

HOW TO HIRE PEOPLE TO DO THE THINGS YOU HATE - A GUIDE TO USING PEOPLEPERHOUR.COM

By Allison McCafferty, Screw Work HQ

So you have your business idea, you are enthused, firing on all cylinders and micro-blocking like a champ. Then something comes up that sets you back and interrupts that flow – maybe you need help with web design, admin, writing a business plan or you want an animation for your website. Perhaps you don't have the expertise or perhaps you just want to get on with the juicy bits of your project and ignore the bits that aren't your forte. Then take a look at www.peopleperhour.com.

PPH is a community of talent available to work for you remotely, online at the click of a button. Any skill you can think of, there will be someone there able to assist. There are three simple ways to get going.

Firstly you can use the more traditional manner of posting a 'job' on the site. This allows you to define your objectives, say the kind of person you want to work for and if you have an idea of price you can set a budget. This posts the job to the network of freelancers who match your category and will allow them to place a bid. Now this is where you will need some time to review the array of bids that come in.

You will inevitably receive some unsuitable bids, either from people in the wrong geographical location, or from people who just haven't read your description properly. A tip I often use here is in the job description I say something along the lines of 'to prove you have fully read and understood this posting please start all bids with the words Screw Work Let's Play'. This instantly eliminates people without attention to detail and let's be honest, attention to detail is what you are paying someone for! You can then reject these poorer bids and focus on the people with good offerings.

Personally I prefer to work with freelancers in the same country as me just for communication purposes. I want to see a portfolio of their work (you can ask them for this or many of them will already have this on their profile), and I want to make sure their proposal is detailed and answers all my questions. Obviously budget

plays a part here but in my experience the lowest placed bid is not the automatic place to start. That old saying you get what you pay for does ring true!

A key feature of PPH is their ratings system, every time a freelancer completes a job the client is asked to rate the freelancer, sort of like an Ebay star rating (but without the junk you don't need that seemed like a good idea to buy at 4am on a Friday!)



I prefer to work with sellers with a good profile rating; it's a demonstrable history of capability and they will value their rating, so be way more interested in providing a good job as this is a key selling tool for them. Don't be afraid to enter into dialogue with freelancers, ask questions to the few you have shortlisted and even organise a skype call/meeting if it is a larger piece of work. The freelancer will be as keen to build a relationship with you and any good one will be happy to do this.

The second way of purchasing time, and one which I like as there is only a minimal commitment is using the HOURLIE feature. This allows you to purchase a fixed price offer to start immediately. This can be anything

from 'I can write a 400 word blog post or article for £20' and I can design a profession, double sided business card with unlimited revisions for £10 through to the weird and wonderful like 'I can record a voicemail in the style of Mr T for £30'. If you can think of it someone is selling it. I like the Hourlie feature as it allows me to purchase a small amount of time (from as little as an hour) for a small task and then judge the freelancer's responsiveness and communication based on a small task, without a large financial outlay. If you like their work you can ask them to send a proposal for a larger project if you like.

The last way to connect is to use the profile search feature to contact freelancers directly. You can refine your search by skill, location, portfolio, feedback etc. At this point you can contact the freelancer directly and ask them to send you a proposal and take it from there.

Conversely you can also sell your skills on PeoplePerHour (as I do) – either to try out offerings for your new project or to make some additional funds if you have taken to leap to leaving the world of employment. It's a great way of filling in gaps in your working life and calling the shots whilst getting paid to play!

Either way PPH is a great time saving tool which allows you to purchase the skills you don't have, all at the click of a button. If you have any specific questions that I haven't covered, or just want some advice then feel free to e-mail me at team@screwworkletsplay.com

