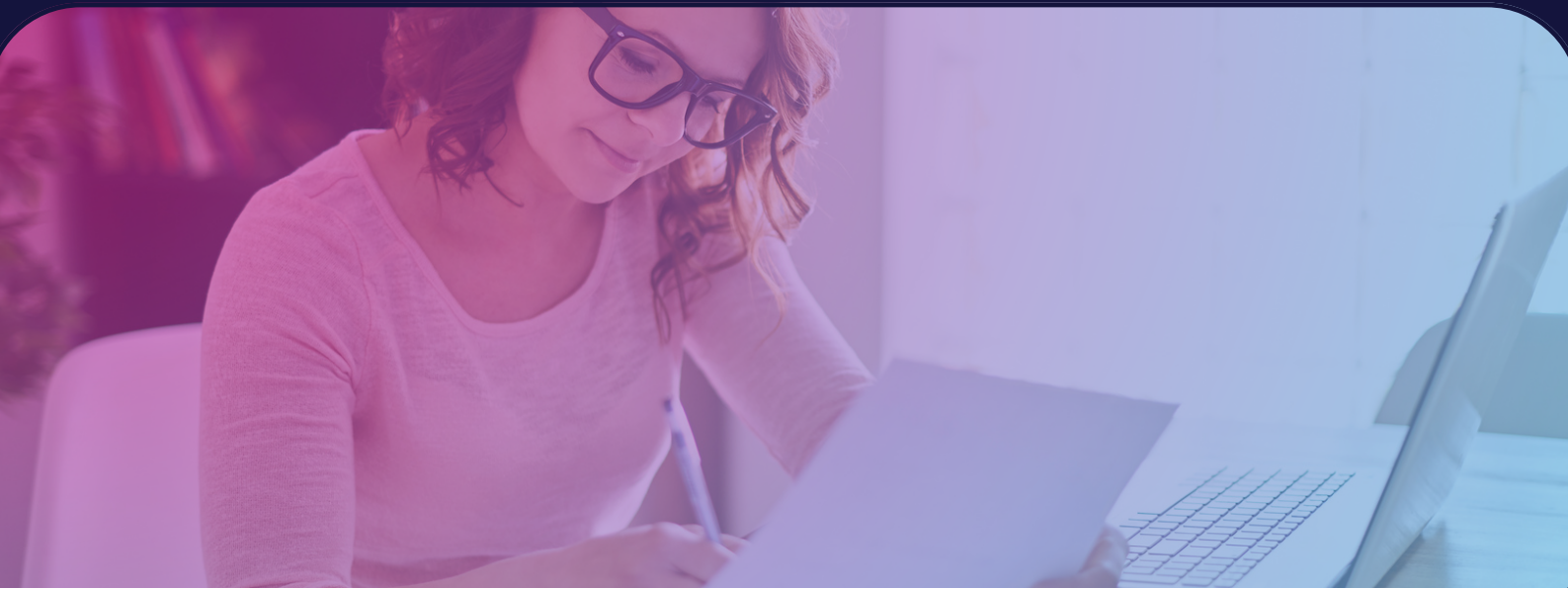


How to find your perfect MedComms freelancer

Your guide to finding the experienced, expert talent your agency needs to thrive

www.talusfreelance.com





How to find your perfect MedComms freelancer

Three days.

According to UpWork, it takes clients an average of three days to find and hire a freelancer.

And that's just a generalist agency looking for a generalist freelancer.

In the MedComms sector, where demands are far higher, experience far more valuable and crucial experience much rarer, three days feels more like a best case scenario than an average. It can take weeks to find the right person for your job.

It doesn't need to be this way. It doesn't need to take this long.

There are faster, more effective ways to make sure you have reliable access to the right talent whether it's for an hour, or a week, or a three month contract.

It's just a matter of understanding.

Understanding the drawbacks of the current methods. Recognising the potential pitfalls. And knowing which options and processes are available to you as a MedComms agency.

Once you understand those methods, pitfalls and processes, it'll be simpler than ever to **find your perfect MedComms freelancer.**

Examining your current methods➔

“Time-consuming and frustrating”

Examining existing hiring processes

If your agency already uses freelance talent for short or long-term projects, it’s likely you’ll be using one or more of four typical hiring processes, each with its own pros and cons.



Word of Mouth



Google Searches



LinkedIn Outreach




Third Party Recruiters



While these traditional methods for finding freelancers do deliver results, they’re time-consuming and can often be frustrating, requiring a trial-and-error approach to finding the right person.

Before we show you the new, simple, efficient way to hire MedComms freelancers, take a look at the benefits – and pitfalls – of these processes.



1. Word of Mouth

Pros

- **Personal** – recommendations come from trusted contacts
- **Pre-vetted** – your contacts can vouch for their work

Cons

- **Not scalable** – your contacts know who they know
- **Not reliable** – depends on a contact knowing the right person
- **Dependent on the number of contacts you have** – you need as wide a network as possible

2. Google Searches

Pros

- **Breadth of talent** – access to every freelancer with a web presence
- **No limitation** – search for anyone, anywhere in the world

Cons

- **Time-consuming** – you need to find one freelancer out of thousands
- **SEO-dependent** – if the right freelancer can't rank, you can't find them
- **Reliant on asking the right questions to Google** – you need to filter your options

3. LinkedIn Outreach

Pros

- **Assurance** – in-built recommendations from employers or colleagues
- **Expertise** – in-built skill endorsements for key talents

Cons

- **Time-consuming** – direct approaches take up valuable time
- **No guarantees** – passive approaches may not reach the right person
- **Timing** – even if you find the right person, you need to **ensure that they're available**

4. Third Party Recruiters

Pros

- **Expertise** – specialise in finding skilled personnel
- **Ease** – outsource the work of finding the right freelancer

Cons

- **Finances** – good recruiters don't come cheap
- **Administration** – you're responsible for filtering CVs and applications
- **Contract lengths** – recruiters may not support temporary hires, and you need **flexibility**

Each method has its own positives, and its own negatives. But they also all share something in common. One key obstacle you need to overcome to find the perfect freelancer.

Overcoming the most common challenge ⋯➔

! The one key challenge that all current hiring processes share

No matter whether you're going by word of mouth, hiring outside help, or sifting through the internet, to find the perfect freelancer you need to be sure of one thing.

You need to be certain you can trust them with your job.

However you chose to find your freelancers in the past, there's a good chance that you spent a lot of time trying to work out whether they were as good or as skilled as you hoped.

You need to search for testimonials, check references and job histories, and interview the freelancer for yourself.

Because trust is key.

If there's a way to find the perfect freelancer, then it has to include a process by which you can see good reasons to trust the person you eventually hire.

Because that perfect freelancer is someone **you can always rely on.**

What goes into finding the perfect freelancer?>



Finding the perfect freelancer – a checklist

By now, it's clear. There are five steps you need to take to find that perfect freelancer:



1: Widen Your Network

As we know from the word of mouth hiring process, you need to **build as wide a network as possible**. The bigger the community of freelancers you have to choose from, the better your chances of finding the perfect one.



2: Filter Your Options

Just like with Google searches, you need to be able to **filter your options**, finding someone with the perfect blend of skills and experience to meet your exact requirements.



3: Secure Availability

You need to ensure you're picking from a list of freelancers who are **available to start work on your project**. It doesn't matter how seemingly perfect a freelancer is, if they won't be ready to get started until after your deadline has elapsed, you're wasting your time.



4: Check for Flexibility

You need to be able to choose a **flexible way of working**. A recruiter-based hiring process where you need to commit to a three or six month contract straight out of the gate is not an option for a MedComms agency who only needs an expert for 12 hours over a single week.



5: Ensure Trust

Most importantly of all, the process you use to find your perfect freelancer needs to demonstrate that you can **trust the person you want to hire**. A network of thousands of freelancers, who say they have the expertise you need, can start ten minutes ago, and will take on a five minute or a five month job is useless if you can't trust them to deliver.



There is a process of hiring a freelancer that ticks all five of these boxes.

One that gives you access to a broad community of experts based in locations across the world.

And that lets you filter that community by price, by years of experience, by areas of specialism and by qualification.

One that lets you find freelancers who are ready to start work when you need them.

And that gives you the flexibility to hire them for as long as you need.

It's a process built around you being able to trust the MedComms freelancers you hire.

One that makes use of a revolutionary new platform.

A platform called



Introducing Talus 



Talus – the fastest, simplest way to hire the perfect freelancer

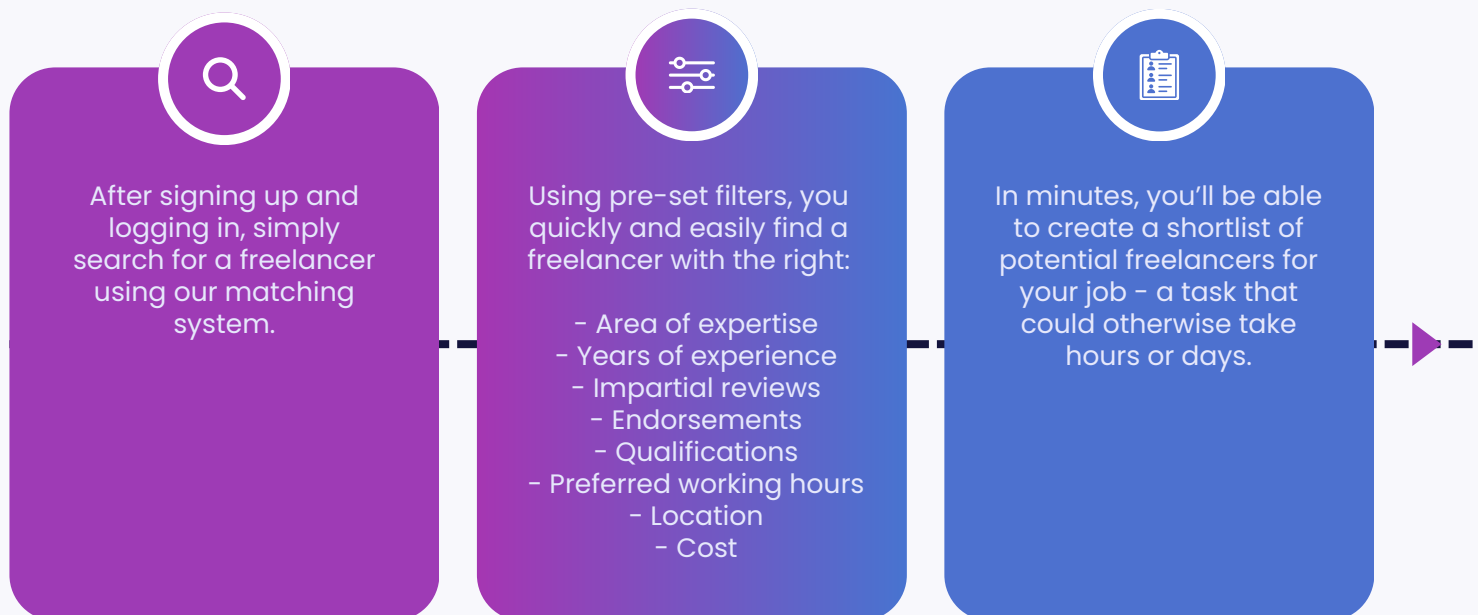
Talus was designed to evolve the way MedComms experts work. A way of bringing together forward-thinking MedComms agencies with the most talented, highly-specialised freelancers.

Our platform hosts a large and growing community of freelancers from locations around the world, and it's the fastest, simplest way to hire the perfect freelancer for any project – whether it's a six month contract, or a few hours' expertise to complete an urgent job.

Just search, select and start.

Here's how it works:

1: Search



2: Select



Talus lets you send your job request to up to five freelancers from your shortlist at a time, making it quicker than ever to communicate with the right experts.



After they reply to confirm their availability, you can make your final decision. And because our network is packed with engaged, attentive experts, you can expect to receive that reply on the very same day.

3: Start



With your perfect freelancer selected, Talus will save you even more time by streamlining the contract process. Just hours after starting your search, you'll be briefing your perfect freelancer.



Finding the perfect freelancer doesn't have to be a days-long compromise, a lucky dip based on your existing contacts or an expensive recruiter-driven process.



It's as simple as logging into Talus and letting us guide you to the right person for your job.

4 ways to find the perfect freelancer with Talus>

Making sure you find the perfect freelancer with Talus



Talus gives you access to a huge and ever-expanding community of freelancers with all kinds of MedComms expertise.

You'll have the tools you need to find a potentially perfect freelancer within minutes, but that final decision will be yours. How do you make sure you make the right choice?

Here are our top tips➔



1

Be flexible

It's always worth having a little flex in your parameters. Insisting on 10 years' experience might mean you miss that perfect freelancer who came to the job a little late. Narrowing your search to a specific therapy area can exclude a fast learner who'll still do a great job.

By being flexible with your search terms, you'll widen the net, and make it more likely that the perfect freelancer makes your five-person shortlist.

2

Look beyond the CV

Talus freelancer profiles offer more than just a CV. Take the time to look at what a freelancer is telling you. Have they worked on this kind of project before? Do they have the right level of experience? Are they a mid-level writer, or a director-level strategist?

All the information you need to make the right choice is there - you just need to look closer.

3

Pore over reviews and endorsements

As we've discussed, trust is key when working with freelancers. So see what past clients say. Have they built a reputation for going above and beyond? Are they known for being helpful and approachable? Do endorsements speak of their excellent timekeeping and responsiveness?

It's easy to look at a set of five star reviews and assume someone's right for you, but by looking deeper, you'll get a better feel for what makes a freelancer your perfect choice.

4

Have a conversation

Talus lets you contact five freelancers at once with each job. If time is short, you might be tempted to simply choose the person who replies first. That'll get you a great freelancer, but if you want perfection, you need to have a conversation to understand the person you're going to work with. Ask questions and dig into their core competencies and main talents.

The perfect freelancer is one that you can work with easily. And the fastest way to learn if you can work with someone is to have a conversation.

With these four tips, plus Talus' suite of tools, finding the perfect freelancer doesn't take three days. It takes hours. You'll have access to the expertise you need, and you'll win back valuable time to focus elsewhere in your agency.

It's time to evolve the way you work.



Evolve the way you work with Talus

Talus' global platform of MedComms freelancers and agencies builds stronger and more productive relationships across the industry.

By pairing the right experts with the right agencies, Talus secures consistency across every job with a collaborative process to rapidly deliver more effective projects.

Evolve the way you work with Talus.

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