SECRETS OF CROWD SOURCING

PART 1

Tal Florentin | Summurai

1

LAST 13 YEARS
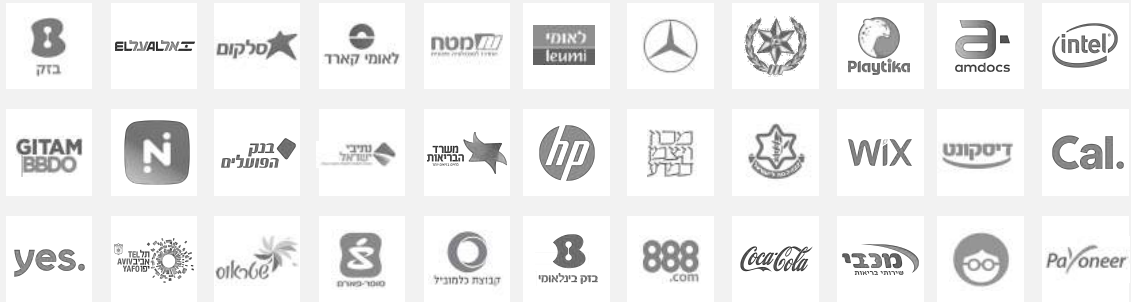

UX SERVICES

UX TEACHING

UX PRODUCTS

2

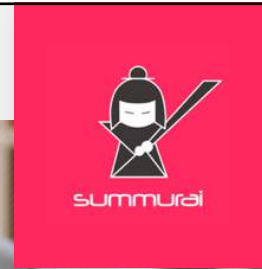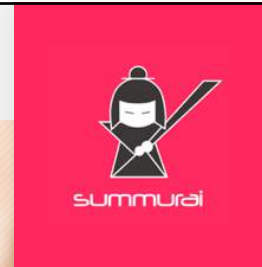# LAST 13 YEARS

3

TEACHING UX DESIGN
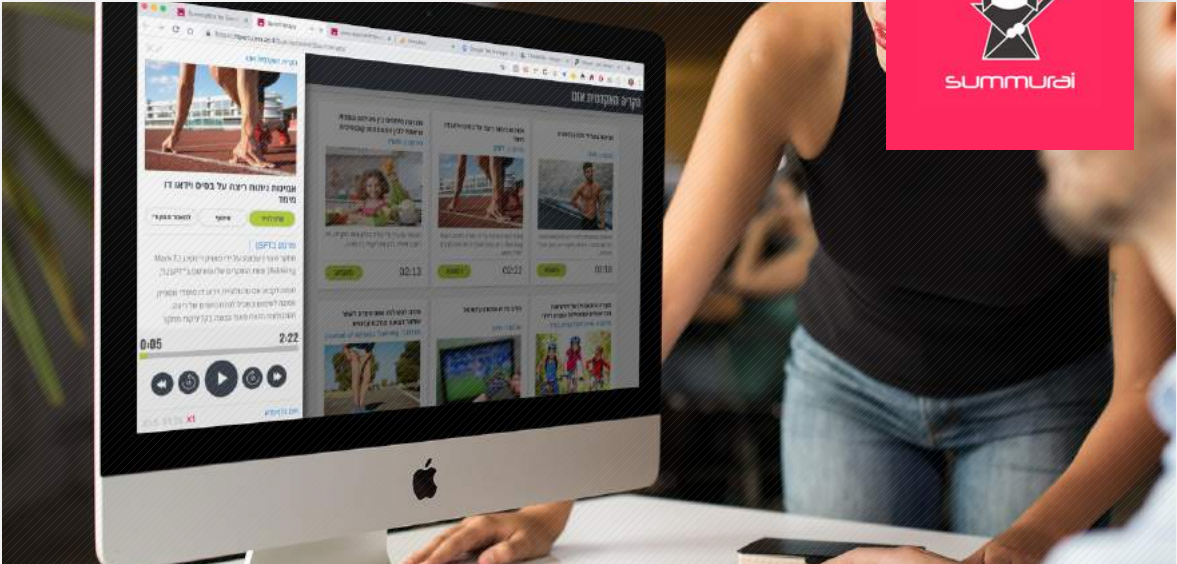

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HELP PEOPLE KNOW MORE

5

CREATING SUMMIES

6

LISTENING/READING NOW/LATER

7

TRAINING GOALS

OPEN YOUR MIND

SHARE TACTICS

OPEN YOUR APPETITE

8

MY CROWD SOURCING STATS

11+	300+	$250K+
YEARS	HIRES	SPENT

9

THE PROGRAM

SESSION #1
- My story
- State of crowd sourcing and freelancing
- Making it work for you
- Upwork - the detailed process and guidelines

SESSION #2
- The other platforms – when and how
- Advanced techniques & specific professions
- Extreme crowd sourcing
- Wrapping up

10

THE MAIN PLATFORMS

UPWORK	FIVERR	DRIBBBLE
GUERRA CREATIVA	99 DESIGNS	XPLACE

11

IT'S ABOUT THE SLIDES...

12

ACT 1

CONCEPT

13
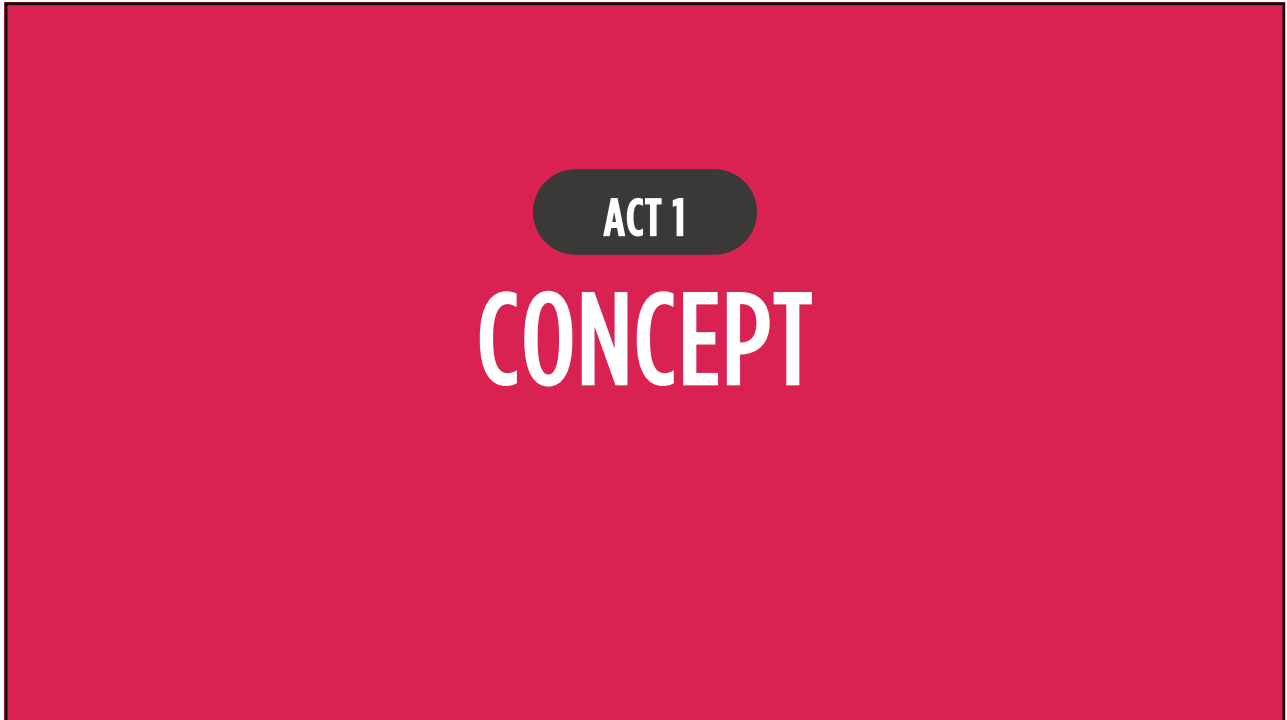
IT STATED WITH JAVA

14

IT ALL STARTED WITH JAVA…

TRIGGER

I NEED A QUICK SOLUTION

15

WWW.RENT-A-CODER.COM

16

MACEDONIA

ALEKS

17

"I CAN GET USED TO THAT"
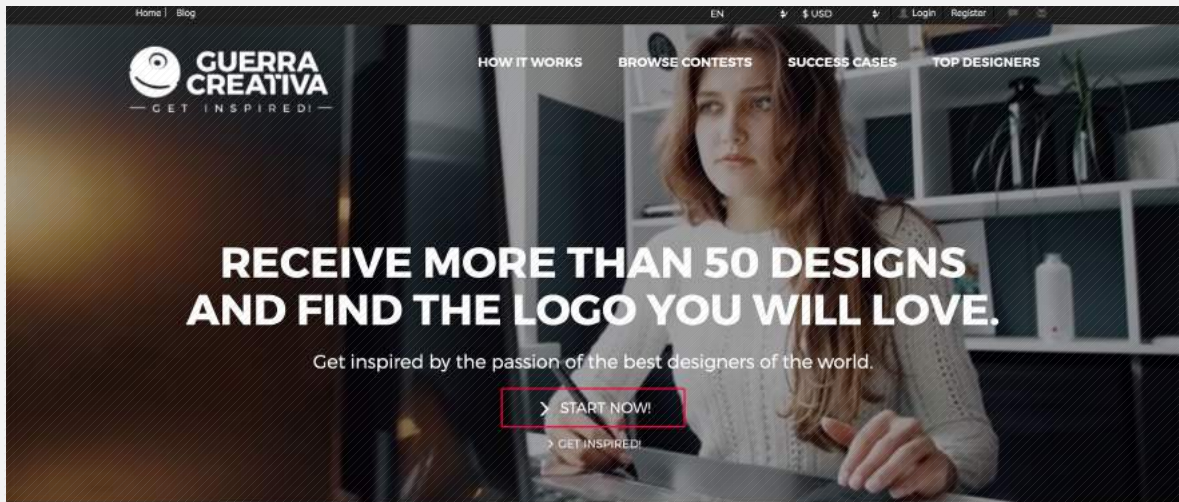
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I'D LIKE TO WRITE A BOOK…

19

MEET GUERRA CREATIVA

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WHY HAVE JUST ONE COVER TO CHOOSE FROM?

21

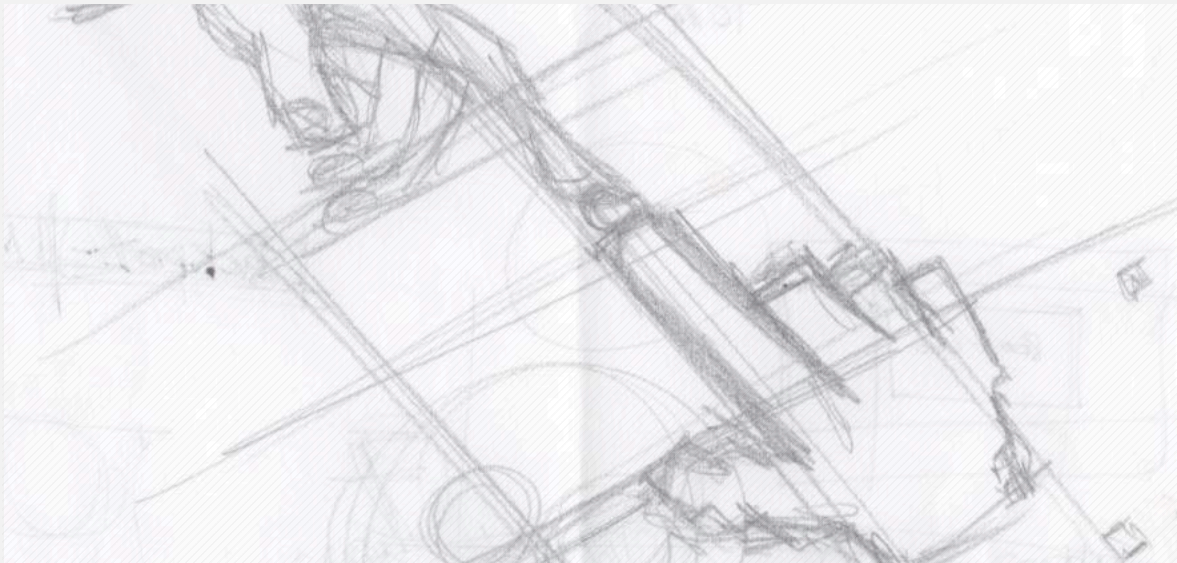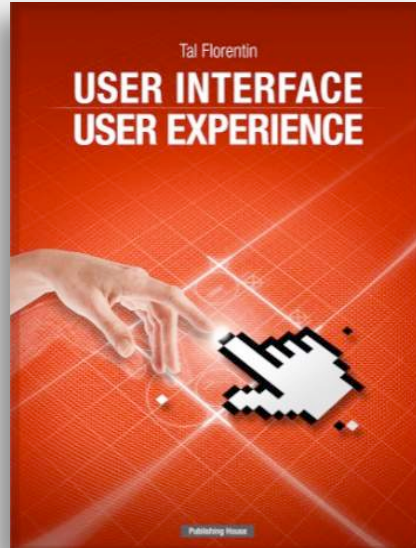# WHY HAVE JUST ONE COVER TO CHOOSE FROM?

22

THIS IS GETTING CLOSER...

23

ASKING FOR SOME TOUCHUPS

24

WHY HAVE JUST ONE COVER TO CHOOSE FROM?

ARGENTINA

SEBASTIAN

FROM A SINGLE GIG TO LONG-TERM RELATIONSHIP
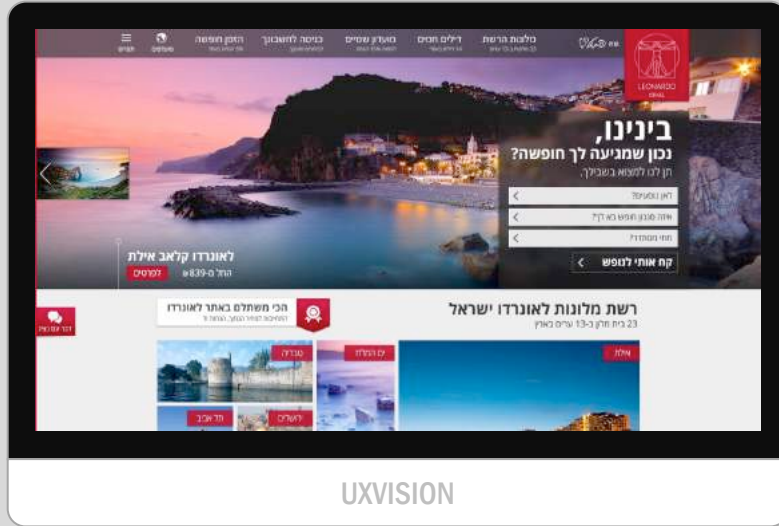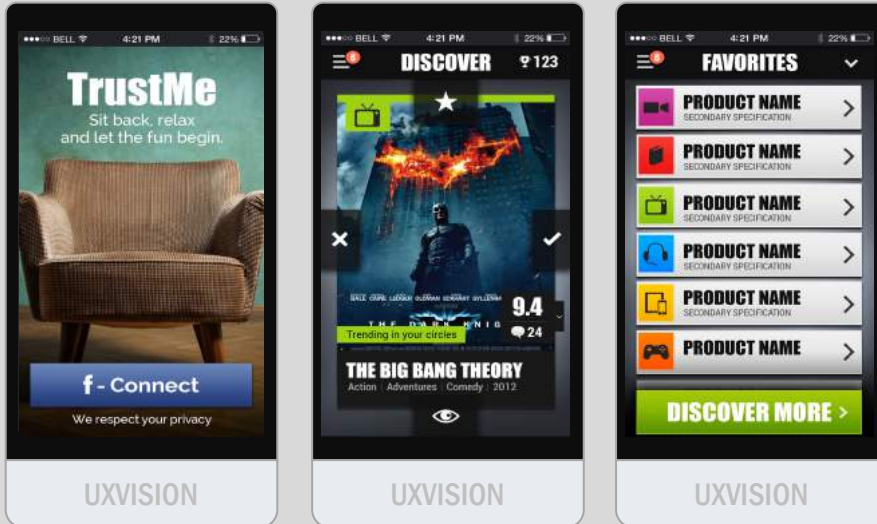

27

CYBER-ARK
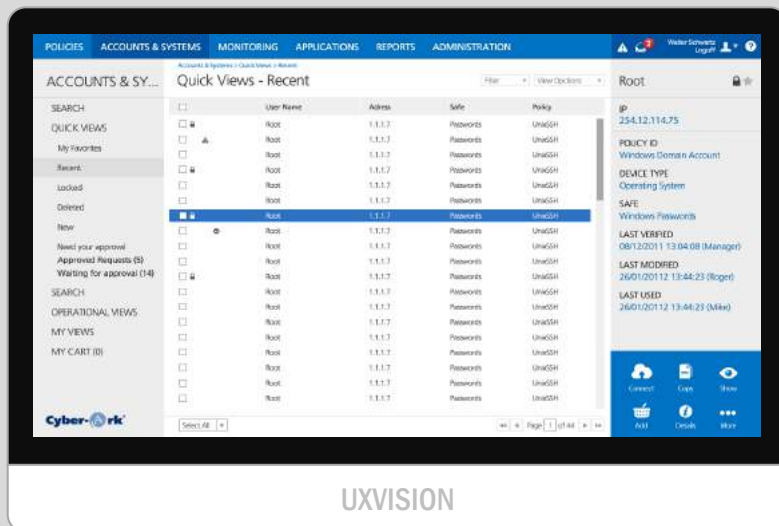
28

MOBILE MAX

29

TRADE ROOM

30

TRUST ME

31

AND EVEN THAT...

32

HOW MANY PEOPLE

work there at UXVision?

33

MEET THE SUMMURAI FIGHTERS

34

ERA OF TOO MUCH INFORMATION

35

BE THE SMARTEST PERSON IN THE ROOM

TRIGGER

THINGS AREN'T MOVING

36

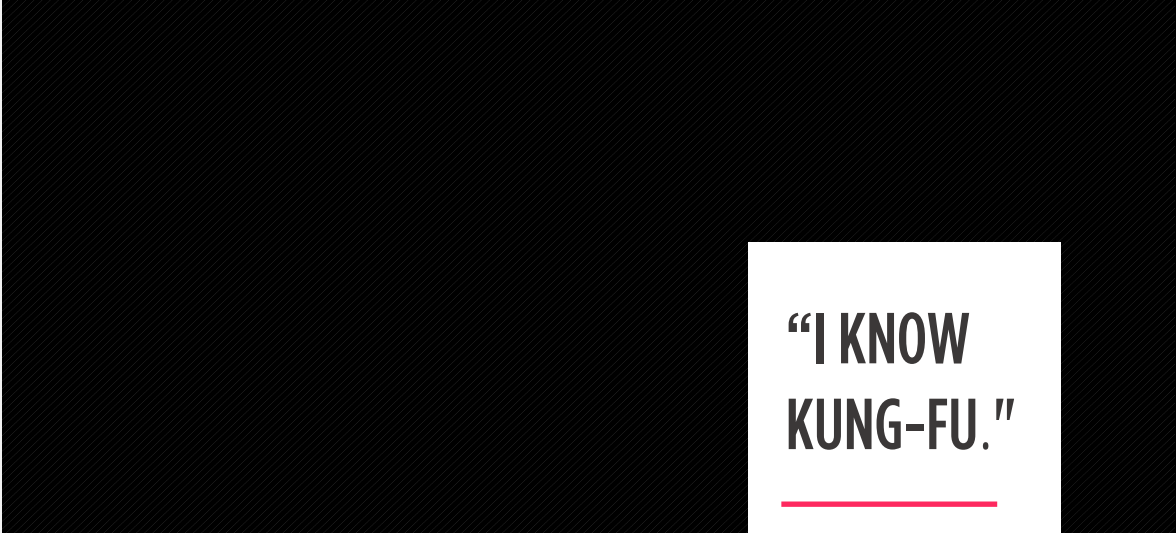# PHILLIPINES

MICHELLE

37

ILLINOIS

JASON

38

THAT MOMENT...

"I KNOW
KUNG-FU."

39

THE SUMMURAI PROCESS

CURATE
We find the best articles
for your audience

SUMMARIZE
We digest them into
300-400 word items

NARRATE
We record them into
easy-to-listen audio clips

DELIVER
We share them with
branded player interfaces

40

INDIA

SHAMIK

41

GLOBAL POINT OF VIEW

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CROWD SOURCING

/ˈkroudˌsôr sing/

The practice of obtaining information or input
into a task or project
by enlisting the services of a large number of people,
either paid or unpaid, typically via the Internet.

44

SITTING AT HOME, GOING GLOBAL

45

THE BAD NEWS: ISRAEL IS EXPENSIVE

46

LOCAL ENTREPRENEURSHIP

"We can turn sand into gold, but not when we are handcuffed"

Globes, Assaf Ben Atia

47

HOW EXPENSIVE?   (Feb 2020)

01 | SWITZERLAND	06 | BAHAMAS
02 | NORWAY	07 | LUXEMBURG
03 | ICELAND	08 | ISRAEL
04 | JAPAN	09 | SINGAPORE
05 | DENMARK	10 | SOUTH KOREA

48

THE GOOD NEWS: ISRAEL IS EXPENSIVE

49

THINK BREAD

50

HOW MUCH DOES BREAD COST?

https://www.numbeo.com/cost-of-living/country_price_rankings?itemId=9

01	SWITZERLAND	$3.01

47	PHILLIPPINES	$1.12

02	UNITED STATES	$2.69

58	CZECH REPUBLIC	$0.95

11	ISRAEL	$2.09

67	POLAND	$0.73

20	ITALY	$1.72

88	UKRAINE	$0.47

35	NETHERLANDS	$1.29

93	INDIA	$0.42

51

PROPORTIONS

ISREAL	INDIA	
9,136K	1,380,004K	x151
$2.09	$0.42	x0.2

52

HOW MUCH DOES DEV COST (hourly)?

https://www.payscale.com/

SWITZERLAND	$41
UNITED STATES	$29
ISRAEL	$21
PORTUGAL	$10.8
INDIA	$6.44

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"GEO-ARBITRAGE" (TIM FERRISS)

54

DIGITAL NOMADISM GOES MAINSTREAM

13%
MORE
PRODUCTIVE
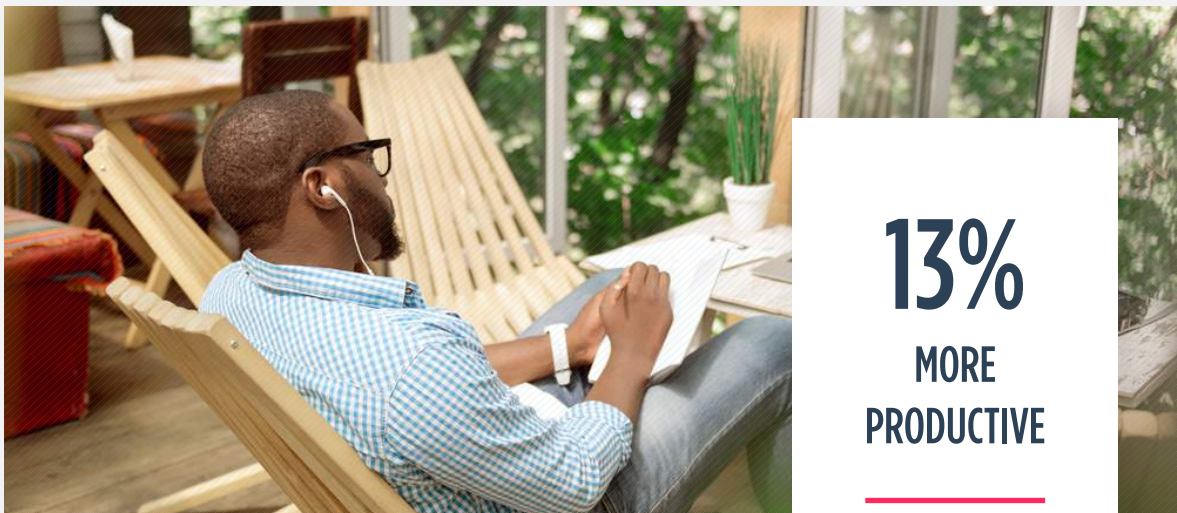
55

WHY FREELANCERS?

THEY ALWAYS WORK FOR YOU (NOT THE OTHER WAY AROUND)

THEIR INCOME DEPENDS ON THEIR WORK. DIRECTLY.

BETTER WORK ETHICS

THEY CAN NEVER REMOVE THEIR LEG FROM THE GAS

WORK WHEN YOU CAN, STOP WHEN YOU CAN'T

56

FULL TIME EMPLOYER VS. FREELANCER

SOMETIMES THEY HATE THEIR DAY JOB

But they always love their secondary income

57

LOS ANGELES

ASHLYN

58

PERSONAL POINT OF VIEW

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SORRY, BUT IT'S NOT GOING TO WORK FOR YOU IF...
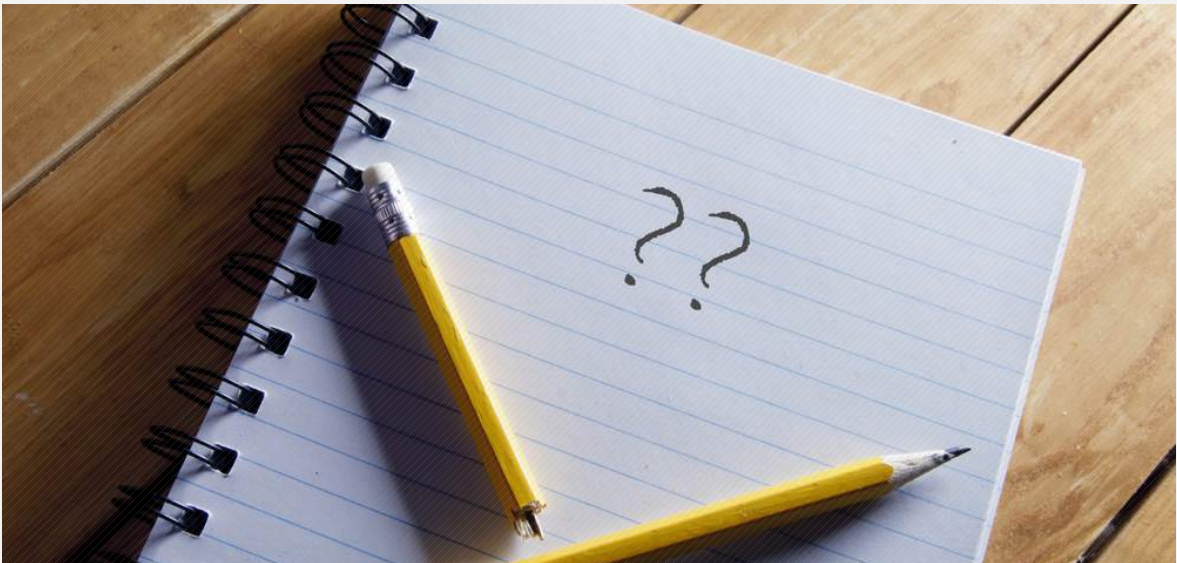

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...IF YOU'LL HAVE THE WRONG ENERGIES

61

THE WORLD WANTS TO GO ROUND

62

WHAT'S THE RIGHT TIME FOR CROWD-SOURCING?

63

DON'T LET THESE KEEP YOU STUCK

WAITING TO HAVE A FULL PLAN

WAITING TO HAVE A BUDGET

WAITING FOR THE RIGHT MOMENT

64

THE RIGHT TRIGGERS FOR SUCCESS

THINGS AREN'T MOVING

IDEAS STUCK IN DRAWER

LOOKING FOR FRESH VIBES

65

USING THE WRONG TRIGGER...

TRIGGER

I NEED A QUICK SOLUTION

66

THE RIGHT STATE OF MIND

67

INSIGHT #1

DON'T HAVE A DEADLINE

Never start hiring when you have a close deadline to meet. There's just too much risk.

68

INSIGHT #2

IT'S NOT ABOUT REDUCING COSTS.

It's about getting things going, move things forward and doing something important

69

INSIGHT #3

IT'S A LONG-TERM THING

Crowd sourcing is all about thinking for the long term. Not just fixing a problem.

70

INSIGHT #4

DON'T TAKE ADVANTAGE

Make sure the people you work with are happy and get what they expect and deserve

71

INSIGHT #5

ALWAYS BE MOVING

Nothing happens when your idea, concept or task are waiting in your head or inside your drawer.

72

A QUIZ

73

WHAT'S THE CONNECTION?

CANADA	SAUDI ARABIA
KENYA	PHILLIPPINES
ARGENTINA	ITALY
ROMANIA	ECUADOR
SERBIA	KAZAKHSTAN

74

14 CANDIDATES!

75

ACT 2

TACTICS

76

THE FULL PROCESS

With Upwork

77

MEET UPWORK

78

THE 6 STEPS OF THE PROCESS

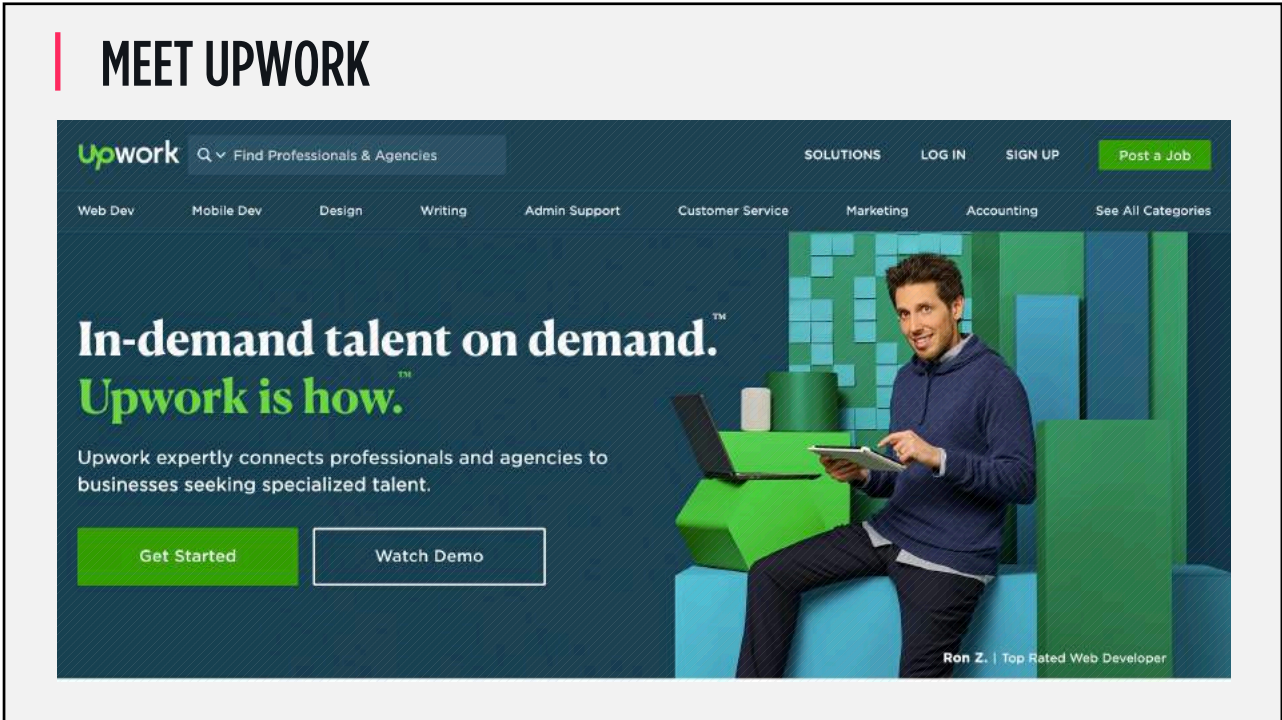| 1	2	3	4	5	6
Post your job	**Wait** or invite	**Examine** & interview	**Hire** for a test	**Pay** and rank	**Build** a relationship

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MODELS OF WORK

FIXED PRICE

HOURLY PRICE

PER ITEM

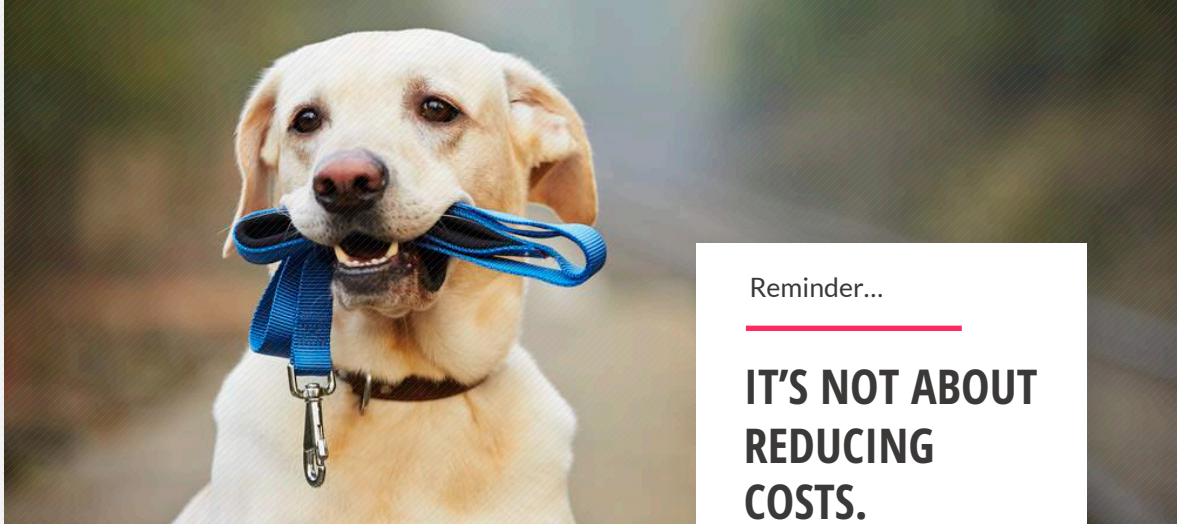Freelancers pay %10-20 | You pay ~10%

80

DON'T TRACK WORKHOURS

DON'T BECOME THEIR NEW OLD EMPLOYER

Become their new friend and colleague.

81

STAY LOYAL

Reminder…

IT'S NOT ABOUT REDUCING COSTS.

82

Step #1
POSTING
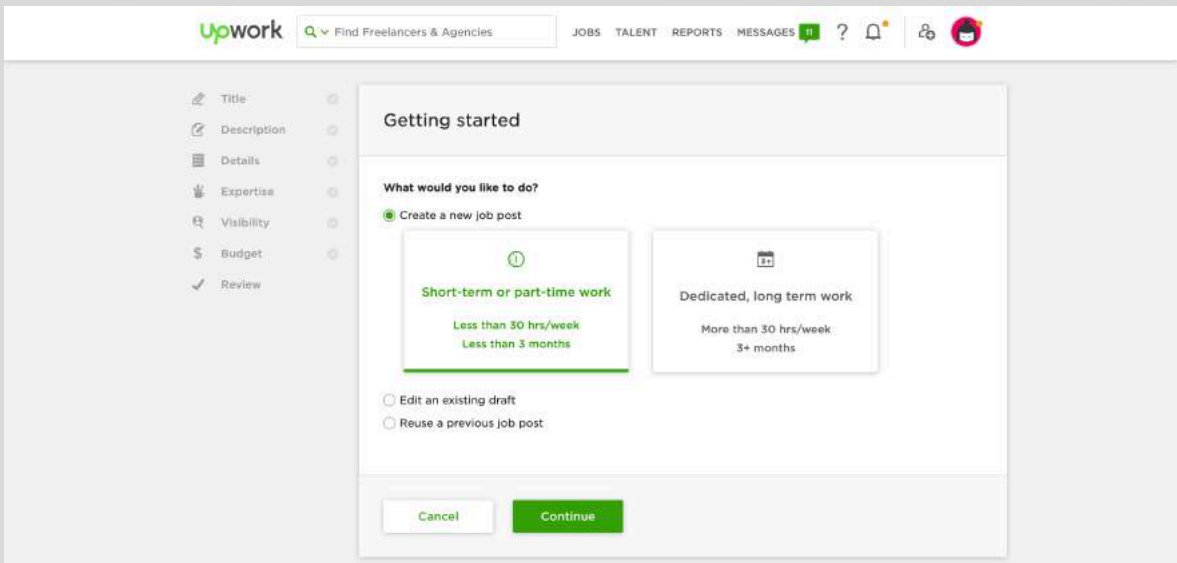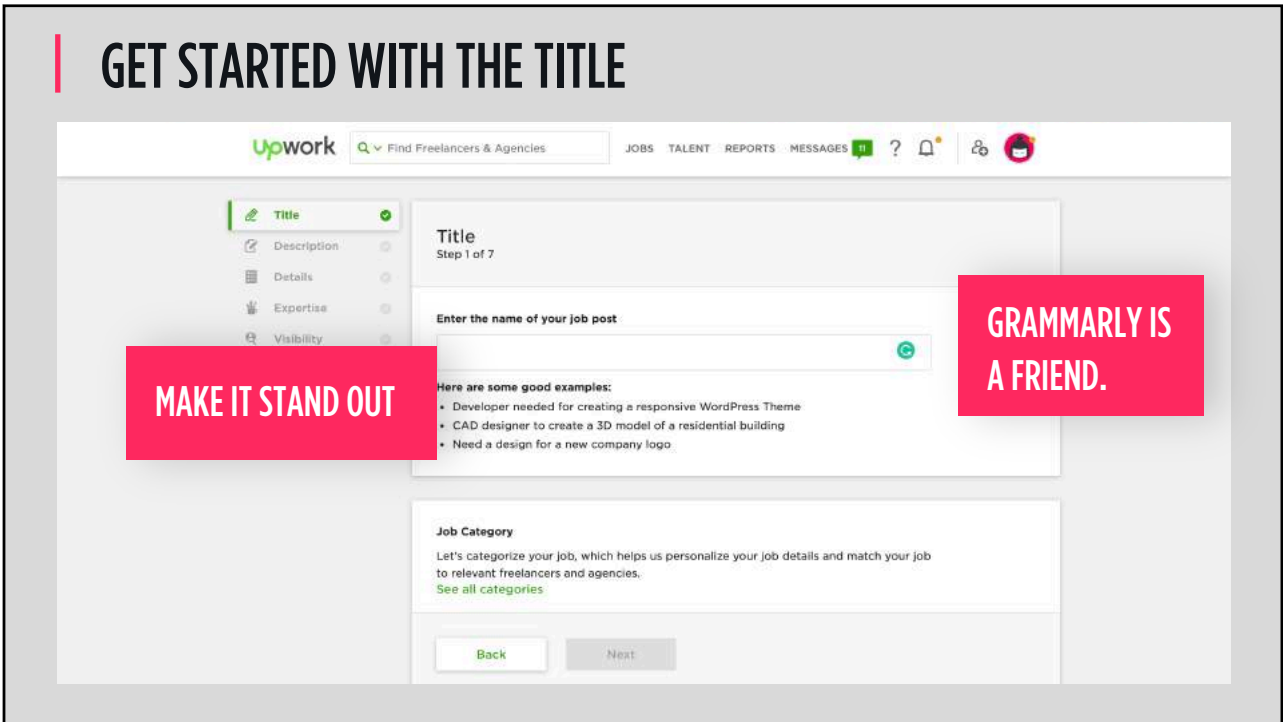
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PROCESS TIP #1

IT'S NOT ABOUT YOU.

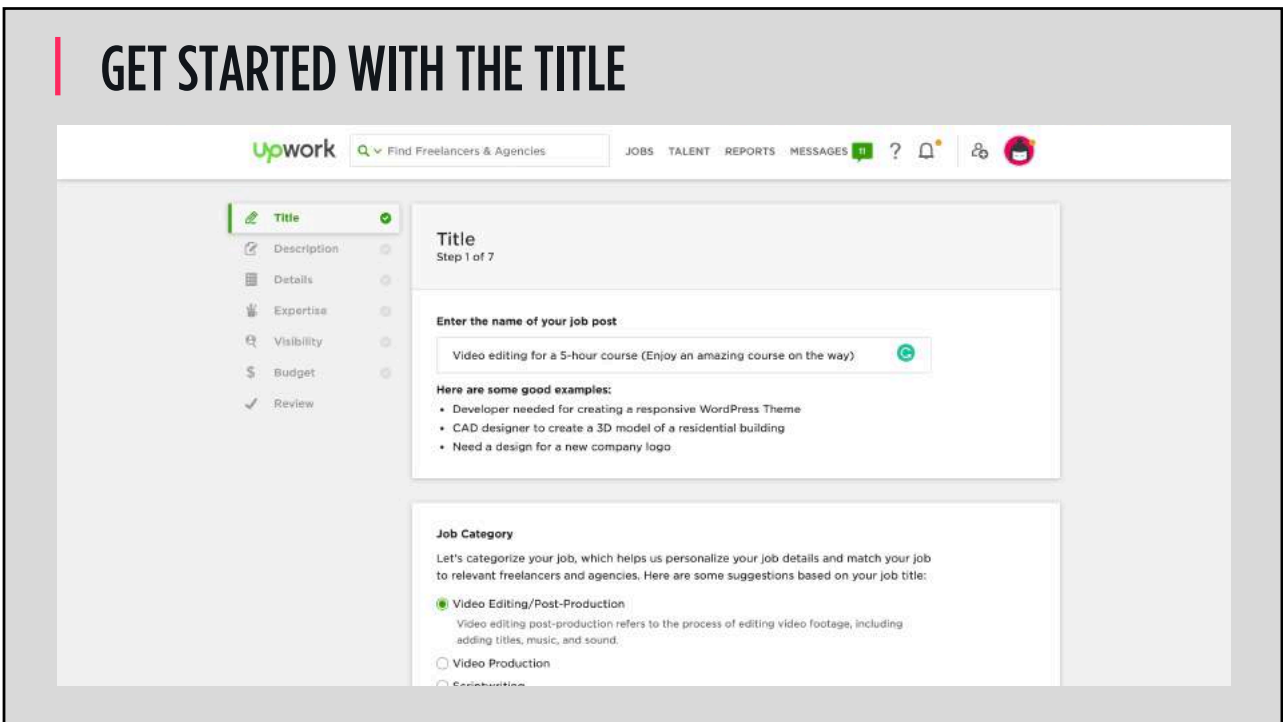Don't thing about what you want to say. Think about what you want them to read.

84

GET STARTED

Upwork Q ∨ Find Freelancers & Agencies   JOBS TALENT REPORTS MESSAGES ? ⌂ &

Title
Description
Details
Expertise
Visibility
Budget
Review

Getting started

What would you like to do?
◉ Create a new job post

Short-term or part-time work

Less than 30 hrs/week
Less than 3 months

Dedicated, long term work

More than 30 hrs/week
3+ months

○ Edit an existing draft
○ Reuse a previous job post

Cancel   Continue

85

42

GET STARTED WITH THE TITLE

MAKE IT STAND OUT

GRAMMARLY IS A FRIEND.

86

GET STARTED WITH THE TITLE

87

SET A DESCRIPTION

88

PROJECT DESCRIPTION TIP #1

HIRE THEM FOR A **BIG** STORY

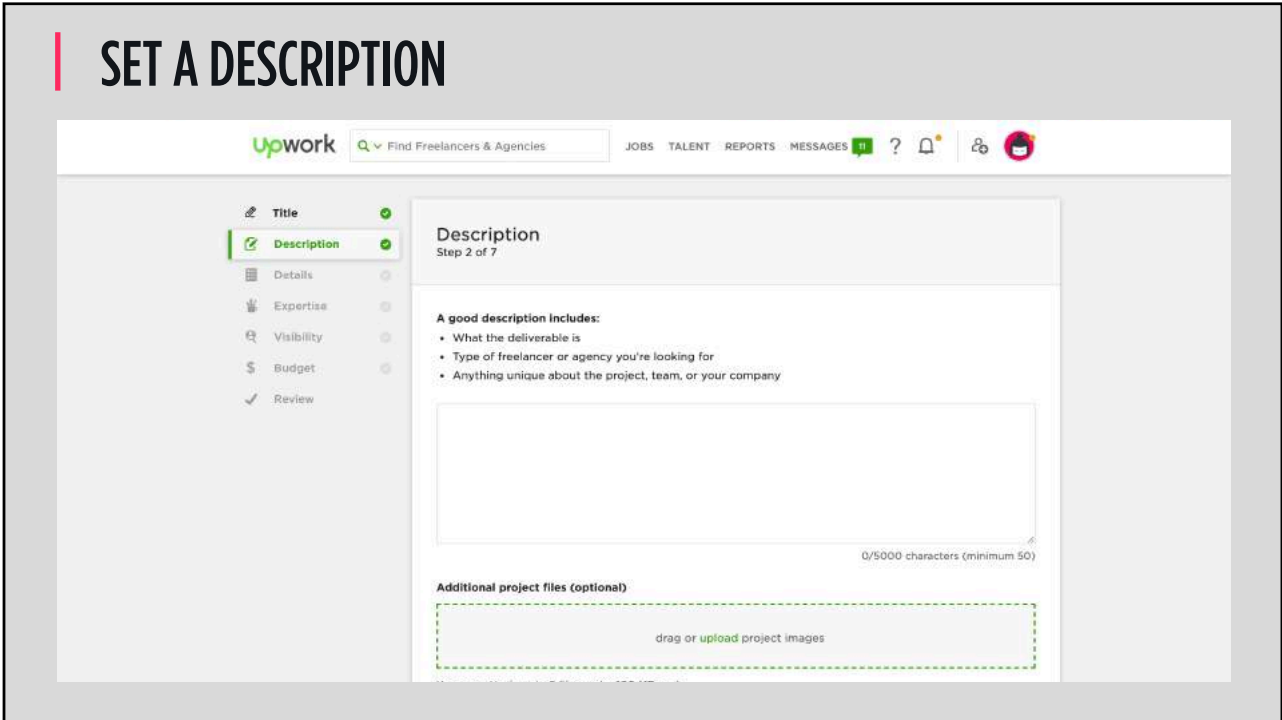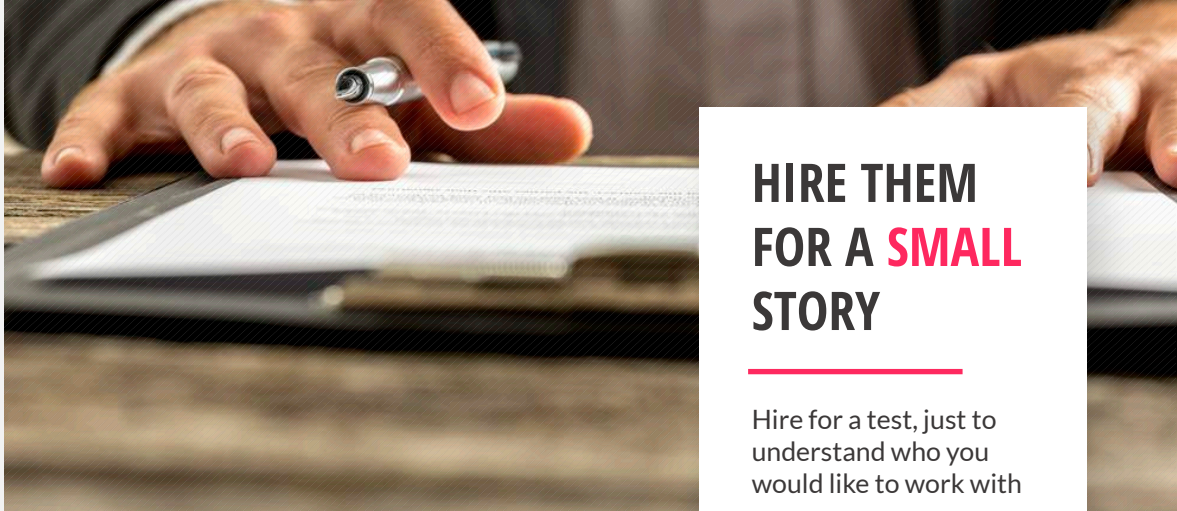People like to take part in something big and make a difference

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PROJECT DESCRIPTION TIP #2

HIRE THEM FOR A SMALL STORY

Hire for a test, just to understand who you would like to work with

90

SET A DESCRIPTION

A good description includes:
- What the deliverable is
- Type of freelancer or agency you're looking for
- Anything unique about the project, team, or your company

Earlier this week I recorded an online course about the effective use of freelancers and crowd-sourcing platforms. It was a 5-hour course in total.

The course was recorded with 3 elements:
- Live Zoom recording (screen recording + mid-quality audio)
- Mevo panoramic camera recording (high-quality video and good quality audio)
- Audio recording with Zoom microphone - high-quality

I'd like to sync all 3 of them, cut them into chapters, add sub-titles, add intro animation for each chapter, and prepare them for hosting in a web-based course.

The first parameter which is the most important is your interest in that type of knowledge. We believe that editing has to come with a passion for the content. So please tell us why this is relevant to you.

In addition, I'd like to see 1 or 2 examples of course editing you've done in the past.

Please DON'T send a generic cover letter or irrelevant examples. Such applications will be dismissed.

Please send a proposal for the complete process. We will be starting with a single chapter editing, to make sure we are on the same page.

1085/5000 characters (minimum 50)

Additional project files (optional)

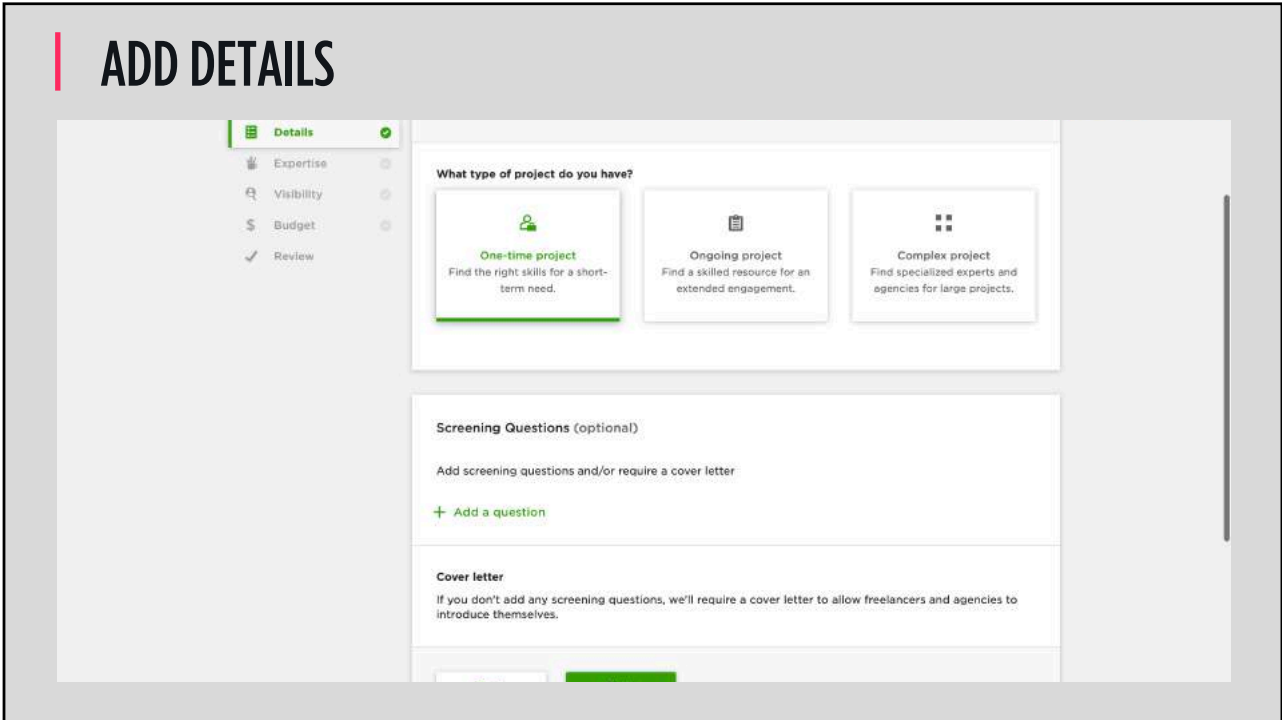drag or upload project images

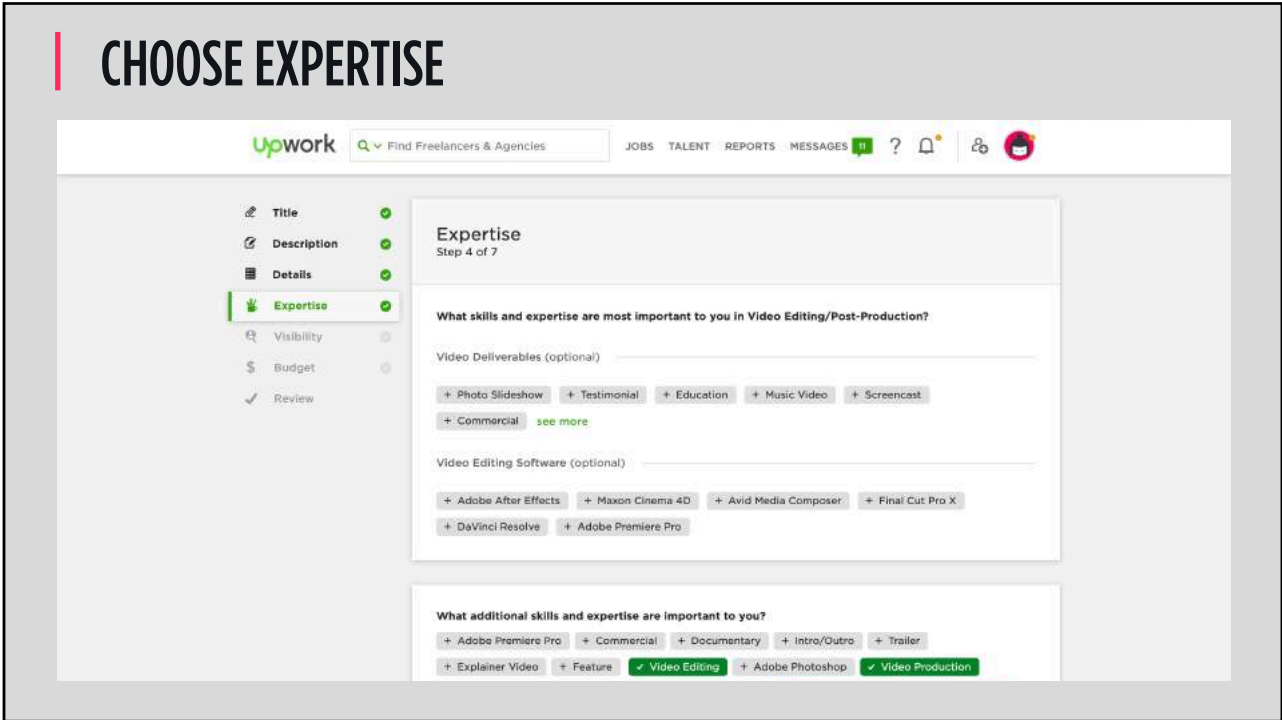**BUILD MOTIVATION**
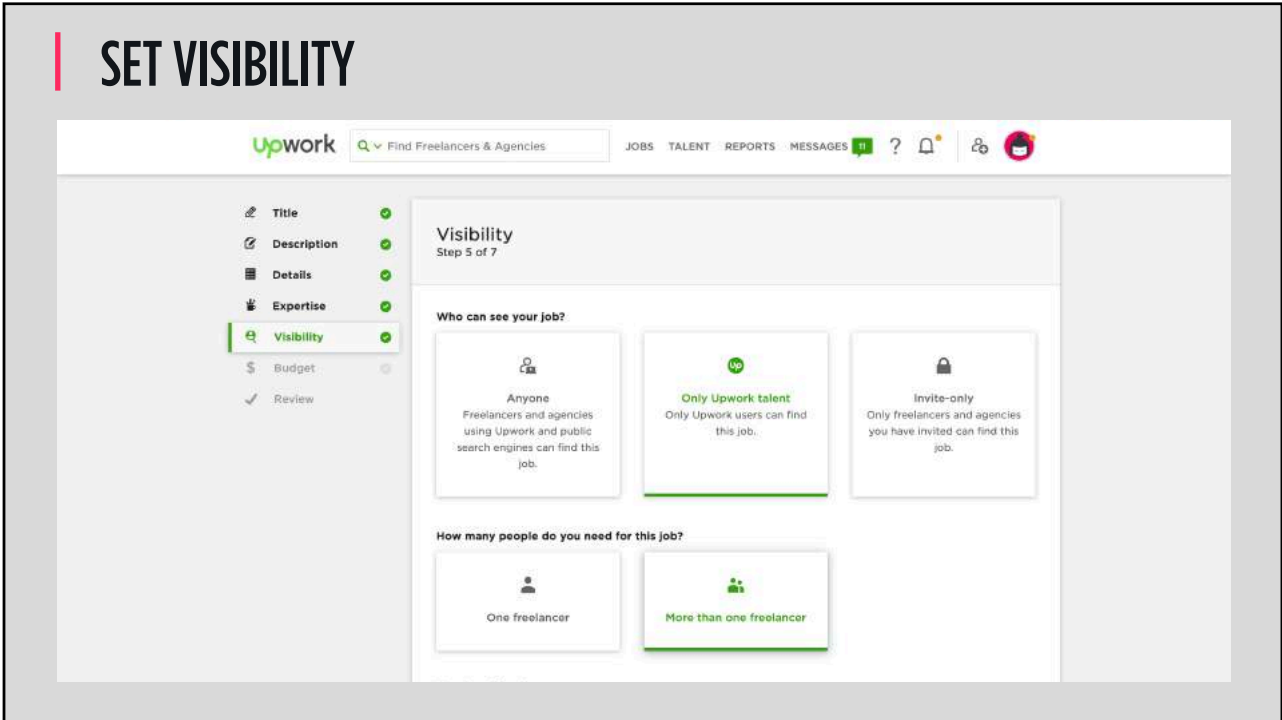
BE SPECIFIC

EXPLAIN WHAT TO DO

MAKE THEM SWEAT

EXPLAIN PRICING

91
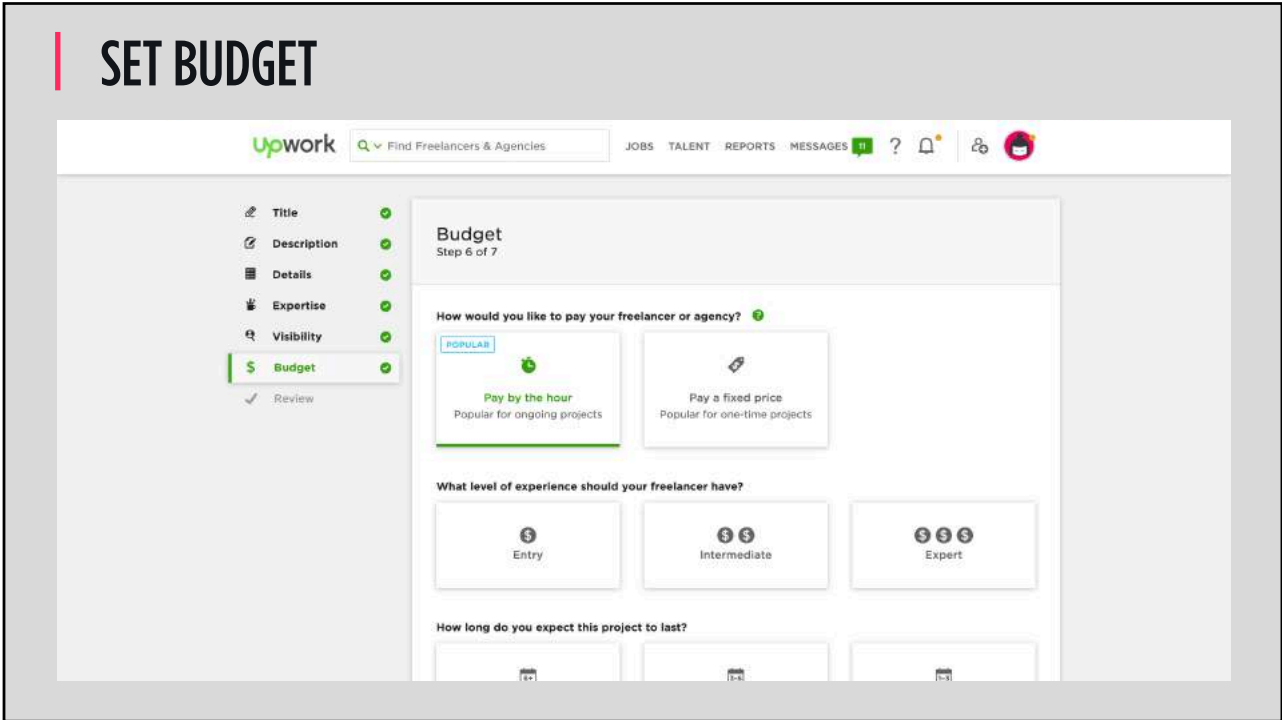
45

ADD DETAILS

92

CHOOSE EXPERTISE

93

SET VISIBILITY

94

SET BUDGET

95

SET BUDGET

96

CHECK THIS OUT: VEGAN NUTRITION

97

GETTING THE RIGHT DESCRIPTION

VIEW JOB POST — INVITE FREELANCERS — REVIEW PROPOSALS (0) — HIRE (0)

Job details

Content Writing
Posted 1 month ago

Hey guys.
Our platform offers audio summaries for the best articles online.
We'd like to a feed of audio summaries for the best articles that explain the nutrition, human and logic facts and reasons behind veganism.

The job includes curating 25 of the best articles around that subject, getting our approval for the selected items (we look for serious articles and not populist content marketing ones) and the creation of a 300-word summary for 10 of them (Audio narration will be made by our team).

We are looking for a native English speaker who is a vegan.

Please don't send your automatic profile description.
The cover letter should include the following info:
1. Please tell us since when you are vegan and why
2. What's your experience in writing

Less than 30 hrs/week — Hourly   Less than a month — Project Length   Intermediate level — I am looking for a mix of experience and value

BUILD MOTIVATION

BE SPECIFIC

EXPLAIN WHAT TO DO

MAKE THEM SWEAT

98

"CURATING THE BEST ARTICLES ABOUT VEGAN NUTRITION…"

Back to All Jobs

Curating and summarizing the best articles about vegan nutrition

VIEW JOB POST — **INVITE FREELANCERS** — REVIEW PROPOSALS (0) — HIRE (0)

SEARCH   INVITED FREELANCERS   MY HIRES   SAVED (83)

Search   Filters

15 invites left

Invite a coworker to help you hire
Let them help you find, interview, and evaluate freelancers.

Invite Coworkers

Vincent N.
Author, Editor, Writer, Speaker, and Instructional Consultant
$3.50 / hr   Kenya
Completed 46 Writing jobs on Upwork
Has 16 relevant skills to your job
Writing [Top 1%] Education [Top 1%] Creative Writing [Top 1%] Article & Blog Writing [Top 1%] 12 more

♡ Hire

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"CURATING AND SUMMARIZING THE BEST ARTICLES…"
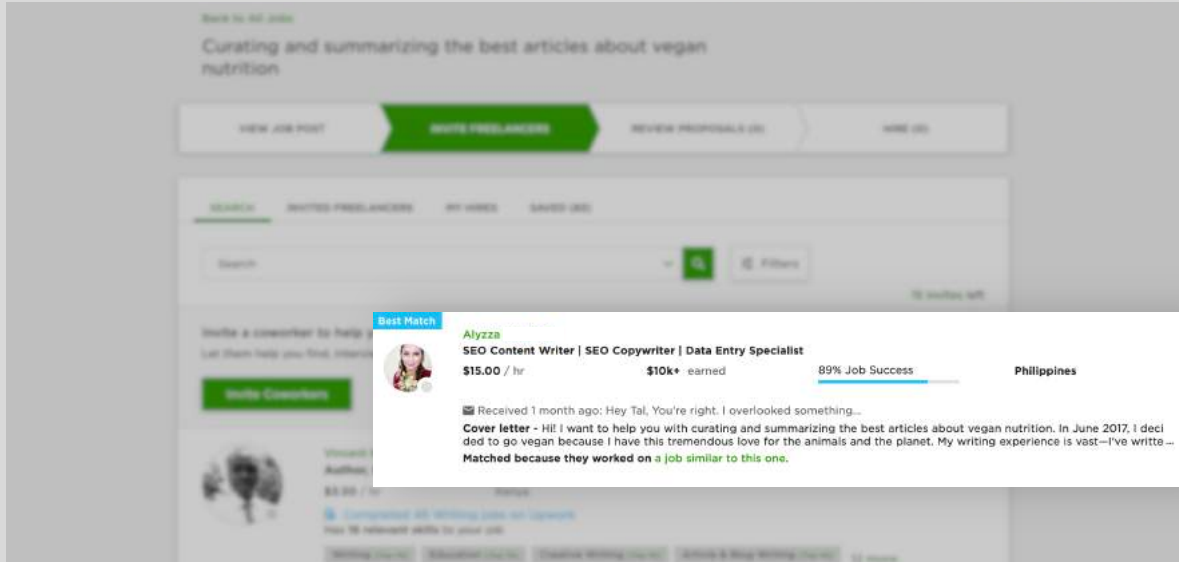
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VIEW YOUR POSTING

101

ALMOST DONE FOR TODAY
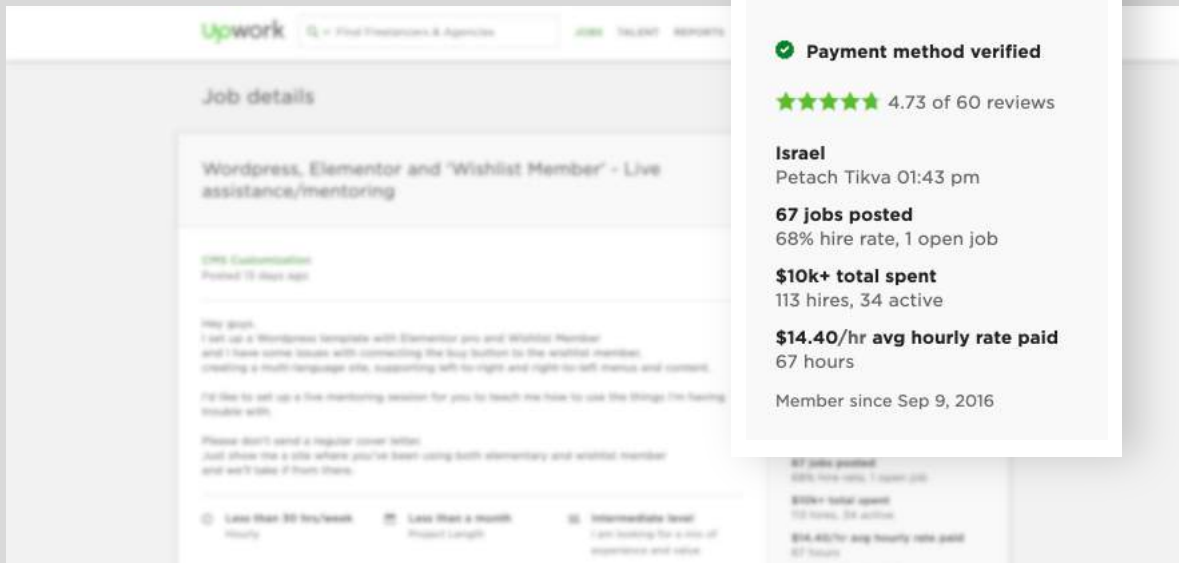
102

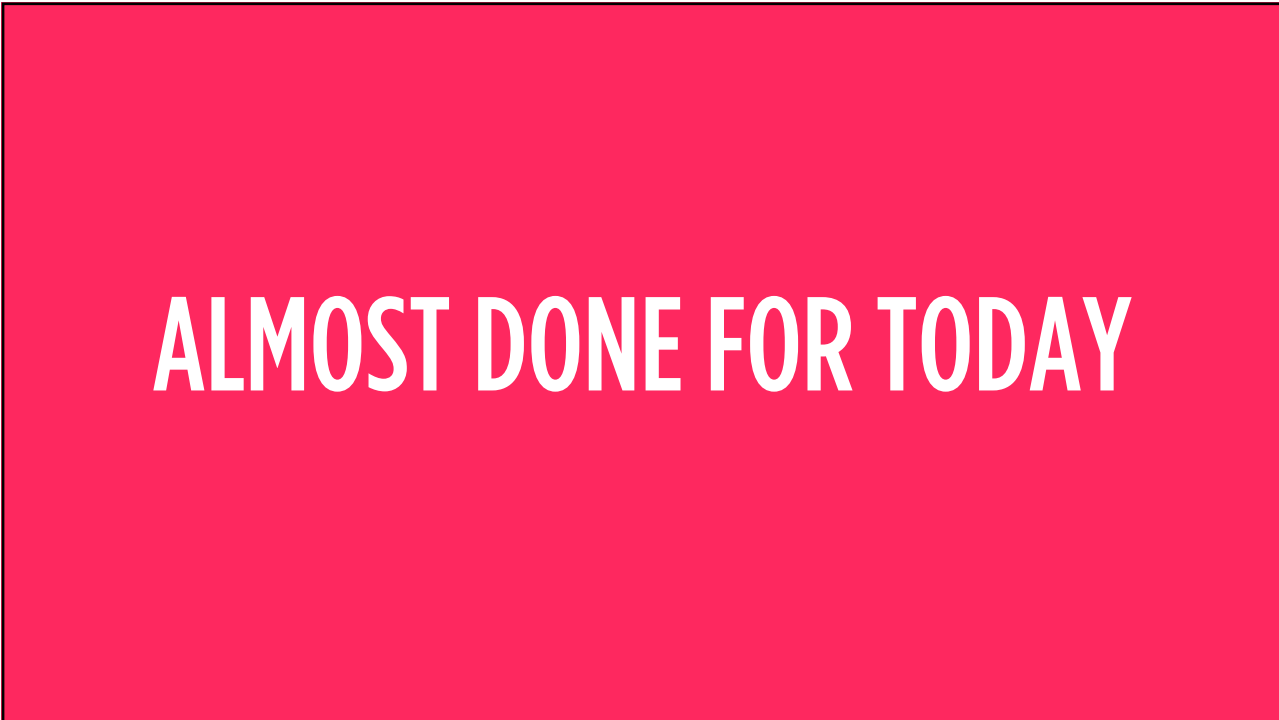## YOU'VE GOT SOME HOMEWORK

GET STARTED TOMORROW

- Open your Upwork account
- Identify a trigger
- Hire your first partner

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TO BE CONT.

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