

Communicate with Your Freelancer by Developing Rules and Communicate in Writing as Much as Possible and Plan Well

Communicating with your freelancer is a two way street. If you are the only one that is communicating then you are only barking orders. If they are only communicating while you don't know about it then that usually refers to them making snide remarks. But of course you don't want to have that type of relationship with your freelancer do you? Steven Covey in famous book about the '7 Habit of Effective People' said that 'in order to be effective you must first seek to understand before you seek to be understood'. Communication is a two way street that is much easier to walk if it's paved with mutual respect.

Communicating clearly to your freelancer is paramount if you want them to do a good job. As the project manager you need to define a good job. Is a good job a 400-word article on scuba diving, with no grammatical errors and professionally researched terms? What would happen if you simply told them to write about scuba diving and they gave you some paraphrased articles that came up to 200 words? Whose fault would it be if your freelancer did a bad job in this case? Yours of course! So be clear.

It's great if you can get along with your freelancer and it helps to show that you respect them as a person. However it's probably not good to assume you are best mates and start talking about all the party's you have been to the weekend. A good relationship is a professional one. Communicate respectfully to your freelancer, don't swear or bully them. If you do so then at the very least this will earn you a low feedback rating and you'd be surprised how fast things spread once it gets around that you abuse your outsourcers.

Being available and finding out when your freelancer is available to chat is an important part of the communication process. You can't communicate if you are both never available. Luckily with the advent of many forms of communication including Skyping, instant message or sending texts you should be able to catch them around. Even if you have to be flexible in your times.

Be prepared to praise your freelancer but only if they've done a good job. Sometimes people crave respect and recognition more than they crave money. Treating your outsourcers well will ensure that they stick with you and your project for the long hall. We all want to make others happy and we all like getting compliments. Give constructive feedback and give encouragement. It goes a long way.

Communication is an important part of any outsourcing project. You can't get far without effective communication in any walk of life and outsourcing is no different.

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