



# ***Essential strategies to increase income for individuals and self- employed professionals***

*A practical guide that has nothing to do with  
financial instruments, or risky investments, or all  
those things responsible for economic troubles*

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***Essential strategies to increase income for individuals and self-employed professionals***

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## Introduction

What you now hold in your hands or are viewing as a PDF is a book of great value. In fact, others would have sold it and made a decent profit off of it. Yet here we are, giving it out without care for a cent or farthing. The point is, we want to help you, and good advice should always be free.

So what are we giving you good advice on? Basically, we want to enable you to find multiple streams of income. This is not about Internet marketing or other such schemes – though you are free to try those in your own time. This book is about finding ways to apply skills you already possess in other means of generating income. You should still stick to your job (if you still have one), but find ways to expand – to exploit other areas with your current abilities.

Joblessness is about the worst thing you can imagine, considering how much our current society runs on money. It is bad enough if you were single, but having a family makes it that much more imperative to find jobs and, more importantly, keep them.

We will not talk about investing in businesses or in stocks. Real estate, bonds, currency trades, etc – those are all out of our scope here. We are here because you are an average skilled person trying to get a leg up in our world.

Just because it is about finding employment does not mean that this book is yet another manual for job applicants. No, this is something else and far above and beyond that. This is not about submitting your CVs and résumés, but about building a reputation that will eventually precede you and get you a foot in the door of any job you want. You will also keep making the money you require while you are building this profile of reputation.

They say that it is not always what you know, but who you know. This is a reality in our world, and knowing it can help you find ways to leverage influence and get you the jobs that are worth the trouble. You need both – What you know and Who you know – Both go hand in hand.

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*“He that controls others may be powerful, but he who has mastered himself is mightier still.”- Lao Tsu*

## The Problems of Today

### *Loss of Employment*

Employee layoffs or “downsizing” at businesses of all sizes are commonplace. If it was once seen as a black mark on the company, it is not so today. This is a bad sign, as it means lots of companies are losing volume, creating civil and social problems. Suffice to say, everyone is having a tough time at it.



Companies reshuffle every once in a while, and this results in some shakeup of the hierarchy, or worse some shaking-off of loose ends. You yourself might have been laid off. Then again, you might just have held on and are not in any particular danger at the moment. In any case, it is a bad idea to depend on just one thing. There’s that adage “Don’t put all your eggs in the same basket.”

For example, you work at XYZ. Business was good in the past, but this year is pretty bad, as evidenced by the ongoing rightsizing activity – the third this year alone. This time around, you get “rightsized”, which is a pretty bad euphemism for getting laid off. Sorry, we don’t need you anymore. Here’s some severance pay. Thanks for your ten years of work for us, bye-bye!

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Then you go through the tumbler and emotions well up and overflow out of you – negative emotions for the most part. How will you pay the bills? The mortgage? The kids' schooling? How about the groceries?

You could use your savings – that's what they are there for. Even so, it is not exactly comforting to have to live off of your savings or even from the proceeds after selling some of your assets. I have also been through that and I know how bad it can get.

## ***Reduced Income for Self-Employed Professionals***



Self-employed professionals are not that much different from employees, since both classes “sell” their time and skills in exchange for money.

Self-employed professionals are different in one way though – they possess a certain freedom and control over their time. This is the main reason that people go into self-employment. Aside from that, income can get much better than possible with employment.

The statistics vary, and some incomes have been impacted negatively while others have kept pretty well.

For example, a doctor might not have seen much of a decline, since people always get sick and come to them. On the other hand, if you work with

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advertising (which is good for times of expansion but not when you are cutting costs), then you will see dramatic decreases.

Hopefully your personal situation is positive and stable, or even improving. The statistics vary with location too, but we will digress on that since they do not really fit into the theme of this book.

**This is a book that will help you find solutions and not a book on numbers.**

## ***Loss of Business and Profits***



This is a sad reality, but it lies outside of the scope of this book. Just remember that just as you can lose your job (or may be have), there are others that can and have lost their entire businesses to the financial crises.

Whatever your case may be, it is not wise to depend on just one source of income.

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## The Need for Multiple Sources of Income

### *Context is the Key*

At this point, I hope that you understand just how real the problem scenarios mentioned above are. They are more likely than you think or you are probably already experiencing these. Still, the world does not stop turning.

If you know how to get income from more than one source, then you can avoid the worst-case scenarios of unemployment. At the very least, one of your revenue streams will continue to provide for you. Hopefully you are now eager to find alternative sources of income to add a parallel income stream to your coffers.

It is unlikely that you can achieve something like this in short order, but you can make it big if you use some or all of the ways and techniques discussed in this book.

We will not be talking about stocks or bonds or real estate or frantically applying for employments (which as we said before are not out of the scope of this book). Instead we will talk about how to use the skills that you possess right now, whatever they may be, in ways that you might have overlooked or never even thought of before. The ways taught in this book will make work come your way instead of you reaching out for the work, even in these tough economic times. This is about encouraging you to explore and discover means to put your abilities and available time to more and better uses.

**Now that we have the context set up, let's dive right in.**

### *Is It Possible To Have Multiple Income Sources?*

The answer to that question is quite simply “Yes”. There are lots of ways that you can put your current skills and connections to profitable applications.

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Still let us not get too far ahead of ourselves. Before you turn to understanding how to put what you have to making money, you need to understand yourself first. Understand yourself and what you possess, and how you can exploit yourself for profit. All the actions that you take must be founded on analyses of your “self” and “situation”. Just read on and discover the way you can do all that, and then some.

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## The Strategies Laid Out – One By One

### *Are you disposable? Can you get replaced by technology and advancement?*

Replacement and loss of income because of technological advancement is a common phenomenon. This is a reality that many professionals live and breathe today. While technology has made life easier and has even created income opportunities, it has frequently done so at the expense of elimination of inefficiencies i.e. possibly someone like YOU whose skill can be replaced by modern software or machines. The simple reason for this is that machines are able to do some tasks far better and quicker than humans would be able to do, and machines are far cheaper to operate and maintain. So you need to ask yourself the question – are you in a job or skill or role that is prone to this type of risk? Is it possible that your skill gets replaced by technology? Is it possible that a computer program automatically does things faster, cheaper and more efficiently than you currently do? If your job can be computerised or outsourced, it will be, sooner or later – Are you ready for it?

Let me illustrate further with a few examples. Robotic technology is threatening the jobs of surgeons, graphic design software got rid of calligraphers, automated payment systems are getting rid of store cashiers, telemarketers are being replaced by automated messaging and internet audio / video, meter readers are being replaced by electronic data transfers, train drivers are no more required on centrally controlled trains, do you get the idea?

There is an increase in interest for generalist workers. These are people who are multi-skilled and can handle multiple responsibilities. You may have learnt a single trade of one special skill, however you need to be able to develop you skills in other areas that complement your special skills. Start with an analysis of your current skill sets and think hard about what other skills you can acquire.

[www.ServiceLance.com](http://www.ServiceLance.com) enables you to showcase multiple skills through multiple service provider profiles so you can profit when an opportunity arises.

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## ***Do I have multiple talents or skills? How do I know?***

Everyone has multiple talents, and you just need to figure out what you have and be confident about it. It all starts with being honest with yourself and using critical thinking to figure out your talents. For example, you might be very good at accurate speed typing, making you a prime candidate for a writing job or spreadsheet work. A deep and broad knowledge of tax practices can nab you a spot as a consultant, and so on. Take a look at the [ServiceLance categories](#) to stimulate thoughts and ideas into what you can work with and make money from. There are several areas you can profit from and you will soon discover that you have much more talent than you thought. Just go through the list and keep eliminating until you have that ‘aha’ moment where you feel you can do this.



## ***Do you talk? Can you speak?***

These are basic human communications skills that are possessed by almost everyone.

You can speak if you can talk. There is a major distinction between speaking and talking, but in this context, talking is just an informal mode of speaking.

Is it possible for you to speak or write for the local school, college, or university?

You say “What? No way! I’m terrible at writing, and only slightly less bad at speaking.”

**Wrong answer!**

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Think about it for a moment and realize how you just dismissed an opportunity. Lots of people are unconfident about their writing and speaking skills, just like you, and most of them fail to see the opportunities they miss. When you speak or write on something related to your profession, you are lighting your own torch and holding it high. You basically put up beacons that call attention to your professional capabilities, making yourself visible to the people and institutions that influence your industry.

This is a great way to boost yourself up and will prove useful in the future and even the present.

You can write for local publications, particularly those within campuses. You can attend events as a speaker, or even come in as a guest speaker in classes.

When you forward your offer, you will of course get questions regarding your professional activities. You can be honest and tell them that you are a victim of the recession or what-have-you. Keep it upbeat and project a generally-positive attitude. Tell them that you have now found some free time to help others, using your own experience.

Now before you blow it off thinking that they have no reason to accept, think about it from their point of view. Here is someone who is offering to perform a service, who can contribute practical knowledge and is willing to do it free of charge (we will get to the money making bit, don't worry). They have almost no reason to refuse you.

For those struggling with Public Speaking, we have come across quite a decent ebook which will go a long way in alleviating the problems faced by those troubled by the fears of speaking to people as well as gain confidence when negotiating. This book is available by [clicking here](#).

People will start to comment back on your opinions and start providing you feedback and you respect will automatically grow (remain positive in accepting feedback and gracefully accept criticism – most professional criticism is constructive). You will receive invitations from others to write and speak for them and you can now start putting a price to some of these things once you have got a hang of it. Always start free and then watch – it will just be a matter

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of time. Once you are in and if you are handling their publications, then you can even include targeted paid advertisements for products and services in them. Such advertisements usually account for decent payments, which can be shared between the organization / institution or even 100% to you if you can agree the terms well amongst yourselves since you are doing all the work right?.

Our advice is to jump into decent opportunities. Not only will you be spending your time doing something worthwhile, you will also be opening up entirely new branches to add to your network of acquaintances and friends, and more importantly, influential people. There will be opportunities for income that lie ahead in your long-term professional relationships.

### ***Can you mentor?***

Do you think you can be in front of a few students and be a mentor for them?

Years of experience are not a strict necessity to guide others. Even with just a few months under your belt, you will have some ability to help students with coursework. Just remember that your situation will depend on the profession in question and on the laws that govern your profession. Mentoring can make you a reasonable amount of money, especially if you setup your structures around the requirements of people that are looking for mentoring. Students, Companies, Institutions, Governments, etc all require mentoring of different sorts. Put your experience and knowledge on the right path by letting people know about the things you know – everyone is unique in their knowledge and presentation, it is the baby steps that are the hardest although most cherished and remembered later.

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## ***Are you good at any Software?***

**Are you above average in use of any particular professional software package or software or skill?**

Then you have a significant point on which to build an alternate revenue stream! There are actually 3 ways that you can turn that level of capability into a financial advantage.



### **The first way to monetize this**

The first way is to monetize it by teaching people how to use the software or develop that skill. You can prepare and deliver training courses on these. As you conduct the training exercises, record yourself on video and then you have something to offer to paying customers. You can multiply the money made from one training session many times over by simply selling the recorded sessions.

As you perform more and more of these, you can group them into modules and sell them via your connections. You can even present it to HR staff as a bargaining chip – offering to train their personnel. If students like your training, then ask them to keep you in mind and to refer you to those who might be interested – offering commissions to people can add the incentives for them to do so also.

It will be your connections that will enable you to make it big. The more connections there are in your network the greater the opportunities that you will find. As mentioned a little way back, it does not have to be limited to software. What other activities do you possess high proficiency in? Are you able to train people effectively in these activities and talents? Is it possible to convert that training into a course and sell it many times over?

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Think about it well, and provide as much value as you can in your courses and sessions so you stand out. The more value you provide, the more people will be willing to pay for it. Wouldn't you feel better about paying more for something if it was better than its counterparts?

Such training on a personal level is not an activity that a lot of people pursue. You can use this fact as leverage when employing and exploiting your connections. Most software companies offer training in their software, however it tends to be quite expensive.

### **Competition is not as big a deal here.**

As an example, Microsoft does provide training to the people who buy their products, yet individuals and institutes that provide the same training are still making oodles of money. Why is this so? Because these individuals and institutes have something that Microsoft does not – perhaps better presentation, lower prices, better value, and so on. They also rely on their connections. Word-of-mouth recommendation has a profound effect on people – wouldn't you prefer the services of someone whom your friend suggested to you?

Apply it and get busy with it. You can never get bust doing this for something you are proficient in already.

[ServiceLance.com](http://www.ServiceLance.com) has a whole category dedicated to training and you can easily subscribe yourself to the category and start offering your training services to get started in your locality. Simply setup your account and create a Provider Profile that focuses on your area of expertise. Those who are looking for training will approach you themselves, rather than you having to approach them.

## The second way to monetize this

Another way to monetize this is to sell the software itself. Software companies by and large offer reseller and affiliate programs that can make you a lot of money from commissions. Since you are above average in the use of the

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software, you can very easily demonstrate and promote it to your prospective buyers. It is even possible to strike a deal with the software company, offering to sell their software and train users as well, at “special” discounted prices. This is a major draw that will give you a competitive advantage and will prove to be an invaluable marketing tool for you.

For the software company, there is little to lose if at all. The only real thing they need to do is to make copies of the software, package them, and send them to you. Your offer of adding training to your special package is a value added feature that they cannot just put in themselves – all the more reason to give the task to you. It is a Win-Win.

If you do well enough, you can actually become part of their software development and training teams. Brand loyalty is pretty important, and it may be the edge you need to get employed in a company whose products you favor. Who knows, they might just employ you as part of their team and offer you more special deals.

So now you will combine the First and Second ways of monetizing your skills for profits – this is going to multiply in income very quickly.

## The third way to monetize this

Is there even a third way to monetize it? That is by offering your services as a software operator to organizations, whether on full-time or part-time bases. This is pretty much getting employed based on the level of skill you possess with the particular software, so the better you are at it, the higher your chances of being picked. Once you train people and start selling the software as described in the above two ways, you will have automatically made a whole range of professional connections with businesses and individuals. You can now monetize those by offering to operate the software for them on a part of full time basis.

[ServiceLance.com](http://www.ServiceLance.com) can help you with all three ways because it can get word of your services out to the people looking for you. In a digital job marketplace, it

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becomes very easy to look for the people you need, and also for the people who need you to find you.

## ***Can you write? It is easy.***

### **Can you write a book on a specialized area of your profession?**

Basically there are 2 ways to look at writing of a book.

1) There are lots of books already available on the topic and there is little point in writing on the same thing. You feel that the market is saturated and your slice of that pie cannot possibly be very large.

2) There are lots of books already available, and that is the very reason why you should write a book.

The fact that there are a multitude of books and authors on the topic points out just how large the market is for books on the topic. All professions are this way.

Your book can be made unique by including your personal experiences alongside the principles and theories of your profession. You can even compile works of your own and other associates then present them in an organized and attractive fashion – which is a great way to go if you work with aesthetics-related jobs.

You need to get others interested in your book. If they have a reason to buy it, they will. It is even possible to get your book listed as a university textbook if you include practical project examples. Registering for ISBN public sale is easy, and the books do not need to be 100% flawless – that is the reason we have “editions” after all.



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## ***Can you provide content?***

### **Can you provide content to a magazine or paper?**

If you can write well, then there is very little reason that you do not try this. Magazines and newspapers always want more content – if not for printing now, then in a later issue. It is not particularly difficult to get in contact with the management for local or international magazines, journals, etc. These companies will also pay quite well if your stuff is high quality. If you make it in once, you can easily make it into a steady stream of content and income. They have all the reasons to pay you as that is what they make their living on.

[ServiceLance.com](http://www.ServiceLance.com) has a category dedicated to writing and you can easily subscribe yourself to the category and start offering your writing services to get started in your locality. Simply setup your account and create a Provider Profile that focuses on your area of expertise. Those who are looking for writing will also approach you themselves, rather than you having to approach them all the time. ServiceLance also allocates a dedicated page for you, so you can direct people to visit that URL where all your skills and services are showcased for people to access in one place.

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## ***Are you aware of a problem?***

Of course you are! Everyone has problems! But what we are talking about here are problems that affect larger parts of the community – questions about your profession or civil circumstances. These problems can provide great opportunities for you. What was the last time you discussed problems with your friends, family or colleagues next to the water coolers or at dinners? Track back and think hard. It must have been a very wise person who once said that “There is opportunity in every calamity”.

In general, you can choose to just talk about problems and do nothing about them, allowing problems to stay or grow worse. A much better course of action is to take action and find solutions to these problems. Programs like AutoCAD and Microsoft’s Office suite are not merely programs that were written just for the sake of it - Drawing, text processing, and data manipulation were tasks that proved difficult for most people in the past, yet only a few people saw the opportunities and grabbed it. Books like the one that you are reading now were not just born out of the blue. Products like Mobile Phones, Laptops, Childrens Toys, Cupboards, Blinds, Wall Paint, Corn Flakes, Tooth Paste etc etc didn’t just come into being because they had to – each of these things are solutions to a problem. Rising to the challenges has generated tons and tons of money.

Now, what issues or problems in your industry or areas of interest or areas of expertise or areas of knowledge or areas of experience can you solve?

Think back and write down any and all the problems that you can think of. Can you think up solutions for them? Do you have a solution that works, requiring only refinement to make it scalable? Have you made some spreadsheets that could make the daily work so much easier for your colleagues? Can you get a programmer to write up a computer program based on that spreadsheet and then sell it on to the market? You can even sell the spreadsheets themselves, or have someone else write the spreadsheets for you to solve the problems. The options are unlimited and the problems are too many. You just need to tap into them.

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The more time you spend thinking, the more problems and opportunities you will discover. This section is worth reading over, since problem solving is the core of anything that sells today. On the flipside, ignorance and just talking about problems can be the essence of many problems.

There are unlimited possibilities and ways to leverage these. If you can change your mindset and accept this principle, then problems will no longer be problems. Problems become opportunities and challenges awaiting your solutions.

So what problems will you be solving today?

## ***Look for part-time work – It pays more too***

You might be thinking “Why should I stoop to part-time when I have been working full-time my whole life so far?” Well, is it working out for you? Full-time employment opportunities are rare nowadays – just ask anyone who is currently looking for a full-time job.

These days a lot of companies are quite hesitant about employing people full-time because of the various increased costs associated with full time employment – benefits and the like. It is far easier to employ part time workers and easier to find part-time work, so if you open up to the idea then a whole world of possibilities opens up in front of you. Temporary contracts and similar short-term employment setups tend to be a bit “insecure” – that is, lacking job security and other benefits, but they can also pay more than full-time jobs. In any case, it does give you some money to sustain yourself until you can find something more permanent. It is even possible that your temporary employer likes your



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work so much that they absorb you into other projects or (if you are really lucky) employ you full-time.

Websites like [ServiceLance.com](http://ServiceLance.com) can be of great help. ServiceLance offers both the employers and workers to exchange services in a professional environment. ServiceLance is a free worldwide site which allows you to exploit all your talents and profit from them like never before. Have a think about that.

## ***Have you considered ServiceLancing?***

Many Service Providers have had to close their businesses and new entrepreneurs are finding it extremely difficult (if not impossible) to make a substantial impression in order to

market and sell their services. It is inevitable that Service Providers (both businesses and individuals) are looking for cheaper and more efficient alternatives for conducting business and making a living. The ripple effects of the economic recession have displaced an unprecedented amount of skill, talent and professionalism.

[ServiceLance.com](http://ServiceLance.com) provides a venue for all Service Providers to establish themselves in a free and competitive environment and for all Service Seekers to get work done in a competitive and professional environment.

This is the upcoming trend. In a full-time job you are limited to using your skills that the job requires and limited to what you are used to doing. You are therefore not exploiting yourself enough. At [ServiceLance.com](http://ServiceLance.com), you can create several Service Provider profiles which can showcase all of your skills to offer them to the masses and profit from them all – all within one account. If you win one Job, that Job becomes a lead for several others to come and the cycle continues. ServiceLance is a platform that has been dedicated for exchange of all types of services, from plumbing to engineering to training and several other categories. If you have a skill, you can offer it to Service Seekers on [ServiceLance.com](http://ServiceLance.com).



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Even if you are looking to get work done, you can pick any Service Providers you like, or simply Post your Job with your requirements and Service Providers will be automatically notified, who can then quote for the jobs.

ServiceLance is an interactive online platform that is designed for you, with you in mind. Take a look at the benefits of ServiceLancing below.

## **Benefits for Service Providers**

- Uncompromising exposure to potential buyers of services
- Free presence on the internet whether or not you have a website of your own
- As buyers head to the internet for easy access to services, they are less likely to search for specific web sites of Providers
- Healthy and competitive community environment that is geared towards exchange of services of similar interests and talents
- Enhances professionalism while creating more opportunities for business and career advancement
- Quick and efficient communication of requirements and expectations for both parties
- Deal directly with the points of contact for available jobs rather than having to reach them with difficulty
- There are no rentals to pay for physical premises and you can run your entire services business online for free if you wish to do so
- Reduces the cost of acquiring Clients tremendously since Jobs come to Providers instead of Providers looking for jobs
- Allows Service Providers to pass on commercial gains to Clients by saving on Marketing and Overhead costs
- You can provide services even if you don't have access to credit cards
- Allows both Businesses and Individuals to provide services (Note: Individuals may be restricted against providing services by local laws in certain countries)
- An extremely easy and efficient way to earn a decent living in the current economic recession
- We can go on and on the benefits are unmatched in the industry and the possibilities are truly endless. Refer to Service Provider features to view the benefits that come with the empowering [features of ServiceLance](#).

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## Benefits for Service Seekers

- Easy access to several providers, their profiles and contacts, on your fingertips.
- Choice of Service Providers whom you want to invite for quoting: All / Individuals Only / Businesses Only
- Heaps of time saved by not having to contact each of the providers to request quotes on your jobs
- Allows you to concentrate on your life and work while the professionals perform services for you
- Easy to compare quotations from Providers to make commercial and value judgments before awarding
- Acquire services on specific budgets that you decide
- Deal directly with the Service Providers without restrictions
- Easy evaluation of Business and Individual profiles
- Easy management of quotations and awards of jobs
- Easy access to both Businesses as well as professional Individuals
- Easy to integrate within current business practices of acquiring services
- Extremely simple to use at both Individual and Business levels
- Virtually eliminates the cost of acquiring services
- An extremely easy and efficient way to acquire services in the current economic recession
- We can go on and on the benefits are unmatched in the industry and the possibilities are truly endless. Refer to Service Seeker features to view the benefits that come with the empowering [features of ServiceLance](#).

And, by the way, did we mention that ServiceLance is free oh yes, ServiceLance is absolutely free to use, for everyone. So why not get started immediately. [Click here to get started now.](#)

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## ***Choosing Your ServiceLance Career***

Start off by looking at what you like doing. What interests you? What hobbies do you have that can be turned into a service which others will pay for? There are many activities that you do in your leisure that could actually produce results that others are willing to pay for.

A lot of people fail to recognize their own abilities and thus fail to convert them into profitable activities.

You should:

- Review your educational attainment and identify your strengths
- Combine them with special training or job experience
- Offer to help others with things that lie in your forte

Analyze yourself like this. Take down notes on yourself. Think of how one idea can be related to others. Nothing is too random or nonsensical. Even the most obscure contact or skill can produce great results, so try them all! If there is a hobby you have that can become a business, then try improving your skills and knowledge by reading online or joining related events!

Of course, saying is a different thing from doing, and people might find it hard to apply the above strategies at the same time. If you want, you can take it slow and apply them one at a time and build up. You might have to shift strategies as you go, choosing the ones that suit the situation. Live with change, and master it. Right now, you are actually going through major changes, and you need to get a grip and take control of your circumstances.

All in all, everyone has something to offer. Even if you share your profession with so many others, how you do it and how you can make things happen makes you unique. The individual should take the initiative to explore him- or herself, while finding ways to improve work processes. This can mean using tools like ServiceLance and such. The best results come out when you are trying your best, after all.

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## ***Are you a Networker?***

**Have you considered being part of a network of your co-professionals or a professional society or a community or guild etc?**

These social groups are very useful if you know how to pull and throw your weight. You get access to information and knowledge, opportunities and events, and most importantly connections with people. It is pretty easy to see why you should join these social groups.

It might be difficult to find a group that interests you, but do persevere. Some groups are very large and operate internationally, which makes things even better for you, extending your reach across borders and seas. Do not underestimate the power of the connections that these professional networks can bring. You can set yourself up to apply and profit massively from all the strategies in this book once you have a decent sized pool of connections. Today and the future is all about connections and information. ServiceLance is one of the many ways you can provide people information about you and start establishing those extremely valuable connections.

## ***Do you have an online presence?***

Don't interpret this to mean "Do you have a social networking site profile such as facebook and myspace etc?" We are talking about something more professional, a personal website that describes your abilities and activities. Though social networking sites like Facebook can work too, it is better to get something that is your own and use the social networks to tell the world about your skills.



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Websites are not just for businesses and groups anymore, and an individual has as much reason to get a webpage of his or her own. Going the digital way means having more space to list your achievements and such which then allows you to build more compact and streamlined CVs or portfolios without sacrificing completeness.

At the very least, it makes it easier to distribute your CVs or portfolios; just refer your prospects to your personal online profile.

It is exceedingly easy to get an online presence that directly exposes your skills to those who might want your services. Just get over to ServiceLance and join up as a free online service provider. [ServiceLance](#) is a virtual community that gets freelance service providers and their potential clients together and have that personal online professional profile, in sort of a cyberspace job market. Joining up is easy and quick. After you have joined in, you can further contribute to improve your credibility by writing articles within your profile on Servicelance. Remember how we mentioned before that writing articles on the areas in your profession can greatly improve your image? Well, this is a priceless application of that.

## Freelancing Vs ServiceLancing

A ServiceLance career is the most flexible one that you will ever find. For the jobless, retired, housewives, or want to make money from home, being Servicelancers works very well. For those who are employed, cultivating a part-time Servicelance career is more appropriate and can supplement income.

Whereas freelancing has you searching for the jobs, waiting for clients to come to you, Servicelancing goes proactive. Servicelancing gets your offers forwarded to those who are interested in what you have to offer. Think of it as a more active, more reliable form of freelancing, yet that description does not do it justice either. The market environment provided by Servicelance is a free one that works well for both service providers and employers.

Online Freelancing today utilizes global platforms to enable making money from home with skills such as website design, software programming, writing,

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etc. Hence, it focuses on services that can be delivered globally without the necessity of the skilled people being present in the local geographical areas of those looking for services. This makes freelancing limited in the categories of skills that can be offered and excludes services of a physical and local nature.

Online ServiceLancing, on the other hand, is an extension of the Freelancing model. It enables service-based offerings such as financial services, construction, plumbing, gardening, cleaning, carpentry, and services of similar nature to be exchanged online for local geographic locations. It does not limit itself to individuals or self-employed professionals, and even businesses of all sizes are able to participate. This enables a whole range of skill categories to establish reputations, make money and increase revenues using the internet. The ServiceLancing concept is expected to catch up quickly due to its capability of opening new means of additional income, as people and businesses are getting further affected by the economic recession.

When somebody says “freelance”, chances are you automatically think up things like writing, programming, graphic design, and other such jobs.

What about jobs like interior design, medical billing, carpentry, or even babysitting? These are jobs that are “freelance” too!

Simply put, this is because we have long thought of freelancing as the domain of the written word or computer-related skills – basically jobs where results can be delivered online.

But things are different now. Nowadays, freelancing is more than just work on a computer or a typewriter. Any job that can be done by a single person for a given period of time is likely to be recognized as a freelance job. This is Servicelancing, and thus it is an extension of the older freelancing.



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Why has there been such growth in the number and kinds of jobs for individuals on contract? Basically, it is because people realize just how much more they can make if they go out and look for tasks, rather than wait under the wings of a “permanent” employer.

## ***Am I Ready? What Do I Need?***

Before diving in, you have to check the water, right? It is the same with Servicelancing. Before becoming a Servicelancer, you need to check if you have what it takes. Everyone wants to be their own boss, but not nearly everyone has the qualities to work without supervision. As such, you need to sit down and honestly analyze and criticize yourself to see if you can be successful in Servicelancing.

- Have you got a skill or talent that you can make a profit off of?
- Can you manage your time well enough to be a Servicelancer who meets all client requirements and deadlines?
- Are you able to effectively sell your services?
- Are you sure about your understanding of your abilities and the area in which you intend to offer your services?

## ***What Will Happen When I Take Action?***

If you do have what it takes, then you can take action. Being a Servicelancer, you stand to gain the following benefits:

- Work part-time and make a living through multiple sources of income.
- Be your own boss, if you want to be – no one will nag you, get in your way, or otherwise bother you, except yourself. You can easily choose this type of income for the long run instead of the Day Job or Tiring Business.

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- ServiceLancers can work in the environments they choose, meaning you are as comfortable as you can possibly be.
- Work is scaled with pay, so the more work you do, the more you actually get. You keep all the profits and you decide how to spend it.
- It is just between you and your clients, and no one else can butt in and make waves.
- Take days off as you want, as long as you deliver your commitments on time.
- You get to choose the projects you want, plan your own schedules, and set your own service rates.
- No office rules to follow.
- Your hours are flexible – no need to punch in or out, like you would in an ordinary job.



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## ***The Risks Involved and How to Avoid Them***

If it sounds too good to be true, then it probably is. At this point you may not yet be aware of the risks you face when making a living from full-time Servicelancing. More than just that though, we teach you how to avoid those risks! In fact, as described earlier, you should always test the water, exploit your skills and try it to see if it works. You don't have to start off full time.

Your freedom and independence mean that you could easily end up slacking off. You need to temper it with discipline. With discipline, you can complete the tasks you need to perform without sacrificing the flexibility that being your own boss provides. Aside from setting your daily goals, you need to set and work towards long-term financial goals too. Analyze your market, and adapt to maximize the potential.



Being able to set your price does not mean you can set any price. Get too greedy and no one will hire you. You need to know the average rates and adjust according to the situation. If you perform average work, you can offer slightly lower rates to attract initial business. An above-average worker can charge higher, though it is best to start at the average rate or a little below to get your name out.

You do not get benefits like you would with conventional permanent employment, and so you have to take care of your own health and other matters. Make sure your papers are filled up and filed right, have ways to

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contact emergency services easily (since you might not have anybody around), and so on.

## Start Smart, Not Big

In any type of business, starting smart is always better than starting big. You do not need to set up a real work room, when simple adjustments to current setups will do fine. It will save you money too!

A section of the basement, a corner of the living room, a part of your bedroom – all these will do nicely. If you do bookkeeping, then having a ledger and maybe a couple of file cabinets will be perfect. A good printer is essential if you plan to handle correspondence. The alternative is to do them by hand and then have someone convert them for you – check your local high school, college or vocational school. They might be willing to post your request for anyone looking to make some money.

You can just use your home phone instead of having a business phone installed, so long as you can get everyone in the house to answer it in a businesslike manner during your working hours. Save copies of all letters, whether incoming or outgoing. If you set up a system for filing beforehand, you will be much more organized. Prepare your filing system such that you can easily add clients and task summaries.

Separate your concluded, current, and “wishing-for” tasks. Have templates for your various types of correspondence. Business cards are a must, so head over to your local print shop and ask for assistance. You may or may not lease, rent, or buy a copy machine, since most types of business require it. If you cannot afford it (or are unsure of how much help it will be), stick to good old carbon



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paper, and take note of how efficient you are. A laser printer is essential if you plan to use a word processor program for your letters and such.

Depending on the country you live, always take good tax advice before you go too far with it. You might just find some good Tax Agents on [Servicelance.com](http://www.servicelance.com).

## Getting Started- Prospecting For New Clientele

When you kick off your ServiceLancing career, you should expect to take a fair number of tasks or maybe none – everything has to start from somewhere. This is fine, since it helps you refine your profile, spread the word around and if have landed a job, it can get you some feedback for your reputation. As you work your way up, you can get more efficient. You learn how to distribute your time, get more work done in less time, and also get used to accessing information, tools and tricks via the Internet depending on the type of work the client asks of you.



The most important thing about how ServiceLance functions is its ability to deliver work to you rather than the conventional way of you hunting for work. Those looking to get work done have 2 options – Search for profiles of Service Providers or Post their requirements. Once the requirements are posted by the Service Seeker, the system automatically matches the Service Providers to the Jobs based on predefined mandatory criteria.

How do you get people to open up and connect with you? It basically involves conversing with them. You can break the ice by mentioning a topic they like,

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and then let them speak as they want. This is why ServiceLance allows you to expose yourself beyond the simple making of your profile. You can write articles on ServiceLance which showcase your ability and knowledge on topics that are connected to your work. Each of the articles you write create an impression in the readers mind and your reputation is created. At that point, you are already connected, and your personal skills and charisma will take care of the rest!

You need to secure clients and that means providing satisfying service. As you complete more tasks properly, your clientele will grow in size and happiness with your work, and you can expect your Servicelance career to grow alongside that.

Give it a Go by [Clicking Here!](#)

## Pricing It Right

You should not price your services on how much it will cost you and tack on a little extra. You should price it according to the value of the task. Do not oversell or undersell yourself. Do some research on how businesses and individuals price themselves and stay firm on your price quote. Don't try to sell your services only on price, demonstrate the quality in your work and your experience and that will get you the price you ask for.

## Delivering What You Say

At this point you need to do what you would normally do even in conventional jobs, and that is to complete your tasks and achieve the requirements. Do it right, submit on time!

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## Keeping Existing Clients

Just because they came back to you for another task does not mean you can now deliver substandard work. You need to provide consistent results to keep them coming back for more. Remember, you could easily lose them to your competitors, so give your clients reasons to stay – be creative in these reasons. Every Client is lazy and they all prefer to contact the person they know – so once you have stepped in, you have your opportunities multiplied – monetize it professionally.

## Exploring Upsell Opportunities

You also need to learn how to upsell – to get people to buy more than they originally planned to. Basically you offer them things in excess of what they ask of you in the hopes they take you up on it. Just make sure that your offer is related to your current set of services and it is related to their current sets of requirements – if you don't maintain this relationship, you are making a lame pitch of the sales man, which doesn't go too far. You can easily improve the profit margin by making more money off of one client rather than looking for more clients. You can upsell simple tasks that you might not normally charge for (but don't tell them that), or even upsell into new projects.

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## Trying Is Better Than Regretting

We are now sure that you are all set to start making money from ServiceLancing. Give it a Go by [Clicking Here!](#)



There are lots of people around the world who have had big dreams. People who had a good idea or two, yet could not muster the will to go ahead and develop it. They let the opportunities pass them by simply because they feared the risks. Even at the end of their lives, they will feel that haunting regret. Will you be

one of them?

There is little loss in trying to be a ServiceLancer, especially since you can start out doing it part-time only. Trying is better than regretting!

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## Conclusion

Anything that is interesting for you possesses the potential to become a significant source of income for you. A hobby can easily be developed into a business. There are people out there willing to pay even for the weirdest of things.

Why not ask your social networks about who might be interested in something that you have to offer? Chances are that they or someone they know will require that kind of service. When you get an idea of how many people want that kind of service, then you can set about setting prices and begin contacting those prospective clients. With enough clients and repeat business, you can turn it into a full-blown job.

What used to be something that you did for fun can now earn you money. You need to go about doing things right – from communication to planning, from planning to execution, and from execution to conclusion, you need discipline and skill. Beyond just completing your projects, you also need to promote yourself, and ask your satisfied clients for recommendations and the like.

One of the many easiest ways to get in contact with people who might be interested in your skill set is to join websites ServiceLance by [Clicking Here](#). These job exchanges can get you set up and hooked up with clients very quickly at no cost. Just perform your tasks well, promote yourself properly, and you are as good as gold!

Beyond just helping yourself via Servicelancing, you should make sure to tell your friends and even acquaintances about it. Everyone has something they can contribute, and for that reason, anyone can find work as ServiceLancers.

If you want, give them this book. Let them read through it, and help them understand the points they are unclear on.

In the end, I can only wish you the best of luck in your future endeavors, whether as a ServiceLancer or a more conventional employee or both.

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## The Inspiration behind This Book

I lost my job almost a year ago and it took a while to get back up on my feet. Prior to that, I had always been employed well, so I did not feel the pressure. Then one day my HR manager sat down with me and broke the bad news. She tried to keep it optimistic, but it was still hard on me. What made it worse was that they wanted me to leave immediately!

I had to break the news to my wife as well. I was the sole breadwinner, and we had just had a baby girl. We knew it was not going to be easy, even with our savings. We had always been quite careful about how we spent our money, and so we had a very helpful emergency fund.

Still, it was no solution. I had to compete with hundreds of thousands of people, all jobless and spreading their CVs and résumés in the hope of employment. Employers were going for cheap talent, and at times could not even afford that if they were to survive. My wife and I talked about it for a while, and after a few months I had to come to a decision.

There was no way I was going to let my family and myself drown, financially speaking. I was fortunate enough to have held managerial positions, so I knew how to run a business. Armed with this knowledge, I was able to look at the situation from multiple viewpoints – the employers' and employees' perspectives. I saw the possibilities that lay ahead, and I reached out to them. I set about applying my knowledge in the hope that I could find a way to weather the financial storm.

On this journey, I learnt a lot of lessons as I searched for sources of income. I met lots of people in the same straits, and we extended hands to help keep each other afloat. We found out that we all had skills and knowledge, and wanted to share them with everyone we could. We considered the tools and technologies available to use that would help us towards our goals.

That was when the idea of a free platform for free service exchange came to be. This service was eventually named ServiceLance (<http://www.ServiceLance.com>), and I thought about writing this e-book to

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spread the news. I found a contract part time job by applying the principles in this book, and I am actually working on a project as I write this.

I hope that the strategies and tools that I presented here can help you find your way out of the economic darkness. It is not a cure-all, but it can help you think about your situation, and how you can broaden your horizons. Even if you just pick out one thing from this book and apply it to your advantage, then my purpose in writing it will have been served.

You may distribute this e-book to whomever you want. It is free, and I release the rights to you as long as you pass on that same freedom to the next person. The more people who read this, the better, and the more people may benefit from it. It is probably not going to win any prizes, but it does contain valuable information – and in the end, shouldn't the value of the information be worth more than the way it was presented?



I dedicate this book to the masses of talented persons who have experienced trouble in these times of economic hardship. Yet, the lessons here can apply for everyone and not just the affected. Even those who have kept their jobs or have found new jobs can gain something by reading this, and being prepared to apply the ideas at any time in the future. Everyone was affected in some way, but we can weather this storm as long as we keep hoping and working towards our goals.

Of course, I also dedicate this book to my wife. She stood by me in our darkest hours, and held our family together. Without her assistance, patience, and unyielding perseverance, I doubt I could have made it through as well as I have.

Lastly, I thank you, the reader, for downloading and reading this free e-book. I hope that you have learned something useful and find ways to make things

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happen your way. Please help others on your way, and help them find their own paths to happiness. Click on the image below.



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