



International
Trade
Centre

NORWEGIAN
REFUGEE COUNCIL 

The Marketplace

Trainer's Name

Mukhtar Mahamed



Learning Objectives

By the end of this module, you should be able to:

1. Understand the players in the freelance marketplace.
2. Name the various online work platforms.
3. Recognize freelance opportunities and categories available in the online platforms.

The Marketplace – Players, Freelance Platforms, Categories and Opportunities

Learning Outcomes

By the end of this session, you should be able to:

1. List the players in the freelance marketplace
2. Visit freelance platforms mentioned
3. Understand the freelance opportunities and categories available on Upwork platform
4. Understand why having an official title as a freelancer matters and choose one.

Players in the Marketplace

The freelance marketplace consists of clients, platforms (websites), freelancers, projects, and tools for engagement.

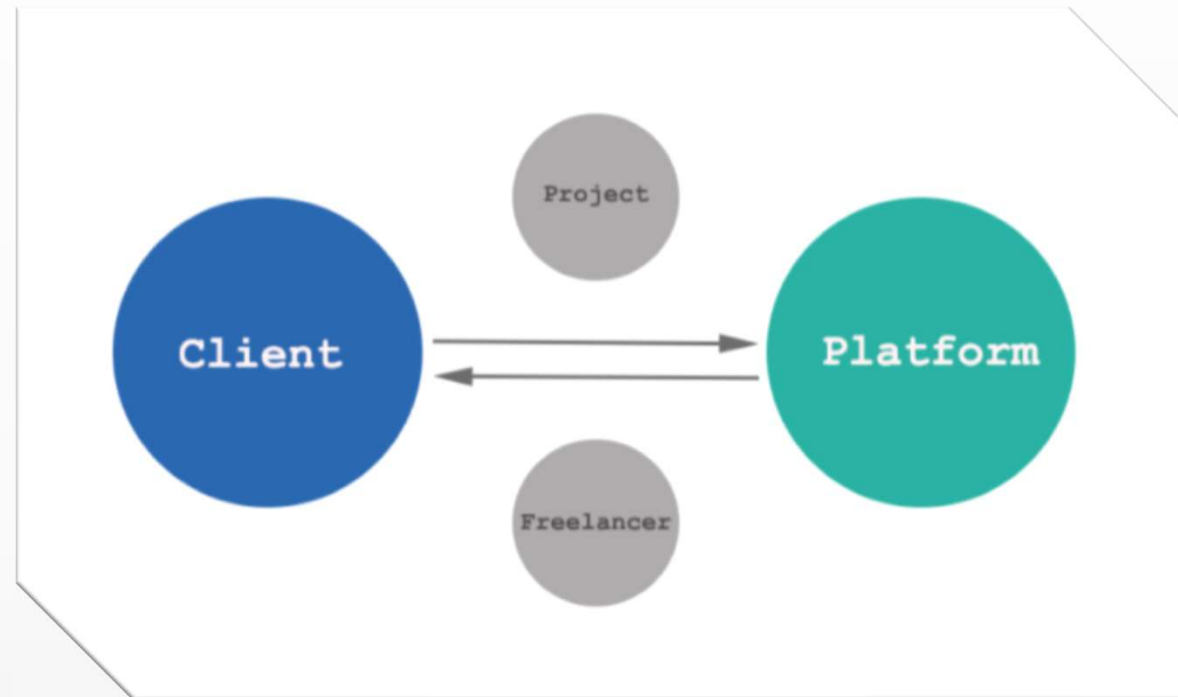


Figure:
*The Market Place - Platforms,
Clients, Projects, Freelancers, &
Communication Tools*

Freelance platforms

- Freelance platforms are *websites*, where both people looking for work and clients post their offers.
- Using these platforms will help you set a solid start for your freelance career and business.
- They will assist you in finding your first clients easily and earning client's trust along the way. They also help you sharpen your skills by taking different projects from various clients.
- You can work *independently* on a freelance platform or as part of an *agency* that is based on the platform.

Freelancing Platforms

The Upwork logo, featuring the word "upwork" in a green and black sans-serif font with a trademark symbol.The Freelancer logo, featuring a blue stylized star icon followed by the word "freelancer" in a bold, italicized black font.The Guru logo, featuring a black icon of a person with a blue head and the word "guru" in a black sans-serif font.The PeoplePerHour logo, featuring a red circular icon with two dots and the text "peopleperhour" in a black sans-serif font.The 99designs logo, featuring the text "99designs" in a bold, black sans-serif font.The Toptal logo, featuring a blue stylized icon followed by the word "toptal" in a blue sans-serif font.

1. Upwork

Once upon a time, there existed two leading platforms for landing freelance jobs: **oDesk** and **Elance**. Eventually, their two kingdoms combined to create one large peaceful marketplace for people to land online freelance jobs from clients all over the world.

As a result, this freelance job site is huge. Upwork has over **12 million** freelancers and 5 million registered clients listing upwards of 3 million freelance jobs each year.



Upwork

Just about every freelancer can find their niche here, but beware: Upwork takes a 20% cut until you build up a regular relationship with a client.

It is very beginner-friendly but be prepared to take lower-priced freelance jobs through sites like Upwork, compared to the more carefully curated marketplaces that focus on a specific niche.

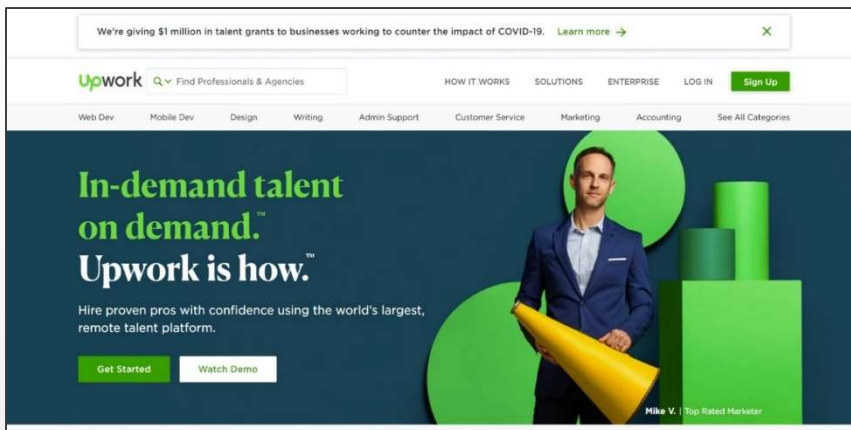
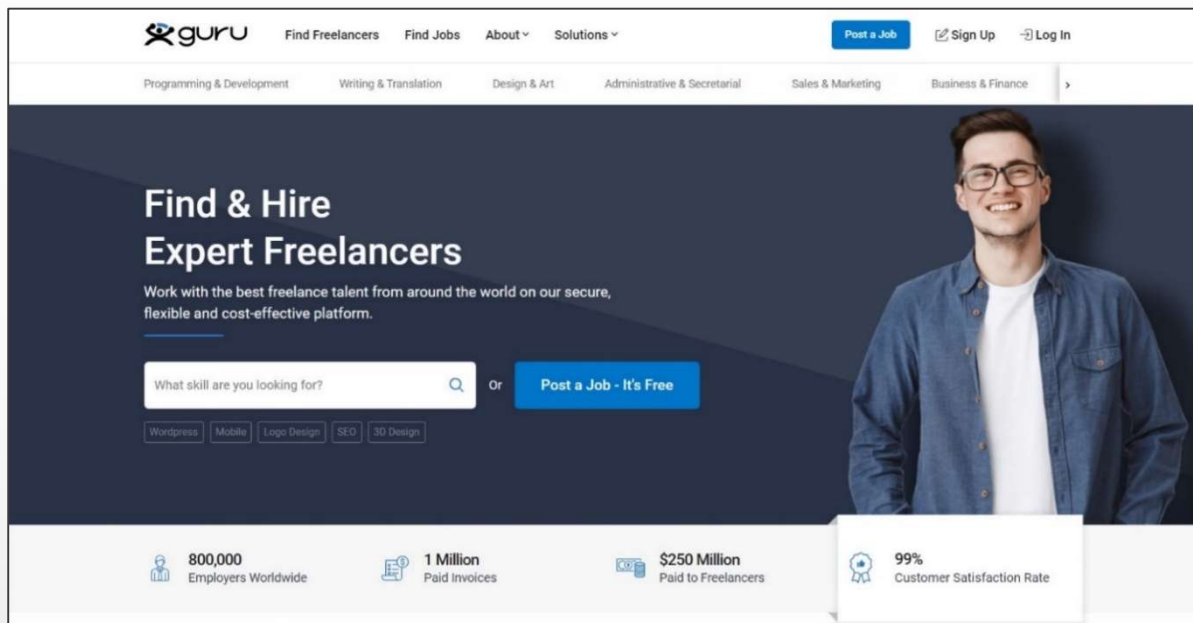


Figure: The landing page of Upwork platform <https://www.upwork.com>

2. Guru

Guru makes it easy to create a profile that shows off your experience, making it easier to be contacted by potential employers, while you are also going through the massive amounts of job postings made every day. They give a free membership plan, with the number of bids rationed by the year, and charge about **9%** commission per month.



Guru has basic, basic+, professional, business and executive plans (memberships). For basic and basic+ plan, they charge the freelancers 9% for each project rationed every year.

Figure: The landing page of Guru platform, <https://www.guru.com>

3. Freelancer

This site has a huge variety of projects, some formatted as hourly and some as contests – the only downside is that they only give **8 free applications**, after which you have to pay the membership fee. The project fee is also a little different, ranging between \$3-5 or 3-5% - whichever is greater (one of the cheaper commission rates).

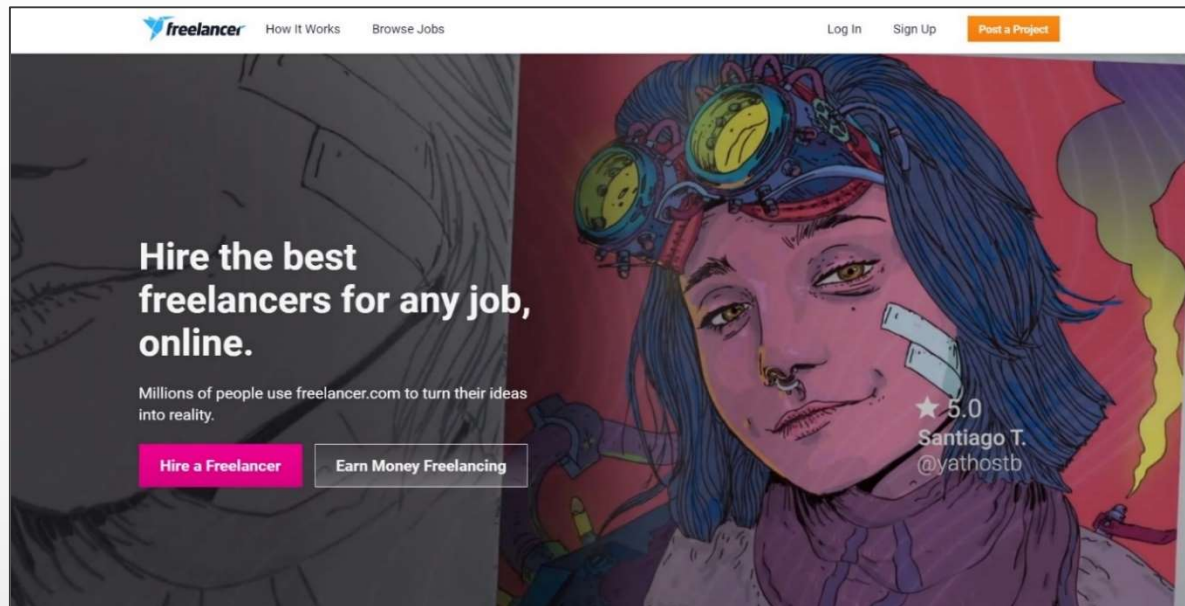


Figure: The landing page of Freelancer platform, <https://www.freelancer.com>

Freelance Opportunities & Categories

Whether you are looking for extra cash to bring into your household or thinking about abandoning your 8-5 job in search of a little more flexibility – and freedom – with your schedule, launching your own freelance career or business could be a perfect fit. Here are examples of top freelancing job categories and opportunities available on freelancing marketplaces:

- Web Development
- Translation and Localization
- Sales and Marketing (online)
- Graphic Design & Creative

a) *Web Development*

Web development refers to building, creating, and maintaining websites. It includes aspects such as web design, web publishing, web programming, and database management.

The terms "**web developer**" and "**web designer**" are often used synonymously, yet they do not mean the same thing.

Technically, a **web designer** only designs website interfaces using **HTML** and **CSS** (programming languages).

A **web developer** may be involved in designing a website but may also write web scripts in languages such as PHP and ASP. Additionally, a *web developer* may help maintain and update a database used by a dynamic website.



a) Web Development

Below are the skills every translator and localizer needs:

- Coding languages; HTML, CSS and JavaScript
- Software skills; Photoshop, Dreamweaver and other software
- WordPress skills
- Elementor skills
- Analytical skills
- Search Engine Optimization (S.E.O)
- Responsive Design
- Testing & Debugging
- Problem-solving
- Content Management Systems

b) Translation and Localization

“**Translation**” is the process of rendering text from one language into another so that the meaning is equivalent. “**Localization**” is a more comprehensive process and addresses cultural and non-textual components as well as linguistic issues when adapting a product or service for another country or locale.

Many translation and localization jobs are handled by freelancers as some companies hire home-based freelance translators. This is a great opportunity for independent contractors with skills in a variety of languages (bilingual and multilingual freelancers).

b) Translation and Localization

Below are the skills every translator and localizer needs:

- Excellent command in native and second language
- Language skills (listening, speaking, and writing)
- Cultural intelligence
- Specialist knowledge (e.g. medicine, law, biotech, tech, etc.)
- Understanding and utilizing logic
- Research skills
- Computer skills (Word, Excel, CAT tools, websites or in-house applications, PDF editors)
- Time management

c) *Sales and Marketing (Online or Digital Marketing)*

Online marketing also called *internet marketing*, is the process of promoting a business or brand and its products or services over the **internet** using tools that help drive traffic, leads, and sales.

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers.

The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, Google AdWords and more.

c) Sales and Marketing (Online or Digital Marketing)

The following are the key skills every online marketer need:

- Web designing; a good understanding of WordPress and other web hosting services
- Managing social media
- Google AdWords & Bing
- Creativity and analytical abilities
- Familiarity with Social Media Marketing (SMM) & Search Engine Optimization (SEO)
- Competent project management

d) *Graphic Design*

Graphic design is an art with purpose. It involves a creative and systematic plan to solve a problem or achieve certain objectives, with the use of images, symbols or even words. It is visual communication and the aesthetic expression of concepts and ideas using various graphic elements and tools.

Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.

The following are the skills every graphic designer need:

d) Graphic Design

- Excellent IT skills, especially with design and photo-editing software
 - ✓ Ability to Learn Digital Design Software
 - ✓ Adobe Acrobat
 - ✓ Adobe Creative Suite
 - ✓ Adobe Flash
 - ✓ Adobe Illustrator
 - ✓ Adobe InDesign
 - ✓ Adobe Photoshop
 - ✓ Dreamweaver
 - ✓ CSS
 - ✓ HTML
 - ✓ Quark
 - ✓ QuarkXPress
 - ✓ Photo Editing
- Exceptional creativity and innovation
 - ✓ Aesthetics
 - ✓ Attention to Detail
 - ✓ Balancing Artistry with Audience Appeal
 - ✓ Perceptivity
 - ✓ Visually Representing Ideas
 - ✓ Sketching
 - ✓ Brainstorming
 - ✓ Presentations

d) *Graphic Design*

- Excellent time management and organisational skills
 - ✓ Critical Thinking
 - ✓ Deadline Management
 - ✓ Decisive
 - ✓ Design Strategy
 - ✓ Organizational Skills
 - ✓ Multitasking
 - ✓ Prioritizing
 - ✓ Problem-solving
 - ✓ Flexibility
 - Other soft skills like negotiation, networking, active listening, persistence, and among others.
- Typography & color theory
 - ✓ Fonts
 - ✓ Logo Creation
 - ✓ Layout & style
 - ✓ Modifying Designs
 - ✓ Representing Figures in Space with a Balanced Perspective
 - ✓ Spacing
 - ✓ Storyboard Creation
 - An understanding of the latest trends and graphic design role within a commercial environment, and among others

Other freelancing categories and opportunities

Below are the other freelancing categories and opportunities available in the online marketplaces:

- Accounting and Consulting
- Software Development
- Legal Aid
- Customer Service
- E-commerce
- Spreadsheets
- Internet Marketing
- Cyber Security
- Web Development
- Web Design
- Writing & Content Development
- Voice over and dubbing
- Blockchain
- Administrative Support
- Web Research

Choosing an Official Title as s Freelancer

According to **freelance** platform Upwork, the best **title** to get hired is simple and Descriptive.

Whether you do graphic design, Web Development, video editing, translation, or programming, you are an expert in your field. As an expert freelancer, one of the best ways to increase your business activities is working with bloggers, attending networking events and speaking with co-workers or the media to get featured as an expert.

However, when you meet someone you are networking with or from the media, they will often ask for your title. So, what do you say?

Freelancer? Founder? President? CEO?

Let us look at what to use for your title as a freelancer.

Why does your title matter?

As an offline or online worker, it is vital to handle yourself professionally. One aspect of this is following the corporate tradition of having a title at work. In the past, you might have had a job title, including Teacher, Translator, Graphic Designer, Finance Assistant, Accountant, among others. But now, you run your own online business.

Legally, you can be the President, Treasurer, and Chief Executive Officer (CEO) but that does not always make sense when introducing yourself or in a written interview.

Your title should tell people what you do in a clear, easy-to-understand way. You are the boss. You can make your title anything you want. However, just because you can pick anything does not mean just any choice is the right choice.

Choosing your professional title

For most freelancers, a professional title is the best option. A professional title should either show your position as owner of your business or what you do. In the best-case scenario, both can work.

For example, if you own a legally registered business, you can absolutely call yourself President & CEO. But most times, that is not descriptive enough. In other cases, you could call yourself “***Freelance Translator***” or “***Freelance Developer***,” or “***Freelance Content Creator***”.

Putting “freelance” in your title makes you look more like a person than a business. Therefore, you can drop the word freelance anytime.

Remember, highlighting your primary niche or area of expertise is definitely better than something generic or vague, like “***jack of all trades***” or “***entrepreneur***.”

Choosing your professional title

Ultimately, your client does not care about what you call yourself. They just want you to do an impressive job and provide outstanding work. If your title is ambiguous or complex, it might turn off potential new clients. If your title is about what you do for your client rather than about yourself, you are on the right track to the great title.

But remember, if you do not provide a quality, consistent, and reliable result, you will be stuck with the worst title of all: unemployed.

Questions?

Thank you

Activity:

Creating business emails and signature (video)

source: <https://www.hubspot.com/email-signature-generator>

Questions?

Thank you