



July 2010 Edition

Werkadoo has been a very busy bunch over the past month, but it's been fun and exciting for us and for you! I hope you all, or at least for those in the U.S., enjoyed a little July 4th celebration. Also, for all of our Werkadoo fans - how about these World Cup games lately?

This month, we've made some great strides in feature roll-outs that will now make it much simpler to connect with one another. Also, we had some great webinars last month and we look forward to continuing with those this month. As I really enjoy talking with our users, through the first werkinar I had the opportunity to talk one-on-one with one seasoned freelancer, Alice - you will see in this edition some words of wisdom and tips for those perhaps that are new to the contingent workforce. Alice - you rock!

If you haven't already, make sure your professional profile is up-to-date because we've got a new customer coming on in the next week, or so, who will be looking for 30+ independent contractors!

From Co-Founder / CEO
of Werkadoo, Bridgette Penel



I hope our newsletter serves you well. I'm always happy to receive any suggestions on what you'd like to see in it- if you've got something to share let me hear it! Until then, thanks for all of your support, let's now get to werk!

Best Regards,



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Coming Soon! Video Features Galore!

Werkadoo is constantly improving, and one attribute we will introduce in the near future is the ability to interview on Werkadoo's own website! This will allow companies to not only consult potential candidates, but also allow employers to post testimonials, as well. As the work environment becomes more and more flexible and global, this feature will definitely come in handy!

If you've got a few spare minutes, we're curious what you think about video features. We understand your time is precious and, therefore, have kept the survey only 3 questions long, but your feedback means the world to us! [Click here](#) to take the survey and help us make this product what you want and need!

[Take Quick Survey](#)

[WerkMail: A new way to](#)

message and connect.

Other than using the forum, many of you have been wondering how employers and professionals can contact one another on Werkadoo. Well, it's finally here! We are proud to announce our new messaging system that allows private communication between companies and candidates. This allows employers to send out individual messages, and allows professionals to respond privately.

[Log In](#) - or [Sign Up](#) - to check it out!



**Tuesday, July 6, 2010
at 2:00 pm, CST**

What's Werkadoo? How to Find Work!

Due to the astronomical high-demand for our latest product webinar, Werkadoo will be planning another one on how Werkadoo can help professionals build a full-time paycheck. With the current economy and the dynamics of the workforce changing, finding work has proven difficult. Werkadoo hopes to help the flexible workforce find not only their next big project, but how to find their next enjoyable and rewarding position!

Lisa Werhan, Werkadoo's Account and Business Development Champion, will focus on:

- 1) What Werkadoo is all about
- 2) The competitive advantages Werkadoo offers
- 3) How to start building your full-time paycheck through Werkadoo

This is a limited-space webinar to keep the event open and interactive. Therefore, sign-up to reserve your spot now!

[Register Online](#) for this July 6 webinar.



On behalf of Werkadoo, we would like to introduce our next major partner, [Active Interview](#)! Active Interview is the fastest way to conduct video interviews online, and it allows employers to get to know candidates as more than a resume. It starts with employers creating custom interviews with questions specific for the position, and ends with unique and creative interviews that allow employers to remain global! If you're an employer looking for a great interview management tool - check these guys out!

Werkadoo-rs, Meet Alice Adams!



Alice Adams, a seasoned freelancer of over 15 years, and one of our first webinar participants, is our professional of the month! Not only does she have years of experience in this changing industry, but she has kindly given us a few tips to share with all of the other workers out there!

* One of the pre-requisites of working as a contractor is being able to motivate yourself. It's up to you to get out of bed and make that "arduous commute" from your bedroom to your office or workspace. Then, it's up to you to generate the enthusiasm and excitement necessary to push through to the end of each assignment.

* As a freelancer, you must continually develop your skills of communication and of creating "instant" rapport and trust with each new client. One solid step in achieving these and other goals is to maintain an up-to-date resume of what you've been able to help others accomplish through your contributions...and this is no time to be humble or modest. As my mother used to say, "If you don't blow your own horn, others may soon mistake you for a spittoon!"

* Deadlines and meeting "deliverables" timelines are always a part of my life as a contractor, and to increase my credibility with every client, I always meet these...often with time to spare. If you can't meet deadlines, clients will assume you can't do much else.

* As a freelancer, I know -- and expect --

to deliver much more -- usually 150 percent -- than is expected. I also know my new clients will get much more than they pay for from me...and this has been a successful strategy in every case!

* Every day, I remind myself about how lucky I am...to have the ability to do my passion, which is writing, as well as have time to enjoy my grandchildren and have time to "play" with my best friend -- my husband. Without freelancing, none of this would be possible.

Look at what we've been up to!



What's up, Werkadoo?

Watch out for Werkadoo's site!

That's right, Werkadoo is getting a makeover. What does this mean? Well, in the coming days, Werkadoo will change its appearance so there's less irrelevant information on the homepage so that both professionals and employers can easily find what they are looking for. With the introduction of new product features (like Werkmail and interviewing), we couldn't just leave the homepage the way it was!



Werkadoo is spreading like wildfire! In four months our vision, product, and users have spanned to:

35 Countries
279 Cities
15 Sub-Continents
5 Continents

connect.

Thank you for reading this month's issue of Panda Monthly. We'll see you again next month!

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