



Tips on Finding Lucrative Contracts

Looking for new ways to find work in today's economy? Below are just a few possibilities for locating contract engagements, with some of the more effective methods listed first.

1. Professional Networking

Whom do you know? In a slow economy, personal connections can trump almost anything else!

- LinkedIn.com and other professional and social networks
- Reconnecting with people you just worked with, or that you've worked with in the past
- Collaborative marketing, e.g., joining forces with people with whom to create joint offerings
- Local networking and professional development events held at **SLO STC** (slostc.org), **Softec** (softec.org), **PMI** (pmi-4c.org, San Luis Obispo section), **SLOCAMA** (slocama.org), **MCSC** (mcscorp.org), **Collaboration LLC** (collaboration-llc.com), and other business networks
- Providing your brochures to local businesses and professional gathering places
- Obtaining referrals from colleagues who recommend you and/or can suggest "warm" leads

2. Help Clients Find You (bolster your marketing efforts)

- Create at least a basic Web site that describes what you do
- Have an online portfolio of work, videos, or other ways people can "sample" what you offer (samples might be visible or hidden from view until you send a link to interested parties)
- Create "demonstration projects" that enable you to market a concept to a specific audience
- Upload your résumé to job boards like Monster.com (this occasionally works out of the blue)

3. Intermediary Agencies

These organizations work closely with qualified candidates, but typically take an agency "cut":

- ProEdit.com (communicators and trainers; see jobs.proedit.com/JobSeeker/Search.aspx)
- WritingAssistance.com (communicators and trainers; see writingassistance.com/jobs.html)
- ProSpringStaffing.com (technical communicators, developers; see prospringstaffing.com/jobs/)
- ContentRules.com (information developers; see www.contentrules.com/jobs/category/jobs/)
- FulcrumNetwork.com (organizational development and training specialists)

4. Telecommuting Job Sites (subscription-based)

- VirtualVocations.com (browse jobs for free; register to see details and contact info)
- FlexJobs.com (browse jobs for free; register to see details and contact info)

5. Outsourcing Sites ("labor commodity" markets)

Lowest on the totem pole are global talent marketplaces such as eLance.com, vWorker.com, and iFreelance.com. Be aware that, as a service provider, you could be competing for "bottom dollar" with highly proficient, English-speaking contractors from around the world. (These are good sites to tap if you're looking to *hire* contractors, but always use due diligence if doing so!)