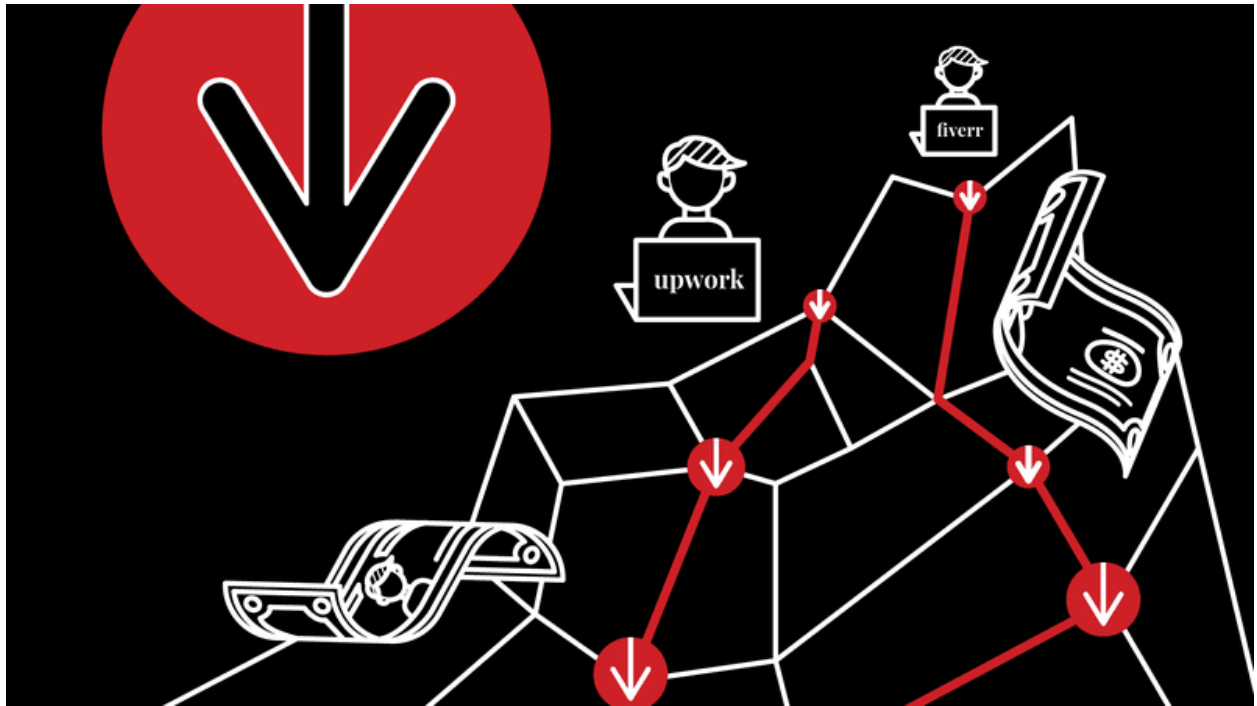


The Future of Work Is Now

For too long, freelancers have had to pit themselves against one another.

For too long, bidding sites like Upwork and Fiverr have simultaneously created a system that devalues freelancer contributions while building massive fortunes cut from 20% commissions on rock-bottom rates.



For too long, talented men and women – creatives, strategists, and innovators – have been forced to hunt for work and execute projects in silos devoid of human connection, responding only to the point of contact in charge of releasing payment when all is said and done.

At TAP, Inc., we believe "too long" has finally met its end.

We are a team-based platform committed to uniting talented freelance professionals from around the world to serve businesses that value quality of work, quality of human interaction, and quality of life above a few bucks saved.

We are the future of work.

The Future of Work Is

We believe that the future of work is localized, it's global in scale, and it's a series of remote, distributed teams that use technology to improve productivity and overall work-life balance.

The future of work consists of teams working out of their co-working spaces, cafes, home offices, and on-the-go gadgets. It's a global force of self-aware professionals who change their work location to suit their mood and enhance their creativity and productivity.

The future of work is remote. It's based on a fundamental belief in and support of freedom for the sake of nurturing the mind and the most high-quality work.

The future of work is distributed and supports freedom and flexibility to allow for localization or

globalization.

The future of work is flexible and virtual. We as workers – as humans – value face-to-face interaction. We value getting together on occasion to talk through strategy, the mission, the unifying vision, and to make overall human connections in the context of work, like celebrating wins together.

As such, the future of work needs to be built on global scalability. Despite a subtle, persistent preference for localization, we still need the same technology and infrastructure that empowers globalized communication.

Because there will always be a need for hiring additional talent or additional staff across and outside of a general geographic area, companies want to be able to work on the same platform with local team members that is needed to work with people across the country and across the world.

A globally scalable technology that has the support and infrastructure to deliver on the needs of businesses and team members alike is critical to the future of work.

Such scalability of teams speaks to and demands a level of robustness while still allowing for human connection and, above all, freedom to live and work within your most optimal environment.

The Future of Work Is Not

The future of work is not a gig.

Fuck the gig.

Gigs and marketplaces – especially post-2008 recession – focus on bidding down for the sake of saving businesses bucks. They focus on a race-to-the-bottom approach to acquiring work to the tune of sacrificing quality.

They create issues related to burnout, devaluing people, and an inability to make a living wage, especially in high-cost-of-living economies like the United States.

They perpetuate mental health issues for the sake of making talent acquisition more convenient for businesses, so much so that entire cities – [like New York City](#) – are fighting back against the gig economy after so many ride-share drivers committed suicide after struggling to pay bills, pay down student loans, and generally provide a decent quality of life for themselves in the so-called "gig economy."

That same insight and analysis applies to highly-skilled freelancers.

When you force a graphic designer to do a logo for \$25 in 24 hours, it's a mental mind fuck that's almost impossible to overcome.

The persistent, repeated, burdening message is: "Your work isn't valuable. You have to do more, work more, work harder to pay your bills. And even then, you still won't be sure you can cover rent."

We believe that ends here.

To Survive Into the Future of Work, We Must Adapt

The future of work demands a common-sense approach to just being a good company focused on "TEAM."



The future of work demands technology that not only enables the finding of opportunities, but also solves problems for core issues related to gig-style work.

Embrace the Digital

The future of work is digital. Long gone are the days of paper resumes and prerequisite physical handshakes.

The future of work requires strong online representation, a dynamic resume, and a digital footprint that casts light on the talents of the freelancer while allowing potential employers to get to know individuals in a succinct yet authentic way.

At TAP, Inc., we believe in embracing modernization of the resume while at the same time undoing the damage done by job-bidding platforms that have systematically devalued and dehumanized talent.

Create Foundational Respect

The bid to the bottom pits freelancers against each other in a digitized gladiator arena. Rather than swords and maces, freelancers slash at each other with cuts of \$5 here, \$20 there, and \$0.05 there.

The future of work is respectful and operationalized on an application basis.

Rather than tasking individuals with projects, the future of work unites individuals with teams and tasks teams with goals.

At TAP, Inc., we are a team-first platform. Our teams strive for unification and collective success, which creates mastery of quality assurance and delivery expectations while at the same time dissolving interpersonal competition and undermining common to the status quo.

Benefits Without Borders

The biggest middle finger to freelance professionals that the gig economy has perpetuated is equating talented professionals to supply while forcing those same individuals to pay whatever is the cost of business-driven demand.

According to the gig economy, you are not a person. You are a number. And to survive, you must be the smallest number after a dollar sign as you possibly can be to get the work you need to make it to tomorrow.

Not only do freelancers have to sacrifice a living wage and due respect for their work for the sake of professional freedom, but also they are forced to sacrifice benefits and work perks afforded to those willing to be chained to a desk, in a cubicle, in a multi-story building, on a company campus.

In the gig economy, if you're not an employee, you're not a company culture consideration. No health benefits, no work perks, no team-building events for you.

You won't be given access to tools and software that are required to deliver the quality of work your client is demanding, but that you can't afford because they are stickered with an enterprise price tag.

At TAP, Inc., we believe in equitable access to affordable benefits and career-life perks.

We believe in equitable access to health benefits.

We believe in equitable access to 401k opportunities.

We believe in equitable access to health and wellness plans.

We believe in equitable access to software, CRMs, and SEO tools.

We believe in equitable access to and fair distribution of commissions.

We believe in humans working with humans in a way that helps humans thrive and supports humans help other humans.

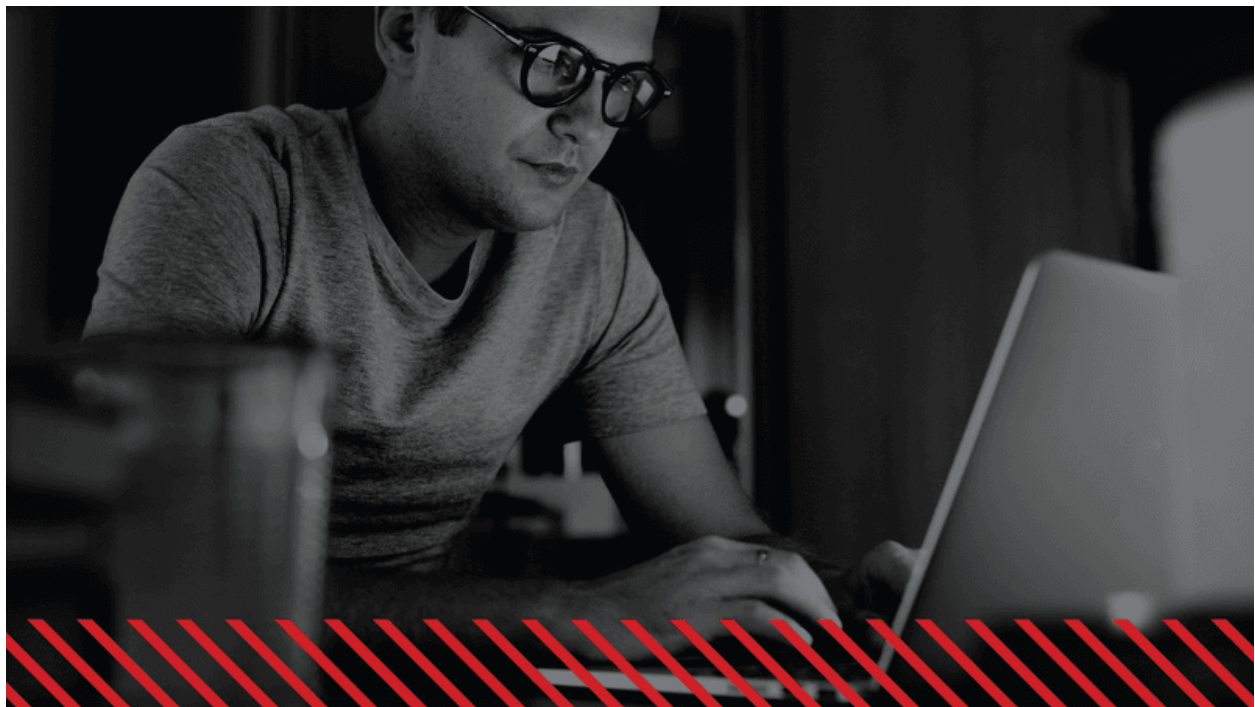
We believe in you.

We are TAP, Inc.

3 Myths About Effective Teamwork & How to Enlighten Your Operation

"Teamwork." It's an abstract concept that we all recognize, but what does it really mean? For far too long, business owners have held on to rigid ideals of what effective teamwork looks like and the circumstances they need to create in order to achieve it.

As of 2018, [57 million Americans were part of the gig economy](#) working as freelancers and independent contractors. Increasingly, more employers are beginning to allow staff members to work from home, to the point where "29% of all workers in the U.S. have an alternative work arrangement as their primary job," according to Gallup.



Now, with the emergence of a new e-based workforce, business owners can relax into the knowledge that they don't have to work so hard to create the perfect physical work environment to nurture effective teamwork – if they're able to let go of the myths about teamwork that are holding so many companies back.

Myth #1: Effective Teamwork Happens in Physical Space

For centuries, employers have rented office space, built skyscrapers, and held mandatory team meetings in conference rooms in order to get an entire workforce gathered together in the same location – all because of the assumption that people who work together must physically *be together* in the same space.

Good news: it's a myth.

Thanks to the wonders of Skype, Zoom, Google Hangouts, Slack, and more, teams are able to not only meet "face-to-face," just like previous generations of coworkers, but now we're also able to do it at a moment's notice.

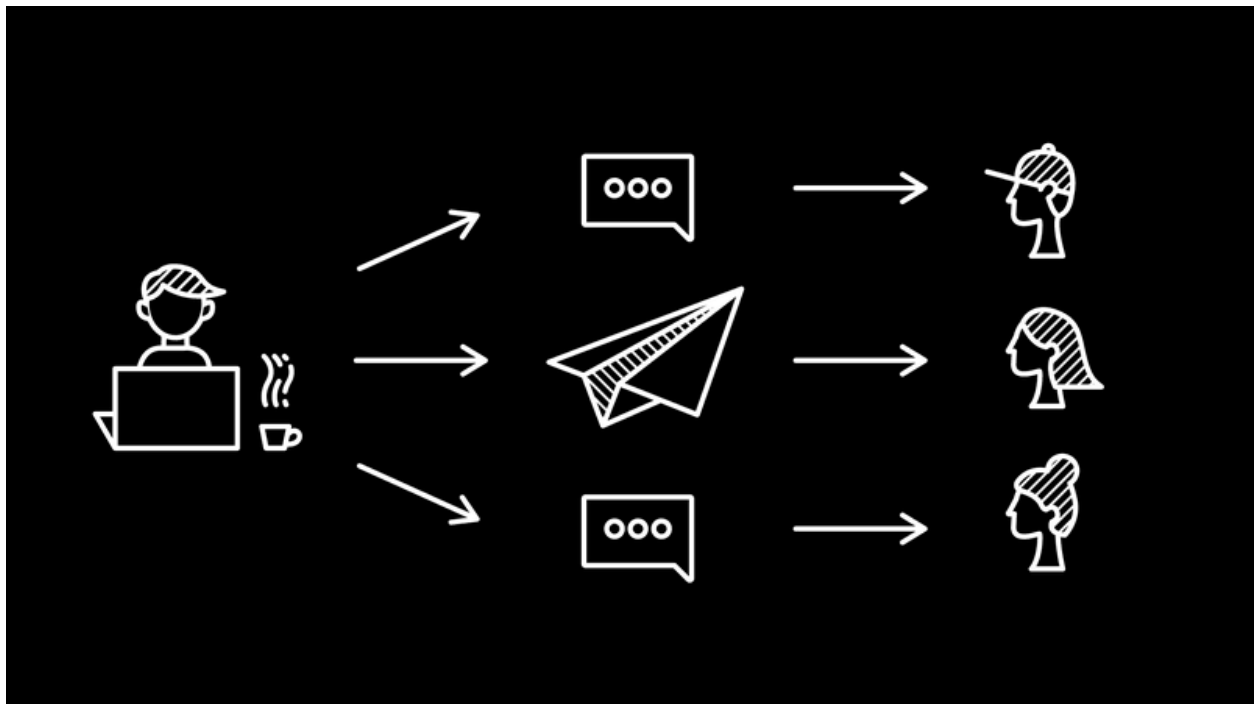
Rather than waiting a week or more to gather because the CMO is on vacation, and the email marketing expert is out sick, and the copywriter has conflicting meetings during all the times that you're available, remote teams are actually able to meet sooner and more frequently than location-dependent teams.

Translation: When you work with remote teams your project gets done faster and with the same level of high-performance communication to which you are accustomed.

Myth #2: Teams Are Only as Good as Their Managers

Sure, in the '40s, '50s, and all the way into the '90s, businesses relied on managers and supervisors to make sure everyone was staying on task and getting their work done. Back then, managers were essential to effective teamwork.

Today, though, a new workforce of highly independent, self-motivated, intrinsically driven professionals is emerging. These talented men and women are building freelance careers based on their own integrity, self-discipline, and ability to deliver.



In this new age of remote teams and a location independent workforce, independent contractors have developed to be their own managers. They are their own deadline upholders; their own clock watchers; their own productivity wardens.

Myth #3: Team Building Happens at Off-Site Events & Company Retreats

Begun circa 1692 and (much) later popularized by Microsoft in the 1980s and 1990s, company picnics and team retreats were a way to bring coworkers together outside of the workplace and into a space where they felt free to form social bonds, build trust, and open up channels of communication that would help facilitate mutual understanding in the office.

Many companies still subscribe to the idea that "work is for work" and team building can – and should – only happen outside of the office at designated events.

However, today's evolving workforce is calling BS on that notion. Now, colleagues are friends on Facebook, they follow one another on Instagram, and they frequently remote-in to meetings chuckling about who's wearing the silliest thing (or nothing at all!) just below the sight of the webcam.

Team building can take place in any setting, even with team members spread around the globe. The trick is knowing how to spark conversations about the common bonds that bring everyone on your team together and unite your team with shared goals.

Shattering Effective Teamwork Myths

A team is as strong as you make it. Just as companies like Buffer, Edgar, Toggl, and Zapier are growing successful tech-based businesses with almost completely remote teams, you too can take advantage of a freeing and empowering staffing model that allows you to find the best talent from all over the world and bring them together to build something grand.

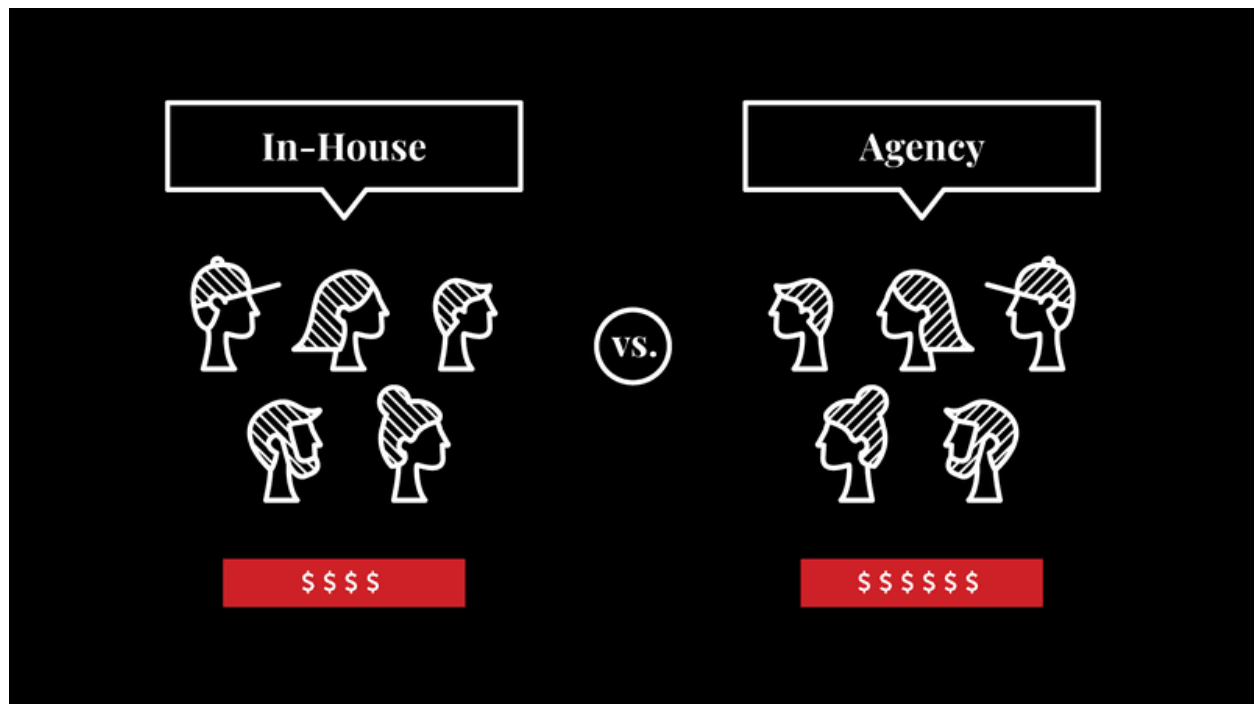
No matter where we are in the world, every human craves interaction and relationships from time to time. Allowing space for those relationships to form within remote teams is all you need to build a cohesive unit and enjoy effective teamwork within your business.

Want more insights and tips on building a future-proof business from the inside out? Follow us on [LinkedIn](#) and [Medium](#).

Why the Marketing Agency Model Is Costing Your Business Big Bucks

If you don't have a full team of graphic designers, copywriters, web developers, UI/UX pros, ad savants, and content creators in-house at your company, you've likely considered working with a marketing agency to get it all done.

Yet, new marketing agencies are popping up around every corner and it can be exceedingly difficult to know who's actually going to take the best care of your brand.



Add to that the extra cost you as a client have to cover when working with an agency – like managerial costs, project management, and miscellaneous overheads – and you can wind up paying thousands of dollars more than if you built your own team.

But who has time to search for talented digital marketers, vet them, onboard them, and establish a healthy internal culture with remote workers to ensure all the work you've put in to hire a team doesn't go to waste?

Don't worry. There's a solution.

Before we dive in to the new way of working that's going to make the marketing agency model completely obsolete, let's look at what's really at stake when you work with a marketing agency.

Your Brand Is a Unicorn, Not a Mule

Every business and every brand is completely unique. From the colors that make up your logo, to the tone of voice your brand carries, to the products and services you offer, and the people you offer them to – every single facet of your business comes together to create a particular presence in the market.

Such diversity demands careful thought, deliberate strategy, and a customized marketing plan.

However, many businesses find that when working with a marketing agency, they often receive cookie cutter

marketing "strategies" that are easy for the agency to "rinse and repeat" within their own teams.

To reach your ideal customer and build a lasting, positive reputation for your brand in your niche marketplace, you need a completely tailor-made marketing plan. That requires time and dedication from people who are committed to the success of your company.

Killing Productivity With the Telephone Game

Sure, working with a marketing agency may seem appealing when you get one person as your main point of contact and you envision a simplified marketing operation. Yet, unless that one person is a master message conveyor, there's likely going to be a great deal that gets lost in translation as information is passed to the designers, developers, and writers doing the actual work.



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FREE

Team sourcing

+

50% OFF

Off project management

Marketing experts specialize in specific areas because their brains think a certain way that makes them good at teasing out tiny grains of valuable information and using those bits to create a beautiful brand. When you don't speak directly to the designer creating your brand identity or the copywriter crafting your product descriptions, valuable kernels of information are lost.

Short-Term Relationships Yield Short-Term Results

By nature, marketing agencies typically see a revolving door of clients, many of whom need short-term work done to finally get a website pulled together or create print materials for an upcoming event.

On the flip side, when you work with a team of marketing professionals who aren't just working on a short-term gig, they're invested in the success of your business long-term.

In marketing, every campaign, event, product launch, and sales funnel initiative must be tied together cohesively under a united brand voice and style. If you have too many groups popping in to do short-term projects here and there, your brand starts to look more like a Jackson Pollock and less like a Rembrandt.

Rethinking the Marketing Agency Model

At TAP.Inc., we don't subscribe to the agency model. Rather than hiring an agency and wondering who's

doing the actual design, web development, content creation, and social media ad work behind the scenes, we believe you should know exactly who you're working with.

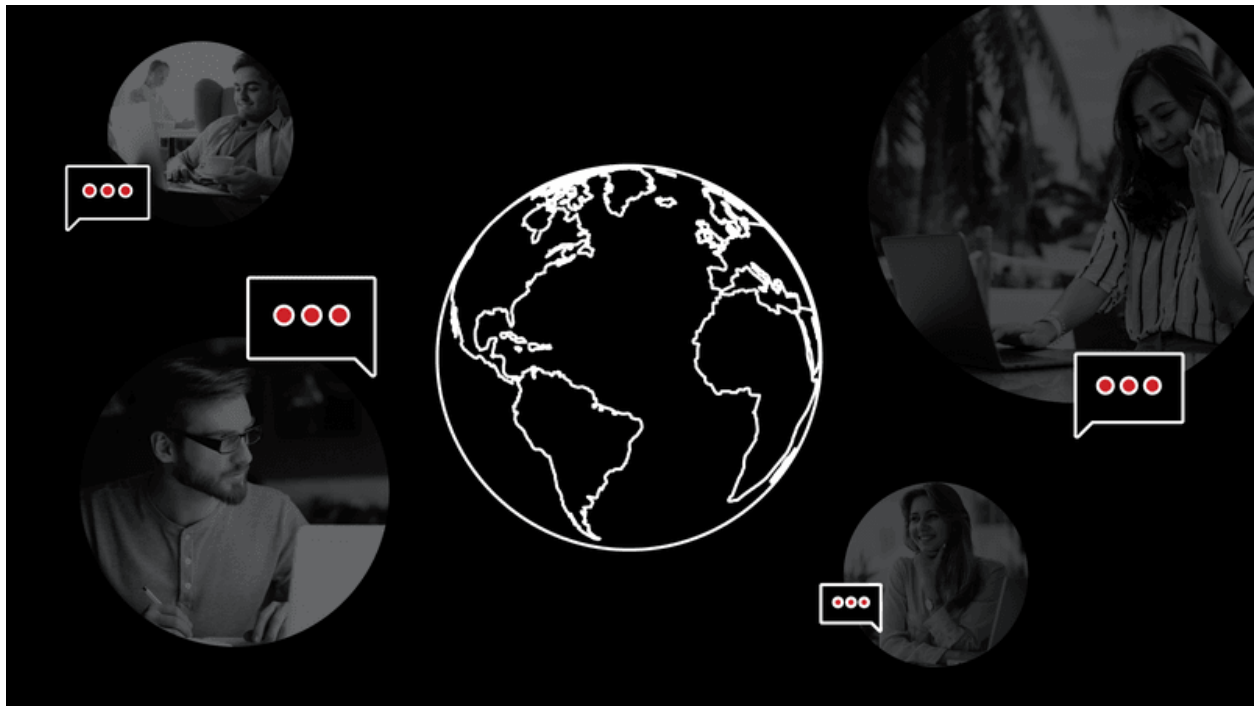
TAP.Inc. connects you with teams of professionals – not individuals – who become your new remote marketing department, complete with project management. Our teams of freelancers have experience working together and know how to get organized, delegate, and communicate to create massive impact for your business at max efficiency.

Plus, they are dedicated to *your* business, product, and brand because they work directly with you, rather than receiving pass-through work via an agency – and you save money since there's no agency overhead fee attached.

Are you ready to see what's possible with a dedicated, passionate team of marketing experts at the ready? [Post your project on TAP.inc](#) and get your marketing "to do" list checked off by a team of professionals in harmony.

Managing Virtual Teams: Getting Team Members to Connect Across the Globe

In today's global economy, business owners look for ways to streamline their operations while boosting efficiency and lowering costs. Building a team of remote contractors is one of the most effective strategies to increase your chances of finding top talent while also boosting the efficiency of your workflows. However, managing virtual teams can present unique challenges – particularly with regard to establishing tight-knit, trusting relationships.



According to the [Harvard Business Review](#), virtual teams are more productive, but often feel disconnected from their peers. As a business owner, communication is one of the biggest challenges to overcome when managing virtual teams.

Different time zones, duties, cultures, and other factors can make it challenging to get all members to push your company's agenda. And yet, uniting your virtual team isn't as difficult as you may think.

Success comes down to using innovative strategies and tools to bridge the communication between team members and recreate face-to-face interactions from afar.

Don't know how to get your remote team to connect? Here are four effective ways to bring your team together and start boosting your team's productivity today.

Uniting Virtual Teams

Successful companies strive for putting together the best teams to achieve their business goals. In fact, many business owners, executives, and managers claim that finding the right people and hiring are the hardest parts of running an effective team.

Once you do find the right people, you want to make sure you're able to keep them by uniting them, making them feel a sense of belonging, and reminding them of the shared vision you all are working toward.

While managing virtual and on-site teams is challenging, you can create a synergy between your team by harnessing the power of technology and the best virtual communication strategies.

Use Chat Platforms to Bring the Team Together

Chat platforms are a great tool to get the conversation going between team members. Use applications such as Slack, Basecamp, or Rocket.chat, among others.

When managing virtual teams, aim to create a good balance between fun and work within your chat platform. Allowing team members to have natural conversations about anything going on in their lives encourages natural relationships and trust to form.

Create separate channels to discuss specific projects, day-to-day operations, and fun topics that, in an office setting, would happen around the watercooler. If you hear virtual crickets, spark a conversation among your virtual team members by posting funny memes or initiate a contest for who can tell the funniest work-related joke.

Discussing diverse topics through a chat platform makes it far easier to establish a relaxed work atmosphere and bring your remote team together.

Remote "Eat, Learn, Grow" Series

Every business team includes members from diverse backgrounds and industries. However, diversity of culture, is often more prevalent in a remote team, even just for the fact that each team member is located at a different pin around the globe.

In-person teams get the benefit of attending training sessions, events, seminars, and conferences together. They may eat lunch together, ride the elevator together, or even carpool into the office. Remote teams, however, don't get the luxury of these little chunks of time to get to know their colleagues in between work days.

When working with virtual teams, you can recreate some of this magic with remote "Eat, Learn, Grow" series. An "Eat, Learn, Grow" series is a sequence of 1-hour meetings with a relaxed mood – often accompanied by lunch – spread throughout the year. During each meeting, one member of the team presents information he or she learned from a recent project, client experience, or professional conference.

At the end of every meeting, members can discuss what they learned and ask any questions. "Eat, Learn, Grow" meetings allow team members to connect in a head-space away from official work, while also learning and growing professionally.

Virtual Meetings

Scheduling face-to-face time with your remote team members is vital to connect with your employees. As a leader, you should always make time to conduct both one-on-one and team meetings to remind your team that you're present.

When working remotely, it can be easy for individuals to feel isolated, alone, and mentally distanced from the leadership support they need. Maintain open channels of communication and trust by making yourself available at regular intervals so team members know they'll get to check in with you.



Plus, as you grow your team, putting a face to a name will provide immense value to managers and members alike by giving them a more in-person-like experience. Zoom, Google Hangouts, Skype, and GoToMeeting are excellent platforms that allow you to ramp up the humanizing factor of your gatherings more so than conference calls or email threads.

Plan a Yearly Team Meetup or Retreat

Building a remote team allows a business to hire the best talent from any location in the world. Getting team members to interact face-to-face may seem daunting, but planning a yearly team meetup is a great way for a remote workers to connect.

In fact, many remote teams that have recurring annual or quarterly meetups say they look forward to those trips and find them exceptionally rewarding. Annual team retreats benefit businesses with combined on-site and remote team members immensely by bringing everyone together.

If it's difficult for your virtual team to travel – or if you have several team members in other countries who may not be able or willing to fly internationally – you can also host a virtual meetup: no work, no learning, no training; just colleagues spending a bit of time together playing some ice-breaker games and sharing a few laughs.

Managing Virtual Teams to Create Synergy

According to [Holmes Report](#), poor communication cost organizations about \$37 billion every year worldwide. As a business owner, it's vital to prioritize creating synergy across your teams to prevent miscommunication and get every member to connect.

Mitigate costs due to poor communication by encouraging *over-communication*. Some team members assume their colleagues already know something, saw an update, or heard about some important piece of information from someone else. Unfortunately, assumptions lead to mistakes.

Encourage your team members to communicate any time there's a change, progress, or update on a project to ensure no one is ever left out of the loop.

If you haven't built your remote team yet, there's no better day to start than today.

At TAP Inc., we build your unique agency team based on your specific needs, so you can turn your brand into a top player in your industry. To get more information or join the TAP Inc. workforce revolution, [visit our website](#).

10 Online Tools You've Never Heard of to Lead a Successful Remote Project

Working with virtual teams gives you the opportunity to tap into a larger talent pool and bring creative, like-minded professionals together to achieve something monumental. Yet, if your all-star team is going to work together efficiently in a way that meets or exceeds the productivity of an on-site team, they're going to need a bit of help from the best online tools.



We polled our own dynamic digital marketing team here at TAP, Inc. and asked them which online tools have made the most difference in the way they work with team members and clients.

Here are the top 10 online tools our team says are absolute game changers!

Online Tools for Planning & Team Management

The key to any successful teamwork is planning and project management. Here's what our freelance professionals say are the "must have" online tools for proper planning.

SlickPlan

Whether you serve your clients by providing digital marketing services or you're planning out your own company website, [SlickPlan](#) is a one-stop shop for:

- Sharing designs
- Creating wireframes
- Planning a website
- Generating user flows
- Building stunning, info-packed diagrams
- Gathering content to fill your webpages

From concept to creation, SlickPlan is the best way to organize your thoughts and collaborate with others to

create a masterful web presence.

Harvest

We all want to work smarter, not harder. [Harvest](#) is a time tracking tool that analyzes your data to give you insights into how you can optimize your workflows and become more efficient.

Harvest also doubles as an invoicing and payment management tool so you can pay your people easily and quickly.

Website Design & Development

A brand's website is the face of the company. Don't walk around the digital world with egg on it.

Sketch

Remote teams that specialize in website design and development are ga-ga over [Sketch](#). Oftentimes there's a bit of a communication gap between what the designer envisions for a website and what the developer builds with the design concepts.

With Sketch, all those barriers are gone. This web design tool allows designers to easily export their styles and imagery for an easy handoff to the developer. Sketch is particularly useful for websites being built in WordPress or with tools like Divvy or Elementor.

Abstract

When you're working with a team full of creative minds, you need a single pane of glass where you can all contribute ideas and collaborate. That's Abstract.

[Abstract](#) gives you and your team a centralized place to easily organize and find design files, have version control, and ensure nothing gets lost in email or Slack. Plus, Abstract integrates with Sketch (see above) so you get the power of both awesome tools in one place.

Webflow

If you want to create a visually magnificent website that wows visitors and dazzles the eye, you need Webflow. [Webflow](#) is the all-in-one website designer, content management system, and ecommerce platform that allows for the creation of incredible websites without extensive coding knowledge.



Storybook

Apple has set the bar high in terms of providing consumers with a stunning, memorable user interface (UI) that anyone can recognize as uniquely on-brand. [Storybook](#) allows you to leave your mark on the minds of users by creating beautiful, sleek UIs.

Whether you need to create individual components or create a universal style guide that all your future creations will fit into for brand and user consistency, Storybook has you covered.

Nucleoapp

Oh, icons... Every brand needs them but those little bits of line art are so difficult to personalize. Make sure you don't end up with the exact same icons as the next site and the next site and the next with [Nucleoapp](#).

Nucleoapp is an icon organizer and library made up of more than 28,000 searchable, customizable icons. Go find your stand out iconography today.

Social Media

While we all seem to have a love-hate relationship with social media, it's by far the best digital distribution mechanism for getting your brand name, content, and ideas out there.

Planoly

Planoly makes dealing with all things Instagram easier – a *lot* easier. On Instagram, it's not enough to create stunning posts with just the right cocktail of hashtags. You also need to have an overall profile that looks like it was curated by Michaelangelo himself. [Planoly](#) helps you do just that.

Recently, Planoly has expanded to include Facebook and Pinterest planning, too!

Content Marketing

So you have a sleek, professional-looking website and you've mastered social media. Now it's time to tell the world why you're different from all the competition out there. The best way to do that is with content marketing.

StoryChief

[StoryChief](#) is a blogging tool that allows you to perfectly SEO optimize your blog content, add rich media, and publish it to your website with a single click. Plus, in the same amount of time, you can also push your post out to countless media platforms such as Facebook Articles and Medium.

Oh, and you can also schedule your blog posts to be distributed over your social media profiles and add custom images, post copy, and hashtags, too. With StoryChief account ambassadors, you can ask people on your list to reshare your content to maximize your reach into new markets.

One more thing... you StoryChief also gives you rich data analytics so you can see how well your content is performing, on which platforms, and tweak your strategy for optimal growth.

Email Marketing

Good ol' email marketing. It's been around since the dawn of the web and it's still here – for good reason: it works!

GMass

[Gmass](#) allows you to easily schedule emails, send out mass emails, and complete mail merge campaigns all from within your favorite email client: Gmail! Maximize your email open rates and click-throughs, easily tap into your database of contacts via Google Sheets, and set automatic follow-up emails to be sent sequentially until you get a reply.

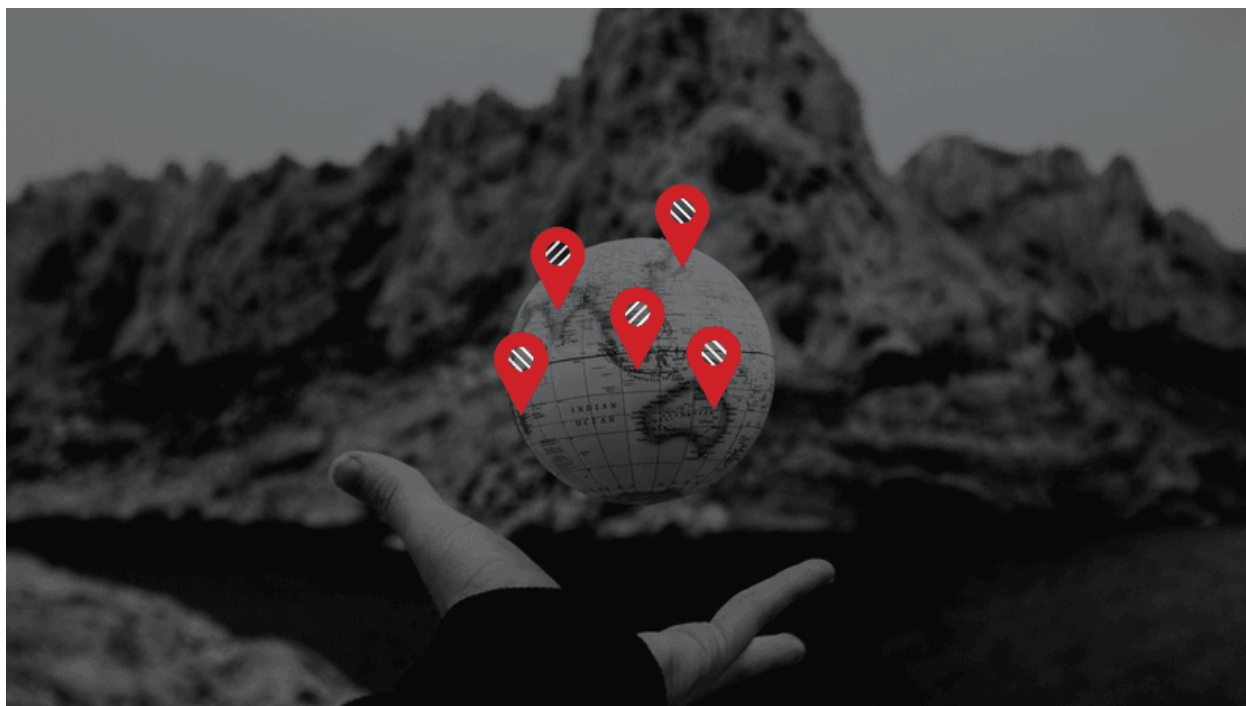
With these tools, [managing your virtual team](#), collaborating, and getting the best results is easier than ever.

Have other online tools your team can't live without? Drop your suggestion in the comments below! We'd love to hear it.

When Good Freelancers Starve: Finding Clients to Support Your Goals

Now that the gig economy is no longer "a wave of the future" and is in fact the reality of today's workforce, more and more remote job sites are popping up all over the internet. While these platforms seem like an attractive solution to finding clients for the remote freelancer, they often foster competitiveness that drives prices down and devalues the work that creatives and service providers do.

The internet is global; meaning these platforms are accessible to freelancers living in New York, Houston, and Tokyo, as well as Bangladesh, India, and the Philippines.



Nobody can argue against the tremendous benefits of increasing accessibility to work for people in third-world nations. However, the reality is that freelancers with a wide range of skill sets and an even wider range of financial needs are all competing for work on the same job-posting platforms.

The end result is that freelancers in developed countries have to either compromise on their rates and forego meeting their costs of living, or go elsewhere to find clients who are willing to pay full price for a freelancer with higher wage needs.

At TAP.inc, we help professionals build careers – not a series of gigs. If you're ready to kick the "bid to the bottom" freelancing platforms to the curb, follow these pathways to finding clients and colleagues who value your talents.

4 Ways to Make Finding Clients a Breeze

Let's face it: if you're living in the U.S. or Canada, your costs of living are likely far higher than most of the competing freelancers on job posting platforms. Save your time and sanity by following a different path to your dream clients.

Partner with Agencies

Whether you're a graphic designer, a coder, a developer, a writer, or an automation expert, marketing agencies are constantly in search of talented independent contractors to help them wow their clients.

Not only do agencies have a higher demand for service-based business owners like you, but also they typically have a higher budget than the job posters you'll find on mass gig sites.

In working with agencies, you'll have multiple streams of clients coming to you at respectable prices, rather than you having to go out and pitch, poke, and otherwise cajole your way into finding clients.

Join a Team

While you're building your network of agencies who consider you their go-to guy or gal, build a team of freelancers around you who have complementary skills. For instance, if you're a branding expert, build a team consisting of a digital marketing strategist and a web developer. If you're a copywriter, team up with a designer and a social media expert.

Clients prefer simplicity. If they can go to one source for all of their marketing needs, they'll be far more likely to say, "Yes! Take my money!"

Together, you and your teammates will be able to provide more complete services, such as start-to-finish content marketing, social media management, or start-up brand essentials.



Create a Network of Referral Partners

It's easy to look at other people in your same industry as competition. After all, if a client is looking for a designer, you're probably hoping he or she doesn't find out about all the other designers also vying for similar gigs – right?

But there are two major flaws to that line of thinking:

1. There's plenty of work to go around.
2. Everyone specializes in something.

The challenge with being a freelancer is finding the work – but it IS out there. There are millions of

companies running millions of campaigns and in need of billions of hours of support.

At the same time, the freelancer who you once saw as your competitor may specialize in a particular type of service that you actually hate doing. For instance, if web design is your jam, but you despise having to create infographics, find a colleague who is gaga for infographics.

Together, you two can refer work back and forth; so when you get an infographic-hungry client, you can send them to your referral partner, and in return, you'll have plenty of web design work headed your way.

Hold True to Your Values

Freelancers tend to value freedom, independence, creativity, and quality work. On bid-to-the-bottom job sites, most potential clients just want someone who will get the job done for cheap.

It may be tempting to compromise on your work hours, your compensation, and other important boundaries just for the sake of getting the gig, but when you find clients who do respect your boundaries and values, rest assured that there's more where that came from.

Clients who respect you, your work, and your ability to be self-motivating tend to flock together. When you find a golden goose of a client, ask for a referral to any other business owners in their network who could benefit from your services. You're likely to find other wonderful clients, who make you happy to go to work, hanging out in the same circles.

A One-Stop Client-Finding Shop

Wouldn't it be marvelous if all of these things – access to an agency that appreciates you, a team of like-minded freelancers, a network of referral partners, and a value-supporting environment – were all available in one place?

Surprise! They are.

TAP, Inc. is the new way to build a successful freelance career. By joining the TAP, Inc. platform, you'll never be pitted against other freelancers to see who will do the job for less. Rather, you'll be paired up with colleagues whose skills complement your own, who you can get to know and build lasting professional relationships with, and who will work alongside you as you all strive to create great results for your clients and make a great living while doing it.

Are you ready to stop agonizing over finding clients and build a truly sustainable freelance *career*? Learn more about TAP, Inc.'s platform today.