



# GRAND Upwork SUCCESS

## HOW TO WIN CLIENTS ON UPWORK

- ✓ Upwork Profile Creation
- ✓ Upwork Profile Optimization
- ✓ 7+ Common Proposal Mistakes
- ✓ 20+ Upwork Proposals Template
- ✓ 20+ Hooks & 14 Niches Template
- ✓ Upwork Profile Ranking Hacks
- ✓ Best Bidding Times/Ways



**THIS EBOOK IS WRITTEN BY MUBEEN ANWER.**

**CEO OF E-COM SULTAN & FREELANCINGNINJA.**

**HE IS A FREELANCER & ENTREPRENEUR HELPING PEOPLE TO MAKE MONEY ONLINE FOR FREE.**

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Generated over \$10k+ a month for 100+ E-commerce businesses || I help e-comm businesses grow in huge profits || LinkedIn Growth || ...

**Get More SALES?**  
 LET'S TALK



Your next:  
**E-Commerce +  
Digital Marketing  
AGENCY**

- Shopify Drop-shipping
- Facebook Ads
- Sales Copywriting
- LinkedIn Prospecting
- Freelance Proposals
- E-com Sales

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Shopify Developer & Dropshipping Expert || Mechanical Engineer ||  
Freelance Consultant

Talks about #fiverr, #upwork, #linkedin, #freelancing, and  
#shopifydropshipping  
Islamabad, Pakistan · [Contact info](#)

<https://www.instagram.com/freelancingninja/>

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# UPWORK PROFILE OPTIMISATION

## 1. Profile Picture

- It has to be professional
- Shows face clearly
- Plain background

**Example:**



## 2. Headline

Title with searchable keywords.

**Don't:**

- ✗ Graphic Designer
- ✗ Digital marketer
- ✗ Ninja writer
- ✗ Boss of marketing

**Do:**

Main niche + Sub-niche || how you help

- ✓ Shopify Dropshipping Expert || Helping e-com business grow
- ✓ Wordpress Website Developer || Building Your Online Presence
- ✓ Amazon FBA Private Label || Sky-rocketing Your Sales
- ✓ Social Media Marketing | Facebook Ads- 10X your BRAND

**Example:**

## **Shopify Dropshipping Expert|| Helping eCommerce Businesses Grow**

### **3. Overview**

- Eye-catching Question (Use Emoji)
- Questions focused on the client PAIN-POINTS
- Proof (Credibility) don't say! SHOW.
- A quick testimonial would help.
- Your Expertise
- Services
- Call-to-action

You need to put your main keyword 3-4 times.

**Don'ts:**

- ✗ don't talk about YOURSELF only
- ✗ don't make it TOO LONG
- ✗ Don't brag about your experience

**Do's:**

- ✓ Talk about your Client's pain-point
- ✓ Previous work results (If you have any)
- ✓ Expand your services and expertise

**Example:**

Are you looking to generate MORE SALES for your e-commerce business?

Stuck with NO sales?

Hi!

⭐ My name is Mubeen. I'm here to help you on the RIGHT PATH TO SUCCESS with opening your brand-new Shopify Store!!

🚀 "Good work. Attention to detail. I liked that Mubeen read the request and responded that it was pretty straightforward and did the work well. I will hire him in the future." - Kacey Ann King

✓ If you are looking for a passive income stream, then you found the right place. With over three years of experience, I enjoy creating high-converting, one-of-a-kind, and eye-catching Shopify Stores that are also simple to manage!

⭐ I have helped many stores achieve success. I have got the knowledge and industry experience to build you a converting Shopify Dropshipping store. I guarantee you a professional website with products that convert. My main aim is to help you achieve your dream to escape 9-5!

I am an expert in creating:

- ✓ Shopify AliExpress Dropshipping Store
- ✓ Print on Demand Shopify Store
- ✓ Own Inventory line store
- ✓ One Product Shopify store
- ✓ Any website on Shopify

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MY SERVICES:

- \* Install and Customize Theme
- \* Responsive Layout Design from Scratch
- \* Finding winning products (all day, every day!)
- \* Creating high converting stores
- \* Link Social Media
- \* Implementing highly converting sales funnels within Shopify
- \* Sourcing from best suppliers
- \* Creating brand awareness
- \* Basic SEO of the Products
- \* Install & Configure All Necessary Apps
- \* Running successful marketing campaigns (Facebook ads)
- \* Copywriting: Product descriptions, emails, sales letters.

★ If you're still unsure, check out my portfolio. Allow my work to speak for itself! Let's get started.

[less](#)

#### **4. Create 2 Specialized Profiles if you work on multiple niches.**

- ✓ Recommended to create specialized profile
- ✓ Optimize it according to your sub-niche
- ✓ Same procedure to be followed as mentioned above.

Example: E-commerce and Copywriting

#### **5. How to build a portfolio without no work experience?**

Simple answer is:

You need to have a portfolio.

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## 6. How to build portfolio without clients?

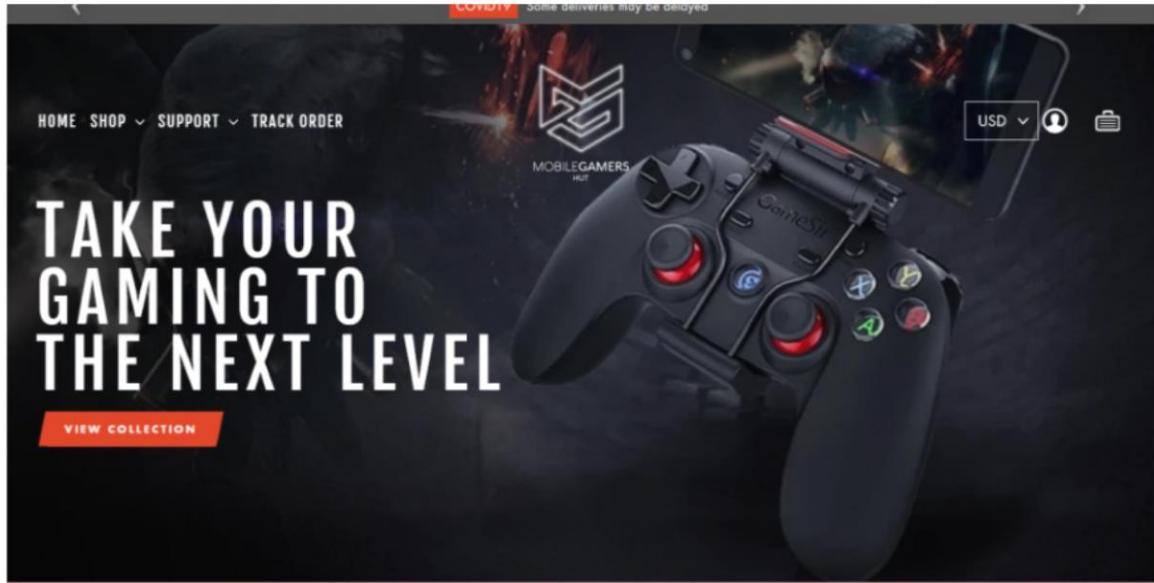
- ✓ Practice yourself.
- ★ If you're a blog-writer, write a blog. Make it super-awesome.
- ★ If you're a developer, create a website.
- ★ involve yourself in freelance Facebook groups and work for someone else. (In this way you'll build your portfolio + get a testimonial as well)

## 7. How to ADD portfolio on UpWork

- ✗ Upload at least 3-4 pieces of your portfolio
- ✗ Upload your best work at the front
- ✗ Upload review/testimonial in the portfolio section
- ✗ Write complete details about your work
- ✗ Add before/after images to spice things up
- ✗ Show RESULTS
- ✗ if you have fiverr/LinkedIn reviews, upload them.

Example:

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eCommerce Development Deliverables

Web Design

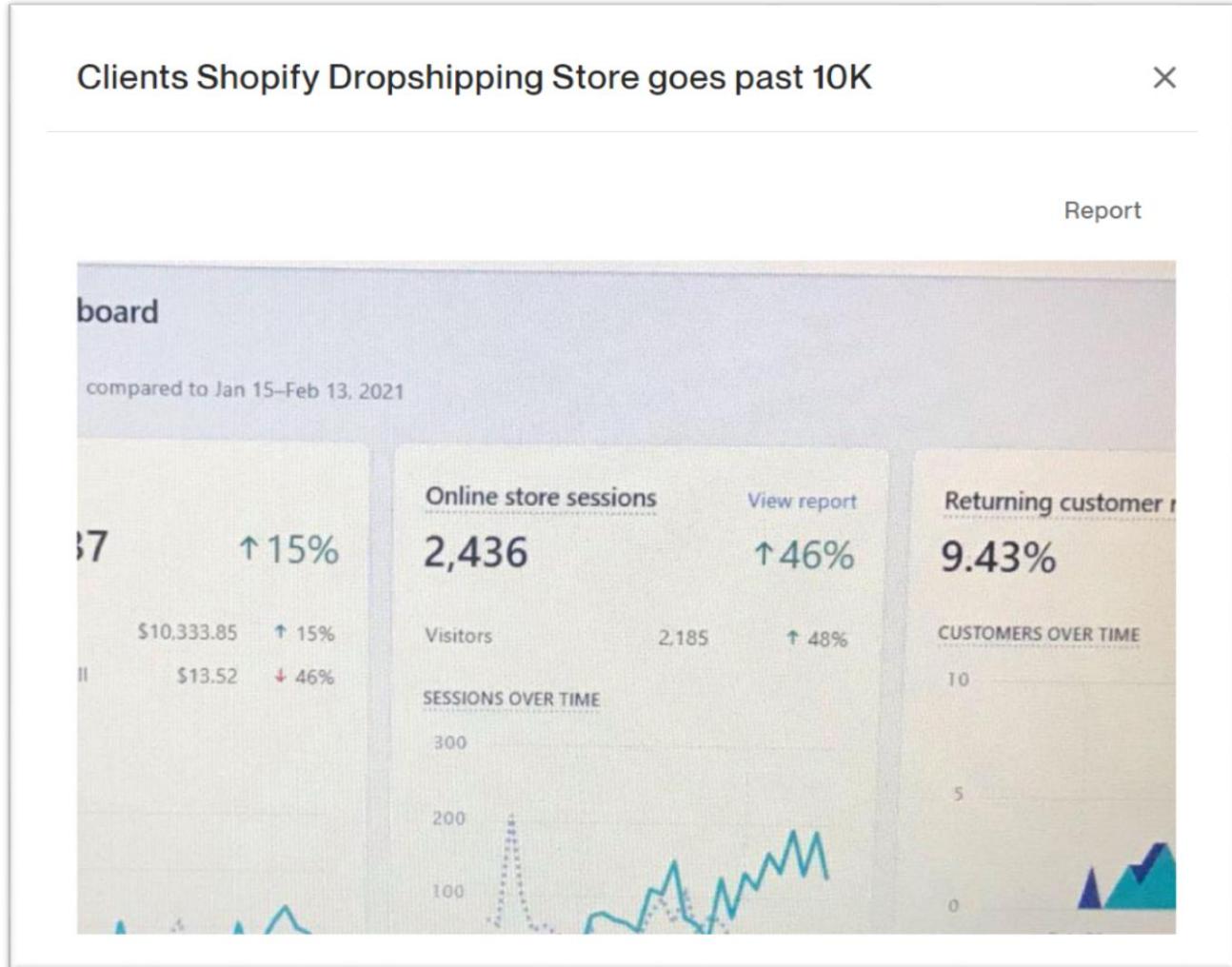
eCommerce Development Skills

Liquid

#### Project description

I was given a task to complete a mobile gaming accessories shopify store. I made it to the perfection, and after the marketing campaigns, it went past 1000 orders on shopify!

<https://mobilegamershut.com/>



## 8. Get a TESTIMONIAL.

Why? You don't have a review. Testimonial will help you build authority till you get a review.

Ask any of your colleague to give you a testimonial. It will give your profile a boost,

**Example:**

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## 9. Add RELEVANT Skills

- ✓ Add relevant skills related to your niche as it will help you show latest jobs related to your niche.
- ✓ Add 5-10 skills.
- ✗ don't include irrelevant skills.

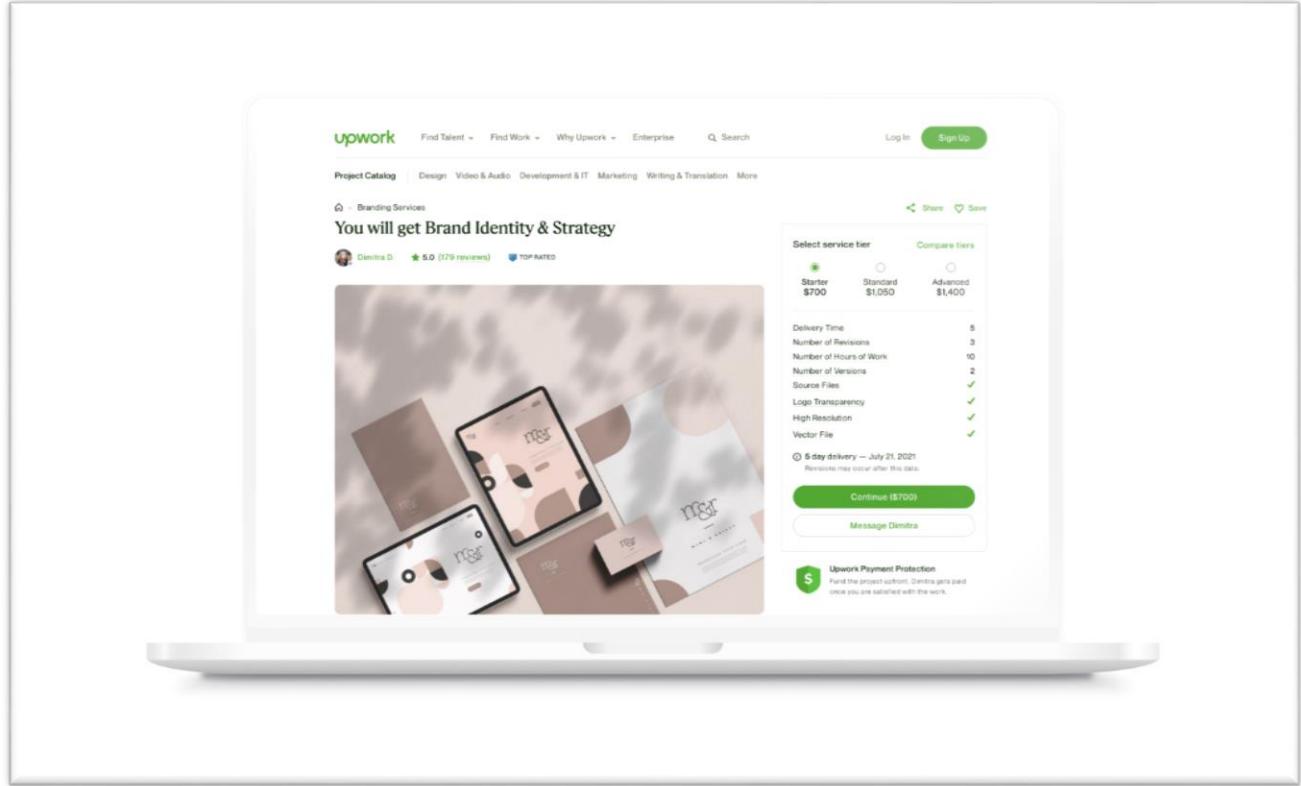
Example:

## 10. Create UPWORK Project catalogs

- ✓ Yes, you must create at least 2-3 project catalogs.
- ✓ same as of fiverr gigs!

Example:

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## 11. Adding Basic Info

- Add relevant education
- Add Employment history
- Add Certifications (If any)

**Example:**

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## Employment history

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### CEO | E-Com Sultan

January 2021 - Present

I am the CEO of E-Com Sultan e-commerce agency specialized in marketing + e-commerce solutions.

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### Shopify Dropshipping Expert and Copywriter | Fiverr

February 2019 - Present

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### Shopify Dropshipping Expert | FiveTran

May 2018 - Present

# HOW TO FIND CLIENTS ON UPWORK

## 1. Go to your profile.

"Find jobs"

Search for your keywords. E.g. Logo Design

Or

- You can use filters to make your search better.
- Now you will get lots of jobs.

But remember:

- ✓ Apply for the jobs you're sure about it.
- ✓ Must be of your level.

## 2. SELECT JOB & UNDERSTAND THE NEED OF CLIENT

- Check the client history & reviews & find if he or she is a fit for you
- Read the whole proposal at least twice or thrice
- Download all the attachments & references
- Understand what client want, how they want, & when they want

## 3. How to know if it's a legit job?

- ✓ Check client jobs posted (History)
- ✓ Check their reviews. (Given + Received)
- ✓ Check if the payment verified (If the client is new to the platform, that's fine)

## 4. Clients Red Flags

- ✗ Short and unclear project description
- ✗ Too many open jobs and no hires
- ✗ Hiring rate less than 30%
- ✗ asking for magic words/WhatsApp/Telegram

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✗ asking for a refundable security fee

## **5. When to APPLY for the jobs**

- ✓ Early morning
- ✓ Mid-night (When the audience is less active)

## **6. Should i apply on hourly or fixed-priced as a beginner?**

- ✓ Go for fixed-priced jobs. Get reviews.
- ✓ Even if it pays peanuts, get the job done.
- ✓ Repeated/Long-term/Active client's helps your JSS shoot to 100%

# HOW TO SEND UPWORK PROPOSALS

## 1. Before sending UpWork Proposals Make sure:

- ✓ You have read the job-description and understood it
- ✓ You know the name of the buyer
- ✓ You know what price you're going to QUOTE
- ✓ Have your PORTFOLIO LINK ready to show

## 2. HOW TO STRUCTURE YOUR UPWORK PROPOSAL

### FIRST PARAGRAPH

- Keep the paragraph to 3 sentences or less
- Keep each sentence under 11 words when possible
- Start with you whenever possible
- Avoid using "I" whenever possible
- Remember to spell check your work
- Write using the active voice rather than passive ("You need" instead of "You're in need of")
- feed their own words back to them exactly as they wrote them in their job post.

### SECOND PARAGRAPH

- Ask Questions
- Connect yourself with Clients' Needs
- Impress them with your numbers/experience

### SHOW SOCIAL PROOF

- Linking to or just mentioning great reviews on your Upwork profile
- Name dropping past clients or companies you've worked with
- Quoting testimonials from past clients
- mentioning how many hours you've worked
- Uploading examples of work you've done for past clients.
- Stories of past clients you've worked with and how the experience went

### CLOSING PARAGRAPH

- Have a look at my website at [www.website.com](http://www.website.com). If you want to know more, let's chat.

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→ Checkout my profile "Portfolio" section.

#### P.S. STATEMENT

- P.S. When you work with me you get two free revision rounds.
- P.S. When you work with me you get fixed prices so you always know exactly what you get up front.
- P.S. If you contact me today I can start this evening and finish by tomorrow.
- P.S. If you have any other questions for me, just give me a shout!

### 3. 20 UPWORK PROPOSALS HOOKS

#### **UPWORK PROPOSAL HOOK 1:**

*Hi “**Clients Name**”! Your job post caught my eye and it sparked couple of questions/ideas in my mind.*

*“Ask Question 1”*

*“Ask Question 2”*

#### **UPWORK PROPOSAL HOOK 2:**

*Hey “**Clients Name**”! I understood your project and I would like to learn more about your project and share my approach. Do you have time for a quick-call? I’d also like to show you some of previous samples.*

#### **UPWORK PROPOSAL HOOK 3: (FOR COMPLETE BEGINNER)**

*Greetings “**Clients Name**”! I just read your job posting and I’d like to make an offer. I’m pretty new to UpWork and looking to land new clients. I am more than happy to give you 10% discount on my services*

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*for the first two orders. You can check my previous work in the portfolio section.*

#### **UPWORK PROPOSAL HOOK 4:**

*Hey “**Clients Name**”! I couldn’t resist to apply on your job posting because I did a similar project for another client recently.*

*Here’s the link, “Mention Link”.*

#### **UPWORK PROPOSAL HOOK 5:**

*Hey “**Clients Name**”! Congratulations on starting your business/new website/new store. I can help you increase your business sales/views/visitors with my proven marketing strategies. Here’s some results from the past clients, “LINK”.*

#### **UPWORK PROPOSAL HOOK 6:**

*Hey “**Clients Name**”! THIS IS NOT A COPY-PASTE TEMPLATE!! Yes, this is generic. I read your job post and understood it completely. I see you are looking for “ABC”, and I would love to work with you.*

#### **UPWORK PROPOSAL HOOK 7:**

*Hey “**Clients Name**”! I see that you are looking for “ABC”. I know how important this “XYZ” is for you. I can finish this project for you in few hours. I understand you need it done ASAP and I’ll give my full attention to it.*

#### **UPWORK PROPOSAL HOOK 8:**

*Hey “**Clients Name**”! Did you find what you were looking for? Can I help?*

#### **UPWORK PROPOSAL HOOK 9:**

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*Hey “**Clients Name**”! Would you like me to save your 10 hours a week and double your revenue? Yes, you heard it right. I am here to help you take some load off of you.*

#### **UPWORK PROPOSAL HOOK 10:**

*Hey “**Clients Name**”! If you want low quality work at cheap rates, skip this proposal.*

*If you are reading, I know you are looking for quality work. So, “start proposal”.*

#### **UPWORK PROPOSAL HOOK 11:**

*Hi “**Clients Name**”! Wow. I have to say, this job post really stuck out to me – I’m a perfect fit for this project.*

#### **UPWORK PROPOSAL HOOK 12:**

*Hey “**Clients Name**”! I understood your project and I would like to learn more about your project and share my approach. While I’m new to Upwork, I am a veteran in the graphic design industry with almost 3+ years of experience.*

#### **UPWORK PROPOSAL HOOK 13:**

*Greetings “**Clients Name**”! Can I make your life 20% easier? If you’re struggling with [common pain point], you’re not alone.*

#### **UPWORK PROPOSAL HOOK 14:**

*Hey “**Clients Name**”! I have an idea to address [pain point/issue]. I have a few ideas on how you can leverage for your business.*

*Address a pain-point or an issue.*

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### **UPWORK PROPOSAL HOOK 15:**

*Hey “**Clients Name**”! Can you help me understand more about your project? I would love to check out your website or other platforms to learn better about the work.*

### **UPWORK PROPOSAL HOOK 16:**

*Hey “**Clients Name**”! A SURPRISE GIFT for you. [Unwrap]*

*I am giving 20% off discount on my services in return of absolutely nothing. You wouldn’t miss it, right? Obviously without compromising on work quality.*

### **UPWORK PROPOSAL HOOK 17:**

*Hey “**Clients Name**”! I have the ability to make your life 10X simpler.”*

*Use this line when you are sure you can do a very good job. It is way too catchy.*

### **UPWORK PROPOSAL HOOK 18:**

*Hey “**Clients Name**”! Let me take the load off of you while you can rest and see your business grow. I’m here to make your life easier.*

### **UPWORK PROPOSAL HOOK 19:**

*Hey “**Clients Name**”! X ways I can help you with [issue they might have]. First steps to improving your [issue you’re helping with].*

### **UPWORK PROPOSAL HOOK 20:**

*Hey “**Clients Name**”! “Ugh, not another proposal!”*

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#### 4. 10 UPWORK PROPOSAL CLOSINGS

##### **UPWORK PROPOSAL CLOSING 1:**

*P:S: Do you have time on your calendar to discuss? Let's hop on a quick call later whenever you are comfortable.*

*Best,*

*Name*

##### **UPWORK PROPOSAL CLOSING 2:**

*P:S: Have you given any additional thought to the project? Let's discuss it in detail. A call would help.*

*Best,*

*Name*

##### **UPWORK PROPOSAL CLOSING 3:**

*P:S: Let me know what makes sense as a next step, if any. I'll be waiting for your response.*

*Best,*

*Name*

##### **UPWORK PROPOSAL CLOSING 4:**

*P:S: I would like to hear your approach and ideas towards this project. Let's get on a call. Can you do \_\_:\_?*

*Best,*

*Name*

##### **UPWORK PROPOSAL CLOSING 5:**

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P:S: Do you have any more questions I can clear up? Let me know and I would love to answer.

Best,

Name!

**UPWORK PROPOSAL CLOSING 6:**

P:S: Let me know if I have left any question unanswered? Your project is my top priority if you are willing to work with me.

Best,

Name

**UPWORK PROPOSAL CLOSING 7:**

P:S: Would you be interested in checking out the similar project I did for a client recently?

Best,

Name!

**UPWORK PROPOSAL CLOSING 8:**

P:S: When is the best time for you to setup a quick chat to discuss your project?

Best,

Name!

**UPWORK PROPOSAL CLOSING 9:**

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P:S: Go ahead and shoot me a quick message here on Upwork so we can chat a bit more about yourself and the project.

Best,

Name!

### **UPWORK PROPOSAL CLOSING 10:**

P:S: I'm also happy to answer any questions you might have about me and my services. I'll be at my computer for the rest of the day.

Best,

Name!

## **5. 20+ UPWORK PROPOSALS TEMPLATES (15 NICHES)**

### **1. VIRTUAL ASSITANT**

Hi 'Clients Name'!

I read your job posting really well.

I see you're looking for a VA to take some stress/load off of you. I can start working right away.

Potential hours i can work in a day: 4-8hours/week

As a VA, I'd love to handle yours Shopify or Amazon account, and my services are based on product hunting/sourcing/listing optimization.

You will be getting time to time updates on the work, and I'll make sure to handle everything with top priority.

P:S:

Let's hop on a quick call to discuss more. Can you do \_:\_ tomorrow?

Waiting for your response.

Best,

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Name!

## 2. SEO SPECIALIST

"Client's Name", Hi! While viewing your job details, it really jumped out at me. Congrats on starting your new blogging website. A huge success.

SEO is free money, right?

And you know what? You could be killing out my services fee in just a couple of month by ranking higher on search engine.

It is really wise of you to start consulting with an SEO specialist right away. It will help YOUR website ranking higher in less time than expected.

P:S:

Let's schedule a call to discuss more. If you have any questions, hit me up.

Best,  
Name!

## 3. COPYWRITING

Ninja, Hi!

With my copy, your viewers will turn into buyers! Your job posting caught my eye when i read that you are looking for a copywriter.

I may not seem to be the perfect candidate but I'm very close to it.

You need SALES not words, right? If that so, I'd love to bring you more sales by writing some great copy for your website.

With my copy, your viewers will turn into buyers!

I offer quality work with perfect grammar and zero plagiarism.

No, I don't use A.I tools. Pun intended!

P:S:

Need to discuss it in details? Hop on a quick call anytime later.

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Best,  
Name!

#### **4. GRAPHIC DESIGNING**

Ninja, Hey! YOU NEED APPEALING VISUALS? VISUALS that will stay in your customers' mind forever?  
Well, you hit the bull's eye.

Here's the link to my previous work,

" Link"

I'd love to talk with you and i have some questions triggering in my mind that I'd love to ask about:

Branding  
Color palette  
Your logo/website design concept

P:S:  
Let's hop on a quick 10-minutes call.

Waiting,  
Name!

#### **5. DIGITAL MARKETING/SOCIAL MEDIA MARKETING**

Ninja, Hi! I just read you're looking for a digital marketer/social media marketer.

I'll put your business in-front of many with focused targeting that will turn viewers into buyers.

I'd like to ask few questions before anything:

- Q: What are your desired results for the next 1 month?
- Q: Who are you competing with?
- Q: Ad spend budget?

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After answering these question, i'll get to a clue which package of mine suits for you the best.

P:S:

Let's hop on a call if you want to take your business to the next level.

Best,  
Name!

## 6. E-book/Banner/Cover Design

Hey Nina!

I have to say, this job post really stuck out to me – I'm a perfect fit for this project.

I'm a regular consumer of these types of products. And e-book design happens to be my forte.

I'm curious, what brought you to Upwork?

A bit about me ...

I'm a designer with nearly 3 years of professional experience.

I pride myself on my ability to offer rapid turnarounds and quality products to my clients. And I would like to do the same for you.

I am attaching a multi-page portfolio to this proposal. You can view additional work samples on at "Link"

Go ahead and shoot me a quick message here on Upwork so we can chat a bit more about yourself and the project.

PS: How did you guys come up with the title of the book? It's quite clever.

## 7. Article/Blog/Content Writing

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"Thank goodness for 'Your name'- he writes my blogs perfectly and on time- every single time"

That's just one piece of feedback from my previous client- checkout my portfolio to get thrilled with my work. "Link"!

I have a few questions about your project and want to be sure we are on the same page.

Do you have time for a quick kick-off call? I'd love to learn more about the project and share my approach.

P:S: I just loved your websites' look. It's amazing.

Best,  
"Name"

## 8. E-mail Marketing

Hi Mark!

Your job posting caught my eye. As an e-mail expert from 3+ years, i'd advise you on everything from the content to the overall strategy.

Using a great strategy and high-converting emails, i can turn your prospects into high-paying customers.

Are you up for a quick call to discuss this project further?

P:S: I'll be free the rest of the day.

Best,  
"Name"

## 9. Social Media Marketing

Aina, Hi! Do you just want followers or followers that turns into buyers?

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If it's the latter, then i am surely going to help you with my expertise in social media marketing.

Your BRAND is awesome and i just cannot wait to promote it.

I'd love to market your brand via:

- ✖ Instagram
- ✖ Facebook
- ✖ Twitter

I can manage and create wonderful/powerful posts with brilliant captions.

Let's hop on a call if you want more followers that turns into buyers.

P:S: I have a great strategy in my mind that I'd love to discuss with you.

Let's talk and grow your brand's online presence.

Best,  
"Name"

## 10. **Web Development**

Hi Kyle! I read every single part of your job details and understand you're searching for a web development expert to help you with launching your new website.

Over the past 2+ years, I've designed and developed successful Word press websites for many clients.

You will get a fully functional website with installed plugins and that too with a paid theme.

I have a few questions in my mind regarding themes, layout, and overall look.

Here's the link to the previous work i've done for my client, "Link".

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Let's hop on a call to discuss this project further.

Best,  
"Name"

## **11. Amazon VA/E-commerce VA/Drop-shipping**

Michael, HIII! Congrats on starting your online business. Huge achievement.

As you've mentioned that YOU are looking for an e-commerce expert, i rushed to take this opportunity and increase your stores' revenue with my expertise.

My Expertise:

Product Hunting  
Product Sourcing  
Product Uploading  
Ads Management  
PPC  
(Mention Amazon/shopify related skills)

What will you expect from me?

Full-time work commitment.  
On-time delivery.  
24/7 Availability.

Up for a quick call to discuss it a little more?

P:S: I'll be waiting for your reply if you want to increase your stores' revenue.

Best,  
"Name"

## **12. Digital Marketing**

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John, Hi! Your job details jumped out at me. As an expert in digital marketing, I take great pride in helping clients increase traffic and revenue through Facebook/Instagram/Google ads.

I was reviewing your social profiles and love what your company is doing. There are few other things you COULD do to take your brand strategy to next level and double your revenue.

You are also missing out on some tools to better target your audience based on time and date.

Do you have time to discuss this over call? Can you do \_\_?

P:S: Would you like me to send you the report on my findings?

Best,  
"Name"

### 13. Web Design

Nerdy, Hi!

Are you looking for a new way to generate more revenue through your website?

With a professionally designed online experience, you can take your online sales to the next level.

While your website has a lot going on- such as the mobile friendly design- there are steps you can take to improve its appearance and conversion potential.

Me and my only goal for you: to redesign your website as a means for helping you generate more revenue.

Let's hop on a quick call to discuss this project further.

P:S: Is this the time to redesign your website? The answer is, "maybe, yes"

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Best,  
"Name"

## 14. Shopify Development/Designing

Hon, H! Congrats on starting your new online store. Hope it would be a great success. (I'll help you make it successful)

As you're looking for a shopify developer/designer to help you through with the nitty-gritty stuff, i take pride in creating beautiful online stores' design and development to increase the revenue.

Here's the similar work i did for my past client, "Link".

I had a look at your profile and i'd advise you to:

- Change the brand colors.
- Add more visuals in the banner.
- The stores' copy and ads are a little off the base.

Well, don't worry. I'll help you fix it step-by-step. The turnaround time for whole project will be 6 days.

What about a call later to discuss more about the project?

I'm free this evening and tomorrow.

What does your calendar look like?

Best,  
"Name"

## 15. General Template 1

Hina, Hi! I couldn't resist to apply on your job posting because i did a similar project for another client few days ago.

FOLLOW ME ON INSTAGRAM: **FREELANCINGNINJA**

Here's the link, "Attach Link"

I see that you are looking for 'ABC' and i know important this project is for you.

I completely understood your project and i'd like to learn more about it and share my approach.

Let's jump on a call to discuss things further in details.

P:S: What does your calendar look like?

Best,  
"Name"

## 16. General Template 2

Mark, Hi!

Wow. I have to say, this job post really stuck out to me – I'm a perfect fit for this project.

You would be thinking, "Why?"

Because i have 3+ years of relevant experience in "Your niche".

I have helped my clients generate X amount in X time with my "Your Skills"

While I'm new to Upwork, I am a veteran in the "your skill" industry with almost 3 years of experience.

Go ahead and shoot me a quick message here on Upwork so we can chat a bit more about yourself and the project.

P:S: I'm also happy to answer any questions you might have about me and my services. I'll be at my computer for the rest of the day.

Best,  
"Name"

## 17. General Template 3

Neno, Hi! If you are looking for low quality work at cheap rates, stop reading this proposal.

If you're still reading this proposal.. i get it. You need high-quality work.

I'm curious, what brought you to Upwork?

I'd love to hear more about yourself and your role in the company.

And about me? I'm a 'your skill' with over 3+ years of experience. I have served more than 50+ clients worldwide.

"Thank goodness for 'your name', - he did an amazing job on my products. My products now have a good copy."

That's one of the feedback from my previous client.

You will be thrilled to see my portfolio here, "[Link](#)"

P:S: Do you have any question i can clear up? Let me know and i would love to answer.

Best,  
"Name"

## 18. General Template 4

Greeting, Aida! I just read your job posting here and i couldn't resist to apply. But before that. I'd love to make an offer for you.

I'm pretty new to UpWork (Not to my niche, i have 2+ years of experience) and looking to land few clients.

I am more than happy to give you 10% discount on my services + free consultation.

Here's the link to my portfolio if in case you want to see:

FOLLOW ME ON INSTAGRAM: **FREELANCINGNINJA**

"Mention Portfolio Link"

Your project will be my top priority.

When is the best time for you to step a quick chat to discuss your project?

P:S: I'll be here the rest of the day.

Best,  
"Name"

## 19. GENERAL TEMPLATE 5

Ninja, Hello! I understand you need someone to \_\_\_\_\_! I'm "Skill" and I'd love to work with you on this project.

Over the 3 years, i have "your expertise in skills"

Here's the link of the project i recently done with another client: " Link "!

Your "project' sounds like it has a lot of potential based on my initial research and I'm excited to learn more about your exact needs.

What does your calendar look like?

I'm available this evening.

Best,  
Name!

## 20. General Template 6

Ash, Hi! Want me to make your life easier and increase your business revenue?

Well, i got you covered.

FOLLOW ME ON INSTAGRAM: **FREELANCINGNINJA**

With my expertise in 'Your Skills', i'll work on your project with top most priority.

I have 2+ years of relevant experience in " Your Expertise".

Let my work speak for itself.  
Here's my portfolio, "Your Portfolio Link"

I have couple of question in my about this project.

Let's hop on a quick call to discuss this project.

P:S: I'll free the rest of the day and tomorrow. What does your calendar look like?

Best,  
"Name"

## 6. 8 UPWORK PROPOSALS GENERAL TEMPLATES

### 1.

Michael, Hey!

Your project caught my eye because if the unique challenge it offers.

I particularly liked [Any Specific Detail], which aligns with my work values and goals!

A project like this really needs someone with [Skill] to think through project detail.

I'm more than confident to get it done as i've helped others in my space just like you.

Here's the link to the previous work:

\*LINK\*

P:S: How about we connect and go over exactly what you're looking for? What does your schedule look like?

Best,

**FOLLOW ME ON INSTAGRAM: FREELANCINGNINJA**

"Name"

## **2.**

Nina, Hey!

Your post for the [Job] stood out to me because it is similar to the work i've provided for many other clients.

The biggest mistakes i have seen clients make when embarking on [Project] is not thinking of [Detail].

For the project to be successful, you have to provide [Project Details].

Here's the example of similar project that i've handled in the past where i helped my client successfully (Outcome)

\*LINK\*

P:S:

Are you available to talk about your project? What is the best time for you?

Best,  
"Name"

## **3.**

John, Hey!

I understand how important this project is for you. Getting the right deliverable is critical to your company's growth and success.

With (x) years of experience, i have worked on many projects just like yours and helped them successfully (outcome).

This gives me just the right experience and perspective that you're looking for.

I've attached some samples for your review.

P:S: I'll be happy to discuss about your project needs.

I'll be here for the rest of the day. Quick call?

FOLLOW ME ON INSTAGRAM: **FREELANCINGNINJA**

Best,  
"Name"

## ***4. A Little Flattery!***

Hi "Name"!

It's a pleasure to "e-meet" you. I've been following your work with [Company Name] for some times, and was really impressed to hear about [something recent or notable they have done]

I've worked with companies like [Lead's Company Name] to bring similar projects to life, and if you're open to it, would love to discuss.

Are you available for a quick call later this week?

Best,

"Your Name"

## ***5. The Friend In Common***

Hi "Name"!

It's nice to "e-meet" you. I saw that we are both connected with [mutual connection's name], and wanted to reach out.

Seeing that you are [ same industry/went to same school/share the same field of interest etc. ] as [mutual connection]. I though it might be nice for us to connect as well.

I also think that you might be interested in some of the work i'm doing with [ Name of company].

Take care, and hope to hear back from you.

Best,  
"Your Name"

## ***6. Short and Sweet***

Hi "Name"!

**FOLLOW ME ON INSTAGRAM: FREELANCINGNINJA**

I found your profile through [ mutual connection/mutual group/mutual school ] and am interested to learn more about your background in [their industry].

Any availability to connect either online or on the phone?

Best,  
"Your Name"

## **7. GET ON THE CALL**

Hi "Name"!

As an expert of [Your field], i take great pride in helping clients increase [ Traffic/Revenue/Visuals/Income] through [Your expertise in your niche].

I was reviewing your [Website/company page/social profiles], and love what your company is doing. There are few things you could do to take your strategy to the next level.

Do you have time to jump on a call to discuss some of these basics tactics? Would you like me to send some of my previous work?

Best,  
"Your name"

## **8. Short & Crisp**

Hi 'Name'!

Great work so far with [Insert website/company page]. After finding your business through [Insert HOW], i took a look at your [Website/social profiles/page], and saw a few key areas where you can make simple changes to improve sales.

I am a [Skills] with 3+ years of experience.

I would love to hop on a call to discuss things further.

Best,  
"Your Name"

**FOLLOW ME ON INSTAGRAM: [FREELANCINGNINJA](#)**

# Upwork Proposal Templates

Writing a compelling cover letter to go with your proposal is critical to winning amazing projects on Upwork. Here are a few templates that contain some tips and best practices. You can use them as starting points when you write your first proposals. Remember to always customize your cover letter to highlight your unique skills, personality, and industry experience that address the needs of the client.

## TEMPLATE 1: Highlight your industry experience

- Start with a custom greeting** ● Hello [CLIENT'S NAME]!  
It's exciting that your company is looking to do [PROJECT TYPE]!
- Make a connection with the client** ● I understand that finding the right fit for your [PROJECT] is a top priority. Getting the right [PROJECT DELIVERABLE] is critical to your company's growth and success.
- Share your relevant industry experience** ● With [X] years of experience in [INDUSTRY], I have worked with companies just like yours on many similar projects. For instance, I...[PAST PROJECT EXAMPLE]. This gives me just the right experience and perspective that you're looking for.  
  
I've attached some samples for your review.
- Close with an invitation to discuss the project** ● I would be happy to discuss your project needs and how I can help you meet them.  
  
I look forward to talking to you!  
  
[YOUR NAME]

## TEMPLATE 2: Highlight your relevant experience and interest

**Open with why the project interests you**

[CLIENT'S NAME],

Your post for the [JOB TITLE] stood out to me because it is extremely similar to the work I've provided for many of my other clients.

**Ask questions that demonstrate your knowledge**

Have you had previous projects like this that gave you the results you needed? What worked and what didn't?

**TIP:** You'll need to draw on your own experience for this and offer a scenario that fits this client's job post

The biggest mistake I've seen other companies make when embarking on [PROJECT] is not thinking of [DETAIL].

**Share relevant experience that shows your expertise**

In order for the project to be successful, you have to [PROJECT TASK]. One example of similar projects that I've handled in the past includes [PROJECT EXAMPLE], where I helped my client successfully [OUTCOME].

**Show that you're available to talk**

Are you available to talk about your project more this week? When is the best time for you?

Thanks again for using Upwork!

[YOUR NAME]

**TEMPLATE 3: Highlight your skills and expertise**

- Open with a detail about why the job interests you**
- [CLIENT'S NAME],
- Your [PROJECT] caught my eye because of the unique challenge it offers. I particularly liked [SPECIFIC DETAIL], which aligns with my work values and goals.
- Show your value by sharing relevant information**
- Did you know that in [INDUSTRY], only [%] of [JOB TYPE] projects are completed with successful results?
- TIP:** You'll need to do your own bit of research to find the right fact to fit in here
- Show confidence that you can deliver**
- A project like this really needs someone with [SKILL] to think through [PROJECT DETAIL].
- I have no doubt I can provide this because I've already helped [NUMBER] other clients just like you with [PROJECT TYPE].
- Link to relevant samples**
- I've attached some recent examples of work I've done, and I can provide other references if you'd like.
- Close by inviting the client to connect**
- How about we connect and go over exactly what you're looking for in a [JOB ROLE]? What's your schedule like?
- Thanks!
- [YOUR NAME]

GUARANTEED WINNING  
**MAGIC REWIND UPWORK**





**WE ASKED OUR CLIENT  
TO JUDGE THE  
PROPOSALS AND  
CHOOSE THE **BEST ONE****  
Results might shock you

**ATTENTION**

Designed by  
Afaque Memon

# PROPOSAL #16,15

This one has problems with English

Hi,

I am sajid Waseem(full stack developer) from Pakistan I have read your requirements.

\*I have a greate Experience of web application specialization in front-end(html,css,javascript,jquery,bootstrap, jquery plugins,cross-browser compatibility)  
and backend(Codelgniter,php,laravel,magento2,mysql)  
CMS(wordpress,concrete5)

\*Project will be deliver in time.

\*Client satisfaction

\*I'm honored to get your project.

15

Thank you!

\*Here is my past work

This one gives no info but he does as the right question. However he doesn't mention Laravel



Hi there

I am an expert in PHP. let know what is the exact issues I will fix this problem.

Regards

Ran bahadur kc

16



# PROPOSAL #14

This one mentions Laravel more than once so that seems like he's an expert in this.

Hello.

I have gone through your description and feel confident about your job.

As for me, I have 4+ years of experience in Laravel, and I am very skillful in Laravel Routing, Laravel Eloquent, Database Modeling, Service Providers, Controllers, Routing, and so on.

Needless to say that, I am good at Laravel Blade, and Vuejs templates regarding the frontend side.

I am any time available for the interview, I look forward to having the opportunity to discuss the issue further.

Regards,

Avetik

The one above also wants to know what the issue is. He seems pretty good to me.

14



Designed by  
Afaque Memon

# PROPOSAL # 13

If what this one says is true, he might be the right guy. However, his English might be a problem.

\*I HAVE DEVELOPED DIFFERENT WEBSITES OF PHP-LARAVEL I HAVE WIDE EXPERIENCE AS A FULL-STACK DEVELOPER\*

Dear client,

I read with interest your posting for the \*PHP-Laravel Developer\*. I believe I possess the necessary skills and experience you seek and would make a valuable addition to you.

As you can say in your job detail, you need to fix some critical errors in a hotel booking system. This job I'll done for you because it seems like an easy job for me and currently, I have been working on hotel management system for local clients.

\*I have vast experience working with PHP, \*I have completed numerous websites like web applications, custom software like CRM\*\* Inventory management B2B market places, etc.

--Please let me know, If you want to allow me for doing this job.

Let's Connect soon

13

Best Regards,

Mouzam Usman

This one has no questions about the problem and doesn't give much info or examples.

Hello Hiring Manager

I have 5+ years of experience in Laravel/CodeIgniter. I read your requirement and I am expertise in Laravel and CodeIgniter. I am ready to start now. Thanks in advance.

Thanks & Regards

Avtar Singh



Designed by  
Afaque Memon

# PROPOSAL # 12, 11

This one gives a long list of websites but seems like he didn't read what I had written at all.

12

I am a Chicago based web developer, and I have 7+ years experience in web development. Over the years i have worked on different projects for digital agencies. I have extensive experience in Wordpress theme development, plugin development and customization to existing code. I also have extensive experience in woocommerce. Below are some of my projects that i have worked on

This next one uses the word "Dear" the only acceptable way to someone in the USA. He tells me he solves problems which is what I'd want. He also wants to know more.

Dear sir,

I specialize on Laravel development the last 4 years and I know the ins and outs of the framework. I also have problem solving mind and I am very good at fixing technical bugs that need a lot of detailed attention.

I would love to learn more.

Thanks for your time.

George

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Browse jewellery online in Australia at Dracakis Jewellers. Visit us in store or shop our collection of gold, diamond, and silver jewellery online! Authorised retailers for Gucci, Pomellato, Pasqua...

 <https://www.dracakis.com.au>

Pro Tip :D

### AGreen – AGreen

 <https://www.agreenglobal.com>

The only thing is don't say "Dear" to people in the USA.

A man in the USA might say "dear" to his wife but not anyone else.

In collaboration  
Mubeen Anwer



Designed by  
Afaque Memon

# PROPOSAL #10

WOW, we've got a winner here!

Hi Dear

I have more than 8 years work experience in developing custom PHP/mysql (9 years - backend, API),  
HTML/CSS (9 years - frontend) and javascript-enabled projects, both built from scratch  
(I built several start-ups myself in various markets) and also proven work experience on technologies such as Wordpress  
(+WooCommerce and custom solutions), PrestaShop, OpenCart, Magento.

WordPress-specific skills:

- Installation, configuration, and maintenance;
- Theme development and customization;
- Plugin development and customization;
- E-commerce development (WooCommerce);
- Speed and performance optimization, security;
- Moving sites to new hostings, domain migration, server administration etc.

Dev & project management tools: Git, Asana, Trello, Page Proofer, Jira, Zoho CRM, ClickUp, Basecamp, Glip, Track Duck.

My skills:

- Programming language: PHP, Javascript
- Frameworks: Laravel, YII, Symfony
- CMS: WordPress (WooCommerce) / OpenCart / Shopify
- MySQL / SQLite / PostgreSQL / Firebase / NoSQL/ T-SQL
- XML / JSON / REST
- CSS / HTML / SASS / LESS
- Bootstrap
- Angular /Node.js / Vue.js / NativeScript / Ionic / ReactNative
- Git / Bitbucket
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10a

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<http://www.africansafaligroup.com/>  
<http://www.everestbag.com/>  
<http://www.sheffield-systems.co.uk/>

10b

We look forward for your reply.

Thanks

API+work.txt (506 Bytes)  
vue.js+%28+laravel.txt (897 Bytes)  
wordpress+custom.txt (25 Bytes)  
laravel+links.txt (152 Bytes)  
PHP.txt (316 Bytes)

In collaboration  
Mubeen Anwer

Designed by  
Afaque Memon

# PROPOSAL # 9, 8, 7

This one claims to have experience but gives no examples. His English isn't that good.

Hi

I read your job description carefully and I can do your job perfectly. I have a rich experience in laravel framework.  
I have developed many websites with laravel.

So I can know what you mean and I am ready for you now.

If you hire me, I will finish your job ASAP with the highest quality.

Looking forward to good news!

Thank you

7

Rick, 10:12 PM

This one sounds interesting because he wants to know what the problem is first.



\*Please share the existing details of the issues\* and I'll provide you the best fixture work as I'm a pro web developer having a great working experience in this field and had executed 100+ projects associated with these skill sets & programming languages.

My portfolio: <https://2asquare.com/portfolio/web-development.php>

8

Let's have a quick discussion.

Kind regards!

## Web Design/Development

🔗 <https://2asquare.com>



This one changed it from \$200 to \$400 and only tells me this:

Hello there!

I like to challenge like that and I can fix your bug.

9

Looking forward to hearing from you.

Thanks and Best Regards,

Alexander



Designed by  
Afaque Memon

# PROPOSAL # 6, 5

This one doesn't give any details so I'd have no interest in him.

Hello. I am a professional PHP/Laravel developer and it sounds like you are looking for me. 😊  
I have about 6 years of experiences with PHP development.  
So, I think I can fix your technical issues successfully.  
Please send messages to me so that we can discuss more details and start now.  
I can start immediately. 5  
Thank you

There are always too many applicants for me to waste my time responding to anything like this:

Hi,  
  
Can you please ask me specific questions so I could apply for the job?  
Can we discuss?  
  
Only request: 6  
If everything goes well, I would like to accept this job under my agency profile.

Thanks



Designed by  
Afaque Memon

# PROPOSAL # 4

This one looks good to me and here's why.

He writes in a way that shows me that he knows how to speak English very well. When they don't speak English well there can be a lot of misunderstandings and wasted time.

He told me about different work he's done so I'd understand that he's got experience.

In the last sentence he let's me know that he's there for me. He's got my back. He makes it sound like if anything goes wrong he will take care of it.

Hi,

I can help you to fix error in your laravel booking app.

In Addition, I've been in web development and mobile development more than 8 years using reactJS and other stack like PHP, Wordpress, NodeJS, , MySQL, JQuery and bootstrap. I have a of lot experience dealing with manipulating data's and using third party API's like facebook API, SMS APIs and Payment Gateway APis and create REST web services. I have also experience in scripting and automation and I can also provide better solutions at affordable rate. I can be reach in upwork and email all the time.

I am honest and willing to work anytime now and committed to the project from beginning and until end of the project including support if needed.

Sincerely,

4

Ian

In collaboration  
Mubeen Anwer



Designed by  
Afaque Memon

# PROPOSAL # 3, 2

"Lots of experience" he says but is that while he's in school learning about it? Is it a year of experience? Instead of "Lots" he could have said, "5 years" but he didn't because he doesn't have "Lots of experience"

Hello Dear Client!

My name is Ashot, and I am a web developer.

3

My primary skill is PHP, and I have lots of experience working with it.

Except that, I am also well versed in Linux/Apache/Nginx/MySQL/Javascript

Please let me know if you're interested so that we can discuss the project!

Thank you for your attention!

This one is interesting but doesn't tell me how much experience or any details. However, he's asking the right question because I didn't state exactly what the problem is.

Hi Sir, I am Abdul Manan and I am a web developer. My expertise is basically PHP and Laravel. I read the job description and I am sure that I can help you in completing this project but I want more details to know it deeply and to provide you the best quality work.

We can discuss more about it and I will try my best to provide you the best.

Thank You

2

looking for your positive response.



Designed by  
Afaque Memon

# PROPOSAL # 1

Rick, 10:13 PM

No info here for me.

----- PHP/Laravel Expert, I can be available to start working immediately. -----

Hi,

I hope you are doing well and safe.

I understood your job description carefully and I am confident to do it successfully.  
I am very familiar with PHP/Laravel.

I hope to discuss your job with you in detail soon.

Sincerely



Designed by  
Afaque Memon

# WANT MORE TECHNIQUES ???

SEND US A  
CONNECTION  
REQUEST



In collaboration  
Mubeen Anwer

Save this Post for later

