

VIRTUAL STAFF:

Entrepreneur Program Session 9



Ron Cirujano
Country Manager, Philippines
Elance, Inc.



Diverse work opportunities

▼ Web & Programming (6,765)

- Web Programming (1,752)
- Website Design (1,626)
- Mobile Applications (869)
- Other Web & Progr... (692)
- Software Application (522)
- Search Engine Opt... (351)
- Database Development (2
- Blog Programming (204)
- Flash & Flex Anim... (110)
- System Administra... (95)
- Technical Support (81)
- User Experience D... (76)
- Project Management (52)
- Testing & QA (37)

▼ Design & Multimedia (2,318)

- Graphic Design (557)
- Logos (328)
- Other - Design (223)
- Videos (166)
- Illustration (148)
- Animation (142)
- Other - Multimedi... (128)
- Page & Book Design (91)
- Brochures (83)
- Voice Talent (56)
- Corporate Identit... (55)
- Presentations (55)
- Emails & Newsletters (5
- Digital Image Edi... (51)
- Cartoons & Comics (50)
- Banner Ads (46)
- Label & Package D... (45)
- Photography (28)
- Stationery Design (14)

▼ Writing & Translation (1,78

- Article Writing (500)
- Web Content (224)
- E-books and Blogs (146)
- Translation (136)
- Other - Writing S... (121)
- Copywriting (110)
- Ghost Writing (86)
- Editing & Proofre... (83)
- Academic Writing (75)
- Creative Writing (70)
- Sales Writing (60)
- Resumes & Cover L... (
- Technical Writing (36)
- Press Releases (28)
- Report Writing (23)
- Newsletters (15)
- User Guides & Man... (13)
- Children's Writing (10)
- Speeches (6)

▼ Sales & Marketing (1,346)

- Other - Sales & M... (239)
- Search Engine Mar... (18
- Lead Generation (179)
- Telemarketing (138)
- Marketing Strategy (96)
- Marketing & Sales... (94)
- Ad Campaigns (87)
- Email Marketing (77)
- Viral Marketing (70)
- Research & Surveys (57)
- Public Relations ... (49)
- Sales Presentations (37)
- Business Plans (32)
- Training (10)

▼ Admin Support (833)

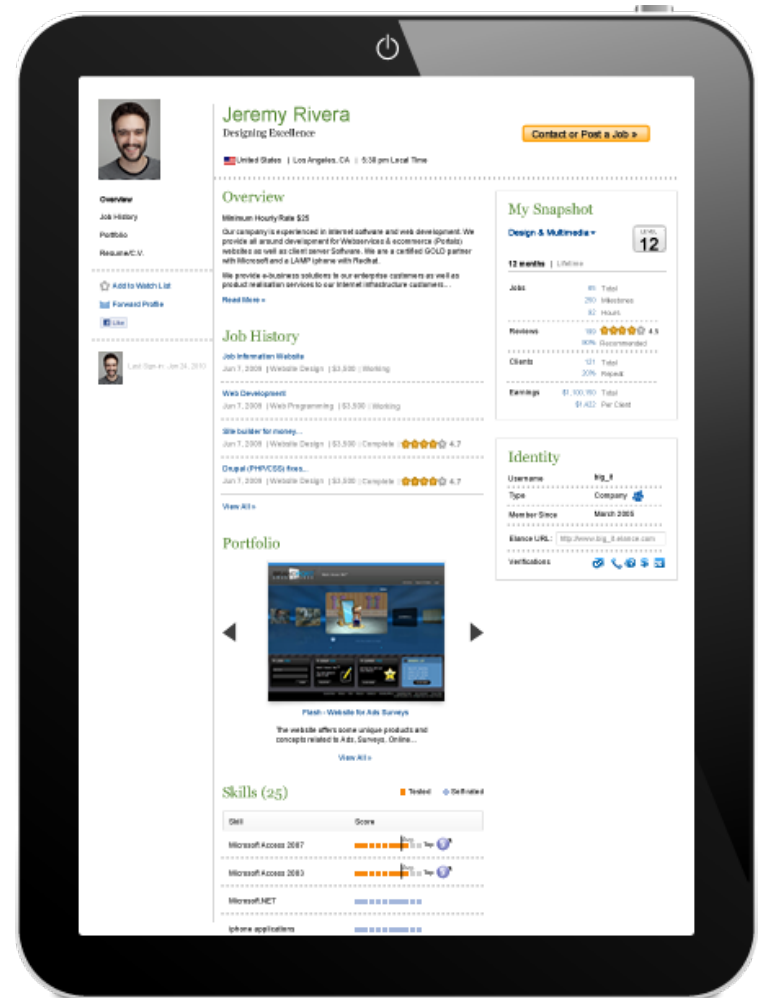
- Virtual Assistant (224)
- Research (147)
- Data Entry (146)
- Other - Administr... (87)
- Customer Service (59)
- Transcription (44)
- Mailing List Deve... (40)
- Office Management (22)
- Bulk Mailing (20)
- Word Processing (18)
- Presentation Form... (10)
- Fact Checking (8)
- Event Planning (6)

THE VIRTUAL STAFF

9/hr

THE KEY IS GREAT PROFILE

- Enter your Basic Profile Information – **get 10 connects**
- Complete 80% of your profile – **get 10 connects**
- Verify your phone number (it's free) – **get 10 connects**
- Pass 2 or more Skill Tests (they're free too) – **get 10 connects**



COMPLETING YOUR PROFILE

The screenshot shows the Elance user interface. At the top left is the Elance logo. On the right, there is a user profile icon for 'roncirujano', an 'Inbox (7)' notification, and a 'Help' link. Below the logo is a navigation bar with tabs: 'MY ELANCE' (highlighted with a green background), 'HIRE', 'FIND WORK', 'MANAGE', and 'RESOURCES'. To the right of these tabs is a search bar with a 'Jobs' dropdown, a 'Go' button, and a green 'Post Your Job' button. Below the navigation bar, there are links for 'My Jobs', 'My Freelancers', and 'Opportunities BETA'. At the bottom of the screenshot, there is a filter bar with a checkbox, 'Job Status: All', 'I'm the Client or Freelancer', a search input field, and several icons for search, home, folder, notification, and settings.

When you log in, you will be taken to this landing page.

A box on the right side of your screen shows you how to improve your profile.

The screenshot shows a 'Your Profile Completeness' widget. It features a green progress bar that is 80% full, with the number '80%' displayed to the right. Below the bar, the text reads: 'Complete your profile so that clients can find and hire you. More Info'. There are two blue arrows pointing to the right, each followed by text and a '+10%' value: 'Add portfolio' and 'Add credentials'. Below this, the text says 'Fine-tune your profile to get hired quickly.' and 'How to Improve ^'. Underneath are three blue arrows pointing to the right, each followed by text: 'Take Skills Tests', 'Join Groups', and 'View profile tips'. A close button (an 'X' in a circle) is located in the top right corner of the widget.

SKILLS TEST

Elance Skill Tests

Set yourself apart from the competition with your expertise. Skill tests are free to take, and you choose which ones to display

All IT & Programming Design & Multimedia **Writing & Trans.** Sales & Mktg. Admin Eng. & Mfg. Fin. & Mgt.

Adobe InCopy CS3 Test

Article Writing **NEW**

Blogging Best Practices **NEW**

Business Writing **NEW**

Content Writing Skills Test

Copywriting **NEW**

Creative Writing **NEW**

Ebooks **NEW**

Editing/Copy Editing **NEW**

English Speaking Test

English Spelling Test (U.S. Version)

English Spelling Test (UK Version)

English To Arabic Translation Skill...

English To Brazilian Portuguese ...

English To Danish Translation Sk...

English To Dutch Translation Skill...

English To European Portuguese...

French Grammar Test

French Proofreading Skills Test

French Sentence Structure Test

French Spelling Skills Test

French Vocabulary Skills Test

French Word Usage Test

German Grammar Test

German Proofreading Skills Test

German Sentence Structure Test

German Spelling Test

German Vocabulary Skills Test

German Word Usage Test

Ghostwriting **NEW**

Grant Writing Test

Italian Grammar Test

Italian Proofreading Skills Test

Italian Sentence Structure Test

Resume Writing Skills Test

Russian To English Translation S...

Russian/English Translation **NEW**

Spanish - English Translation **NEW**

Spanish Grammar Test

Spanish Proofreading Skills Test

Spanish Sentence Structure Test

Spanish Spelling Skills Test

Spanish To English Translation S...

Spanish Vocabulary Skills Test

Spanish Word Usage Test

Tagalog-English Translation **NEW**

Technical Writing **NEW**

U.S. Academic Writing Test

U.S. English AP Style Editing Skill...

U.S. English Basic Skills Test

U.S. English Grammar Test (For ...

WRITING (CREATIVE, CONTENT OR TECHNICAL)

ONE OF THE KEY
STRENGTHS OF
FILIPINOS



Writers

ACTUAL PROJECT SAMPLES

Press Releases and Blogging

Hourly Rate: \$15 - \$20 / hr | **Duration:** Not Sure | **Posted:** Jan 09, 2014 | **Ends:** 9d, 7h | **16 Proposals**

I am looking for a writer who can write snappy copy for press releases and my company's blog. Ideally, the writer should have a journalism background and experience writing about medical devices, although th... ▼

Category: Press Releases | **Skills:** Article Writing, Business Writing, Blogs

🇺🇸 | r****zke | 🇺🇸 United States

Press Officer for Road Rally PR [☆ Add to Watch List](#)

Hourly Rate: \$10 - \$20 / hr | **Duration:** 1-3 months | **Posted:** Jan 08, 2014 | **Ends:** 14h, 18m | **2 Proposals**

We are looking for a freelance press officer who can contact and manage press communication to help gain support for a European road rally. We are looking for exposure online and in print in the following ar... ▼

Category: Public Relations... | **Skills:** Internet Marketing, Public Relations, Social Media Marketing

Preferred Location: United Kingdom

PR Writer

Hourly Rate: \$15 - \$20 / hr | **Duration:** Not Sure | **Posted:** Jan 06, 2014 | **Ends:** 6d, 8h | **14 Proposals**

We are looking for a PR writer who will be primarily write content for promotion and public relations in websites and portals, which includes all types of technical writing work. The PR writer has to prepare... ▼

Category: Press Releases | **Skills:** Article Writing, Business Writing, Copywriting

🇺🇸 | r****s07 * | 🇺🇸 United States

ACTUAL PROJECT SAMPLES

PR/Career Sites to Watch in 2014

Hourly Rate: \$10 - \$15 / hr | **Duration:** 1-2 weeks | **Posted:** 42 minutes ago | **Ends:** 14d, 23h | **0 Proposals**

I'm looking for a talented writer to complete an article on the above topic using the sites listed below: Career Attraction BrazenCareerist Undercover Recruiter Careerealism Come Recommended College Recruit... ▾

Category: Article Writing | **Skills:** Ghostwriting, Article Writing, Content Writing, Copywriting, Blogs

Preferred Location: North America, Western Europe, Australia/Oceania

💰 ●●●● | E****gue | 🇬🇧 United Kingdom

Help Revising and Perfecting a Press Release for Startup

Hourly Rate: \$20 - \$30 / hr | **Duration:** 1-2 weeks | **Posted:** 3h, 2m ago | **Ends:** 14d, 20h | **8 Proposals**

We're a crowdfunding for real estate startup that needs help revising and perfecting a press release for a new feature we're launching. We're on a very strict timeline and need a 24 hour turnaround.

Category: Press Releases | **Skills:** Article Writing, Business Writing, Copywriting

💰 ●●●● | n****wal | 🇺🇸 United States

Press release writer for mobile app

Fixed Price: \$200 - \$300 | **Posted:** Jan 03, 2014 | **Ends:** 3d, 8h | **3 Proposals**

Professional author/press release writer, for global release of mobile app, in english. Native english speaking/writing people is a minimum requirement You must also provide earlier work that shows me what ... ▾

Category: Viral Marketing | **Skills:** Internet Marketing, Public Relations, Social Media Marketing

Preferred Location: North America, Western Europe, Central & South America, Australia/Oceania

💰 ●●●● | a****ntl | 🇳🇴 Norway

UNDERSTANDING THE PROJECT

PR/Career Sites to Watch in 2014


Hourly Rate: \$10 - \$15 / hr | Duration: 1-2 weeks | Posted: 42 minutes ago | Ends: 14d, 23h | 0 Proposals

I'm looking for a talented writer to complete an article on the above topic using the sites listed below: Career Attraction BrazenCareerist Undercover Recruiter Careerealism Come Recommended College Recruit... ▾

Category: Article Writing Skills: Ghostwriting, Article Writing, Content Writing, Copywriting, Blogs

Preferred Location: North America, Western Europe, Australia/Oceania

🇺🇸🇬🇧🇨🇦 | E****gue | 🇬🇧 United Kingdom

 Client Info | United Kingdom 🇬🇧
🇺🇸🇬🇧🇨🇦

I'm looking for a talented writer to complete an article on the above topic using the sites listed below:

Career Attraction
BrazenCareerist
Undercover Recruiter
Careerealism
Come Recommended
College Recruiter
Fistful of Talent
Forbes
Guardian
The Workbuzz
Business Insider
PR Week

Other guidelines:

- Each website should have around 150-200 words explaining why it is a good site for career/PR related information etc.
- Proofread to ensure that it is grammatically sound and reads well

Thanks,

Desired Skills

Ghostwriting, Article Writing, Content Writing, Copywriting, Blogs



UNDERSTANDING THE PROJECT

Food PR Contract 6 months - affiliated to UK agency

Fixed Price: \$1,000 - \$5,000 | Posted: Jan 13, 2014 | Ends: 12d, 23h | 2 Proposals

An experienced food retail PR freelancer is sought in AU to work with UK agency on an exciting project. An initial 6 month period could develop into something much larger if suits the individual in questio... ▼

Category: Press Releases Skills: Article Writing, Business Writing, English

●●●● | S****pPR |  United Kingdom

Business angle/topic of the press release:
Food retail - ongoing project

Primary goals:
It is much more than one release - it is an ongoing project/relationship

Press release distribution method:
Print, Local Television, National Television, Radio, Newswires, Live Interviews,
Other or Not Sure

Requirement of SEO:
No

Content generator for this release:
ongong strategic activity and implmentation driven by UK

Target audience:
Food/Food retail

Press release distributor:
The Elance Contractor

Additional comments:
The descriptors given here are not particular relevant - we are looking for
significant freelance support


UNDERSTANDING THE PROJECT

Experienced Wikipedia Poster Add to Watch List


Hourly Rate: \$20 - \$30 / hr | Duration: Not Sure | Posted: Dec 31, 2013 | Ends: 20h, 16m | 11 Proposals

I have a friend who has a legitimate Wikipedia page - with links that are out there on the web somewhere - but his page is in danger of being taken down because some of the links and coding on it need to be ... ▾

Category: Web Content Skills: Web Content, Article Writing, Content Writing, wikipedia

 ●●●● | h****ght |  United States



Client Info | North Hollywood, California, United States 

 ●●●●

I have a friend who has a legitimate Wikipedia page - with links that are out there on the web somewhere - but his page is in danger of being taken down because some of the links and coding on it need to be tweaked/updated. I do not know anything about the backside workings of wikipedia and I don't have the time to learn them, so I'm looking for someone who's already up on the Wikipedia totem pole in terms of moderators/posters - because they do have some type of hierarchy apparently - to spend less than an hour to make sure the appropriate steps are taken to make sure the page stays up.

Desired Skills

Web Content, Article Writing, Content Writing, wikipedia, wikipedia coding

UNDERSTANDING THE PROJECT



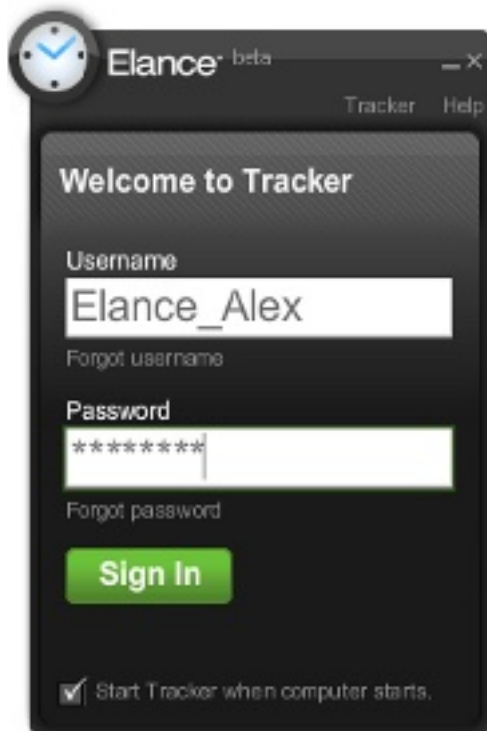
Writers

DIFFERENT TYPES
CONTENT
CREATIVE
TECHNICAL

PROJECT SPECIFIC
WORDS PER ARTICLE (300 – 500)
OF ARTICLES TO BE PRODUCED
TOPICS TO COVER
CONTENT WRITING/ EDITING OF
CONTENT/ SEEDING OF CONTENT

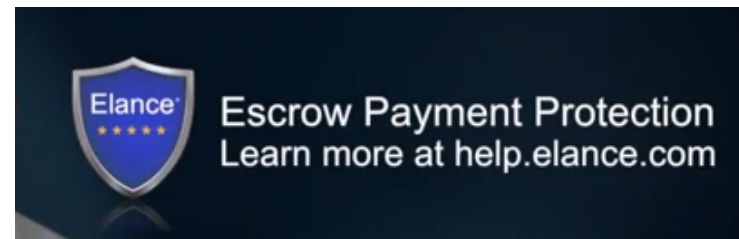
PAYMENT PROTECTION

Hourly Jobs



The screenshot shows the Elance Tracker login window. At the top left is the Elance logo with 'beta' next to it. Below the logo is a clock icon. The window title is 'Elance beta' and it has 'Tracker' and 'Help' buttons. The main heading is 'Welcome to Tracker'. There are two input fields: 'Username' with the text 'Elance_Alex' and 'Password' with asterisks. Below the password field is a 'Forgot password' link. A green 'Sign In' button is at the bottom. At the very bottom, there is a checkbox labeled 'Start Tracker when computer starts.' which is checked.

Fixed Rate Jobs



Contract Amount	Fund Escrow	Release Escrow
\$1,496.25	✓	✓
\$165.00	✓	Request Release
\$1,496.25	✓	Request Release

PAYMENT MILESTONE

Set up your payment

Milestone	Payments	Notes	Delivery Date	Amount	Actions
1. Outline			Apr 01, 2013	\$50.00	Edit Delete
2. First Draft			Apr 15, 2013	\$50.00	Edit Delete
3. Final Draft			May 01, 2013	\$50.00	Edit Delete

[+ Create a New Milestone](#) **Total: \$150.00**

Payment can be scheduled, funded and released upon your agreement

Milestone	Delivery Date	Contract Amount	Funded
<input checked="" type="radio"/> 1. Outline	01-APR-13	\$50.00	\$0.00
<input type="radio"/> 2. First Draft	15-APR-13	\$50.00	\$0.00
<input type="radio"/> 3. Final Draft	01-MAY-13	\$50.00	\$0.00

Funding Method
Elance Account [\$50.00]



Elance
work differently™



Elance Philippines

15,433 likes · 183 talking about this

Company

Official Facebook page for Elance users in Philippines.

An online community of over 3 million businesses and freelancers working together differently.

About



Photos



Likes



www.elance.com