



I decided to offer [Perspectiva](#)'s portfolio of services for free – Web Development, Branding, SEO & SEM, Social Media and Community Management, among others – to people who are hashtagged #opentowork here on LinkedIn. It doesn't even need to have the seal, as long as they are really hashtagged [#opentowork](#) and are interested. For some time I resisted offering it, assuming that what is offered has no value whatsoever, and in many cases, that is the reality. If, for example, you price an ebook on Marketing at BRL 9.90, there will be people who have the nerve to say that it is expensive. If you make it available for free with the aim of helping, they value it much less than if they had paid for it, they question the professional level of the content, etc. It is human nature, but having an attitude is better than not trying, and remember, you will never be criticized by someone who is doing more than you.

After all, I'm not offering free services to HRs and Managers of large companies who can and should pay, but rather to people who are looking for opportunities and genuine connections. Those who are not hashtag #CEO heirs and do not have an easy and questionable network. I can identify so many HRs and Managers who are only advertising opportunities here to convert to their brand, not giving any chance to the right people, that I decided to do something. Although I have never worked specifically only in HR, my background in Business Management combined with experience in agile teams enables me to work in HR in a broad way and to manage it. It is worth remembering that HR duties are related to Project Manager positions, so I can also offer the services mentioned to hashtag #opentowork applied to HR objectives, strategically positioning them for opportunities.

Ever since I acquired clients such as [CANTA](#), [Smiles](#), [PETRONAS](#) (the agency probably doesn't remember which project I worked on, but I do ☐), [Input Center](#) group and its 30+ internal and external clients, investing in domain, server and portfolio, this put food on my table and financial freedom, which I started to ignore and in a way even bothered some HR and Managers who look at the experience time of the portfolio and don't validate it. I understood and finally believed with confidence that those who pretend to be blind to their work end up becoming truly blind, you don't need to do anything against the person, just keep doing the right thing, efficiency. Note that when I acquired Canta I didn't even have a paid server, Perspectiva started with a .info domain on Google's Blogger and stayed in the great PHP InfinityFree classic for some time.

If you have the goal of relocating and especially structuring yourself as a PJ, you are a natural open-worker, call to exchange ideas on any channel.



Share this:

- [Click to share on Facebook \(Opens in new window\) Facebook](#)
- [Click to print \(Opens in new window\) Print](#)
- [Click to email a link to a friend \(Opens in new window\) Email](#)
- [Click to share on LinkedIn \(Opens in new window\) LinkedIn](#)
- [Click to share on Tumblr \(Opens in new window\) Tumblr](#)
- [Click to share on Pinterest \(Opens in new window\) Pinterest](#)
- [Click to share on Telegram \(Opens in new window\) Telegram](#)
- [Click to share on WhatsApp \(Opens in new window\) WhatsApp](#)