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## **FREELANCING**

Freelancing has become a popular professional choice lately. A freelancer is a professional who offers her or his services to one or several clients at once without being exclusively obligated to any one of them. Freelancers offer varied services and their work can take different forms.

Freelancers can serve every demand that a business venture might have. These include marketing and writing along with technical and financial support. Today, freelancers bring their specialized skills in social media marketing, copywriting, and publicity. Several freelancers are adept at writing business oriented articles and blog posts while catering to the web programming and graphic design needs of a business. Finally, freelancers also provide bookkeeping services.

Freelancing is a gendered form of work. The 2012 Freelance Industry Report estimates that more than 71% of freelancers are women between the ages of 30 and 50. Surveys of other specific areas of freelancing have similar trends.

Freelance income varies depending on the skills offered, experience, and the market targeted. Skills that require more education or experience, such as accounting or website coding, generally are paid more than skills that don't require as much.

Freelancing has some advantages: setting one's own hours because it is flexible; one can often work full – or part-time on projects of his (her) choice; working anywhere in order to be location independent in the career; be an independent contractor, not an employee; that gives the opportunity to control how the work is completed; get paid what you're worth, because freelancing allows to set the own price for one's services, which is often higher than what making as an employee doing the same work; increased work (life) balance and overall happiness – when picking and choosing what to do and when to do it, one feels more balanced and happy in his (her) life.

But there are some disadvantages, too, which can be seen in the early phases of building one's practice. The uncertainty of building a client list and of irregular assignments can be harrowing. Life is a rollercoaster: making peace with the ebbs and flows of assignment and money is something a freelancer is essential. There will be lean patches which the freelancer must make amends with. Clients can be challenging: multiple clients bring with them a spectrum of challenges. Thus, for a freelancer, performing her (his) job well is just one aspect of the profession. The attitude of the freelancer towards difficult and demanding clients also sets the tone for the business and the reputation the freelancer earns.

The freelance market is becoming competitive with more professionals clamoring to create their own space in this arena while offering specialized services at competitive prices. Given that businesses want to be as lean as possible, they are engaging freelancers with greater priority given to ad hoc

commitments. Thanks to the Internet and a hyper-connected world, possibilities for freelancers are many, however with competition at its peak, differentiating oneself in a homogeneous market has become important.

Well, how to build successfully a freelancing career? To build a freelance career one needs to first identify the core service one wishes to offer to the industry. The freelancer must determine the target market along with the specialization they want to offer i. e. specialize within a specific niche of service or within a specific market. Also presence online is imperative for a freelancer in a globally connected market. Finally, understanding price dynamics and structure is essential for a freelancer.

A 2018 McKinsey study found that up to 162 million people in Europe and the United States engage in some form of independent work. It represents 20–30 percent of the entire working age population.