

Full Revision for Freelance part

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Part one: Freelance Basics

Part two: Freelance Market

part three: Build your brand

Part 1)

introduction about freelance

freelance is not a new field..It has existed for a long time not associated with companies or institutions but only for you, the first platform was 1998, it leads to a large expansion in freelance via the internet and developed.

Some people quit their jobs and moved to be a full-time freelancer in Arab world with increase of unemployment rate it leads to a boom in the trend of freelance work especially for women and house wives & about the services which you can provide it online like content creation, web design...etc.

*Difficulties which faces freelancers in the Arab world

- 1) how can the client hire you? What's your previous experiences...You must create a strong portfolio
- 2)How can I earn this money via the internet ,you'll face problem with banks ,it will require a fixed-income source but different platforms know that very well

*Expected income: how much money, you'll earn from your work as a freelancer ! is the freelancer earn money more than the traditional one ?

Of course yes.

Common factors with traditional Jobs:

- 1) Specialization as an example web developer earn more money than content writer even if they have the same years of experience.
- 2) Experience (if you were a beginner not as you were a professional or advanced level) ,more experience you gain more money you earn.
- 3) Place of residence & average per capita income (the digital marketer in Canada his average per hour 40.17 \$ but on the contrary the Indian digital marketer needs only 19.12\$ per hour
- 4) Available Financial services. The more these services increase in your country, the more you will find freelance work

Factors related to you as a freelancer:

- 1) Seriously taking freelance work (for example allocating a specific time to offer your services on the freelance platforms)
- 2) Prepare expectations for freelance (How you can start)
- 3) your knowledge about freelance basics (Choose a specific platform & clients ,when you accept or reject offers?)
- 4) How to avoid difficulties of freelance!
- 5) Personal Branding: you know that freelancers who've a website earn more money than the others who haven't a website by 65%

how can me get the chance to get the freelance work:

you can get it through different platforms like (Up work , Fiverr , Freelancer..etc.), In the Arab world (Khamsat , Mostql..etc)

Although the freelancer platforms are one of the best ways to search for clients, you can find a job/opportunity through other means:

- 1) Temporary Recruitment agencies
- 2) Marketing attract client by creating your own website and a channels on social media.
- 3) Through the recommendations & Knowledge network you've made.

Misleading profit examples:

- 1) fake hiring offers
- 2) false investment offers
- 3) Financial approval offers & Bank loans
- 4) offers quick financial gain

How to keep yourself save from misleading profit!

- 1) You must be attention (know all misleading methods!)
- 2) You must check the source (Website of the company ,the name of your client, email address, and never open any invitations you have no idea about it might be a Hack Be careful.
- 3) know your clients (is there a Broker or you are dealing with your client directly?)

4) You must read licenses and terms of usage (if you've a conflict with the client what about your money in this case?)

5) Be Safe (Never share your accounts or emails or passwords with anyone)

6) you must have a deal with your client and receive part of your money in advance

_ Misleading Methods:

First, network marketing, and here your friend convinces you to market a product that is much more expensive than its real price, and you get commission for every sale.

Secondly, hierarchical marketing, when you bring more people, you will get larger commissions, and here at the bottom of the pyramid, you do not get anything and you must pay an amount to subscribe at the beginning.

Third, Pay-to-Click: A great opportunity to profit from home by watching ads daily

_Advantages of Freelance

1- Freedom to work (any day you take a vacation)

2- Choose clients (how do you deal with different clients)

3- Project selection (choose the type of projects / provide for innovation and creativity / self-desire for self-development)

4- Access to global markets (no geographic borders and a huge number of customers)

Disadvantages of freelance

1-Irregular work flow and financial risk (today I have offers tomorrow I don't know what'll happen?)

2-Financial regulation

3-Multiple responsibilities must define priorities and what tasks must be accomplished first

4- Time management (Time difference must be taken into Consideration with foreign clients and other countries)

Gradual transition from regular job

1-Partial independence (set aside part of your time) Try to build business that will help you a lot

2- Saving .. It is recommended that you save for the next 6 months if you really do move to self-employment

3-Reducing expenses as much as possible

4- Devising a plan for investment and spending money

5-Leave the door not to close it completely (you don't know what'll happen if you left your company)

Adopting a freelancer mentality may leave a project that will bring him a large sum and implement another project for free, for example if it conflicts with the moral value or something.

You must have an internal motivation. You're a manager of yourself and responsible for everything and you must scale your money & investments. The most important thing in freelancer is Time valuable more than gold you should have balance)

Create the work environment

The workplace must be allocated part isolated from the rest of the house, preferably sufficient lighting and an office and a comfortable chair to work for long hours. Perhaps you work while you are standing sometimes to avoid sitting fast times and other problems and preparing the office and others until you become psychologically comfortable

You must take into Consideration all that is on the legal side, for example licenses from the responsible authorities or taxes that you must pay, and so on in order to avoid any legal accountability as Emirates & Saudi Arabia do in the Arab world. So we advise to ask in our country Income tax If your income exceeds a certain threshold, you must pay taxes.

Basic online profit models

Micro services: Remember the biggest challenge on these platforms is to attract buyers to your service among all the services. And you can achieve this by providing a very distinctive and high-quality service, and also by intensive marketing. Like writing articles/programming/web design it takes short time and regularly starts from 5 \$ the most famous one in our Arab world is Khamsat

2-Selling digital products like e-books and Technical design work Applications and games ..etc

What are the features of electronic product?

It can be sold many times

Access to a global market will eliminate all storage costs

The main controller of your product

Products can be sold through your main site or digital sales platforms such as Amazon, but for a commission, and pricing is done according to what is offered and the cost of production, competition, etc.

The commission sale

the commission system consists of four parties

.The advertiser (also called the merchant) is the owner and seller of the product

.The marketer (also called the publisher), the party that promotes the advertiser's product

The customer / customer is the party who purchases the product, which is considered the pillar of profit from selling by commission

The network is the platform used by the publisher to market the seller's products for the purpose of persuading followers to purchase these products. Like personal blogs and social media accounts, such as YouTube and Instagram channels

Referral link_____product_____Buyer_____Complete purchase_____commission

Kinds of commission sale

Cost per sale: when you sell a product to someone, you will get a commission but you must sell him.

Cost per Action: you get a commission if you persuade your customer subscribe email list or complete a form something like that.

How can we get money through our Blogs?

The best way to get money is ads on your blogs like Google AdSense and YouTube nowadays requires some conditions such as 1000 followers and 4000 hours watch your videos

Secondly, commission marketing, for example, you take the referral link and place it in your YouTube channel, do product reviews, and you should be completely honest with your followers so that you don't lose them.

Third Financed blogging is different from commission marketing and is for companies that want to advertise for it.

The most prominent methods of financial collection:

Conventional banks

Virtual banks such as paysera / transfer wise

Crypto currencies like Bitcoin

Direct transfer by Western Union

At times, brokers may resort to deducting a percentage of the amount for this

Pay pal it depends on your email

Khamsat platform.

Selling mini services online

I learned how to create an account

Service creation

The ability to improve service and marketing to improve sales opportunities (you must back to videos after reading this notes)

Mostql Platform

you must create a new account and your profile Log in to Hsoub via this [link](#) when you register buy it sign in with mostql and you're a mostql or project owner save and continue.

The total balance: The total balance on your account includes your earnings and the outstanding balance

The outstanding balance: includes 3 classifications: your profits / budget for your projects in progress if you add a new project on an independent basis as a project owner and the amount you requested to withdraw it is still in transformation and usually has 14 days to guarantee the rights of the project owner

The available balance: that can be used to open new projects in mostql

Retractable balance: The remaining amount of profits that he achieved in an independent and you can withdraw it in an independent that has expired for a period of 14 days

What is my total profit as a Mostql project worth ten thousand dollars \$ 10,000 with a new customer or the sum of several projects with the same project owner?

First we calculate the commission of mostql first 500\$ *20% =100 .. And about 4500*15%=675...and about 5000*7% =350 All commission are 1125 when you do this 10000_1125=8875

Global platforms like

Maharati platform

Up work platform

Freelancer platform

People per hour platform

Fiverr platform

Guru platform

Challenges in global platforms

English Language is must

Free errors and Grammarly should be used

The visuals and videos are important. As for the profile, it is very, very important. It must be impressive, distinctive and appropriate management skills in everything. Financial management. You do everything and require knowledge in many areas.

The lack of a business exhibition, as it takes a lot of time in the beginning

Elements for choosing the appropriate platform

the language

In the event that you are having difficulty speaking and writing in the English language, it will be difficult for you to compete in international platforms, especially since in general the English language is the language used, but certainly this is not a problem in light of the availability of a large number of Arabic platforms such as independent, five, sea and job, these The platforms will be the best choice for you, since they use Arabic in general.

Method of providing services

If you are a person who sells a specific product, it may be a five-fifth platform and who works in the way of selling products and services is your first choice, given that the style of these platforms corresponds to the method of work that you do, where you can present the product that you want to sell and place value for, unlike the rest The platforms that follow the method of requesting the service and submitting offers.

How to collect money

Some platforms support payment by direct bank transfer, and thus are a suitable option for everyone, other platforms may only support paypal or VISA and thus it is difficult to work on for independent people from countries that are not supported by the company or the network, always make sure of payment methods and collect money on the platform and make sure You can easily get your money back

Types of services

The services differ from one platform to another. The platform he wants is a distinct choice for content writers, since the platform is dedicated for this purpose, and the Drip and Design platform is known for the quality of the services provided in it in the field of design and innovation. Here, it leaves you with the option to choose a platform related to your specialty or a platform that supports various fields.

Competitiveness

Global platforms are highly competitive, followed by Arab platforms, then platforms that operate mostly in a specific country, a sea level competition platform is less than an independent platform, and an independent platform where the level of competition is less than the UpWork platform, it may be good to start from a platform with a competitive Less before moving to platforms of a highly competitive nature, and the person may sometimes be at a level that allows him to compete in highly competitive platforms from the beginning, this is a decision that depends on the skill holder

Creativity

Some people may search for projects with new and creative ideas even if the amount is less. The goal is not only to earn money, but the service provider has another goal, which is to work on distinct projects that distinguish it and distinguish its business exhibition, here it may go to specialized platforms in a specific field, or platforms that It contains a large number of projects, as it is better if you find in it these types of projects.

Here we reviewed a number of criteria and the matter comes back first and foremost to the criteria that you set for yourself, it may be the average value paid per hour on the platform, or the ease of communicating with the customer, or the segment of visitors to the platform, and other criteria that you may search for, whatever the criteria, just specify it in advance Then never search the platforms for the best platform that matches your criteria, just as being on more than one platform is acceptable and there is no conflict, no doubt your presence on one platform and building a name for you may have a

good return for you, but being on more than one platform is not a mistake Of course, just focus on your goal, whether by achieving the highest profit, developing your skills, or working on new, innovative and creative projects.

What is identity?

Your personal brand and what is the best way to develop it

Elements of identity building

A) Self-knowledge

B) Know your audience

C) Find out about your competition

Identity building steps

Creating digital presence

Building a business portfolio

Create a visual identity

Create a business logo

Create your own style

Self-marketing strategies to build a trusted tech brand

Building a network of knowledge

One of the best self-marketing strategies. Invest some time to expand your knowledge circle. Many job opportunities come from the knowledge that will nominate you and talk about your high professionalism and quality of work. Common term, the person you know is better than the person you recognize

Share past experiences and experiences

Take advantage of all the opportunities to market yourself as PODCAST interviews, Q&A platforms, ask me whatever you want, and I'm good at this.

Manage your reputation

Search for yourself on the search engines and social media: What image would anyone like you ignore and want to know you? You control this image:

Your comments on social media: Any phrase you utter or any opinion you share within your official accounts may lead to a negative or positive impact on the distinct image that you seek to draw in the minds of your customers.

How you deal with criticisms against you

Customer reviews of projects I worked on previously

Listen to your audience and deal intelligently with business challenges. This helps you turn all that is negative about you into a positive thing that brings you unique marketing value. As an angry customer satisfaction.

Identity Building Elements

An identity without continuity, distinctiveness and consistency is a fragile identity that cannot be relied upon for uniqueness in a market crowded with other independents. Let's look at each of these three elements in some detail.

- **Continuity**
- **Excellence**
- **Persistence at the same level**

The most important sites and networks of communication

LinkedIn

The YouTube

And the Qoura platform