

## THINGS YOU MUST KNOW AND DO ABOUT UPWORK TO LAND YOUR DREAM JOB

Trust we had a great day

So I'm gonna be as detailed and quick as possible

Like I use to love to say, Upwork is a wide sea

One thing that must be on your mind is that nobody owes you on that platform

So getting angry or giving up because you're not hitting a job opportunity isn't an option

Quit the entitlement mentality already

The beautiful thing about getting jobs on Upwork is that once you get your first correct job, even if it's \$3/hr, you'll feel the difference

Now let's get down to things that you must do

I'm gonna be starting from the scratch because I don't want to assume everyone here already knows what to do

### **1. Build your Upwork Profile**

A lot of people still think building their Upwork Profile is a choice

They can choose to do it or not

That will not help you at all.

Please excuse any observed typographical error

Today Ekwy still posted about LinkedIn revamp

That's how seriously you should take your Upwork Profile

Why will people revamp their LinkedIn, it's because they wanna get jobs, that's the first most important reason. Jobs, recommendations, connections, referrals, they want to be noticed by recruiters, top CEOs, clients generally.

It's the same thing with Upwork

You can't just get on Upwork and write any Grammar and say you're done

There's a way to pitch yourself, introduce yourself with your profile to potential clients.

This also starts with your profile picture.

Some people their profile picture on Upwork is looking like they're gonna fight a Chimpanzee.

No smile, no good angle, nothing. This matters too. It may sound like it's irrelevant, please it is relevant.

Some people's profile picture, it's like they're in a club or like they're just playing around.

It shows how seriously you take matters

Pictures like that on an official platform as such doesn't sell you well

## **2. Profile Overview**

Make your overview as brief as possible

I am Mandela the daughter of Nzugu born in Ekperima Village, Ndeli North, North Carolina.

All these aren't necessary

Your official name on your profile is okay

Use your profile overview to tell prospective clients about what you've got to offer

Use bullet points so that what you're presenting will be easily readable

Just mention your skills and Proficiencies. That's all you need. Every other detail may not be necessary, maybe your Educational Background at the end.

Then add a call to action.

Like

"I'm just a click away"

## **3. Your Work Experiences**

This is where the need for a good CV cannot be overemphasized

You can't just go and write I worked in Adanne super stores

- i. Packing of carton and throwing it away after customer offloads the content
- ii. Recording of daily sales and reporting to the manager
- iii. Welcoming visitors and customers that come to ask questions

If these are the kind of things, I mean if these are the manners your job experiences are written on your CV and on Upwork, you need a revamp asap. No client will take you seriously

Even if you worked in an oil company

Your presentation matters

Let me take the matter away from your profile a bit

But well, the reason I spoke about your profile is because without applying for jobs, clients can send you invite to apply for their jobs

Anytime you see number of invites under a client's statistics, he or she is the one who sent the invites to people whom he or she found their profile appealing

**Now listen to what I want to say**

## **4. FIND A NICHE**

The reason many people aren't getting jobs and may never get jobs, is because they got no niche

On Upwork they're like that medicine they sell on the car bonnet in Onitsha market that cures rheumatism, headache, fever, arthritis, HIV, and all manners of sexually transmitted diseases

One small herbal medicine oh. Toor

Find a niche

This can't be overemphasized

What are you selling?

What are you offering?

Some people all they know is

VIRTUAL ASSISTANT

If to say virtual assistant na human being ehn, e for dey hospital now they collect drip, because e don too suffer for people hand

Your profile na virtual assistant, but if you see transcription job, you apply, translation, you apply, content writing, you apply, social media management, you apply, NFT, you apply

You just dey apply for anything and everything

All na work

Any job wey show like this for your face, gbam you don apply, from top to bottom

What's your niche?

Is it marketing and sales?

Is it social media management?

Is it Sales and Business Development?

Is it transcription and translation?

Is it Cloud computing?

Is it cyber security?

Is it web design and development?

Name it, there are thousands of niches

Define one for yourself

And build a freelancing career around it

Is it digital marketing?

Again what is your niche?

Virtual assistance is broad

That's why you'll see on Upwork when you want to create a Virtual Assistant Profile, you'll see it as "General Virtual Assistant". There they're expecting you to define your specifics under it

Let us know what you can do

If your own is sales,

What kind of sales

For instance, one of my niche is sales, but no matter what, I don't apply for outbound calls or whatever

I'm a high ticket sales closer,

But anything that has to do with calling people to generate lead, \*I NO DO

I'm not interested

I can call you to sell, not to generate leads. They are two different things

Get people to generate the leads, then leave the leads with me and go and sleep. Don't worry, just go and sleep. The sound of credit alerts won't make you rest

So what am I saying in essence? Define your niche

When you do this, you will know that it's not all jobs you can apply for on Upwork

I was on Upwork for over one hour yesterday, and didn't see what suits me to apply for, I left

When your niche is defined, it will even determine the kind of courses you take.

Some people have done every, I mean all available courses on Coursera

Anything they see on Coursera they do

Anything they see on gidi girls, they do

Anything jobgurus presents they do

Haba nau

All these is because you've not defined what you want

There are people who don't have one certification like this , and they're already top rated on Upwork

So certifications should give you a higher advantage in landing jobs, but the question is, what kind of certifications do you have? Do they have any relationship with your niche? Do you even have a niche?

That said

Let's move on to

## **5. Proposals or Cover letters**

See, listen carefully, when writing proposals, many people make the mistake of reintroducing themselves and their sentimental backgrounds

Lol

Let me touch a little on courses, don't get me wrong

You can do multiple courses, but make sure they're relevant

Back to proposals and cover letters

Don't put too much concentration on yourself

Learn to balance it

Concentrate on what you have to deliver to your client

Now this is what I mean

Look at this job post for example

This job post is longer than this, I just had to cut it short

**Airbnb & Guesty // Listing Onboarding Specialist**

Hourly – Posted 1h ago

30+ hrs/week

Hours Needed

More than 6 months

Duration

Expert

Experience Level

“WE ARE HIRING! We're Angel Host, a data-driven and tech-enabled Rental Maximization service that helps Vacation Rental Managers, Operators, Developers & Investors worldwide out-perform their market. With Angel Host taking care of pricing, reservations, and channel marketing, our clients get to focus on growth or simply enjoy a reduced workload, while we maximize the performance of their portfolios. Angel Host was founded by highly experienced, award-winning entrepreneurs and hospitality operators, and is supported by some of the most prominent International Venture Capital Funds. Our mission is to become the worldwide leader in vacation rental management and we're on the right track, currently working with clients in the US, Canada”.

When writing a cover letter I said don't put all concentration on yourself

Okay, let's use this

**Airbnb & Guesty // Listing Onboarding Specialist**

**“With Angel Host taking care of pricing, reservations, and channel marketing, our clients get to focus on growth or simply enjoy a reduced workload, while we maximize the performance of their portfolios”.\***

Sorry I’ve been trying to find a job post that will help me explain better, I needed a very comprehensive job post, but it’s taking my time. So we’ll just manipulate this.

The name of this company is Angel Host,

Now look at what they’re looking for, a guests and listing onboarding specialist

Also look at what they’re doing

They take care of pricing, reservations and channels marketing.

Now if they list in their job description that they need a freelancer who can help take care of pricing, reservations, channel marketing, etc.

Now when writing a proposal, as much as it’s good to tell them you’re willing to be their listing specialist, or whatever, it’s also wise and professional to tell them how you intend to carry out the tasks they’ve mentioned or outlined

As an air BNB listing and onboarding specialist, how do you intend to manage pricing or take care of pricing? How do you intend to carry out rreservation?

What platform will you use, how do you intend to execute channel marketing?

What they’ve listed to you aren’t just tasks, they’re problems they want you to solve. So proffer solutions.

The truth is that they may already have solutions to them and just need someone to carry them out, but they also want to know what you can do about that, hence the need for an experienced freelancer

Note that while you want to proffer solutions and tell them how you intend to carry out those tasks, be as brief as possible

You need not go into too much details like techniques

The funny thing is that you may not even know anything about it

That’s why Google is your friend

YouTube is your friend

**One of the jobs I got on Upwork came with so many questions**

I saw the job and loved it, but the questions were much

So much

I didn’t even have the answers, I only had ideas

What did I do

I went straight to YouTube immediately

Typed something around the question, and watched like 6 videos to answer each question

It took time

I almost spent two hours answering the questions

I made sure after seeing the videos I was creative in my response

I even used story telling

Story of something that never happened. God knows I didn't mean to lie, in my mind I was writing fiction

This was the response of the client when he sent me a message 📌

**"I like the responses you gave to my questions, shows that you are an astute sales man"**

That day I was just laughing.

Yes I'm good with sales, but only if this person knows that I got all responses from YouTube and Google.

But what I did was to first understand the question, understand the responses and solutions I saw on YouTube, and then present my solution using my own words as though I've been doing it for God knows how long.

Not word for word

That brings me to another matter.

## **6. Don't be in a haste to submit proposals**

You just write anything and submit. No, take your time. The job post is still there.

Take your time to give the best response

There's no award or reward for first to comment

Or first to submit

Also make your first two lines catchy and appealing

You can say

I'm offering you 12 years of experience, instead of saying I have 12 years of experience

You can start with a very brief story telling

For instance you want to work with an organization that has something to do with mental health

Be creative

Maybe they're looking for freelancers for a mental health organization

“Chibuzor will not talk, he kept staring at the ceiling every school day, his grades dropped, from top in class to an average student, then to low academic performance, he became an object of mockery to everyone in class, teachers beat the life out of him, but my humanity will not allow me excuse Chibuzor’s attitude and sudden change. I spoke to him but he wouldn’t say anything. So I decided to be his best friend. I invested hours and so much commitment into our relationship, then one day, he finally confided in me. His parents' divorce had caused him a mental breakdown and that was responsible for his sudden low academic performance and misbehaviours.. But through my companionship and further introduction of Chibuzor to my family, he found love again which helped him heal and restored his academic confidence. Ever since, I have had so much passion for people with mental health issues, and have been instrumental to the healing process of many.

If given the opportunity to be one of your... I bring with me my ...

**Storytelling is a high secret weapon to wowing a hiring manager.**

**It’s one of the most powerful tools for building your career and your brand.**

**Cover letters shouldn’t just list your skills and achievements, they should convey personality, build your personal brand, and tell a story.**

That said

At the end of your cover letter please put a call to action. Very important

It could be;

You can send me a message so we discuss further

I’m just a click away

I respond promptly, I’ll be waiting to read from you.

I’m available to start immediately, kindly reach out

Etc.

Just put a call to action

Don’t end your cover letter without a call to action

Please don’t!

Additionally, always include the specifications or concerns of your client

E.g. if he says if you’re interested, be available to work 8-5 PST

Be available to work 30 hours weekly

Be available within USA Business time period.

Include it that

You’re available to work 8-5 PST



You'll be willing to work for up to 40 hours weekly (be sure though please. But indicate it)

"I'm available..."

It allays the fears of your client and shows you meet all necessary requirement

They don't have to come ask you about that inbox anymore

So once they read your cover letter, they've taken their decision about you already

Anything they're coming to do inbox is just formality

As I round up

Please learn to check a client's hire rate

A client who has posted 130 jobs with 32% hire rate. Hmm

You need know that some clients only post on Upwork to keep their accounts busy

You see a client with Amount spent, \$500+ and has been on Upwork since 2017, has 41% hire rate, and 16 open jobs, posting that he wants to hire you as a virtual assistant and pay you \$10-\$20/ hr and you're applying

Please always check those details. Check the client's statistics

I remember one mistake I did

Applied for a \$2000 budget job

I didn't check well. I've submitted proposal when I saw

Client's amount spent \$100+

12% hire rate

3 hires

3 open jobs

I knew I just made a nonsense mistake

Mistake

Funnily enough, the job post was almost 1 month or so. Lol

After I applied, I was just looking for other jobs like 2 hours later and saw that the same client posted that same job again afresh. He was just wasting people's time. Till now he has hired no one and it's almost one month

All right

Don't be in a hurry to apply, check statistics and be sure you're doing the right thing

Connect is expensive

I'll stop here for today

We can't teach everything in a class.

Thank you all for your time.

**God bless you and favour you.**

**DON'T GIVE UP**

**PRACHT**  