

# UPWORK

## FULL COURSE

A GUIDE FOR FINANCIAL FREEDOM WITH FREELANCING

EVERYTHING LOOKS HARD TILL YOU TRY IT!

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PRESENTED BY :  
YOUNG MILLIONAIRES ACADEMY X ETUBERS

# **MODULES**

**MODULE 1. SIGN UP AND GET APPROVED (**

**MODULE 2. SKILLS TO FREELANCE (00:14:57)**

**MODULE 3. SETTING UP PROFILE (00:29:02)**

**MODULE 4. PORTFOLIO (00:45:48)**

**MODULE 5. PRICING YOURSELF (00:55:10)**

**MODULE 6. SETUPS / SETTINGS (01:02:03)**

**MODULE 7. GETTING PAID (01:13:20)**

**MODULE 8. BIDDING PROPOSALS (01:20:58)**

**MODULE 9. GETTING HIRED AND COMMUNICATION (01:35:57)**

**MODULE 10. DELIVERING WORK AND PAYMENT (**

**BONUS: THE 3 KEYS TO BE SUCCESSFUL**

## **1. SIGN UP (How to get Approved)**

Upwork will not allow you to start getting jobs immediately after you sign up.

First of all, your application to be a freelancer must be accepted.

This is mainly happening because the clients they have on the platform and the Freelancers that are signing up must be matched.

Just like the supply and demand concept.

So I have come up with the solution for this. Let's just dive into the steps and I'll show you what to do.

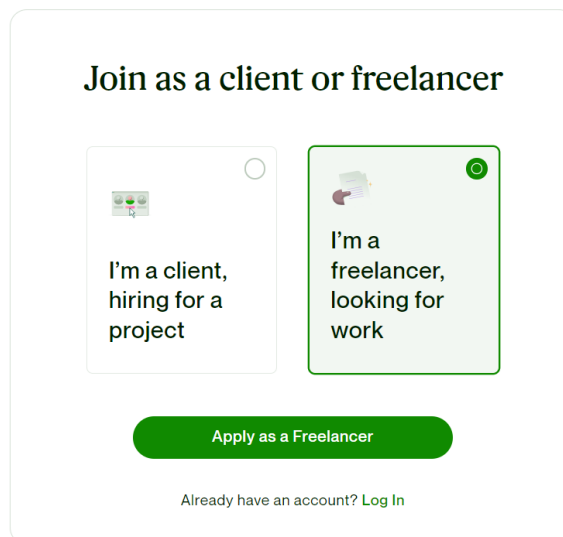
**Step 1.** Go to upwork.com and sign up

**Step 2.** you'll get to options.

1. Registered as a client.

2. Registered as a freelancer.

Since we are looking for a job and to start freelancing on the platform we were just a second one.

A screenshot of the Upwork sign-up page. At the top, it says "Join as a client or freelancer". Below this, there are two options: "I'm a client, hiring for a project" and "I'm a freelancer, looking for work". The "I'm a freelancer" option is selected, indicated by a green border and a green circle. Below these options is a green button that says "Apply as a Freelancer". At the bottom, it says "Already have an account? Log In".

Join as a client or freelancer

I'm a client, hiring for a project

I'm a freelancer, looking for work

Apply as a Freelancer

Already have an account? [Log In](#)

**Step 3:** Now you'll get a new page open which says sign up to find work you love. You have two options: the first one is to just continue with Google or Apple if you have already signed in to your account on your browser.

If not you can just sign up. You need to register your first name, last name, email, password, your nationality. then just take the two checkpoints, send

me helpful emails to find rewarding working job leads and yes I understand and agree to the terms and services. Then hit create an account.

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## **Overview (Copy this and Paste)**

I am a software architect and a senior developer with 6+ years of experience working on international projects and platforms. I have strong experience designing and implementing robust, scalable, and simple solutions to solve real-life business cases.

I have worked with several architecture models, from server-client architectures down to complex distributed and real-time processing systems. I have a large background in software architecture, Linux systems, networking, security, web applications, databases, containers, and several programming languages and technologies.

I have long experience managing a remote team with an agile development process. I understand capturing client requirements is the number one priority. And I worry and strive about code quality and team productivity improvements down to the tiniest details. I am excellent with product development communication and git/task-tracking workflow.

This helps you get great transparency and clarity of my works and additional improvements I may suggest. I have specialized myself in the following technologies

- NodeJS | PHP | Express | Python for backend development
  - MySQL | MongoDB | PostgreSQL | Redis for the database systems
  - React | Redux | AngularJS | HTML5/CSS3 for the frontend development
  - Restful API | GRPC | GraphQL for a communication scheme Deployment and Versioning Technologies
  - Amazon AWS - Jenkins CI/CD, integration with AWS
  - Docker, Kubernetes - Prometheus, Grafana - Git, Github
-

## 2. SKILLS TO FREELANCE

**Characters:** Easy to Learn, Low Competition, High Payment, High Demand,

### Best Skills:

1. **Copywriting:** Copywriters are responsible for writing clear, concise, and persuasive text for a variety of purposes, including website copy, blog posts, and advertising. This is a skill that can be learned relatively quickly with the help of online resources and courses.
2. **Graphic design:** Graphic designers create visual content, such as logos, illustrations, and website designs. This is another skill that can be learned online, and there is a high demand for graphic designers in a variety of industries.
3. **Virtual assistant:** Virtual assistants provide administrative, technical, or creative assistance to clients from a remote location. This is a great option for people who want to work from home and have a flexible schedule.
4. **Social media marketing:** Social media marketers help businesses to reach their target audience through social media platforms. This is a skill that is in high demand, and it can be learned online.

### Easiest Skills:

1. **Data entry:** This is a skill that can be learned relatively quickly with the help of online resources and courses. There is a high demand for data entry skills, and it

is a relatively easy skill to learn. However, it is important to be accurate and have good attention to detail.

2. **Transcription:** This is the process of converting audio or video recordings into text. It is a skill that can be learned online, and there is a high demand for transcription services. However, it is important to have good listening skills.
3. **Proofreading:** This is the process of checking written text for errors in grammar, spelling, and punctuation. It is a skill that can be learned online, and there is a high demand for proofreading services. However, it is important to have a keen eye for detail and a strong understanding of grammar and punctuation.
4. **Translation:** understanding of both the source and target languages, as well as the ability to convey the meaning of the source text accurately and idiomatically..

### High Paying Skills:

1. **Video Editing:** Video editing is a highly paid freelancing skill that requires a combination of technical and creative skills.
2. **Web Design and Development:** Web design and development are highly paid freelancing skills. Skilled designers and developers can create visually appealing and functional websites that meet the needs of businesses and users.
3. **UX Design:** UX design is a highly paid freelancing skill. Skilled UX designers can create user-friendly interfaces that improve the user experience and drive engagement.
4. **Full-Stack, Front-End, and Back-End Development:** Full-stack, front-end, and back-end development are highly paid freelancing skills for 2023. Skilled

developers who can work on all aspects of web development are in high demand.

5. **Shopify Development:** Shopify development is another highly paid freelancing skill. Shopify is a popular e-commerce platform, and businesses need skilled developers to build and customize their online stores.

### **Additional Tips:**

**Start with the basics:** There are many free online resources that can teach you the basics of a skill. Once you have a good understanding of the basics, you can move on to more advanced topics.

**Practice regularly:** The best way to learn a skill is to practice it regularly. Try to find opportunities to practice your skills in your everyday life.

**Don't wait till you become top:** Not all clients like the top freelancers. Start Small.

**Get feedback:** Ask friends, family, or colleagues to review your work and give you feedback. This will help you to identify areas where you need to improve.

### **NOTE**

AFTER YOU SELECT YOUR SKILL, CHOOSE 2-3 BEST KEYWORDS FOR THAT SPECIFIC SKILL. THIS MUST BE WHAT CLIENTS WILL SEARCH, WHEN THEY LOOK FOR A TALENT.

**EXAMPLE:** VIDEO EDITING -> VIDEO EDITOR , YOUTUBE VIDEO EDITOR ,  
SHORTS VIDEO EDITOR



### 3. SETTING UP PROFILE

**Title:-** Make a SUB-NICHE or make it Specific.

Example: Video editing —> YT Video Editor

Graphic Designer —> Thumbnail Designer

- Keep your title short.
- Have keywords and tags in there.

**Profile Picture:** Neat and Visually Appealing photo

**Overview:** Simply answer the question “Why are you the best candidate?”.

**Specialized Profile:** shows work projects you choose to feature. It gives you the opportunity to describe one skill in detail. On each specialized profile you'll set: A title, overview, and rate.

#### Mistakes on Profile

**#1:** Good profile is the **FIRST** step to get a good job. If you didn't do that, don't apply.

**#2:** Jack of all Trades Freelancer.

**#3:** Using Keywords All Wrong.

Here's an example of Upwork's search results:

The screenshot shows the Upwork search interface. At the top, there is a search bar with the text 'web designer' and a 'Search' button. Below the search bar, there are three green buttons: 'Landing Page', 'UI', and 'UX'. A horizontal line separates this from the filter section. The filter section contains three dropdown menus: 'Any category', 'Any job success', and 'Any hourly rate'. Below these are two links: 'Advanced filters' and 'Clear all filters'. Another horizontal line is below the filters. At the bottom, a profile card for a 'Web designer' is shown. It includes a profile picture, the title 'Web designer', location 'Serbia', 'Tests: 2', 'Portfolio: 9', and a '100% Job Success' badge. To the right of the profile card, it shows '\$25.00 /hr' and '\$2k+ earned'.

web designer Search

Landing Page UI UX

Any category Any job success Any hourly rate

Advanced filters Clear all filters

Web designer

Serbia - Tests: 2 - Portfolio: 9

100% Job Success

\$25.00 /hr

\$2k+ earned

**#4:** Boring Title for client. Make on Point skillset.

**#5:** Lacking a Strong Portfolio. The portfolio is the part in your profile that you use to show your previous works. Most freelancers, especially those starting out, normally leave this part blank.

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## New Overview

✓ TOP RATED PLUS ELITE Video Editor ✓

Video editing has always been my passion -- and if it's not exactly your thing, I'm here to help!

I guarantee you will be satisfied with my work!

I can edit your:

- ✓ Social media videos
- ✓ Films
- ✓ Short clips
- ✓ Music videos
- ✓ Promotions
- ✓ Commercials
- ✓ Youtube intros
- ✓ Marketing videos
- ✓ Audio clip and a lot of other types of footage

I also have edited interviews, presentations, tutorials, product reviews, Events, music clips, testimonials, and documentaries.

You may view my works in my portfolio.

Let's talk! :)

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## NOTE

**Focus on offering value.** Don't make your headline all about you, instead use it to show clients the value you will add to their businesses.

**Go straight to the point.** Don't be ambiguous, let the clients know what you have to offer from the word go. Remember that Upwork has a character limit of 70 for the headline so keep it short by going straight to the point.

**Stick to your niche.** Pick a few skills that clearly show your expertise in your chosen niche.

**Don't forget the keywords.** Remember to include 2-3 relevant keywords in your headline.

## 4. PORTFOLIO

It is a major part of your profile. but I'll explain separately because it's so vital for your success in upwork.

If you have a portfolio just upload it.

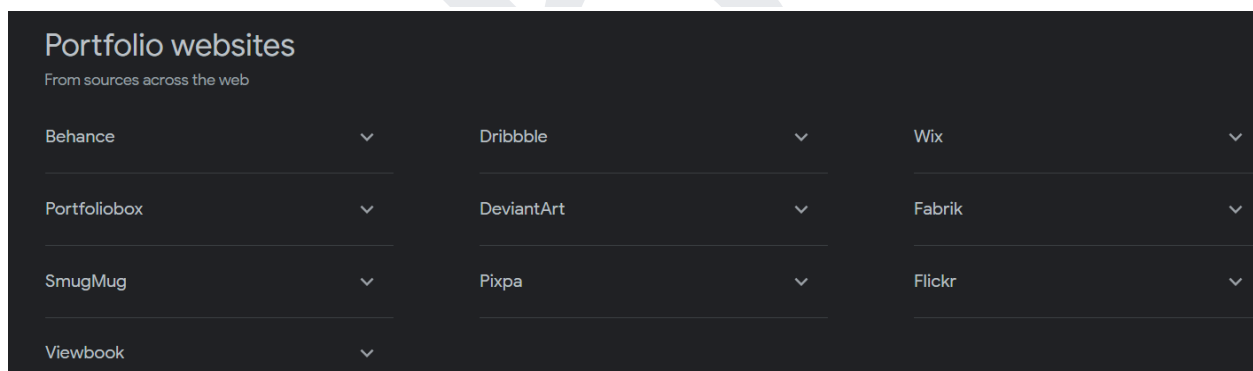
If not, I will show you two methods to get portfolios for any type of skill set.

### Method 1

Go to Google and look for the specific keyword or tag you have already identified for your title. then make it an image search. You'll have a lot of sample works so you can take the screenshot of them and make it as your portfolio.

### Method 2

Check on Portfolio sites. I have attached here:

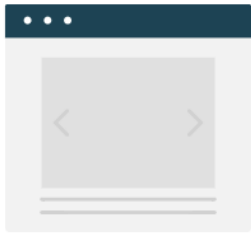


For example: Behance.net

### Adding Portfolio

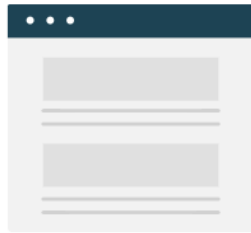
- Focus on projects that are the most relevant to the type of projects you're currently trying to win.
- Try to tell **RESULTS !!!**

## Portfolio Templates



### Gallery

Display images or videos, one at a time



### Case Study

Highlight the project problem and your solution



### Classic

Allow clients to scroll through your work

## 5. PRICING YOURSELF

There are two types of jobs on upwork.

1. Fixed Price: a set price that the freelancer agrees to complete for that amount.
2. Hourly: paid based on the number of hours worked, and the freelancer is required to use Upwork's time-tracking software to log their hours

**Beginners:** Research the market rates for your services and skills

- Start with a lower rate to attract clients and build your portfolio. You can gradually increase your rates as you gain more experience and expertise.
- Be transparent about your rates and what services are included in your pricing. This will help you avoid misunderstandings with clients

**Intermediate:** Evaluate your skills and experience to determine if you can charge higher rates. If you have specialized skills or experience in a particular niche, you may be able to charge more than the average market rate.

- Consider charging by project instead of by hour. This can be more profitable and give you more control over your workload.
- Keep track of your time and expenses to ensure that you are earning a fair wage for your work.

**Advanced:** Consider charging a premium rate for rush jobs or projects that require a high level of expertise.

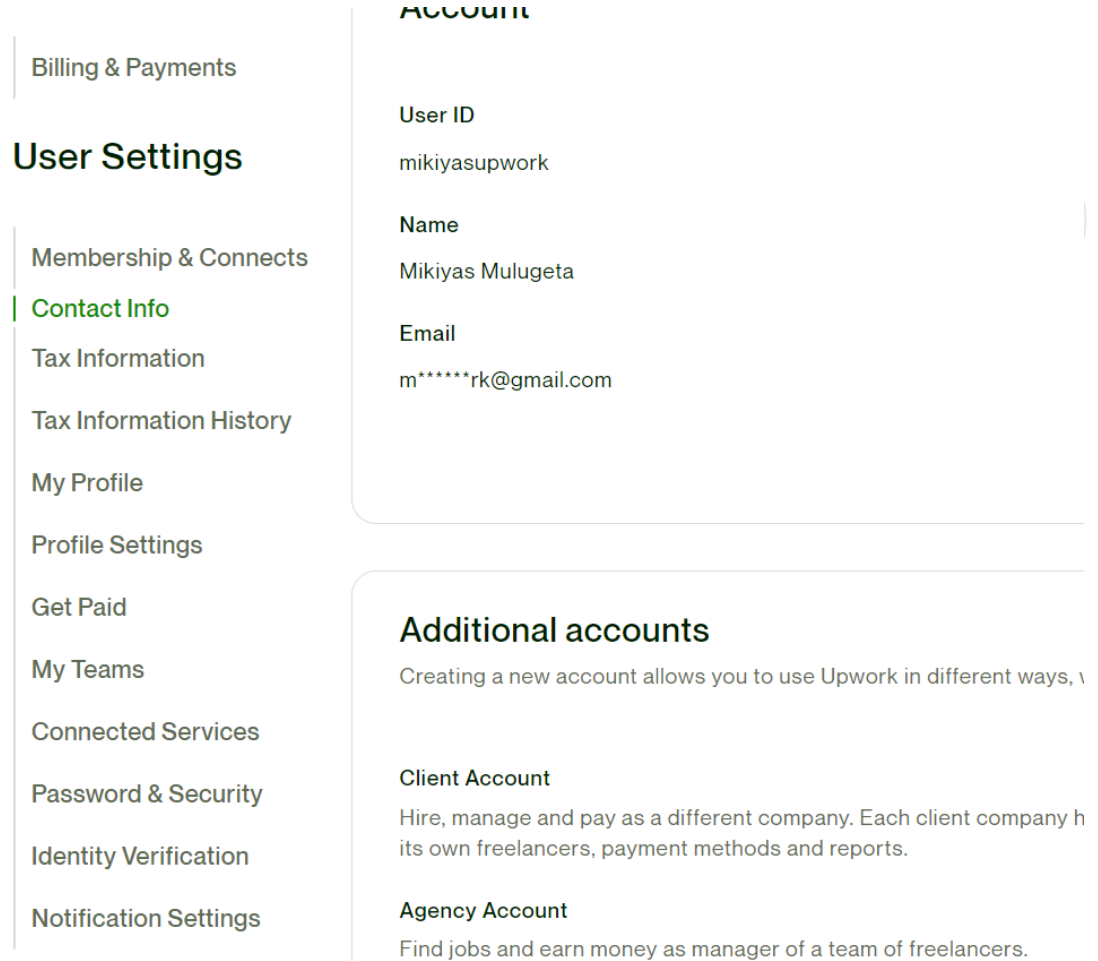
- Offer additional services, such as consulting or coaching, to increase your income.
- Consider partnering with other freelancers or agencies to offer a wider range of services and increase your earning potential.
- Continuously evaluate your rates and adjust them as needed to stay competitive and profitable.

## NOTE

**MIND YOU. THIS IS JUST FOR THE PROFILE AND TAKING ADVANTAGE OF CLIENTS FIRST IMPRESSION. THE REAL PRICE YOU ARE GOING TO WORK WILL BE DISCUSSED IN THE MESSAGE, ON INTERVIEWS.**

## 6. SETUPS / SETTINGS

Explanation on Video is better



**Billing & Payments**

**User Settings**

**Membership & Connects**

**Contact Info**

Tax Information

Tax Information History

My Profile

Profile Settings

Get Paid

My Teams

Connected Services

Password & Security

Identity Verification

Notification Settings

**ACCOUNT**

User ID  
mikiyasupwork

Name  
Mikiyas Mulugeta

Email  
m\*\*\*\*\*rk@gmail.com

**Additional accounts**

Creating a new account allows you to use Upwork in different ways, v

**Client Account**  
Hire, manage and pay as a different company. Each client company h  
its own freelancers, payment methods and reports.

**Agency Account**  
Find jobs and earn money as manager of a team of freelancers.

## 7. Memberships and Connects

### Memberships

There are two membership plans.

**1. Freelancer Basic plan** is your default free plan.

**2. Freelancer Plus plan** includes a larger monthly allotment of Connects, membership perks, and visibility into competitor bids.



## Connects

Freelancers use Connects to submit proposals for jobs on Upwork. These tokens are not credits, but they work similarly to credits.

- You'll receive **40 free** Connects when you register for Upwork for the first time.
- Each month, freelancers receive **free** Connects to help reach out to more clients.
- Freelancer Basic accounts receive **10 free** Connects each month, and Freelancer Plus accounts receive **70** Connects each month (including **10 FREE!**).

### NO CONNECTS ARE NEEDED...

- When a client invites you to bid.
- When a client sends you an offer.
- When a client purchases your **Project Catalog project**.
- When you send a proposal within an Enterprise Talent Cloud.

**Submit:** Tax Information, and Getting Paid

## 8. BIDDING PROPOSALS

- **Find a project** that you're interested in. You can use the Upwork search bar to find projects that match your skills and interests.
- **Read** the project description carefully. Make sure that you understand the scope of work, the deliverables, and the project timeline.
- **Assess your capabilities.** Make sure that you have the skills and experience necessary to complete the project successfully.
- **Estimate the cost.** Calculate the cost of materials, labor, and other expenses. Be sure to factor in your profit margin.
- **Write a proposal.** Your proposal should include your contact information, a summary of your experience, your estimated cost, and your timeline for completion. You may also want to include a portfolio of your work or testimonials from past clients.
- **Submit your proposal.** When you're ready to submit your proposal, you'll need to use Connects. Connects are a limited resource, so use them wisely.
- **Follow up.** After you submit your proposal, be sure to follow up with the project owner to answer any questions and to confirm that they received your proposal.

BUT, WATCH THE VIDEO FOR EXTREME METHODS TO GET JOBS **10X**.

## Proposal Cover Letter Formula

Hey *client*,

Write similar projects you have done in 3 sentences.

Show why you are the best. 1 sentence

Show you know it well. 1 sentence

Link to your portfolio: .....

Ask some questions about the project. Tell the client you are comfortable for a 15-20 minute call.

## 9. GETTING HIRED AND COMMUNICATION

1. **Communicate effectively with your client.** This includes responding promptly to their messages, being clear and concise in your communication, and following up as needed.
2. **Meet the client's expectations.** This means delivering high-quality work on time and within budget. It also means being flexible and adaptable to the client's needs.
3. **Build a good reputation.** This means getting positive feedback from your clients, completing projects on time and within budget, and being responsive to their needs. A good reputation will help you attract more clients and get better-paying jobs in the future.
4. **Be professional.** This means dressing appropriately for video calls, being on time for meetings, and being respectful of your client's time. It also means being organized and efficient in your work.
5. **Be patient.** It takes time to build a successful freelance business on Upwork. Don't get discouraged if you don't get hired right away. Just keep working hard and providing excellent service, and you will eventually find success.

## 10. DELIVERING WORK

### **Escrow:**

Escrow is a neutral holding place where funds are kept until both parties in a transaction are satisfied.

Escrow is a great way to protect both freelancers and clients. It ensures that freelancers are paid for their work, and it protects clients from being scammed.

If a freelancer does not deliver the agreed-upon work, the client can dispute the transaction and the funds will be returned to them.

1. Once the freelancer has completed the project, they submit the work to the client for review.
2. The client reviews the work and either approves it or requests changes.
3. If the client approves the work, they release the funds to the freelancer.
4. If the client requests changes, the freelancer makes the changes and resubmits the work.
5. The process repeats until the client is satisfied with the work.

Here are some additional things to know about escrow on Upwork:

- The funds in escrow are held by Upwork until the transaction is complete.
- Upwork does not charge any fees for escrow.
- If there is a dispute, Upwork will review the evidence and make a decision.
- The decision of Upwork is final.

## Rating

**Job Success Score (JSS):** This is a measure of how well you've performed on past contracts. It's calculated based on the feedback you've received from clients, as well as the number of contracts you've completed and the amount of money you've earned. A JSS of 90% or above is considered excellent.

**Overall Rating:** This is a measure of your overall reputation on Upwork. It's calculated based on your JSS, as well as the number of positive reviews you've received from clients. A rating of 4.5 stars or above is considered excellent.

## Badges

Upwork badges are a way to recognize freelancers for their skills, experience, and performance. There are four different badges that freelancers can earn:

- ★ **Rising Talent:** This badge is awarded to freelancers who have recently joined Upwork and have demonstrated the potential to be successful.
- ★ **Top Rated:** This badge is awarded to freelancers who have consistently delivered high-quality work and received positive feedback from clients.
- ★ **Top Rated Plus:** This badge is awarded to freelancers who have achieved Top Rated status and have also completed a certain number of large or long-term contracts.
- ★ **Expert-Vetted:** This badge is awarded to freelancers who have been vetted by Upwork's team of experts and have demonstrated exceptional skills and experience in their field.

# THE 3 KEYS TO BE SUCCESSFUL

**Create a strong profile:** Your Upwork profile is your first impression to potential clients, so it's important to make sure it's well-written and professional.

**Write good proposals:** When you apply for jobs, make sure to write a strong proposal that highlights your skills and experience.

**Be patient:** It takes time to build up a successful freelance business, so don't get discouraged if you don't get a lot of work right away.

**ONE WEEK UPWORK WORKSHOP**

**ROUND 1 - JULY 28 - 30 AND 28**

**REGISTER NOW -**