

Remote. Relaxed. Related.

Working as a Magento freelancer

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Carmen Bremen, @NeoShops



Vita

- Study of Psychology/Philosophy
- Development since 2000
- Freelancer since 2002
- Working with Magento since 2010
- Organizer Magento Meetup Cologne
- Co-Organizer MageUnconference
- Board member FireGento e.V., Magento Community Association



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About this talk

- Pros and cons of a live as a freelancer
- You want to be a freelancer?
- You want to hire a freelancer?



Time management

Pros

- Flexible timing

Cons

- No closing time



Time management

Consequences

- be consistently (learn to stop working)
- be strong (start working)
- be realistic (plan not more than 4 hours programming per day)
- help yourself (two computers, two phone numbers)
- holiday replacements (be unplugged for a few weeks per year)



Customers



Pros

- Work with whom you want
- Free choice of projects
(Frontend, Backend, JQuery)

Cons

- You need a high popularity to have the choice
- Takes a lot of time to find the best

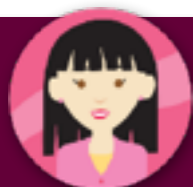
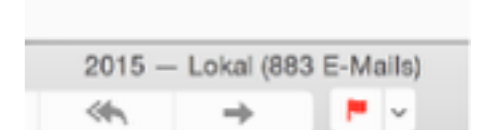
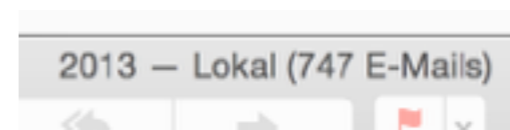
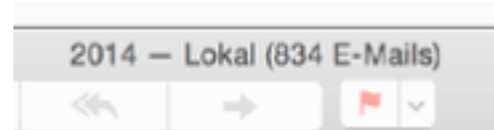
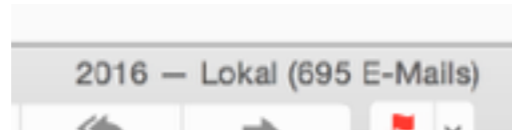
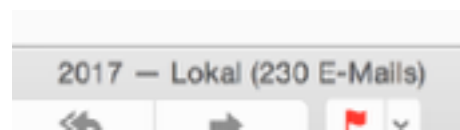


Customers

Consequences

Suchmaschine	Info	Position	Ergebnisseite	Gesamtzahl der Er
Domain	neoshops.de			
Suchbegriff	Magento Freelancer			
Suchmaschine	✓ [Info]	1	1	501.000
bing.de	✓ [Info]	21	3	
fireball.de	✓ [Info]	1	1	547.000
google.de	✓ [Info]	1	1	510.000
yahoo Deutschland (Deutsch)				

- Find out, how Google loves you
- Trust yourself (The first impression is usually not deceiving)
- Find out, whats relevant for you (sympathy, willingness to pay)
- Sufficient time to answer everyone



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Self protection

Pros

- ...



Cons

- You need good contracts
- You need insurances
- You maybe need a lawyer
- You are responsible for yourself



Self protection

Consequences

- Take your time to write good contracts
- Never sign unchecked contracts (especially NDA)
- Find insurances that calms you down and be sure you need it
- Important statements must be made in writing



Organization

Pros

- You need to do it

Cons

- You need to do it



Calculation

Pros

- You can specify your hourly rate realistically

Cons

- Realistically you are not realistically enough to specify your hourly rate realistically



Calculation

Consequences

- You need a time tracking system
- You need experience
- If you don't have enough experience, ask s.o. who does
- Be aware to consider research, organizing, the costs of consultants, ...



Being alone



Pros

- You usually talk to people you like
- You decide when you want to talk to others

Cons

- You can't share knowledge (in both directions)
- You can't joke about s.th.
- You can't plan things together
- You miss getting an inspiration



Being alone

Consequences

- Join the community
- Use apps!



Learning

Pros

- You decide, what to learn



Cons

- You have to learn on your own
- You can't learn everything
- You maybe miss s.th. you are not aware of



Learning

Consequences

- Join the community
- Use apps!
- Dare to aks!



Want to be a freelancer?

- You need a fallback
- You need a “risk appetite”
- You need to be a part of the community



Want to hire a freelancer?



- Be honest
- Be nice
- Be patient
- Don't discuss about the hourly rate (Trust me or not...)
- Don't pretend to have my specialist's expert knowledge



Thanks for listening!

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