduction to online work

- ▶ **Online work** is a source of employment that allows one to work from anywhere, at any given time and for whomever so long as one has a computer, tablet, internet connection. Online work is work sourced, done, submitted through the internet.



# Terms used in online environment

- ▶ **Freelancer** –commonly known as online worker is a person, agency, or organization available to work online at any given time for a client.
- ▶ **Client**– A person or an organization who offers the job to a freelancer i.e. Employer on the platform
- ▶ **Platform**–These are websites that connects freelancers and clients.
- ▶ **Turnaround time** : time required to complete and submit a particular task



# Advantages of online Work

- ▶ Easy to Get started
- ▶ Flexibility.
- ▶ Pick and choose clients.
- ▶ High demand for freelancers.
- ▶ Minimal start-up cost.



# Disadvantages

- ▶ Can take time to build a steady clientele.
- ▶ Challenging in Managing multiple clients and projects
- ▶ Low income at start up stages.
- ▶ Some clients may not be genuine



# Attributes of a freelancer

- ▶ **Time consciousness**–No client appreciates people who waste time. Don't take too much work that you cannot deliver on time, turnaround time must be respected, as much as you're your own boss, the online clients are equally your bosses , planning is very important.
- ▶ **Dependability** – Be there when the client needs you most, Although sometimes difference in time zone might be a challenge you can readjust and plan maybe to stay awake in order to deliver to the clients satisfaction.
- ▶ **Honesty and Integrity**–This creates peace of mind and promotes relationships of trust with your clients. A freelancer who is honest will bid for the first jobs but will retain the clients afterwards. Nobody supervises you, your integrity will allow you identify all time–stealers and stick to the clients' project.



# Continuation...

- ▶ **Discipline** – Make the client feel respected address them by their title do not interrupt when they are speaking especially during official skype calls Wait until they finish to respond since it will not sound good if you disturb them with calls after you start working on a project.
- ▶ **Hard work** –A freelancer needs to go out of their way and put in extra effort to attract and retain clients. One needs to understand that as a freelancer you may be required to adjust your working time to fit into the client’s requirements. This therefore means one must be passionate, self-driven, committed and work hard without supervision.
- ▶ **Consistency** – A freelancer needs to build a vibrant profile, bid for jobs, get clients, and then work at retaining them for a continuous online income.





# Resources for a freelancer

The listed resources are the basic requirements for any online work but depending on area of speciality you may need additional resources

- ▶ **Computer**—is a freelancer’s tool for doing online work to access the online platforms. The device needs to be equipped with the necessary software and hardware tools based on the skills they are taking.
- ▶ **Reliable Internet**—Is a requirement that allows the freelancer to access the online platforms and resources required to work effectively.
- ▶ **Mode of payment**—a verified mode of payment is necessary for transacting.
- ▶ **Working space** – set a small home office – a desk or table and a chair/ space within which to complete online tasks away from distractions such as noise.
- ▶ **A working email account** –with real freelancer’s name for communication purpose.



# Communication and collaboration tools

These are important tools used when sharing work and information among freelancing groups in online businesses. Examples include:

- ▶ Social Media Platforms
- ▶ Email
- ▶ Skype
- ▶ LinkedIn
- ▶ WhatsApp
- ▶ Facebook Groups
- ▶ File Sharing and storage
- ▶ Google Docs
- ▶ Google Drive



# Jobs available online

- ▶ In online work, just like any other traditional work there are different categories of jobs that an individual can pursue. In most cases the jobs that are selected by any individual is defined by interest(hobby) and skills possessed by that person
- ❑ Writing and translation
- ❑ Proofreading and editing, translation
- ❑ Virtual assistant
- ❑ Data entry,
- ❑ personal assistants,
- ❑ video captioning,
- ❑ web research
- ❑ Transcription
- ❑ Data mining



# Review

1. Who is a freelancer?
2. What are the qualities needed for a online worker?
3. Discuss the pros and cons of working online?
4. List five jobs that are available on the various online platforms
5. What are the key resources that every freelancer should have?



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