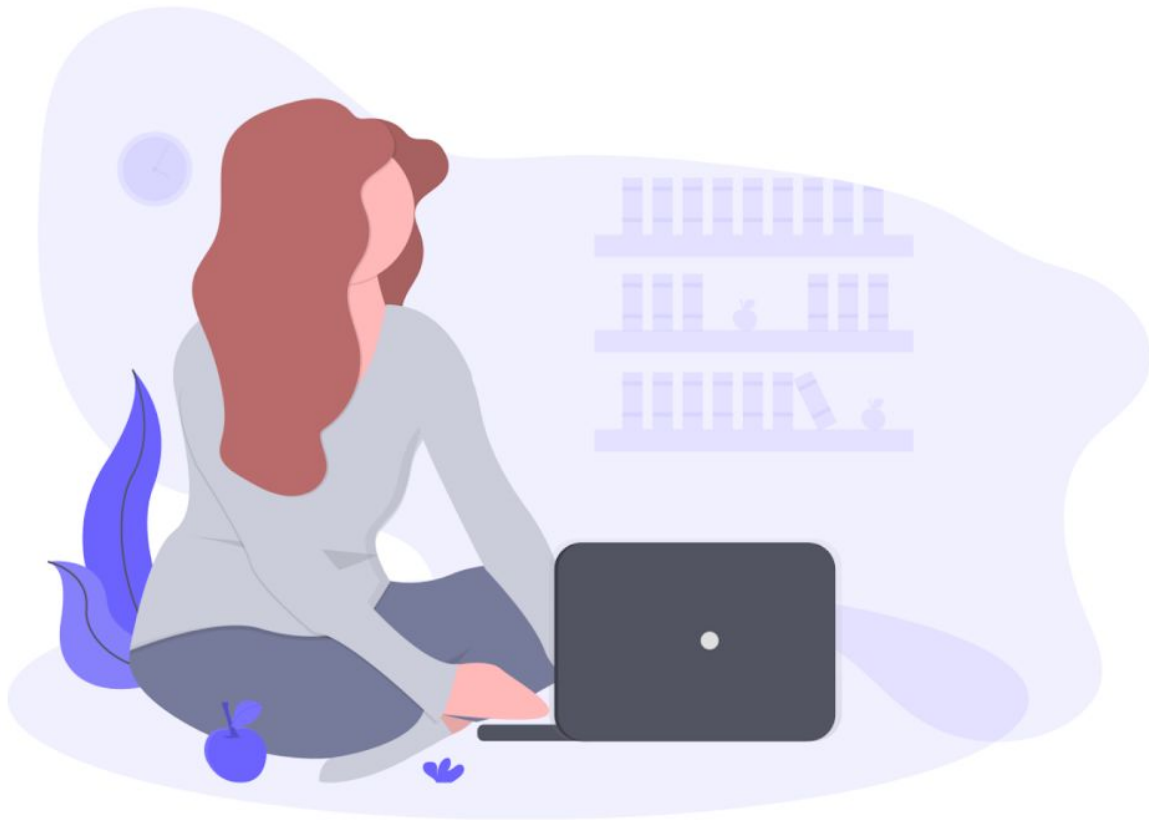


The Modern Career Glossary for New Freelancers



*A handy dictionary for new freelancers and professionals -
unconventional or traditional - who actively drive their careers themselves.*

WEEK OF SATURDAYS

Dear Professionals

It doesn't matter whether you work online or offline - in technology, non-profits or high-fashion, understanding the meaning of these words will improve your business communications and prospects.

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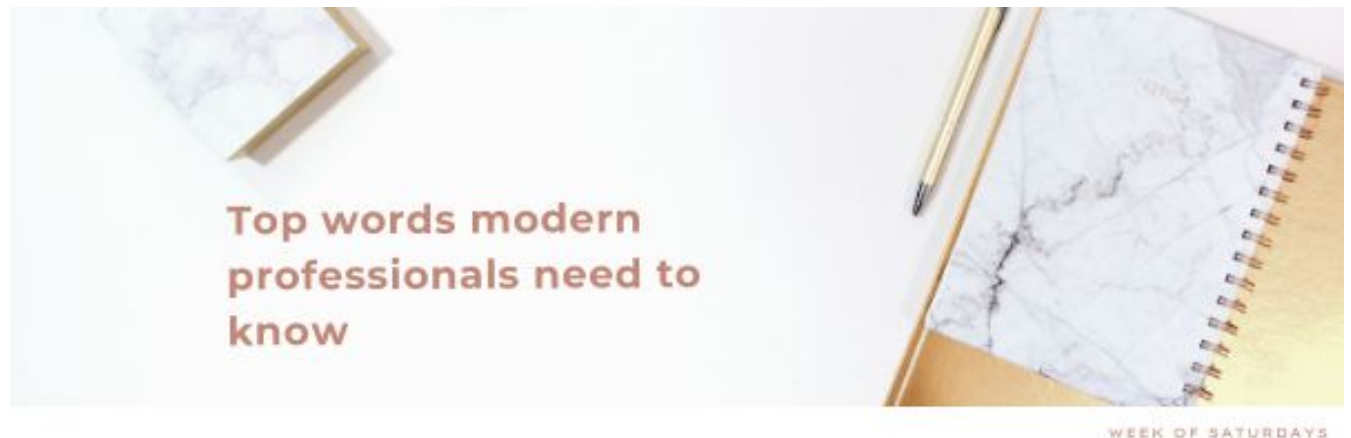


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About Page

(Noun). This is a page that shares your personal brand with people reading your website. This should highlight your background, your experience, and what drew you to your work.

Agile

(Adjective). A method of project management that divides tasks into short phases of work with frequent progress checks. Mostly used for tactile work, such as software development.

Anchor Client

(Noun): An ongoing or recurring client that guarantees a freelancer a certain amount of work and income per month.

Asynchronous communication

(Noun). A type of communication that involves sending a message without expecting an immediate response. Example includes sending an email to someone and she answers later.



Audience

(Noun). The people in your target market who are listening to you.

Beta Service

(Noun). A new service that you provide for free to a small number of test clients in exchange for feedback on the service, pricing, and testimonials

Brick-and-mortar Business

(Noun). A business with a physical office workplace environment

Billable Hours

(Noun): The time worked by a freelancer that is recorded and then charged to a client based on a contractual rate.

Byline

(Noun). The writer's name on an article or blog post.

Clips

(Noun). Examples of published works. These may be links to articles published on websites or copies of articles that appeared in magazines.



Confirmed

(Verb): Used in the context of booking a freelance worker for an assignment. For instance, before a freelancer fully begins work on a project, she must be officially 'confirmed' for the job.

Content Management System

(Noun). This is a computer application you will use to write, edit, modify, and publish content. WordPress is one of the more well-known content management systems.

Copywriting

(Verb): Producing written text, or copy, in any format from written articles to billboards, brochures, or social media posts. This written content is used for advertising or any other form of marketing.

Cloud Work

(Noun). Work where all communication, information, and files are shared and stored online.

Co-working Space

(Noun). A work environment shared by workers (often freelancers, digital nomads, and entrepreneurs) who aren't employed by the same company.

Digital Nomad

(Noun). An employee that independently travels, often internationally, while working remotely.



Distributed Work

(Noun). Work where the entire team is geographically distributed, usually without a central physical office.

Deliverables

(Noun): The key results achieved during a creative project or assignment. These are initially identified and requested by the client.

Emotional Value

(Noun). The non-monetary sources of value of a project to a client.

Freelance Work

(Noun). A short-term work arrangement in which a company hires an independent contractor to complete a single task or role temporarily.

Freelancer

(Noun). A self-employed person who works as an independent contractor, usually for multiple companies, instead of as an employee for a single company.

Future of Work



(Noun). A buzzword describing upcoming technologies, work arrangements, processes, traditions, and motivators that will influence the way humans interact with careers and the economy.

Generalist

(Noun). A person who markets themselves as capable of doing many different types of work for many kinds of clients (aka “Jack of all Trades”).

Gig Economy

(Noun): A job market where short-term contracts and freelance roles is the norm. Instead of holding a permanent job with a regular wage, gig economy workers get paid per “gig” or assignment.

Hourly Billing

(Noun). The practice of charging clients by the hour for your services.

Invoice

(Noun): Meaning a freelancer’s bill, including a list of services provided, followed by a statement of the sum, based on pre-agreed payment terms.

In-person Meeting

(Noun). A conventional meeting where people are present in the same physical location.



Laser-Focused Positioning Statement (LFPS)

(Noun). A two-sentence message that tells people what your business is, how they will benefit from it, and how it differs from others.

Lead Magnet

(Noun). Something you offer for free to persuade people to subscribe to your mailing list or to build trust with your leads, e.g., whitepapers, interviews, cheat sheets, reports, courses, etc.

Market Research

(Verb). This is the process of researching your target market. The goal of market research is to understand how to reach your target market, make your positioning more niche, and/or what problems your target market is experiencing.

Niche

(Noun). A specialized but profitable corner of your target market.

Non-Compete Agreement (NCA)

(Noun): An agreement that hinders a freelancer from entering into competition with the employer for a specified period after their assignment ends.

Non-Disclosure Agreement (NDA)



(Noun): An agreement or contract clause containing confidential information for a project's completion, but which cannot be shared with any third party.

Offering

(Noun). Something you sell (i.e., a product or service)

Offshoring

(Verb). Contracting or subcontracting work to a 3rd party company in another country, usually to maximize profits

Open Talent Economy

(Noun). A workforce model with a blend of full-time employees and short-term, project-based freelancers that helps companies become more efficient and agile.

Outsourcing

(Verb). Contracting or subcontracting work to a 3rd party company.

Outreach

(Noun). Stimulating a conversation with someone from whom you want to build a relationship.

Overtime



(Noun): Hours worked by a freelancer beyond their billable hours. It is usually charged at the rate of time and a half.

Payment Term

(Noun): A document outlining how and when the client will pay the freelancer, usually set by the freelancer, and the foundation for all future invoices.

Pencilled

(Verb). Reserving a freelancer for a specific period. So when other clients approach the freelancer, she must check with the original client to request 'release' before accepting the new assignment.

Per Diem

(Noun). Daily allowance to allow for certain expenses of a freelancer

Permalence

(Noun). Freelancers who work primarily or solely with the same employer over a long period of time.

Proposal

(Noun). A document that explains the services that you will be providing and what a client can expect if they decide to hire you.



Prospect

(Noun). A person who is likely to buy from you but has not done so yet.

Retainer

(Noun). A specific type of packaged service where you offer your clients access to your expertise on a subscription basis. Retainers are typically monthly, but sometimes quarterly or even annually.

Sales Funnel

(Noun). A system or process for turning a Lead into a Client. Here's how the process looks like:

- Engaging in marketing activities to attract Leads
- Receive a Lead via email
- Have an Initial Conversation
- Reach Conceptual Agreement on the Project
- Lead is now a Prospect
- Submit a Project Proposal or Quote
- Prospect approves the Project
- Prospect is currently a Client
- You schedule a time for the Project on your calendar

Sales Page

(Noun). A Landing Page meant to persuade the visitor to make a purchase.



Scope Creep

(Noun). This is when a client adds extra tasks to a freelancer's assignment, exceeding beyond original expectations. This is dangerous to the freelancer, especially if the client doesn't expand her payment.

Scrum Meeting

(Noun). A daily short meeting where team members discuss three questions: *What did I accomplish yesterday? What do I plan to accomplish today? Do I see any blocks that might prevent me from accomplishing my goal?*

Showreel

(Noun). A short video showcasing a freelancer's skills. It's usually done by freelance editors or motion designers.

Specialist

(Noun). Someone who markets themselves as having a sharply focused area of expertise in solving a specific problem.

Sprint

(Noun). A short period of time dedicated to intense productivity for an entire team



Synchronous Communication

(Noun). A type of communication that requires participants to be present and focused. Examples include phone calls, conference calls, and video conferences.

Target Market

(Noun). A specific group of people who you specialize in serving.

Testimonial

(Noun). Kind words from a client about your product or service. Used in your marketing materials to build trust with members of your Target Market.

Turnaround Time (TAT)

(Noun). The amount of time involved in completing an assignment and delivering its outputs.

Umbrella Company

(Noun). A company that hires a network of freelancers to work with different clients on an ongoing basis.

Value

(Noun). The combination of the emotional value and monetary value of a project to a client.



Value Anchoring

(Verb). Using the value of a project to a client as a price anchor in your quote or proposal.

Watering Hole

(Noun). A place where Economic Buyers from your Target Market discuss business matters. These places could be online or offline. Examples include LinkedIn groups, Reddit forums, Quora, Facebook groups, conferences, seminars, meet-ups, industry periodicals.



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