

VIRTUAL STAFF:

Entrepreneur Program Session 14



Ron Cirujano
Country Manager, Philippines
Elance, Inc.



A young man with dark hair, wearing a black sweater over a white collared shirt and dark jeans, is sitting on a concrete ledge. He is smiling and looking towards the camera. A silver laptop is open on the ledge in front of him. The background is a blurred outdoor setting with green foliage and a paved area.

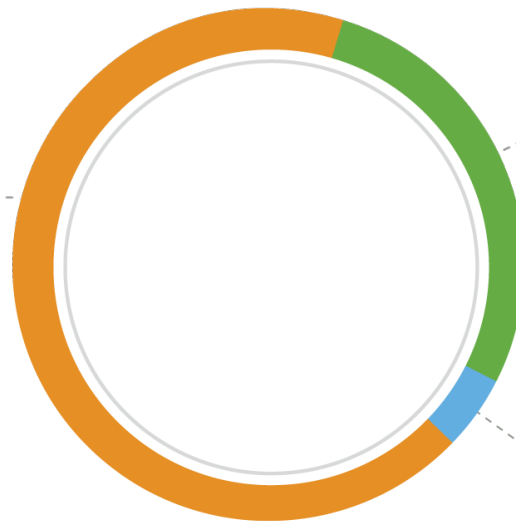
What is freelancing?

FREELANCERS ARE HAPPIER



67.7%

I am happier working as a freelancer than as a full-time employee



27.7%



My level of happiness is the same whether freelancing or working as a full-time employee

4.6%



I am happier working as a full-time employee than as a freelancer

HERE'S WHY THEY ARE HAPPIER



Being my own boss



Following my passion



No commute /
Work from anywhere



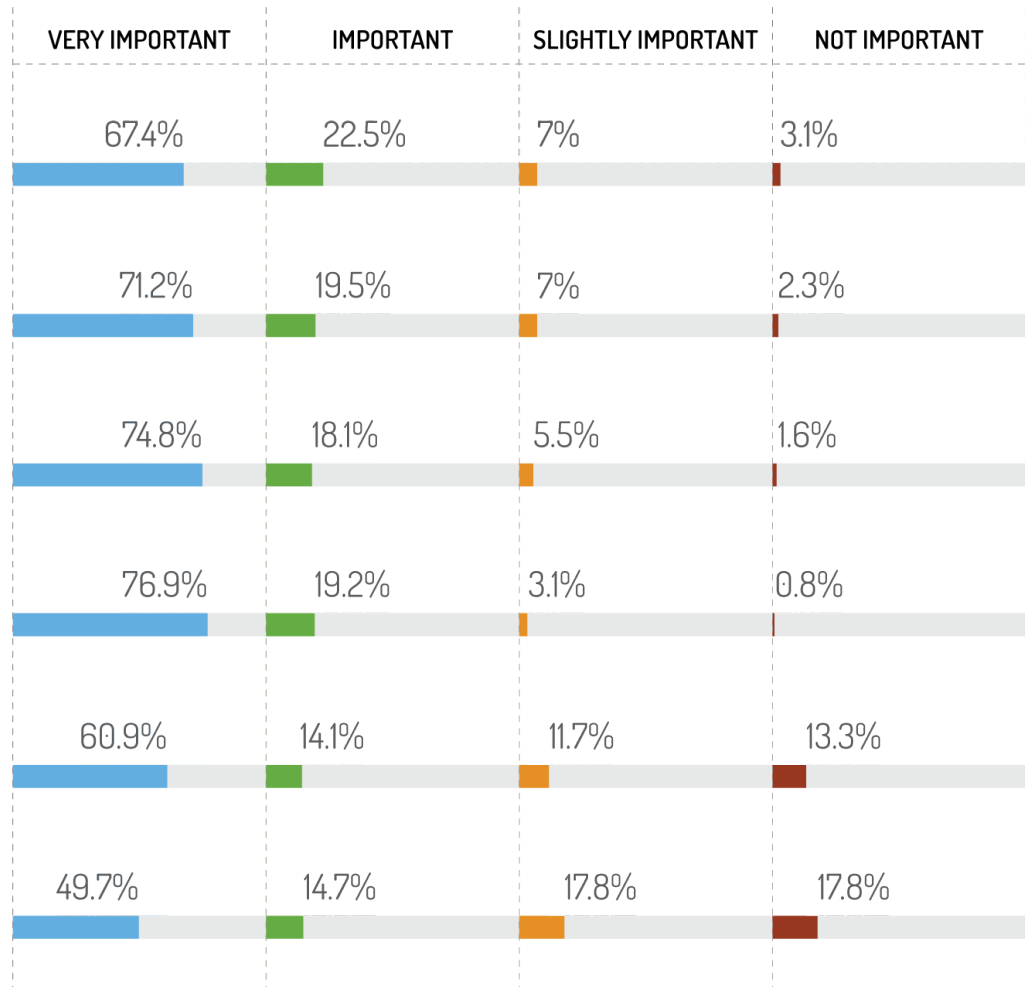
Control over my
own schedule



More choice over the
projects that I can do



No office dress code



WORK DIFFERENTLY



FOCUS ON WHAT YOU KNOW

TRADE YOUR SKILLS & KNOWLEDGE

Be an Elancer

Elance®

WHAT ARE THE IN DEMAND SKILL SETS?



GAME DEVELOPMENT

ADMIN SUPPORT

MOBILE PROGRAMMING

WRITING (CONTENT or CREATIVE)

DESIGN AND MULTIMEDIA

WEB & PROGRAMMING

VIRTUAL ASSISTANTS

Elance®

Freelancing benefits

Let go of these!



Get more of these!



Realities of Freelancing



Varying Income Streams



Business Rests on your Decision



\$969 Million

(in payments globally)

\$236,000,000

Annual freelancer earnings

1,200,000+

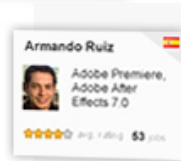
Annual jobs postings

800,000+

Active employers

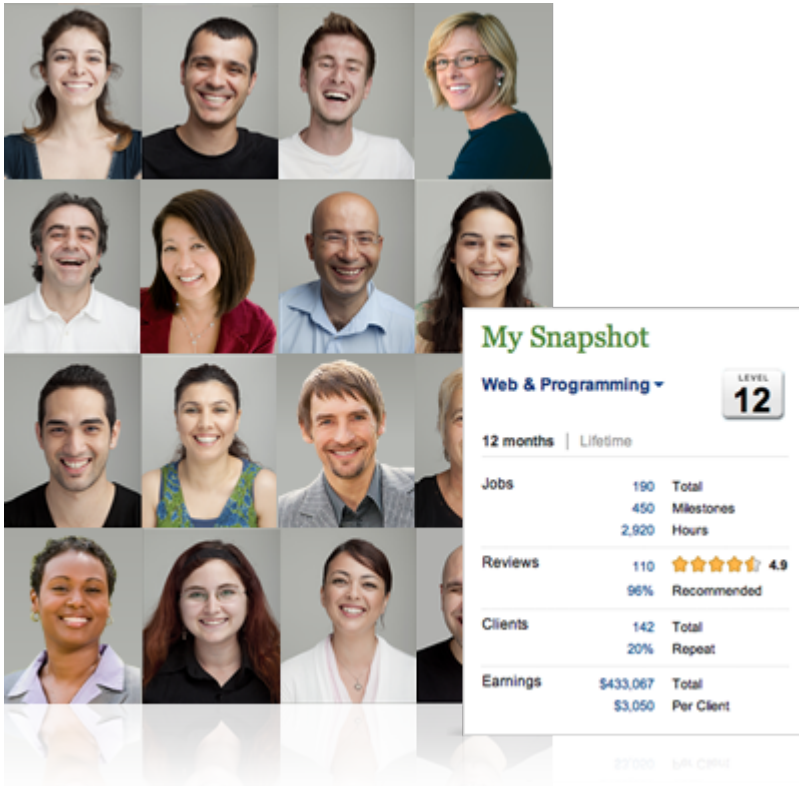
170+

Countries represented on Elance



Who's Using Elance

Online Workers / Freelancers



My Snapshot

Web & Programming ▾ **LEVEL 12**

12 months | Lifetime

Jobs	190 Total	450 Milestones	2,920 Hours
Reviews	110	★★★★★ 4.9	96% Recommended
Clients	142 Total	20% Repeat	
Earnings	\$433,067 Total	\$3,050 Per Client	

Businesses Posting Jobs on Elance

Microsoft  **Expedia.com**

eBay  **amazon.com**

McGraw Hill **Google**  **CISCO**

 **HomeAway**  **Doodle**

 **Stageplaza.nl**  **GUIDEPAL**

 **rubrikk no**  **noise inc.**

Elance

EARN 100 MILLION



NIX Solutions

.NET Java Flash PHP QA iPhone Android WordPress C+

Ukraine | Rate: \$25 | IT & Programming **18** | 223 Jobs | **\$2,806,119 Earnings** |

We are a software development and system integration service provider since 1994. We deliver innovative solutions for businesses of our clients and do this professionally, fast and cost-effective....

[▶ Portfolio](#) | Skills: Java, Google Website Optimizer, C++, C, PHP, PHP5, .NET, ASP.NET



smartData Enterprises

Scaling Expectations

India | Rate: \$15 | IT & Programming **18** | 338 Jobs | **\$1,920,159 Earnings** |

smartData is a business consulting organization with experience in building high end database driven applications for customers from small to medium enterprises and entrepreneurial community. -...

[▶ Portfolio](#) | Skills: ASP.NET, PHP5, iPhone, Android, C#, .NET, jQuery



HireRussians

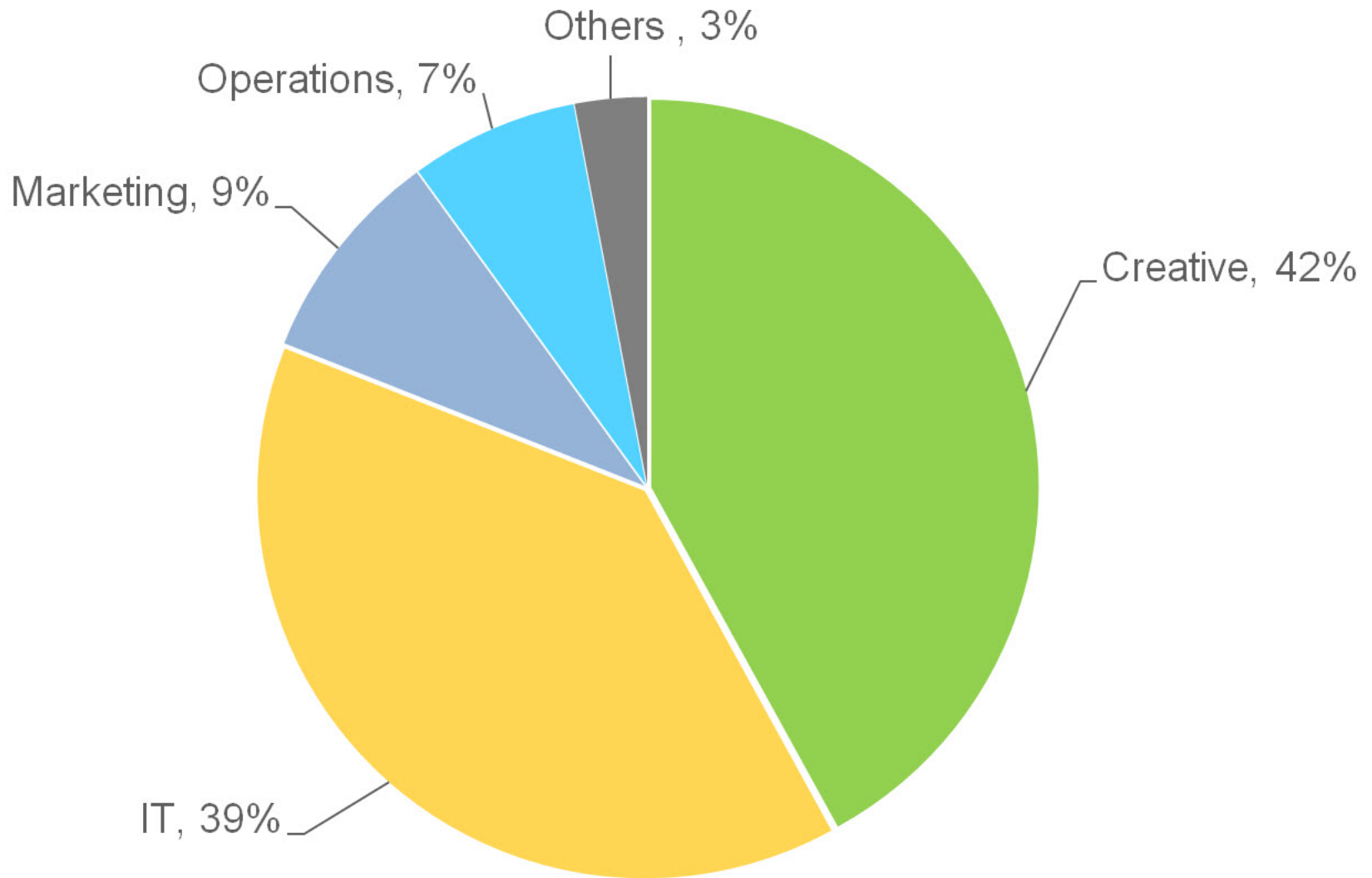
Taking the Risk Out of IT Innovation

Russia | Rate: \$30 | IT & Programming **13** | 128 Jobs | **\$1,123,312 Earnings** |

11+ years on Elance! HireRussians provides safe outsourcing services, secure processes, and top quality results for your business. * Recognition and experience in offshore software development...

[▶ Portfolio](#) | Skills: PHP, C#, iPhone, Android, Google Web Toolkit, ASP.NET, Linux, WordPress

Popular Skills on Elance



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 (298)
- 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 (52)
- Digital Image Edi... (51)
- Cartoons & Comics (50)
- Banner Ads (46)
- Label & Package D... (45)
- Photography (28)
- Stationery Design (14)

▼ Writing & Translation (1,785)

- 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... (39)
- 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... (181)
- 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)

GETTING STARTED ON ELANCE

Prerequisites for Online Work



Find great freelance jobs + find new reasons to smile.

 [ESTEBAN T.](#) ARGENTINA MOBILE APP DEVELOPER

"Thanks to what I earn working on Elance, I can pay for rent, food and school expenses. I can work on what I love doing - I love my new job and I'm living my dream."

[Read More](#)

[Create Your Free Profile](#)

Have a business? Find amazing online freelancers.

Where businesses and freelancers get work done.

130,200+
Programmers



13,400+
Mobile Developers



96,400+
Designers



129,900+
Writers



29,700+
Marketers



77,307+ jobs completed in
past 30 days

\$649,546,682 payments through
Elance to date

[Post Your Job \(it's free\)](#)

[Are you a large business?](#)

Membership Plans

	Basic	Individual	Small Company	Large Company
Marketplace				
Proposals to Clients • Monthly Quota	Up to 40	Up to 60	Up to 80	Up to 100
Profile Skills and Keywords • Appear in more search results	10	15	20	25
Hosted Portfolio	✓	✓	✓	✓
Add to Proposal Quota		✓	✓	✓
Add More Categories		✓	✓	✓
Preferred Placement in Search Results		✓	✓	✓
Workplace				
Users	1	1	5	Unlimited
Storage	500 MB Per Workroom	1 GB Per Workroom	1 GB Per Workroom	2 GB Per Workroom
Payment Protection • Automated Billing • Time and Milestone Tracking	✓	✓	✓	✓
Free Wire Transfers • One Free Wire Transfer per Month *	✓	✓	✓	✓
Cost				
Monthly Membership • Cancel at any time	FREE	\$10	\$20	\$40
Service Fee • Included in Proposals Presented to Clients	8.75%			
	<input checked="" type="radio"/> Basic/Individual <input type="radio"/> Basic/Company	<input type="radio"/> Individual	<input type="radio"/> Small Company	<input type="radio"/> Large Company

* Applicable for all local currency wire transfers. More Info



Categories

Category

	Price / Month
<input type="radio"/> Admin Support	
<input type="radio"/> Design & Multimedia	
<input type="radio"/> Engineering & Manufacturing	
<input type="radio"/> Finance & Management	
<input type="radio"/> IT & Programming	
<input type="radio"/> Legal	
<input checked="" type="radio"/> Sales & Marketing	Included
<input type="radio"/> Writing & Translation	
<hr/>	
Additional Monthly Charge	\$0.00

Team

Users in your team can login to Elance and collaborate with you. You can set up roles for account managers, administrators, staff and guests. [Learn More](#)

Upgrade to Small Company: Add up to 5 users

Upgrade to Large Company: Add an unlimited number of users

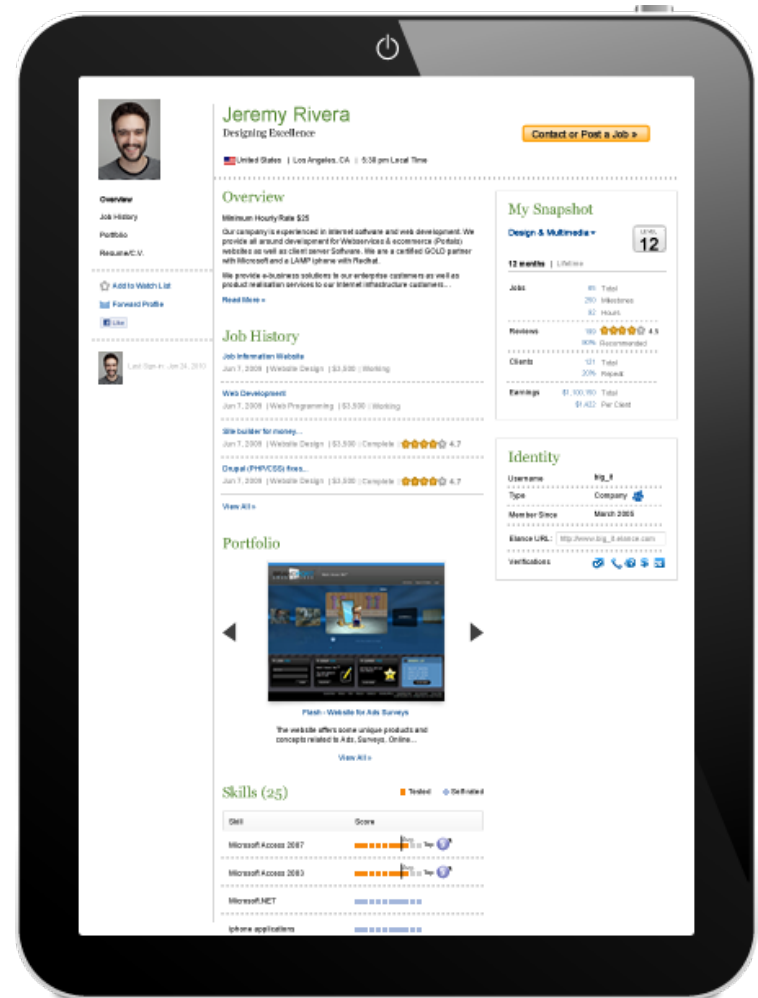
How many categories can I use?

One category is included in your Basic membership. Switching category may take up to 30 days. Upgrade your membership to add additional category immediately.

[Learn More](#)

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**



Pakistan | Karachi, Sindh | 7:10 pm Local Time

Overview

Watch Video

Why hire just any firm when you can get WordPL's cc company insiders? We'll treat your content project as business writers, researchers and designers who understand your business, add value to your product that we'd be proud to stand behind.

We only take on projects that match our team's skills in blogging, and from SEO web content to e-books, WordPL works with you to earn more credence from the fields of...

Read More »

Clear overview

Company Snapshot

Rating

LEVEL
8

Level (reputation)

Time

22 Total
36 Milestones
0 Hours

Reviews 12 4.7
100% Recommended

Feedback and Earnings

Clients 11 Total
36% Repeat

Earnings \$18,926 Total
\$1,721 Per Client

Job History

Private Job

Nov 21, 2011 | Other - Writing Services | \$877 | Complete | 5.0

Private Job

Nov 16, 2011 | Article Writing | \$0 | Working

Private Job

Nov 13, 2011 | Article Writing | \$548 | Working

Relevant jobs with feedback

LinkBait Articles (Sept 2011)

Oct 13, 2011 | Article Writing | \$297 | Complete | 5.0

View All »

Skills

Tested Self-rated

Skill	Score	Avg	Top %
Business Writing Skills (U.S. Version)	██████████	Avg	Top 5%
English Basic Skills (U.S. Version)	██████████	Avg	Top 5%
Online Article Writing and Blogging (U.S. Version)	██████████	Avg	Top 20%
English Vocabulary (U.S. Version)	██████████	Avg	Top 10%

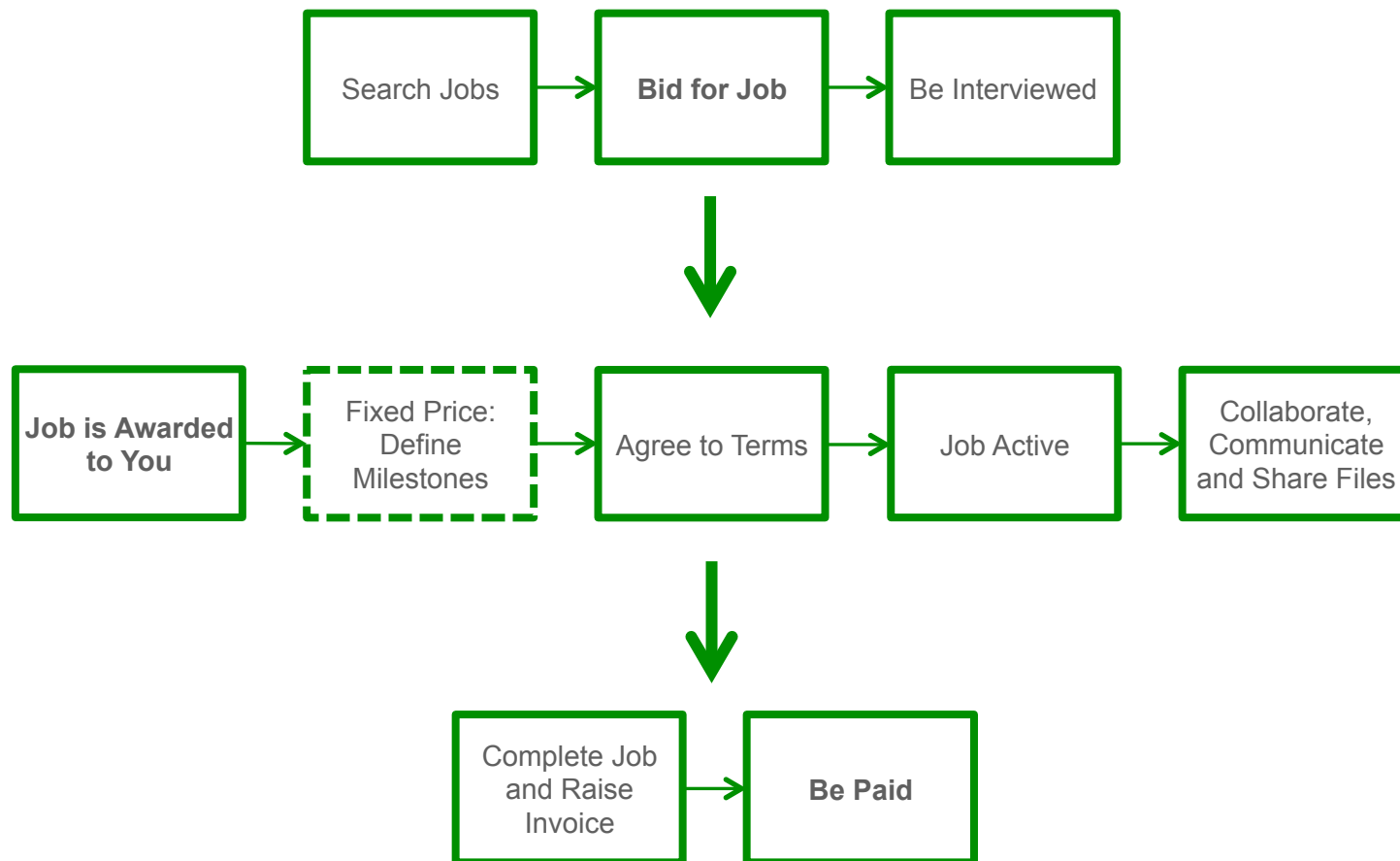
Tested skills

Keywords

- business writing
- e-books
- ghostwriting
- instructional design
- blogs
- e-learning
- professional
- passionate
- social media content
- bulk articles
- newsletters
- brochure
- web content
- e-course
- journalistic writing

Keywords

Place Bid – Get Hired – Be Paid





John Brookhouse ☆

Rate Proposal ○○○○○

United States | Rate: \$38/hr | Design & Multimedia 8 | 21 jobs | \$13,495 Earnings | ★★★★★ 5.0 | Portfolio

Proposal Sponsored

Aug 15, 2012 - 5:03 PM ET | INVITED



My name is John Brookhouse and I am a Multimedia contractor located in Portland, Oregon, USA that specializes in screen capture videos. I would love to have the opportunity to interview with you about your posting.

Details about my skills and experience, as well as samples of my work, can be viewed here: <http://1oclock.net/cover-letter/>

In regards to the posted responsibilities:

* I regularly do the voiceovers on the videos I produce through Elance. Samples can be heard at <http://1oclock.net/voice-talent/> .

In regards to the posted qualifications:

* 90% of what I do is screen capture videos. Primarily, I do tutorial videos. I have all of my own equipment and software and can operate in a Mac or PC environment.

* I have been working on Elance for over a year and it is my primary source of income. Therefore, I am very familiar with how it works.

* My portfolio of screen capture videos is extensive and several examples can be seen at <http://1oclock.net/screen-capture/> .

* As mentioned, screen capture video production is my primary occupational focus.

* I welcome constructive criticism and will alter the video until you are 100% satisfied.

* I am extremely detail oriented and believe that my focus on the small details is what sets me apart.

* My Elance profile is complete.

* My Elance rating (per the Elance widget on my website) is 5.0 with 24 reviews.

Thank you for your consideration and I look forward to speaking with you.

With Regards,

John Brookhouse

← Demonstrate you've read the job description

← Unique qualifications

← Relevant samples

← Professional, but personable





Rune Technologies ☆

United States | Rate: \$ /hr | IT & Programming 9 | 36 jobs | \$29,201 Earnings | ★★★★★ 4.7 | Portfolio

Rate Proposal ○○○○○

Relevant samples

Proposal Sponsored

Jul 5, 2012 - 7:12 PM ET

Hi,

I would love to work with Elance. I am a PMP certified project manager and have managed IT feature development projects for firms around the globe including: Westin Hotels, The Department of Homeland Security, and Stanford University. I've added some highlights below.

- PMP Certified Project Manager with experience managing projects in excess of \$5 Million USD.

- 10 years managing software feature planning, requirements gathering, departmental translations, development, testing, and deployments. At one point managed 21 staff with 10 developers, 4 requirements people, 3 QA testers, 2 DBAs, and 2 PMs.

- Very good at discovering and developing needs into requirements and then translating them to developers and engineers.

- Live in US & Fluent in English (US born & raised)

- Available on schedule as required. I run my own shop so can be available whenever needed.

- Good Internet, Yes to Skype.

- Long time on Elance, good reviews, solid history.

- AS Computer Sciences and 10 years experience.

Hope to talk to you soon,
Jeremiah Burke, PMP

[View Less](#) | [Print](#)

Bid ID: 31737773

\$ /hr Hours per Week: 8 hrs
Duration: 4 weeks

[Collapse Proposal](#)

[Hide](#) | [Report Violation](#) | [Decline](#)

[Select](#)



Tuesday, Jul 17, 2012 - 5:39 PM ET

Targeted to a specific job description

Unique qualifications

Proposed approach

Professional, but personable

Payments

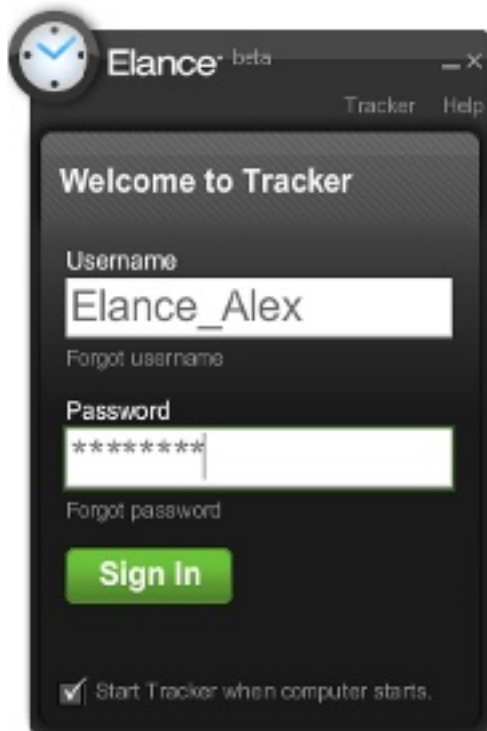
- Bank Transfer
- PayPal
- Payoneer



Benefits for Freelancers

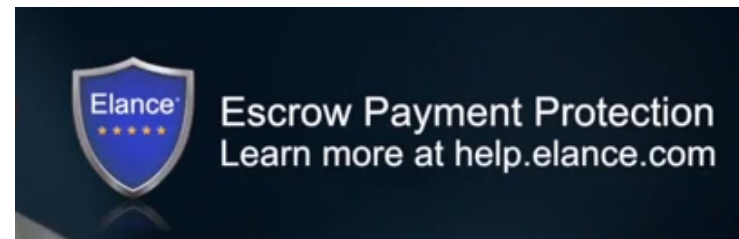
Protected Payment

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 value 'Elance_Alex' and 'Password' with masked characters '*****'. 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

Benefits for Freelancers

Protected Payment Milestones

Get your payments while working on the project

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 at the agreed time

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]

Benefits for Freelancers

Free Collaboration Tools

Collaboration



Video Conferencing

Use Elance Video Conferencing to hold virtual meetings online.



Join.me

Use join.me's simple screen sharing tool to review documents & designs, train staff or demo products on the fly, instantly.



Hosting Sandbox

Free hosting platform you can use to build web projects for your Elance clients.

Project Management



To Do List

Improve collaboration amongst Workroom users. Create tasks, assign to users and track the status.



Elance Tracker

Elance Tracker is the indispensable billing tool for online hourly work. Get paid automatically every week for hours worked.



CloudForge

Use CloudForge to store, manage, track & collaborate on your web and software development projects.

Success Criteria

- Invest time in your Elance profile
- Scout for the right jobs
- Right-to-the-point, tailored proposals
- Ensure Escrow funding
- Professional collaboration
- Be patient



Get in touch!



An online community of 2.5 million
businesses and freelancers working differently.



Elance Philippines
7,032 likes · 2,180 talking about this

www.facebook.com/elancephilippines

