



| iSpring Study 2022

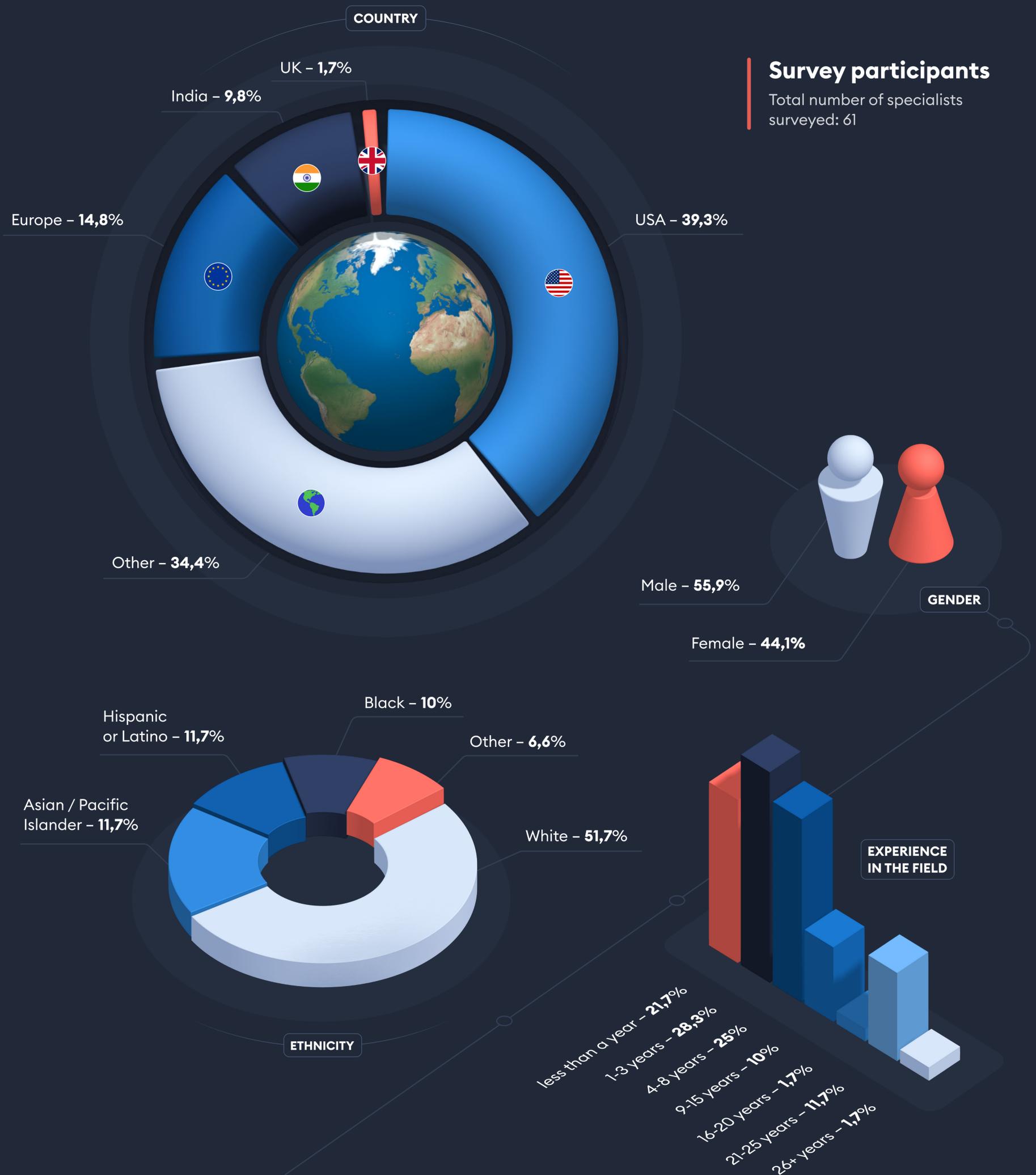
# The Field of Freelance Instructional Design in Figures

# The Field of Freelance Instructional Design in Figures

We surveyed 61 freelance instructional designers from all over the world. Their feedback helped us shed some light on this relatively new field of eLearning. Check out valuable insights into the freelance ID and consider them to advance your career.

## Survey participants

Total number of specialists surveyed: 61

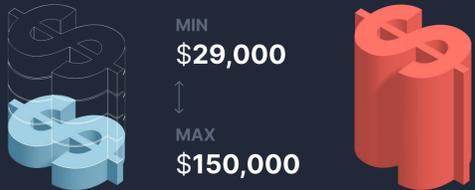


# The average annual income of a freelance ID

## THE AVERAGE ANNUAL INCOME



The average income of freelancers from the US and Europe who use iSpring Suite is **\$76,000**

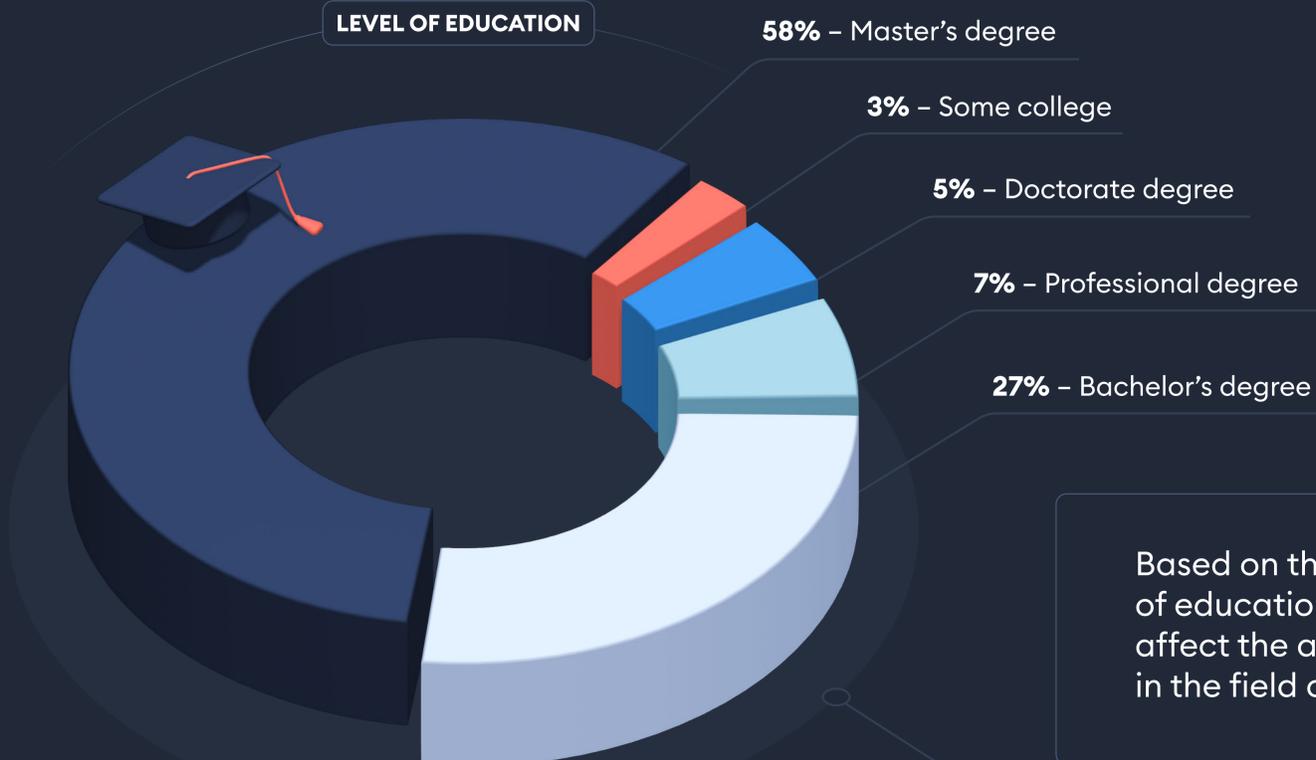


A freelancer who works on 4-5 projects simultaneously earns **8% more** on average than one who works on 1-3 projects.



Most of the respondents who use freelance as a source of supplemental income are in the US.

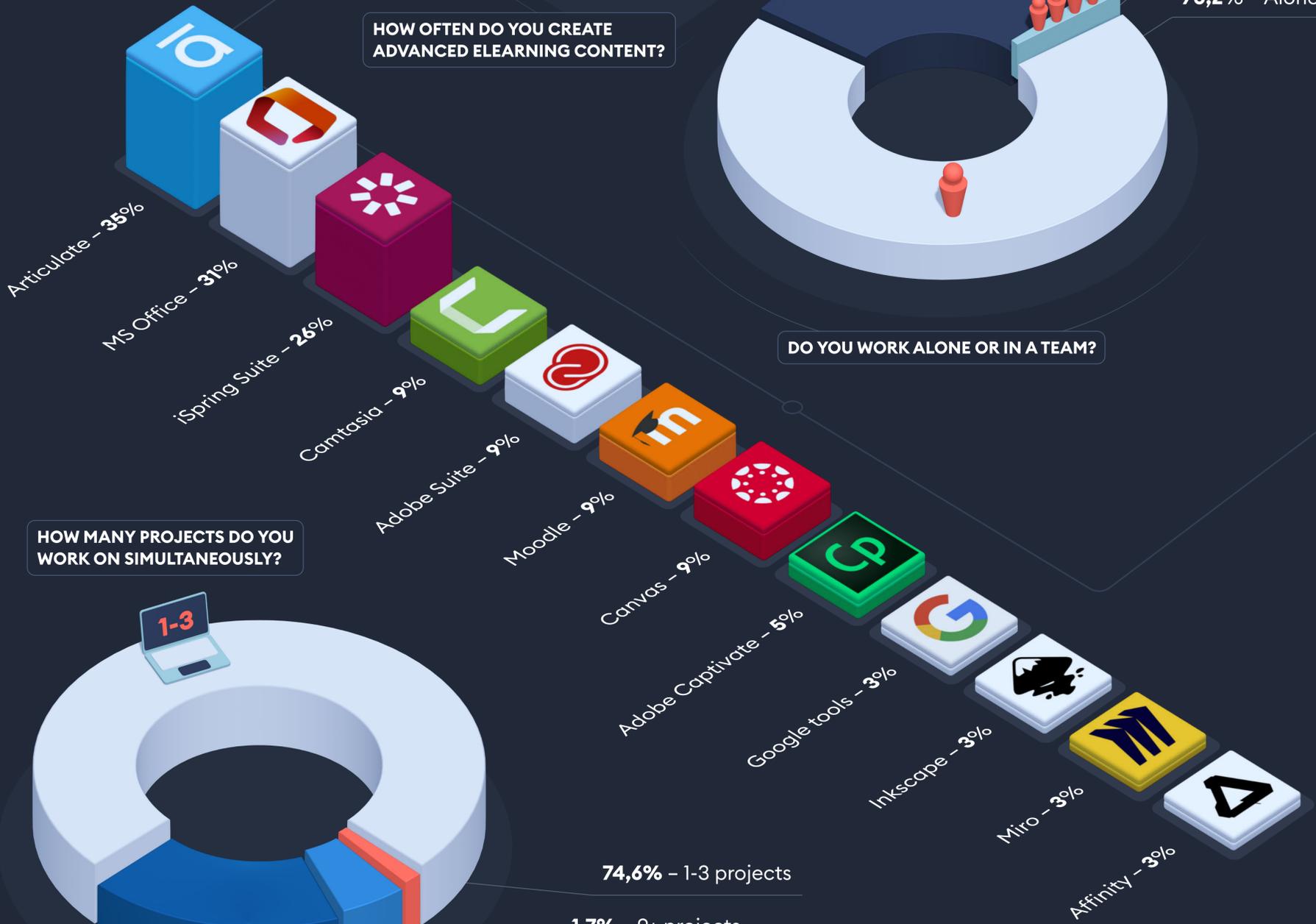
## LEVEL OF EDUCATION



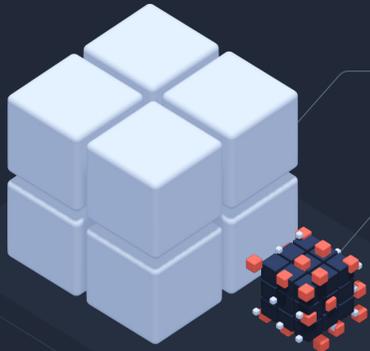
Based on the feedback, the level of education doesn't significantly affect the amount of income in the field of freelance ID.

# The design process

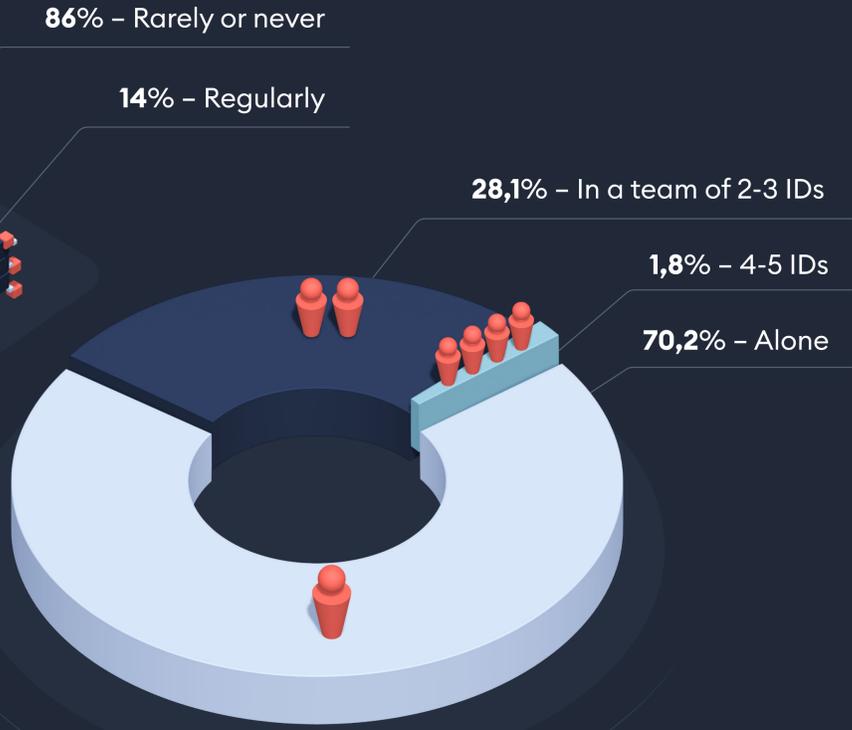
## WHAT TOOLS DO YOU USE?



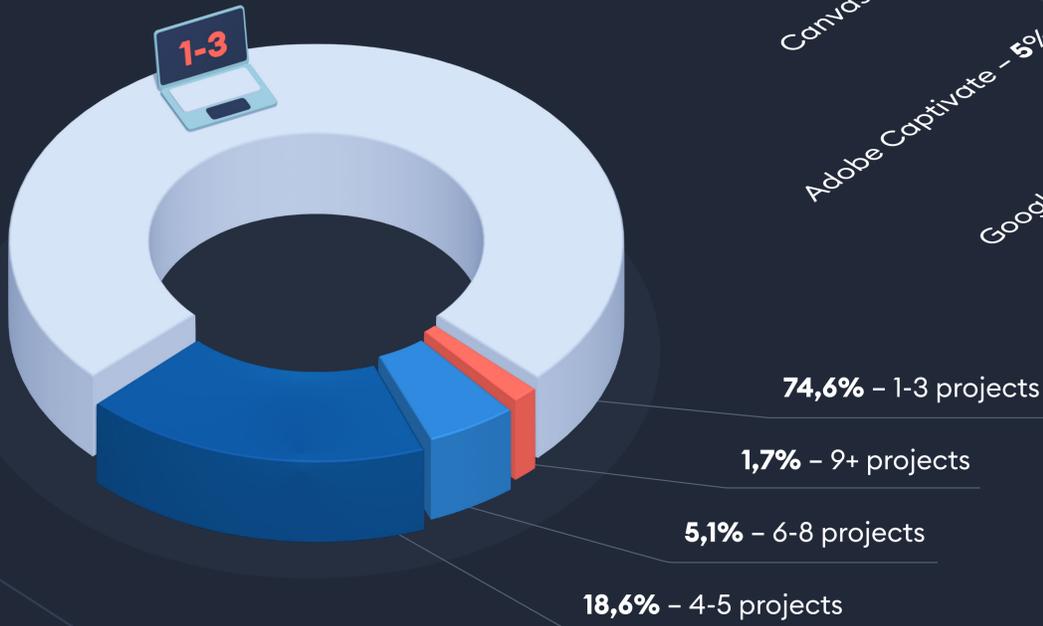
## HOW OFTEN DO YOU CREATE ADVANCED EARNING CONTENT?



## DO YOU WORK ALONE OR IN A TEAM?



## HOW MANY PROJECTS DO YOU WORK ON SIMULTANEOUSLY?



## HOW MUCH TIME DOES AN AVERAGE PROJECT TAKE YOU TO COMPLETE?



# The design process



Freelance IDs who work in a team earn **11% more** on average than those who work alone.

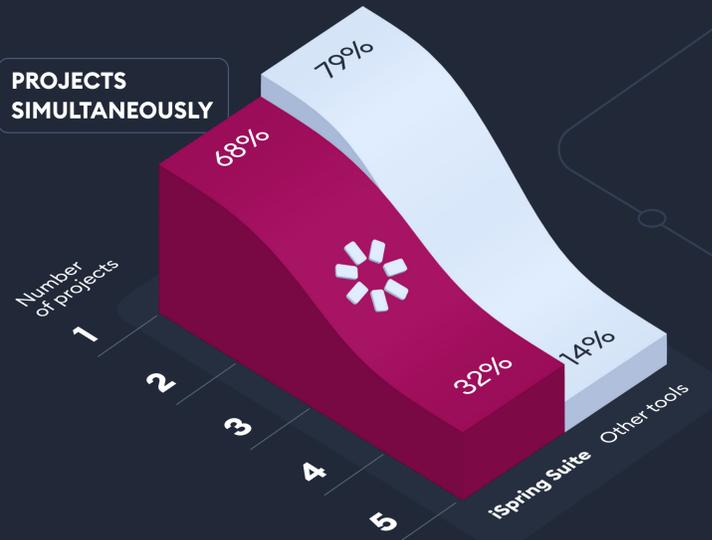


Freelance instructional designers deliver projects more than **2 times faster** with **iSpring Suite** than with other tools.

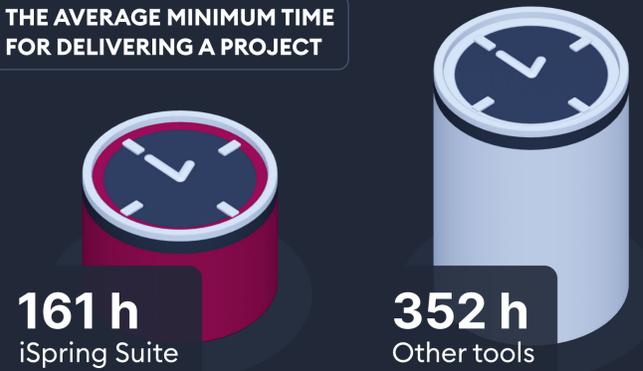


Freelancers who spend less than **200 hundred hours** on a project earn **5% more** than those who spend 200+ hours.

PROJECTS SIMULTANEOUSLY



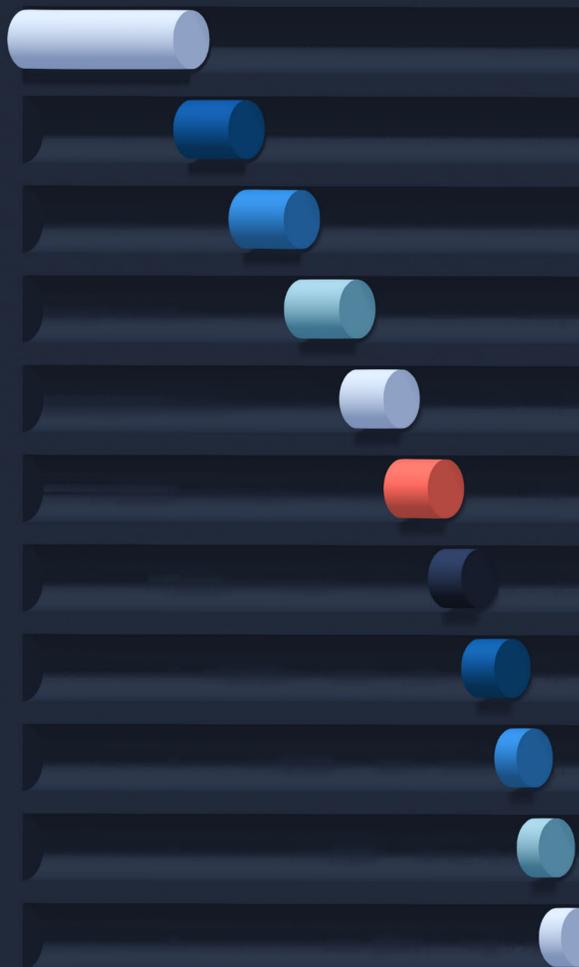
THE AVERAGE MINIMUM TIME FOR DELIVERING A PROJECT



# How do you find clients and gigs?



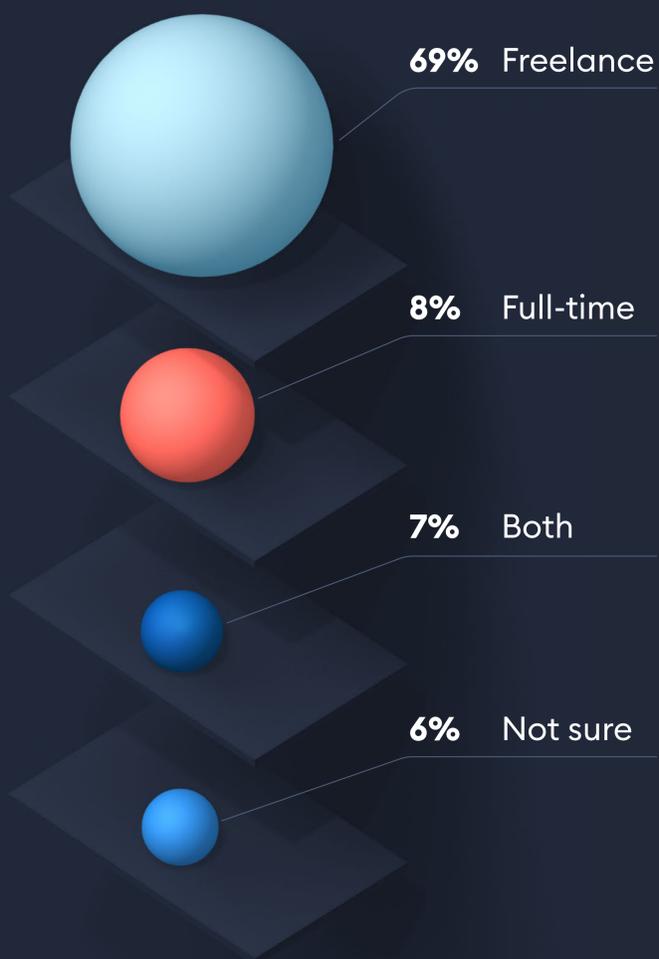
# Why did you decide to become a freelance ID?



- 30% Freedom and flexibility
- 10% To earn more
- 10% To supplement income
- 10% Other
- 8% Relevant past work experience
- 8% Unable to get a full-time job
- 6% To spend more time with children
- 6% Improved working conditions
- 4% To improve work-life balance
- 4% To work with nonprofits
- 4% To gain knowledge and experience of ID



## DO YOU PREFER WORKING AS A FREELANCER OR A FULL-TIME ID?



## AMONG THE REASONS PEOPLE PREFER FULL-TIME ID TO FREELANCE ARE:

- Stability, insurance, and retirement pension
- Unrealistic requests and lack of collaboration in freelance
- Specifics of the work field

## AMONG THE REASONS PEOPLE PREFER FREELANCE TO FULL-TIME ID ARE:

- Freedom and flexibility
- Higher compensation
- Ability to work in a different field, such as education
- Difficulty landing a remote full-time job due to time zone differences

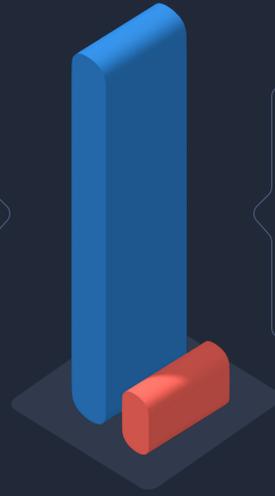
# Job satisfaction

## SATISFIED

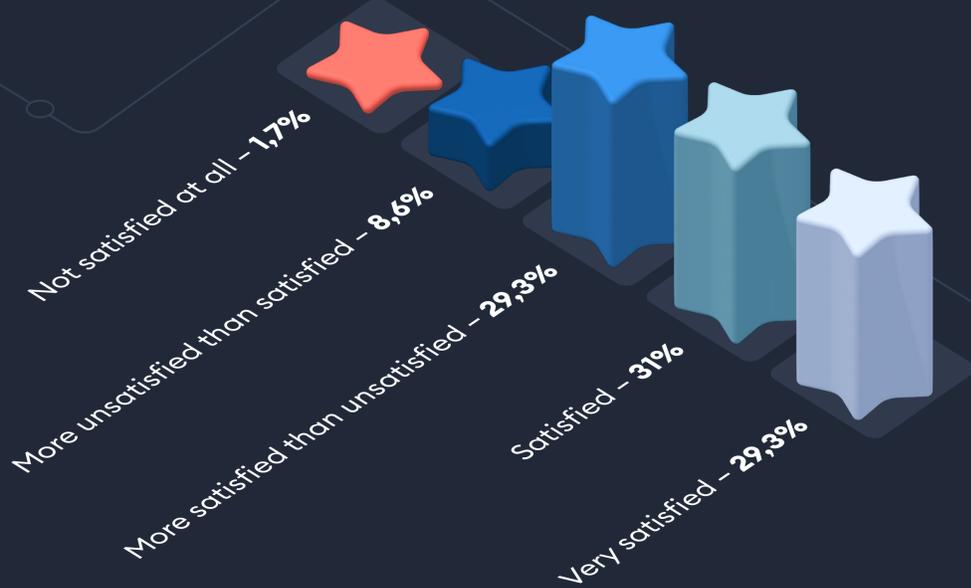
**51%** of freelance instructional designers said they were very satisfied with working as freelancers.

## NOT SATISFIED

**8%** of freelance instructional designers said they were not satisfied with working as freelancers.



## WORK-LIFE BALANCE



on their own **52,7%** **47,3%** with an accountant



## HOW DO YOU HANDLE TAXES?

## WHAT FREELANCE IDS DISLIKE MOST ABOUT THEIR WORK



## WHAT FREELANCE IDS LIKE MOST ABOUT THEIR WORK



## INTERESTING FACT

Only **10.2%** of freelance IDs have a contract template drafted by an attorney.



# Most common issues freelance IDs face



## TIPS FOR NEWCOMERS FROM EXPERIENCED IDS

- ★ Get a degree in Instructional Design or some sort of certification. For a lot of companies, credentials now rate higher than experience.
- ★ Have your own authoring tools for the trade.
- ★ Learn to keep budgets and save for taxes.
- ★ Your network is everything. Never underestimate the power of your reputation.
- ★ Learn to use various instructional design tools and understand how to combine them for better design.
- ★ Get some teaching experience along the way. Until you have been in front of students trying to use learning and teaching resources, you will lack a vital piece of experience and skills needed for the job.

- ★ Learn to sell the value of training to clients and stakeholders to win their support.
- ★ Get comfortable with ambiguity.
- ★ Find a great mentor.
- ★ Get clients to sign contracts at the very beginning of the project to protect yourself from cancellations and 'ghosting.'
- ★ Overcome the imposter syndrome. You don't have to be an expert in everything – that's impossible. Instructional design is about creating learning experiences.
- ★ Understand the entire content development process from start to finish. If you know only a portion, it will be hard.
- ★ Learn the business language with its common terms, needs, and goals.

## A 30% discount for freelancers on iSpring Suite

Take on more projects and deliver them faster. iSpring Suite empowers you to create any eLearning content you need, from interactive online courses and quizzes to training videos and role-play simulations.

Your subscription also includes:

- An extensive library of eLearning content created by professional graphic designers
- Cloud storage for courses
- An online tool for reviewing content with stakeholders
- An online tool for collaborating with SMEs
- And more

[Learn more →](#)