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Introduction

Back in the day, only large and affluent firms could afford to hire consultants. Gradually, times changed, and many smaller businesses started seeking help from big consulting firms. Fast-forward to the present day, consultants are more readily available than ever—thanks to the advent of freelance consulting. Yes, freelancers, including highly experienced independent consultants, are available in abundance in today's world. Want proof?

According to Statista, in 2022, a whopping 70.4 million workers worked as freelancers. What's more, many of them were offering consulting services on a freelance basis.

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And here's another interesting fact: not only freelance consultants are on the rise, but more and more businesses are opting to hire freelancers instead of engaging with traditional consulting firms.

We understand that working with a freelance consultant may seem daunting, especially if you've never done it before or are simply skeptical about them. So, in this guide, we will teach you what you need to know when it comes to hiring and working with top freelance consultants. So, let's dive into it.



Why hire freelance consultants?

- Freelance consultants tend to be well-educated. According to [Statista](#), 51% of freelancers in the USA, which includes freelance consultants, have a postgraduate degree. Another [BCG report](#) states that in the European Union, 77% of freelancers have a bachelor's or master's degree.
- Due to the current global economic and political crisis, many companies are facing challenges they can't address internally. This is one of the major reasons behind hiring external support, like freelance consultants. In particular, certain industries are more affected than others and can benefit by hiring external consultants. These are automotive, manufacturing, insurance, healthcare, tech, and consumer goods. If you operate in these sectors, then you should particularly consider working with freelance consultants.
- According to current forecast , by 2027, 86.5 million people in the United States will be working on a freelance basis—that is more than 50% of the workforce. That's why this is the right time to get used to working with freelance consultants and adapt to the oncoming change.
- Freelance consultants are easier to hire than full-time employees. Because there are no long-term commitments and employer obligations like sick leaves and insurance, hiring freelance consultants is less complicated.
- Freelance consultants can offer you a fresh, external perspective on your company's problems. This unbiased, third-party perspective can provide insights that may not be readily apparent to internal teams or stakeholders, allowing for a more comprehensive and effective approach to problem-solving.





Chapter 1



Why Choose Freelance Consultants

Chapter 1

Why Choose Freelance Consultants

As a Director of Strategy for a mid-sized, successful company, you understand the importance of not procrastinating when it comes to achieving your business goals. This is where freelance consultants come into play.



Firstly, freelance consultants can come on board and offer you a fresh, external perspective on your company's challenges and opportunities. Their valuable and unbiased insights, that you may have missed, can help you to develop a more effective strategy.



Secondly, freelance consultants can provide specialized skills and knowledge that may not be available in-house. For example, if you need to digitalize your traditional, paper processes, you may need to hire a freelance digital transformation consultant. This is because it's highly likely that not many people on the internal team have the skills to execute this momentous task.



Thirdly, freelance consultants, unlike full-time employees, can be more cost-effective. Here's how it works: you only have to pay for the services you need. This means that you don't have to think about providing employee benefits or renting more office space. If you're on a limited budget, and you need more people to take your company forward, you should definitely consider hiring freelance consultants.



A Freelance Consultant for Every Time Zone and Language

The availability of freelance consultants in different time zones and languages amplifies the opportunities of a truly global and flexible workforce. You see, it's no longer necessary for companies to hire only local talent or to incur costs to bring in consultants from overseas. Businesses now have access to a wider pool of talent and expertise, regardless of geographical boundaries.


Did you know that you can find freelance consultants in almost any time zone of your choice? Not only this, but it is also possible for you to find a freelance consultant who speaks the language of your choice.

For example, if your company is based in Germany and you need help with an overseas expansion in the United Kingdom, you could easily find a German-speaking freelance strategy consultant who is based in London. This way, you can receive valuable advice from someone who is not only well-versed in business strategy but also has a deep knowledge of both countries and languages.





How Freelance Consultants Benefit Businesses

- 
- Specialized in required areas
 - Cost-effective
 - Flexible
 - Unbiased, third-party perspectives
 - Global reach
 - Language capabilities
 - Local and foreign market knowledge
 - Availability outside of office hours
 - No overhead costs



Chapter 2



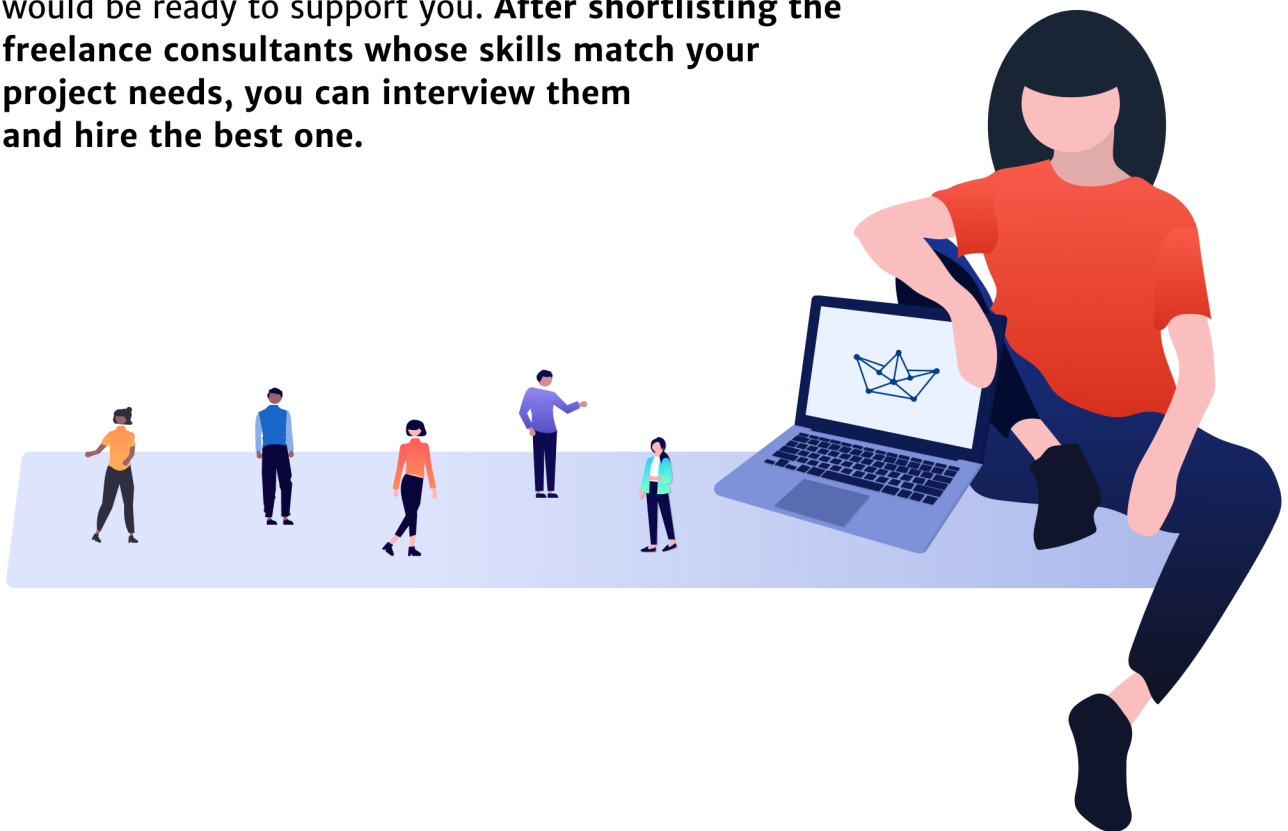
Where to Find Freelance Consultants

Chapter 2

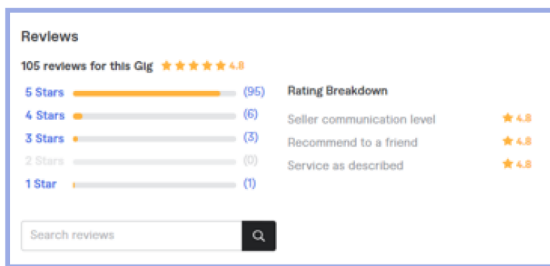
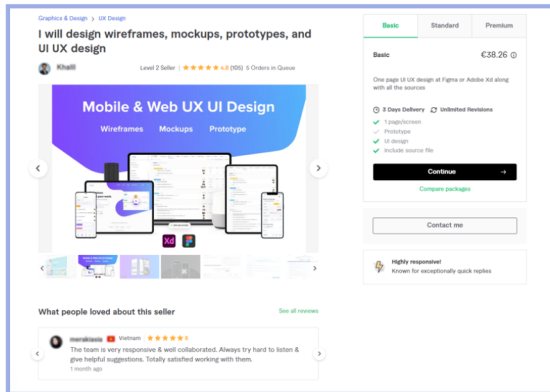
Where to Find Freelance Consultants

Are you looking for freelance consultants? In that case, it's important to use many different resources to increase your chances of finding the right person for the job. So, let's quickly discuss different ways of finding the right freelance consultant.

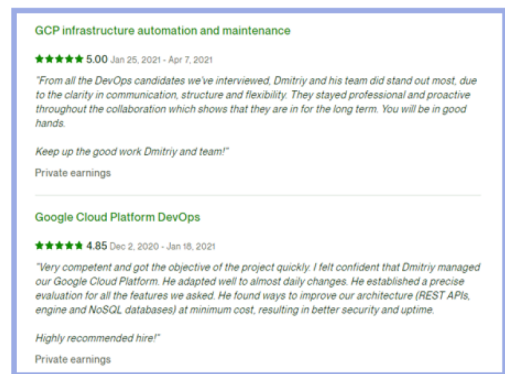
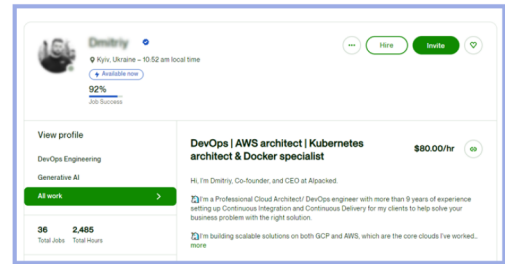
If you want to hire freelancers in general, your first option should be to use freelance platforms such as Upwork or Fiverr. And if you're looking for a freelance consultant or digital expert, then you could approach an online consulting platform like Consultport. All these sites have a large talent pool of freelancers with a variety of skills and expertise. At Consultport, for example, you can simply describe the challenge you're facing, and you get proposed a curated list of potential candidates who meet your requirements and would be ready to support you. **After shortlisting the freelance consultants whose skills match your project needs, you can interview them and hire the best one.**



Freelance Profile Examples on Different Platforms



Images via: Fiverr



Images via: Upwork

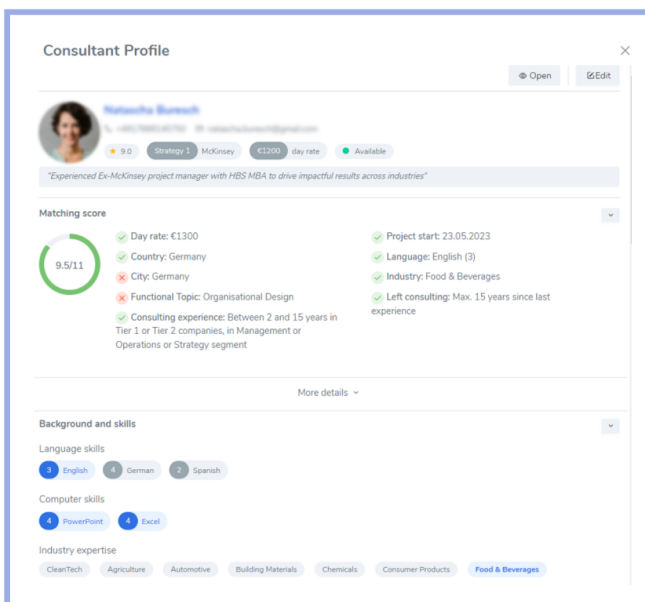


Image via: Consultport

Using Online Profiles to Find the Right Freelance Consultant



There's no shortage of online platforms when it comes to finding freelancers for your project. Sites like LinkedIn, Guru, or Consultport can all be suitable to find potential talents to work with. It really depends on what you are looking for.

Each of these sites have a different focus and purpose. LinkedIn, for instance, is probably the largest professional social media platform. However, the abundance of people, and the inability to connect you with the right freelancer, often makes it very difficult to find the right candidate.

Now, platforms that make it a bit easier are freelancer-specific sites like Upwork or Guru. Guru.com has been around already for more than 25 years, and is a good place to look for writers, creatives, or programmers. However, it's more like a listing page, which is not really curated. This means that you need to spend some time to find the right candidate for your projects, and there may be a lot of back-and-forth. But you may get lucky and find the right freelancer on this platform.



LinkedIn

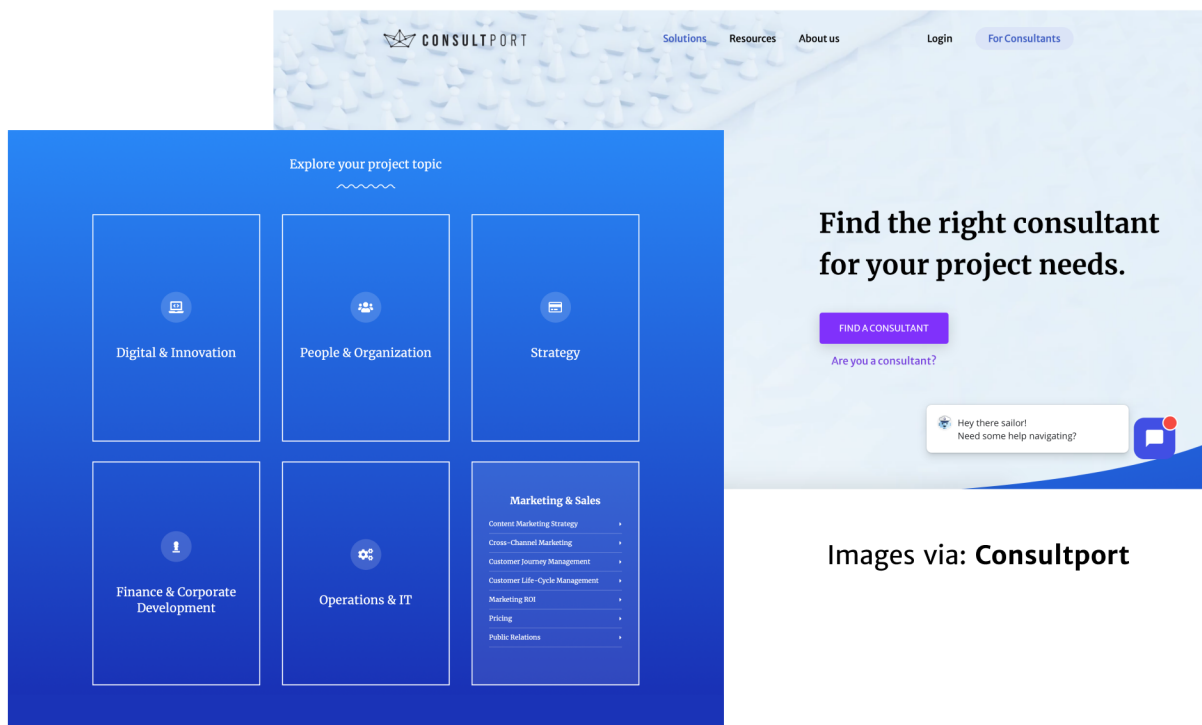


Craigslist - Jobs

And if you're looking next-level simplicity and high curation, there are sites like consultport.com. The pool of candidates is highly curated and includes only top-tier consultants and digital experts. On Consultport, the hiring process is really simple. First, the client defines their problem and the type of consultant they're looking for. Then, they're provided with a list of pre-selected candidates with whom they can schedule an interview.

By using any of these sites, you can save so much time and energy simply because there's an abundance of highly experienced and competent consultants on these platforms. Basically, all you have to do is post your project requirements and receive proposals from consultants who meet the requirements and are ready for their next challenge.

When creating a post about your projects, you should be clear about how often a freelance consultant can expect work, the project scope and details, the hourly or daily rate, and the due date. On some sites, like Fiverr or Consultport, you can even browse through topics for inspiration, and this will assist your search for the right candidate.



Images via: Consultport

Details to include when writing a post about your project:

- ✓ Project scope and goal
- ✓ Objective and expected deliverables
- ✓ Required/preferred skills
- ✓ Software/format requirements
- ✓ Timeline and deadlines
- ✓ Hourly rate/project budget
- ✓ Future work potential

Example of Project Posts for Freelancers

Posted on May 07, 2023 · 125 Quotes Received Send before: Jun 06, 2023

Create Social Media Post

Hourly | \$10 - \$12 | 10-30 hrs/wk | 1-3 months [Send a Quote](#)

Looking to keep IG page active with content.
Would like to use a collaborate tool (i.e Canva) to curate new posts
Current post are fun, informational, with a call to action, for an apparel brand.
Co ...

Sales & Marketing Content / Copywriting Content Marketing Social Media Marketing Web Content Writing Branding

Social Media Posting

Image via: **Guru**

Useful Platforms to Find Freelance Consultants

upwork™

fiverr®

99designs

craigslist



CONSULTPORT

freelancer



workhoppers

dribbble

flexjobs



Finally, one of the usual and old school ways of finding freelance consultants is word of mouth. So, if you're looking for a freelance consultant, feel free to reach out to ex-work colleagues, industry friends, or even social media connections.

TIP:

When it comes to hiring freelance consultants, the world is your oyster. Don't hesitate to hire consultants who live in a different location. In fact, you could save money and get new perspectives by casting a wide net.



Freelance Consultant Specialties

- Supply Chain Consultants
- Procurement Consultants
- Sustainability Consultants
- Business Turnaround Consultants
- Manufacturing Consultants
- Marketing Consultants
- Project Management (PMO) Consultants
- Strategy Consultants
- Corporate Development Consultants
- Sales Force Consultants
- M&A Specialists
- Business Automation Consultants
- Emerging Technologies Consultants
- Digital Product Managers
- New Business Model Consultants
- Cloud Services Consultants
- Cybersecurity Consultants
- Digital Transformation Consultants
- Online Marketing Experts





Chapter 3



How to Pick the Right Freelance Consultants

Chapter 3

How to Pick the Right Freelance Consultants

Alright! Now that you know why you should hire freelance consultants and where to find the best ones, let's understand how to actually pick that one special consultant from a pool of thousands. Here are some points to keep in mind:



- Request information on their relevant experience and past projects that dealt with similar challenges you require assistance with.
- Assess whether they are the right cultural fit for your company.
- Review their availability, fees, project readiness, and the ability to travel.

Furthermore, you should also request references from the freelance consultant that you're intending to hire. You should follow up with their previous managers and ex-employers to evaluate how competent the freelance consultant is. Additionally, certain platforms offer reference check services for prior projects completed by a freelancer.



Request Case Studies and Testimonials

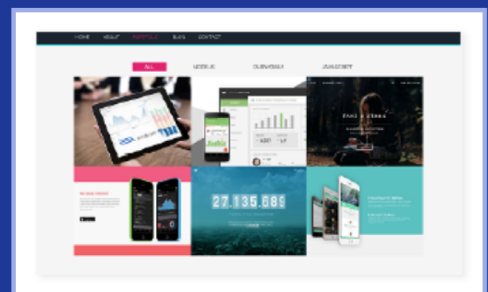
Ideally, an experienced freelance consultant will have case studies of their previous achievements. Case studies will give you valuable insights into how a consultant approaches a problem and how they use their project management skills to bring results on time.

Let's suppose there's a case study about how an operations consultant strategically integrated smart sensors to improve efficiency and reduce waste. In this case study, you'd be able to examine how exactly the consultant identified areas of improvement, laid down various solutions, tested and refined recommendations, and finally, produced the desired results.

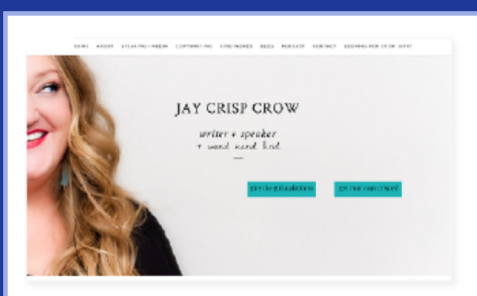
Comedic Writer Portfolio
Hank Herman



Full Stack Web Developer
Matthew Williams



Unique Copywriter Portfolio
Jay Crisp Crow



Product Builder/Developer
Chris Dermody



Examples of Portfolios for Comparison

Assign a Small Project First

If you're not really sure about a consultant's capability, or if you've never hired a freelance consultant before and are scared to take the plunge, then you could start with a test project first.

Testing the waters before taking the leap is not a bad idea when it comes to picking freelance consultants. Smaller test projects may cost a fraction of what you'd expect, and they will give you a chance to analyze a freelance consultant's work ethic, competence, communication skills, emotional quotient, and most importantly, consulting skills. This way, you would feel more comfortable while assigning larger and more complex projects to them.

But wait, there's more. Smaller test projects are good for freelance consultants, too. Once they get a taste of how it feels like to work for your company, they can choose whether or not they're ready for bigger projects. The trust that is built between both parties through smaller projects can result in a very long and fruitful relationship for everyone.

Choose Quality Over Price

When it comes to picking the right freelance consultant, you should evaluate your options keeping the following things in mind: skills, work ethic, a proven track record, success case studies, and work experience. That said, choosing one consultant over another just because the former is cheap may not be your best bet. Top-tier consultants with deep expertise can offer you an enormous return on investment. They are out there, but are you willing to invest in them?



“We had high expectations, looking for a strong international project team with a top-tier consulting background and deep digital expertise. Consultport equipped us with just the right people.”

Patrick Alberts, Chief Product Officer | XING



Chapter 4



How to Manage Freelance Consultants

Chapter 4

How to Manage Freelance Consultants

This chapter will be particularly useful when you've hired a freelance consultant and kicked off a project. You see, managing freelance consultants may be slightly different from managing full-time employees for a couple of reasons. Firstly, the fact that they're working on a freelance basis changes the whole relationship dynamic. Meaning that they're not part of the company's hierarchy. Secondly, consultants are hired to give advice. So, even though you may give them directions from time to time, know that you may also have to follow their recommendations and suggestions at some point.



Here are some more quick points on how to manage a freelance consultant effectively:

- Establish the project scope and goals in advance
- Provide necessary information and resources
- Discuss timelines and deadlines beforehand
- Start with a kickoff meeting, then continue contact with check-ins and feedback sessions
- Establish payment terms and frequency
- Give them access to company's software and documents as required
- Define deliverables in advance
- Respond to their communications promptly
- Don't make them feel like an outsider

How Feedback Can Enhance Freelance Project Outcomes

It is important that you give feedback to freelance consultants from time to time. After all, you're paying them to work on your project. This gives you every right to ask questions and provide ongoing feedback.

Proper feedback and check-ins can help you prevent costly blunders in the future. It also gives the consultant a picture of what your expectations are. Moreover, when you're constantly in touch with the freelance consultant that you've hired, it shows that you're in the project with them and both of you are working towards a common goal.

There's another key point that we should discuss here. Not only should you give feedback to consultants, but you should also ask for their feedback. This can give consultants an opportunity to mention any flaws in your processes or recommend new ways of handling freelance projects. This could set a solid foundation for any future projects that you may undertake.



Navigating Legal and Tax Obligations With Freelance Consultants

The fact is, your contractual obligations with freelance consultants may be slightly different from those with permanent employees. But this doesn't mean that they are very complicated. It just means that they're a bit different, and you may have to do some homework first—especially if you're hiring a freelance consultant for the first time.

That is why it is important to engage with a legal expert who specializes in contracts with freelance consultants. Alternatively, you could simply engage with a reputed online consulting platform, and the staff there will do all the heavy lifting for you.



QUICK TIPS:

- You must protect confidential information like trade secrets, processes, and patents. A well-written non-disclosure agreement (NDA) should do the trick here.
- With the help of a legal professional or online consulting platform, you should draft a comprehensive contract that includes project scope, deliverables, goals, timeline, and payment details.
- Consulting with a tax professional can give you a clearer idea of your tax obligations.
- Based on your location, you must comply with the local labor law and understand the laws related to freelance consulting engagements.
- Maintain records of payments to ensure you have all documents ready during the tax season.

Conclusion

Truly, freelancing is the future for many industries—including consulting. Given the fact that more than 50% of the workforce will work on a freelance basis in the future, it'd be a great idea for you to get used to working with a freelance consultant as soon as you can.

If you're ready to get started, then we can help. Here at Consultport, the world's leading online consulting platform for top-tier consultants, we have over 10,000 freelance consultants in our pool. All our consultants have experience working with top consulting firms, blue-chip companies, and the most renowned digital agencies.

Our simple, three-step process makes the hiring experience seamless:



Step 1: You state your requirements to us.



Step 2: At Consultport, we will search for the best freelance consultants that match your requirements.



Step 3: You hire the best consultant and start the project.



Bonus: We also handle the boring paperwork and admin duties so you can focus on tasks that are important to you.

See how easy it is?

If this sounds interesting, get in touch with us now.



About Consultport

We designed Consultport as a harbor where organizations can take on board top-tier, highly experienced consultants and digital experts to advance any project. Our model combines the best features of an automated platform with the human touch of personal account assistance to ensure our clients work with the best possible consultant for their needs. It is more flexible, faster, and more cost-effective than traditional consulting models. In conclusion, Consultport offers a wide range of expertise and experience levels.

[Book your demo call](#)