

the  
**freelance jungle**  
the social club for creative creatures



POWERED BY PATREON

## COMMUNICATIONS TOOLKIT

*By Rebekah Lambert*



**HUG A FREELANCER**

Proudly supported by





# HOW TO HUG A FREELANCER

## Do you want to take your allyship with freelancers to the next level?

It's a lot easier than you think! Freelancing is often a thankless job. Many freelancers only hear from their clients when things aren't going to plan or there are changes to be made.

## Take the Huggable Client Test!



**Want to know if you are an awesome client to work with? Take 5 points for every YES answer. Do you:**

|                                                                                             |     |    |
|---------------------------------------------------------------------------------------------|-----|----|
| Pay your freelancer on time?                                                                | Yes | No |
| Pay them above award rates to account for holiday, sick pay and the cost of doing business? | Yes | No |
| Listen to their advice when working on a project?                                           | Yes | No |
| Stick to the brief and the scope?                                                           | Yes | No |
| Respect their boundaries. I.e., not calling on days off, after hours or weekends?           | Yes | No |
| Treat them with respect?                                                                    | Yes | No |
| Minimise their exposure to meetings and use their time wisely?                              | Yes | No |
| Refer them to others for work?                                                              | Yes | No |
| Make time to collaborate on the project together for the life of the project?               | Yes | No |
| Speak to them in the way you want to be spoken to?                                          | Yes | No |
| Do you set reasonable deadlines?                                                            | Yes | No |

Write a testimonial on Facebook, Google or LinkedIn at the close of a project? Yes No

Organise one point of contact within your organisation to relay feedback and changes? Yes No

### If they're working in your office, do you:

Introduce them and make them feel welcome? Yes No

Create a workspace for them with a desk and chair, network access and tools ready? Yes No

Trust them to go to the toilet and enter and exit the building without supervision? Yes No

Include them in team events and save them a piece of birthday cake? Yes No

Give them the access and freedom to do their job without micromanagement or surveillance? Yes No

Embrace workplace flexibility so that they can avoid presenteeism? Yes No

**See the next page for your score...**





## HOW DID YOU SCORE?

### 0 to 20



Oh boy. If we were the RSPCA of freelancing, we'd totally be scooping that little freelance friend back up right now! Freelancers are professionals who deserve respect in their own right. You should report to [info@freelancejungle.com.au](mailto:info@freelancejungle.com.au) for help on improving your freelancer integration policy.

### 21 to 50



You're not the worst we've seen. But there's definite room for improvement. Pop back through our quiz and see how many 'no' answers you can transform into a 'yes'. And contact [info@freelancejungle.com.au](mailto:info@freelancejungle.com.au) for ways to improve your culture and approach in cost effective ways.

### 51 to 75



You're definitely headed in the right direction. Take a look through the quiz to see where your score dipped and let's chat about how you can fix that via [info@freelancejungle.com.au](mailto:info@freelancejungle.com.au)

### 76 to 100



Well, well, well... if word gets out, you'll bring all the freelancers to your yard! Thank you for valuing the way that freelancers work. If you still want help to reach even greater heights on the scoreboard, head over to [freelancejungle.com.au](http://freelancejungle.com.au)



# MYTHS AND MISCONCEPTIONS

## **Like anything in life, sometimes the stories circulating don't match the freelance reality.**

Most freelancers don't like to be associated with the gig economy. A freelancer isn't a cheap source of junior or unskilled labour.

Most freelancers are mid-to-senior career professionals who have actively sought out the lifestyle to solve issues and maximise their potential in ways traditional working models don't allow for.

Many are driven by the desire to find a great alternative to issues like workplace inflexibility, presenteeism, and bullying. And the majority are in their mid-thirties or older and bring with them decades of experience and thousands of hours of practical skills.


By the nature of their employment, freelancers are adept at self-advocacy, project management and efficiency. Responsible is a freelancer's middle name. Freelancers survive by working hard to bring the best possible results to their clients. All while learning techniques and skills that help place them a cut above the rest.

Most freelancers choose self-employment to enjoy flexibility they haven't found in more traditional work settings. Don't repeat the same mistake by making presenteeism a part of their working experience with you and your organisation.

If you can foster an environment where skill, creativity, efficiency and project management ability can be put to best use, the sky is the limit!

## Sharing the freelance love

- >> If you're already working with some top talent, you can help ensure the success of your favourite freelancer in some super-simple ways.
- >> Make ability, reliability, adaptability, and attitude more important than price.
- >> Write testimonials for freelancers after the project has been completed – even better if it's without prompting!
- >> Share your favourite freelancer's details around when you network, catch up with peers or move to new workplaces.
- >> Let them know you care. A simple thank you (or a thank you gift) never goes astray!



What are you waiting for?

Hug a freelancer today!



# BENEFITS OF LOVING LOCAL

## Some of the benefits of choosing local Australian freelancers include:

- **Reducing the communication load.** Most businesses find managing freelancers is item 501 in a 500-piece TO DO list. By choosing Australian freelancers, you remove the impact of language barriers and major time differences.
- **You receive local market knowledge.** Your freelancer is well-versed in the social, legal, linguistic, and cultural requirements of your market.
- **Supporting the local economy.** You can actively support the Australian economy and increase your ability to network in the process.
- **Free promotion.** Freelancers love to talk about their clients on social media and their websites. And this can open doors to powerful word-of-mouth.
- **Continuity of service.** If you need your chosen freelancer again, it's much easier to find them if you've engaged them directly rather than through standard eBidding websites.
- **Recruiting hires.** Working on a project can be a great way of meeting your next new employee. What better way to vet a future team member than working closely together on a freelance project?

A lot of Australian businesses choose price-based eBidding websites for their freelance talent. But did you know there are some great places to go for all kinds of Australian freelancers?

## You can find an amazing array of freelancers to suit your needs at the following places:

**Artisan Creative** – recruitment and staffing agency for digital, creative and marketing talent.

**Become Recruitment** – a recruitment agency that offers contract and freelance roles within Australia.

**CircleSource** – helps you find the consultants or specialist services your business needs and manage your engagements in one simple, smart solution.

**Clever Copywriting School** – offers a dedicated directory of copywriters and content writers around Australia.

**Design Kids** – (look for your city chapter in Brisbane, Newcastle and more) is a designers networking place that does jobs and education in city-by-city chapter format.

**Freelance Jungle** – a thriving talent directory of all kinds of freelancers. You can find designers, web developers, writers, trainers and more.

**Pointer Remote** – think of Pointer as a matchmaking platform, but for remote work in Australia!

**Quiip** – is a team of the best and brightest online community managers and social media specialists delivering high-quality work to big brands.

**Rachel's List** – use Rachel's List to find talented, pre-approved freelance writers and other creatives for short gigs and full-time roles.

**The Institute of Professional Editors'** – offers a directory called 'Find an Editor' of editors from Australia and New Zealand.

**The Swoop Inn** – is a dedicated creative recruitment agency specialising in freelance talent management throughout Sydney.





# TIPS FOR MANAGING FREELANCERS

**Freelancers are a lot like pot plants. You can't pop them in the corner and expect them to radiate beauty and give your projects oxygen without tending to their needs and giving them a little nourishment.**

However, they're also pretty hardy. They can survive in all kinds of conditions with little ongoing maintenance. The trick is making sure you choose the most suitable freelancer for the project at hand. And making a commitment to checking in to ensure the work and relationship are on track.

## How you can help your freelancer thrive:

### Get the baseline right

Your freelancer is watching you as much as you are watching them. Make sure that vital first impression is one of professionalism. Nothing leaves a sour taste in an otherwise tasty project than a super-disorganised introduction.

Ways to look like a quality client right from the get-go include:

- Setting a proper brief and a timeline for the work. And sticking to them!
- Providing what the freelancer needs to get the job done. This includes timely access to assets and information. And computers, networks and desks if they're working in-house.
- Nominating one person within your organisation as the freelancer's point of contact. And trusting that person to manage feedback and make decisions effectively.

### Keep the momentum going

Freelancers hate wasting their time and energy. They want to start the work in an efficient and timely manner and keep a steady pace throughout the project.

Some ways you can support this go-getter energy is to provide:

- Clear and consistent guidelines on how to work with your organisation. And a clear idea of where their involvement begins and ends.
- What they need to do the job. Don't make them chase you. Your freelancer should not have to ask for invoices to be paid, assets to be supplied, a network login or timely feedback.
- Appropriate support for the life of the project. Your project's point of contact should receive enough time each week to keep the project moving.





# TIPS FOR MANAGING FREELANCERS CONT.

## Respect freelance talent

Freelancers are experimenting, learning, and creating all the time. They're the sort of people who want to explore ideas and do their best at all times. Plus, they want it to be amazing work because it reflects well on them for next time.

Here's how you can bring out their best with a little R-E-S-P-E-C-T:

- Let them contribute meaningfully to your project. From concepts to strategy, industry knowledge and practical experience, they often contribute far beyond the brief on the page.
- View them as an equal– one that is on your side. They have a personal stake in their work succeeding because it helps them gain more of the same. Be open to their input and ideas.
- Provide actionable feedback. Share insights and advice that is free from blame and shame to help them understand the direction you want the work to go in. Deliver feedback that improves the work.
- Be efficient. You won't find them hungering for meetings, gabbing around the watercooler or comfortable with big bald patches in the timetable. Match their efficiency with your own!

## Welcome them with hugging arms

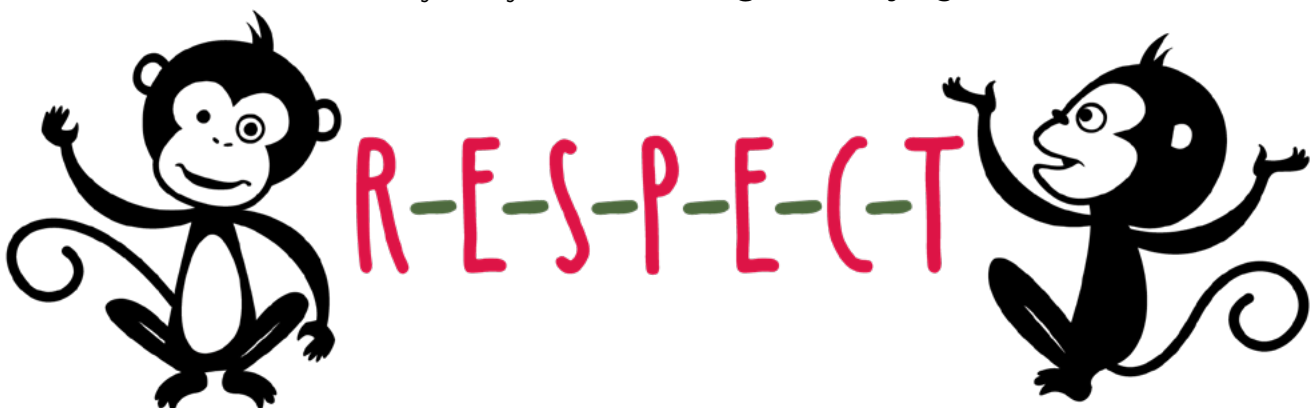
Freelancers know they may only be with you for a day or the term of a contract. But they still want to be a part of a team and connected to the wider business community. Whether they're working in-house or off-site, it's nice to know you're truly a part of something.

How you can help them feel included is:

- Introduce them to the team and/or around the workplace
- Invite them to relevant discussions about the work they're creating and producing
- Remember them when cutting that tasty office cake or when breaking out the Friday cheers
- List them as part of the team that worked on the project – and allow them to make it a case study they can then promote in their networks.

## Want to know more?

Freelance Jungle founder Rebekah Lambert is helping businesses like yours become freelancer ready. If you want advice, plans and/or a review of your organisation, please get in touch via [info@freelancejungle.com.au](mailto:info@freelancejungle.com.au)







The Freelance Jungle is a grassroots community group for Australian and New Zealander freelancers living locally or overseas.

### OUR AIMS

- End the isolation inherent in freelancing
- Remind freelancers stress has a productivity cost
- Raise the knowledge bar by providing access to information and shared experiences
- Advocate for proper treatment of freelancers and creative practitioners as professional, working individuals.

We span across arts workers to agency workers, accountants to writers, and short projects to long-term contracts. Our reach is from the largest urban centres through to the dustiest outback town. And we're here to provide freelancers with the safe, knowledgeable and accepting space they need to be a confident and carefree. In 2019, we were awarded for our efforts with the Mental Health Month Workplace Wellness Award from Australia's oldest established mental health body, WayAhead.

You can find out more about us via: [freelancejungle.com.au](https://freelancejungle.com.au)

Read our monthly newsletter on Substack: [freelancejungle.substack.com](https://freelancejungle.substack.com)

Like our Facebook Page: [www.facebook.com/FreelanceJungle](https://www.facebook.com/FreelanceJungle)

Join our Facebook Group: [www.facebook.com/groups/freelancejungle](https://www.facebook.com/groups/freelancejungle)

© 2023 Freelance Jungle (Rebekah Lambert)

Design [jessica@sixonions.com](mailto:jessica@sixonions.com)

Proudly supported by  rounded