

The Complete Idiot's Guide to Elance (Complete Idiot's Guides (Lifestyle Paperback))

Karen Lacey

In the midst of the worst recession since the Great Depression, a new sector has blossomed: the virtual work world. It's an oasis of sorts, one brimming with unfilled jobs. Elance.com is one of the largest and fastest-growing portals that connects freelancers who need work to businesses that need flexible, cost-effective workers in areas such as software development, creative and marketing, administration, writing and editing, engineering, accounting, legal, and more.

The Complete Idiot's Guide® to Elance holds the key to business growth in the global age, for freelancers and employers alike. Through its step-by-step, illustrated advice, readers learn how to:

- Get started and register with Elance.
- Develop a contractor profile that stands out and sells their services.
- Win clients through targeted pitches and top-notch proposals.
- Find and attract the best contractors with advanced search tools and a well-done client profile.
- Write clear job postings quickly and easily.
- Use Elance's tools to manage projects efficiently.
- Negotiate deals and project agreements that protect both contractor and employer.
- Manage earnings and expenditures using Elance's account pages.
- Develop best practices using example and template profiles, proposals, and job postings.

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Editorial

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