



Saddled and Ready:

HOW COMPANIES CAN HARNESS THE POWER OF FREELANCERS TO ACHIEVE MORE.

Meet Abigail Boatwright

Freelance writer and photographer with 12 years' experience in equine media

- Writes for 12+ magazines including:
 - AQHA Media, *Paint Horse Journal*, *CHROME*, *Horse & Rider*, *Horse Illustrated*, *Barrel Horse News*, *Quarter Horse News* and *Western Horseman*
- Equine photography
 - 18 Covers, editorial
 - Stock photos
- The Freelance Remuda
 - Podcast
 - Community
 - Mentorship program
- Member of AHP for 7 + years



Why outsource?

- ▶ Easing the strain on staff
- ▶ Hiring someone with expertise, connections you may not have in-house
- ▶ Ultimately saves the company cost on hiring a staff person for the job

Freelancing Today

- ▶ “The ‘Gig’ economy” is growing - 15% of the workforce in 2016 was considered full-time independent contractors or freelancers
- ▶ 36 percent of the workforce freelanced at some point in 2017, according to a survey by Upwork/Freelancers Union
- ▶ 20 percent of companies globally with more than 1,000 employees have a workforce made up of 30 percent or more contingent workers. (Global contingent workforce study)

Services freelancers can offer:

- ▶ Writing:
 - ▶ print articles, web articles, press releases, copywriting, website content, catalog and e-commerce descriptions
- ▶ Social media strategy idea generation and implementation of writing, photography, video/stories
- ▶ photography and stock images
- ▶ Videography
- ▶ Marketing and branding

Services freelancers can offer, Cont

- ▶ Web design
- ▶ public relations
- ▶ sponsorship management
- ▶ sales
- ▶ graphic design (for print, marketing projects, etc)
- ▶ editing, proofreading and copyediting

Finding a freelancer



Where to find?

AHP

Freelance remuda

EPN

Ask other editors/freelancers



Skills to look for

Expertise in the area you need (i.e. writing, photography, marketing)

Experience and results

Knowledge of your niche

Finding a Freelancer



Portfolio



Reputation/referrals



What to expect

Offering/accepting a contract

Terms (work for hire?)

offering a fair rate

appropriate deadlines to be met

communication

In Closing

- ▶ When a company can forge a relationship with a reliable freelancer, and both sides are pleased with the terms and work involved, both parties benefit. Many freelancers care deeply about their work and can sometimes dig deep into a niche, bringing fresh ideas, sources and images to a company's workforce. Freelancers that strive to be dependable and deliver good quality work can be a real asset to companies.

Questions?

- ▶ Abigailboatwright.com
- ▶ Freelanceremuda.com

