

TOP SECRETS

TO

**WRITING COMPELLING &
CAPTIVATING PROPOSALS TO
SECURE HIGH-PAYING JOBS ON**



(BEGINNER'S ULTIMATE SAVIOUR AND GUIDE)

BY

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DOCTOR_UPWORK

It has been established that Upwork.com is great platform for you to earn massively in dollars taking advantage of your skills but you don't get to earn unless you get hired by clients.

The first step to earning through freelancing is winning the attention of a client.

There are many factors that job posters consider when deciding which applicant to hire.

There's no arguing that the number one factor is the **Proposal**, or as Upwork calls it, "the cover letter".

Others include:

- Your professional overview/profile
- Portfolio/work history
- Certifications

But you can still land high-paying jobs with no work history or certifications if you master the act of proposal writing

In proposal writing, you sell or market your skills to the client in words.

I will go ahead to show you the proposal that landed me my first job. It was my first but I had gotten better and more professional.

Hi Ben!

I'm Victor, an adobe certified expert in logo and graphics design. I have read your job post, I can see you are trying to get a professional logo for your Clothing Company and I understood the descriptions you gave. I have designed similar logos for a wide range and categories of companies. You can check my portfolio for samples of my logo design. However, you will be glad to let me know more about your project and also ask you few questions that may be peculiar to your work and also your preferences. I will go ahead to check your company out and carry out a detailed research to know the best design for your company and you will receive the completed logo within few hours.

My pricing rate is friendly and negotiable. In addition to this, I will design a flyer and a business card for you, both FOR FREE. Offers are too amazing and cheap for you not to give a trial. You definitely won't regret it. Let me know how I can serve you better and meet your needs.

Do well to send the interview invite now, I'm available to begin the work immediately.

Warm regards, Victor.

Did you see **“I will add this and that for free”**.

No one hates free thing. Just bait, the client didn't even remember to ask me for the free stuffs I promised after I had over-delivered the job.

You must learn to service the greed in people, smile; it's funny but very true.

The client saw two free stuffs and sent message instantly. I also told him that I'm available to work now. That was my first time but I didn't include that I'm new.

Compelling Proposal is all about creating an irresistible offer for the client to embrace with speed.

Before you write, ask yourself the following questions;

- Why will the client take time to even read my proposal to the end and see my offer?
- Why will the clients invite me for a job interview out of 100 freelancers that sent proposals?
- Why will the client hire me out of 5 invitees?
- Why will the client beg me to have his money no matter how massive it is?

TIPS TO CONSIDER WHILE WRITING A PROPOSAL

1. APPLY FOR JOBS EARLY

- When a client posts a job, you'll likely have about 5 freelancers send in their proposals within 3minutes and about 10 freelancers in 5mins. 50 after 1hour and you can continue the sequence in your mind.

If you are sending your proposal 5 hours after the job was posted imagine the proposals that would have gone ahead of you.

Imagine the proposals your clients would have read and the invites he would have sent out to freelancers. Most of the time, the client only bothers to the first 10 proposals and invite maybe 3 of them for interview and then finally hires one of them.

- Try as much as possible to stay online, reload your job page at least every 3minutes to see the new jobs posted. This way you can always be among the first 5 freelancers to send proposals which the client will likely get to read. **You have a higher chance of receiving invites and ultimately get hired often if you master the act of sending proposals so fast.**

Our first question has been answered. Now the client will most likely read your proposal!

2. PROPOSAL IS A GAME OF SPEED BUT DO NOT USE A COPY & PASTE TEMPLATE

- Copy and paste method I.e. 1 proposal for 20 jobs is one of the fastest ways of beating the clock but I tell you it's one of the confirmed ways not to get hired.

Say to yourself. It doesn't work!!!

I learnt this by experience after reading about it; I thought it was a lie but dear reader. It's very true.

Clients can be spot a copy-paste proposal miles away.

Why and how?

- You'll most likely have static details in your proposals that will not match with the clients job either in tone, mind and work details.

- Such proposals will not likely include the details the client will like to hear.

- You're vulnerable and prone to a lot of errors if when noticed will make you loss the job automatically.

You'll have much more success if you write a short but very relevant and specific proposal, than a lengthy and generic one.

Imagine that the last job you applied for was on T-shirt design and you hurriedly copied it to apply for a Medical company logo design but while rushing to meet up with time, you forgot to make proper editing, so that T-shirt appears in your application for logo design and you know the outcome. That very thing you were avoiding eventually happened. You lost the job.

3. TALK LESS ABOUT YOURSELF AND MORE ABOUT YOUR CLIENT AND HIS/HER PROBLEMS

- All what the client is interested in knowing is solution to his need not you, he doesn't care so much about your town, your skill, prowess, your beauty and every other thing about you.


All he wants to know is if you being the freelancer can meet his need and solve his problem.

In your proposals, use the following words less frequently.

1. "I", instead use "You"
2. "I am", instead use "You'll get"
3. "I have done", instead use "You'll be glad to have me do"

Emphasize the benefits the client stands to get by hiring you

Now let's X-ray and see an example of a very nice but very wrong proposal that made the freelancer remain broke.



\$5.00 / hr

Virtual Assistant

📍 Philippines, Cebu City

Social Media Management

Data Entry

Email Handling ✓

Calendar Management

Internet Research

Virtual Assistant

Customer Service

eBay Listing/Writing

Cover letter

I am a well-rounded virtual assistant.

A responsible and dependable Customer Service Representative for 5 years, I had worked for telecommunications and retail accounts and obtained expertise in placing orders, service recovery for orders, billing, device troubleshooting and obtaining details of complaints. My experiences in a high-pressured environment have taught me attention to details, resilience, and flexibility in using different tools provided by the client. I am hard working, good listener, fast learner and adaptable to meet my employer's timezone. I value my client's trust and I commit myself to any job, taking full responsibility in completing projects on time.

My skills include:

- * Email Handling
- * Email Management
- * Calendar Management
- * Office Applications
- * Internet research
- * WordPress
- * Social Media Management

(See portfolio items below)

I'm looking forward to helping you grow your business by sharing my experiences and expertise and learn more in the process.

From an untrained eye, this proposal looks fine (the applicant is very qualified, and has years of experience), but in reality this proposal (like 99% of the others) missed the mark.

The structure of this proposal goes something like this:

- This is what I have done.
- This is how many years of experience I have.
- **Me, me, me.**
- **I, I, I.**

This proposal structure shows zero empathy to the client's problem.

It doesn't even show recognition of the actual problem that client is trying to solve. No one cares who you worked for and how many years' you've been doing it. They care about whether you can identify and solve their problem for them. All they want is for you to ease their pain!

4. RESTATE YOUR CLIENT'S CORE PROBLEM

This gives the client insight and assurance that you read the job work and aware about his predicament that he needs to solve.

How will you address a problem you didn't bother to read and understand? If all you master doing is to copy and paste. You will miss out on the client's pressing needs.

Now let's X-ray a very awesome and powerful proposal below.

In this example, after a quick "Hello!" The freelancer restated the customer's problem to him using his own words. "I see that you need help offloading and upgrading some of your financial processes in your growing business."

This is a captivating and professional proposal that identifies the client's needs and problems, and one after the other stating the solutions he'll render. I'm very sure the client won't need to contemplate before hiring this freelancer.

Bookkeeping

Accounting Posted May 12, 2017 - [View Job Posting](#)

 **Hourly Job**
More than 6 months

\$\$\$ Expert Level
I am willing to pay higher rates
for the most experienced
freelancers

Details

The job

I run a boutique marketing and advertising agency and am in need of bookkeeping help, including invoicing clients, paying vendors, handling expense reports for the team, etc. We are a startup in the Philadelphia, PA area, have been in business about 2 years, and are expanding. I have an accountant who handles all my taxes, so this role is just for all the day to day bookkeeping work associated with running a business. We have gotten by on homemade spreadsheets and self generated invoicing. We need to upgrade. Ideally candidate will be local to our area, but not necessary. The work would be part time, not sure of needed hours per week. But would be a long-term contract. [less](#)

Skills Required: [Accounts Receivable Management](#) [Accounts Payable Management](#)
[Bank Reconciliation](#) [Microsoft Excel](#) [Intuit QuickBooks](#) [Bookkeeping](#)

Cover Letter

Hello! I see that you need some help offloading and upgrading some of the financial processes in your growing business. I can help with that and can start right away!

I'm a great fit for this role because as a fractional CFO, my goals are to help you create streamlined processes that free you up to do what you're awesome at, while I handle the day-to-day financial tasks. I've consulted with dozens of small businesses and have started, run, and sold businesses of my own, so I know first-hand the challenges of wearing every hat in the building. I can help make your life easier by taking some of the load off of you.

If we were to get started, here's how I would approach this project:

1. Chat with you to determine pain points and processes that need improved and offloaded.
2. Prioritize the above to get as much off your plate as possible as efficiently as possible.
3. Document all new processes and systems so that it's very clear what's getting done, who's doing it and on what schedule.
4. Once we establish the new processes, I would look for ways to optimize this and save you even more money by taking some of the more administrative tasks and delegating them to my team (with your approval, first). Once stable processes are in place, I usually try to save my clients money by assigning some of the ongoing management to my team, who operate at a lower rate, to save you money.
5. Over time, we'll continue to try to find ways to make your life easier and improve.

Do you have any questions for me? [less](#)

 [AlbertCo.AccountingChecklistforMonthEnd.pdf \(162.68 KB\)](#)

5. TELL THEM YOU CAN HELP THEM SOLVE THEIR PROBLEM, AND THAT YOU CAN START RIGHT AWAY

This is the only section of your proposal that should remain constant. I literally tell them “I can help you with that, and can start right away”.

The key here is that the client is looking for someone to help with a problem they’re having. They want a solution, and they want it as fast as possible.

By telling them you want to help them and that you can get started right away, you’re providing a vision of a solution that is nearby, and that’s what they want.

Your client is not only looking for a good and honest freelancer but the one who is skilled and available to work right away.

6. TELL THEM WHY YOU’RE THE BEST FIT

- Don't ever mention that you'll try or check if you can solve his problem
- Present and market yourself as an expert in your field even though you just opened your account or started applying for jobs.

Clients are designed to pay problem solvers regardless of the date you opened an account.

- Be confident in marketing yourself like a pro. Not as a newbie. Write two or three sentences on why you’re a good fit. It doesn’t need to be lengthy for the sake of being hired. Concisely tell them why you’re the best fit.

Please don’t say “**Please hire me, I'm just starting but I'll do a good job**” because you’ve just shot yourself in the leg.

7. SHORTLY DESCRIBE THE PROCESS IT WILL TAKE TO SOLVE THEIR PROBLEM

Give them a glimpse into the process that you’re going to walk them through. Tell them the first few steps you’d go through with them. It’s called **Signposting** in psychology.

As a doctor, if I want to remove a tumor from a patient's leg, I don't tell my patient I can remove the tumor, I need to tell her that "I will carry out a surgery, cut her leg open but she won't feel any pain all through the procedure because it will be done under anaesthesia and I go ahead to tell her which type of anaesthesia, is it the type that will make her unconscious all through the surgery or the one that will keep awake and conscious and with no pain while the surgery is being carried out.

8. CLOSE THE DEAL PROPERLY BY TELLING THE CLIENT WHAT NEXT TO DO

- It's not enough to write well about having the solutions to your client's problem, you must go ahead to tell him what next to do after reading your proposal which is to **"Send you an invite for interview and hire you"**

- Tell the client that you're 100% ready and available for the interview and ready to work immediately. And don't go offline immediately, wait and assume a posture of an expectant freelancer who indeed wants to work.

These principles look simple but it is very important you pay attention to them. Expect no payment, reward and barbeque without paying attention to details.

9. INCLUDE ATTACHMENTS

- This is the real appetizer and bait to finally draw in the clients into your net.

- Attach a sample of a work you've done in the past or download samples of the works you can do from an online platform and attach one or two to your proposal based on the client's need.

For example, if a client needs a logo for his new legal company named "Aaron law firm", you don't attach a logo of a "Real Estate company" because it doesn't correlate, your client is not interested in Real estate design.

If a client needs an article for his medical research, you don't attach an article on business and finance. You look for something similar in order to convince the client that you can deliver exactly what he needs.

By attaching this to my proposal, they can see that I have a structure and process to bringing on a new solution, which will ease their mind about working with me.

It shows them that I know what I'm doing, I've done it before, and I've got a clear process that will make it easier on them. It shows a level of professionalism that puts me at the top of the game.

I attach the best of the best available samples to my proposal to reinforce and strengthen my words. This is the surest bait

Hungry for more right? You are closer to success than you think. Read the information below for more...

ABOUT THE AUTHOR

Ajekiigbe Victor, a medical doctor who trained at the LAUTECH Teaching Hospital, Ogbomosho, Oyo state, Nigeria. An expert graphic designer, prolific copywriter, marketer, Inbound sales person. He has bagged certifications in Act of Copywriting, Google digital marketing, Inbound sales, Adobe tools, Transformational leadership to mention a few.

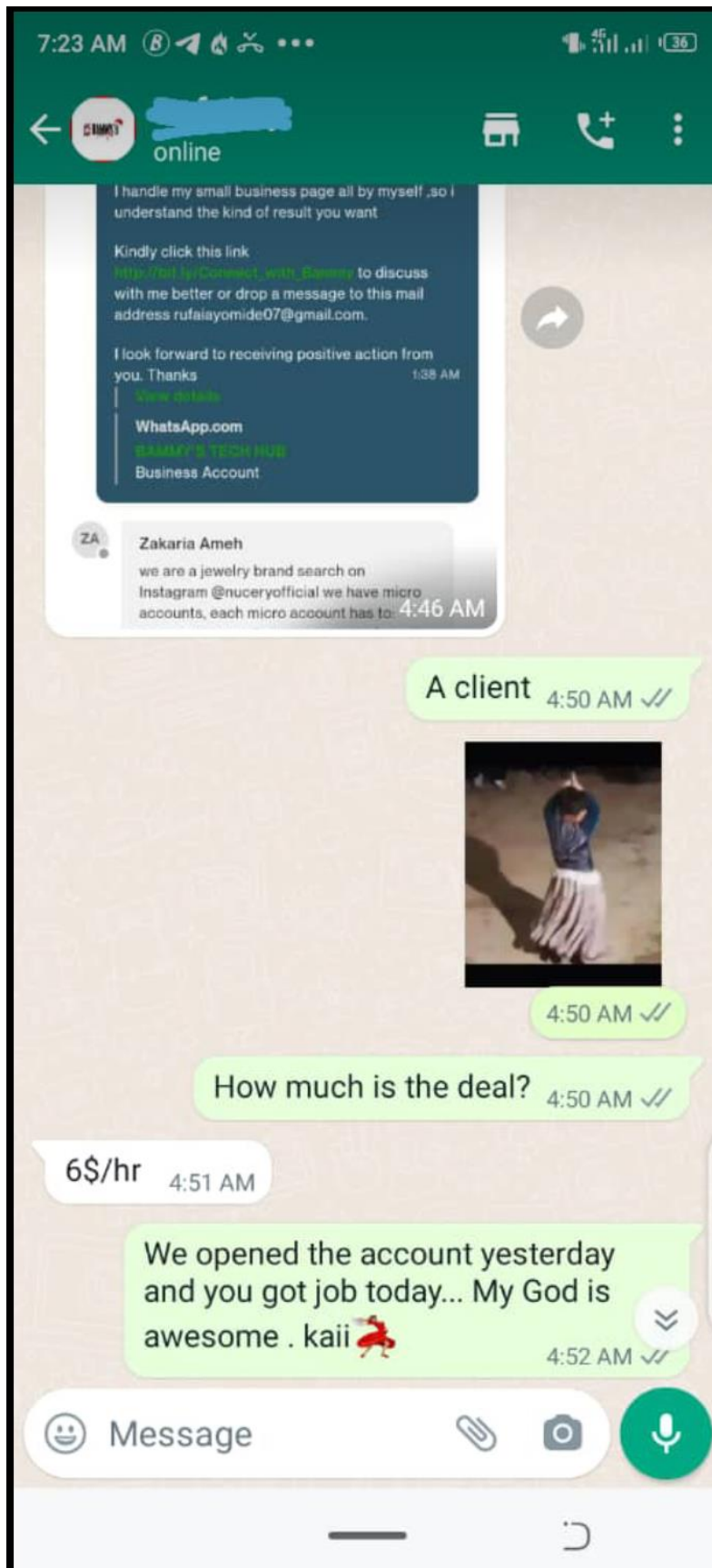
Work with G2 as a reviewer. A contributor on Surveyeah, Clickworker, GettyImages, Shutterstock and Picfair. Worked with the Africa's largest online store (Jumia) as a sales consultant for 4years being reckoned as one of the most efficient in the field. Having explored the sphere of freelancing as a profitable and ardent freelancer and coach, he's popularly known as Doctor_Upwork.

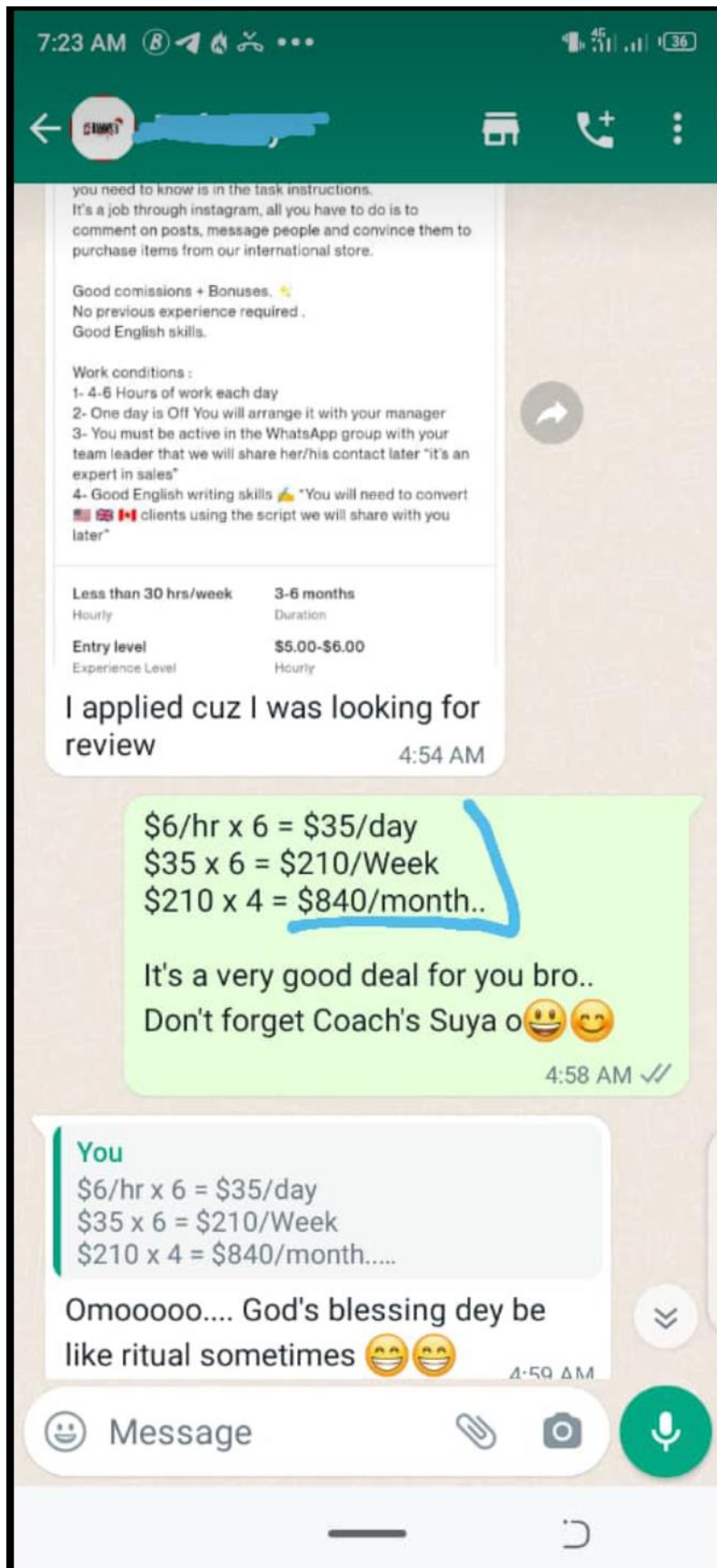
He's the founder of Charis Groups and Lead Coach, Charis Academy, specialist in coaching and mentoring skilled persons who are desirous of exploring the sphere of freelancing to maximize their skills and earn massively.

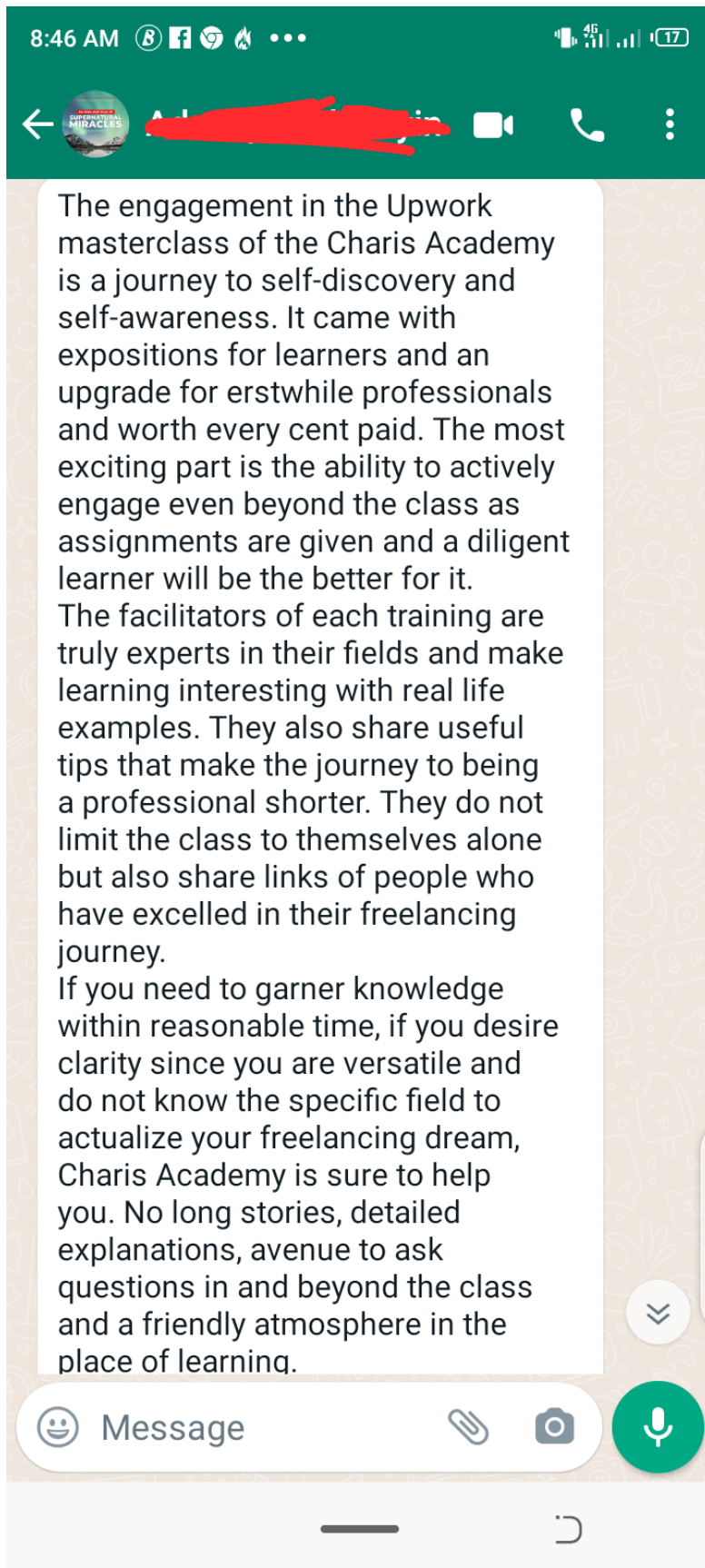
Contact: <https://bit.ly/Ajekiigbevictor>

Meet Rufai Ayomide in the screenshots below, one of my students who joined my Freelancer's Bootcamp, he's a young student with **no digital or soft skill**, after 15days of learning several skills such as copywriting, translation, transcription, editing & proofreading, business plan writing, he was able to get his **first offer within 24hours of opening his Upwork account** and following my principles, the offer is worth **\$210/week (\$840/month)**. **It's strange, isn't it?**

I also showed them how I made my first \$450 from a single client from Iran simply designing a logo and a business card. There are certain knowledge and keys you need to acquire in order to start earning massively, believe me, these are what 7-figure freelancers use and keep as secret from beginners like you, it's actually not their fault, it's because most beginners are not willing to pay the price for knowledge. They want everything free and ultimately get nothing but keep recycling pain and frustration around freelancing. I and several other experts are ready and willing to show you these keys and mentor you for a lifetime until you journey from a newbie to a pro. This knowledge is 100% free but the membership/tuition costs a token which also includes the access to our freelancer's community online library worth \$2000. Hundreds of people have joined and all have testimonies without exception. **You can either choose to kill your current state of financial independence or lack by paying the price with the little you have or keep the little you have and remain little. Your success is a choice and it's in your hands.**



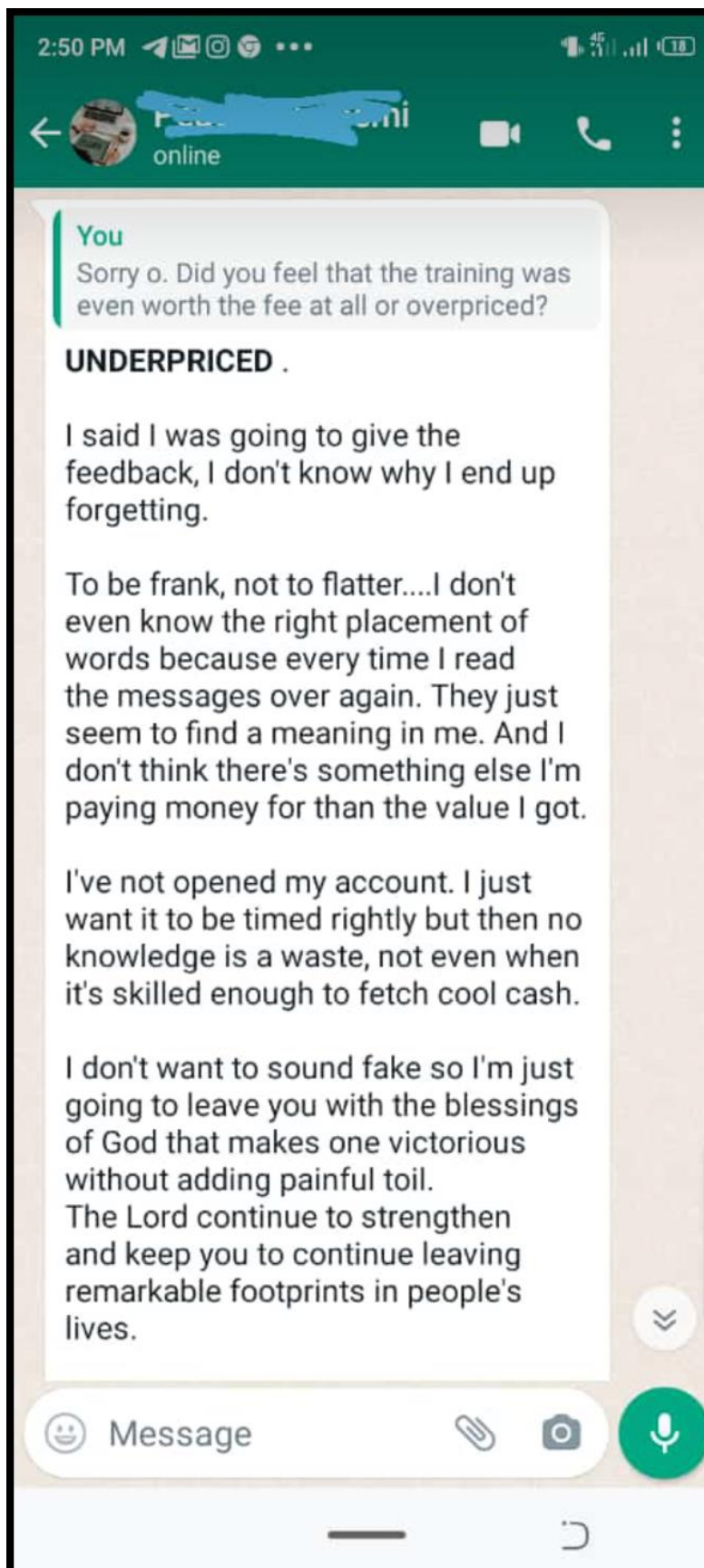





The engagement in the Upwork masterclass of the Charis Academy is a journey to self-discovery and self-awareness. It came with expositions for learners and an upgrade for erstwhile professionals and worth every cent paid. The most exciting part is the ability to actively engage even beyond the class as assignments are given and a diligent learner will be the better for it. The facilitators of each training are truly experts in their fields and make learning interesting with real life examples. They also share useful tips that make the journey to being a professional shorter. They do not limit the class to themselves alone but also share links of people who have excelled in their freelancing journey.

If you need to garner knowledge within reasonable time, if you desire clarity since you are versatile and do not know the specific field to actualize your freelancing dream, Charis Academy is sure to help you. No long stories, detailed explanations, avenue to ask questions in and beyond the class and a friendly atmosphere in the place of learning.

Testimony from Adedoyin



Testimony from Peace

 Training duration: **15 days!**

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