Profile Creation

Trainer's Name

Title

Learning objectives

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

1. Identify elements of a complete profile.

2. Apply the tips for a perfect title, overview, and profile photo to create an account on Upwork.

3. Discuss payment methods, service fee and connects, and hourly/fixed projects.

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Profile Title and Overview

Learning Outcomes

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

1. Explain the tips you must keep in mind when taking a perfect profile photo

2. Understand the title and the overview shows up first in search results and act as a first impression

3. Discuss tips for drafting an overview

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Rules on profile submission

Trainee – Profile Creation Template

Profile Creation Template

Section	Text
Profile pic	
Title	*IT Technical Support and Network expert, Project management, CCTV installation, Website designer, Business strategy, IT consultant, Graphic designer*
Overview	A multi-skilled IT professional with good all-around day to day IT requirements. Very capable with a proven ability to ensure the smooth running of ICT systems and to provide IT services that will improve the efficiency and performance of an organization. Support, troubleshooting, search for solutions, dealing with suppliers and IT acquisitions, purchasing, installation and manage of networks. My interpersonal skills are solid with over 6 years of IT experience including experience in the areas of LAN and WAN, training, support, e-mail, backups, security and repairs all occurring software and hardware problems
Hourly rate	70
Portfolio	www.superservices.tech
Skills	Network administrator, network security, Network planning,
Certifications	CERTIFICATE, YALI REGIONAL LEADERSHIP CENTER EAST AFRICA
Employment history	Oct 2019- present, TOT, Shaqodoon Shaqodoon is non profit organization worked in Somalia. May 2016-present, CEO, Superservices Super Services is an IT company based in Hargeisa, Somaliland. The company offers a range of services to meet the business and technology needs of small businesses, non-profit organizations, and government agencies. With experienced technicians and consultants, SuperServices offers best-in-class customer service at competitive rates.
Education	BACHELOR'S DEGREE OF IT, UNIVERSITY OF HARGEISA
Other experiences	
Comments:	

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Rules on profile creation

- Fill in all the required information to the template.

- Identification and contact details must be correct. Don't use nicknames.

- Any section with the asterisk(*) must be filled. Otherwise, the profile will not be submitted.

- Proofread before submission.

- Have a professional/ another qualified person recheck your profile before submitting.

- Keep your **profile** concise and free from errors.

- Only include the skills and qualifications that relate to your specific niche.

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Complete freelancer profile

There are many components you need to consider when completing your freelancer profile.

Such components include your profile photo, title, and experiences, etc.

We will explain what each component is and what you should consider when developing your own. The examples used below focus on the Upwork online platform, but each section has tips that you can apply to other online work platforms.

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1. Profile Photo

Humans form judgments based on a rapid first impression. How you present yourself to the world helps potential clients get a sense of who you are. Remember that a picture is worth a thousand words.

Clients want to work with people they trust with their projects and if they do not see a photo that conveys *professionalism*, *expertise* and *friendliness,* they move on to the other potential freelancers.

To help attract clients and stand out from the crowd, keep the following tips in mind when taking your perfect profile picture.

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✓ **Find your best light** – Shady areas outdoors, without direct sunlight or on a cloudy day, are a great lighting choice. Inside, avoid overhead light, which creates harsh shadows, and instead look for natural light.

✓ **Simplify the background** – Look for a plain and light background that is clear and uncluttered. A solid, not-too-bright wall, such as the side of a concrete or brick building or a simple outdoor background, might work well.

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✓ **Get ready for the shot** – Have someone take your photo for you or set up a tripod and take the photo yourself and select the highest resolution to help ensure a crisp photo. Consider taking multiple photos, in several locations and with different poses, so you will have a variety to choose from.

✓ **Focus on your face** – Face the camera straight on or with your shoulders at a slight angle. Crop the image so you only include your head and the top of your shoulders. Dress in professional attire and remember to smile! Clients find smiling freelancers more warm, friendly, and trustworthy.

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2. Title & Overview

Whether you are a linguist, a writer, a web developer, or an accountant, your freelancer profile is an important tool that is often underestimated.

Your profile is an opportunity to convey your confidence and competence to potential clients, and for many of them, that critical first impression will start with two highly visible sections: your profile title and overview. Why? Because these two pieces of information show up in search results.

Figure: *Information that Shows Up in Search Results on Upwork platform;*
***Source:** https://www.upwork.com/freelancers/~01c5c10dab9132284b/*

Your overview is your first (very short) pitch.

In *search results* or other *previews* of your profile that may appear on the Upwork site, only the first few sentences of your overview are visible. Give those first few words some punch! Leverage the beginning of your profile to help give a clear impression that you are the person the client want to talk to. Keep the expertise you call out in your overview in sync with the rest of your profile, such as your work history, experience, and skills.

If you need a little inspiration, start drafting your overview with the following tips in mind:

❑ *Be client-centric*: Include words and phrases that potential clients might use when looking for freelancers who have your skills. This can help a feeling of familiarity and can help Upwork's algorithms to match you with more relevant projects.

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- ***Be original and creative***: Let your personality shine through and include some of your excitement for the work you do instead of just talking facts. Describe your strengths and qualities and be clear about your expertise. Consider including past accomplishments and projects, elaborating on your preferred working style and your business values. But remember: your profile is not just about you! Its main objective is to show potential clients the value of what you can do for them.

- ***Be bold***: A good way to show clients that you are experienced and reliable can be to include testimonials that vouch for your background and professionalism. This can include testimonials from a former boss, coworker, or client, but you can also use former professors, teachers, or classmates as references.

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However, any testimonials should be relevant to the type of projects you are looking for. Especially if you are new to Upwork and do not have work history on the site yet, illustrating your expertise through quotes from previous experiences can be a powerful tool.

It is all about the content—and organizing it!

Once you have written the title and overview copy for your profile, figure out the optimal way to organize the information. It may be helpful to structure your profile so that it is:

- ❏ In a logical order

- ❏ Quick to scan through

❑ Easy to see what your primary skills & experiences are

Bullet points can help to emphasize certain areas, but too many points may look like a laundry list of skills with few or no examples. Remember to keep Upwork's Terms of Service in mind.

For example, you should not share any contact information, such as your email address, phone number, or Skype ID, in your overview.

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One final tip!

Before publishing your new and shiny profile title and overview, proofread your profile for spelling errors, plagiarism, typos, or grammatical errors, and remove any slang words, symbols, or abbreviations that may not be understood. You can use tools like; **Grammarly** or **ProWritingAid** to correct these errors before publishing your profile.

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Questions?

Thank you

Complete Profile & Payment Methods

Learning Outcomes

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

1.   Recall all elements of a complete profile: required and optional elements

2.   Review payment methods available on Upwork: Bank (check), Mobile Wallet, PayPal

3.   Practice creation of an outstanding overview

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Your Profile Photo, Title, Overview, Skills and Employment consists of 60% of your profile completeness. The remaining 40% comes from the optional elements of your profile.

Required (60%)   Optional (40%)

These items are all required to be able to reach 60%. You can't complete your profile if you're missing any of these five.

PROFILE ITEM	VALUE
Profile Photo	
Profile Title	
Profile Overview	60%
Employment History	
At Least 1 Skill Tag	

Figure: *Percentage required from all items for a perfect complete profile*

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Any combination of the optional elements can be used to complete the remaining 40% of a complete profile.

Optional (40%)

PROFILE ITEM	VALUE
Portfolio Item	5% each (max 20%)
Employment History Item	10% each (max 20%)
Education	10% each (max 20%)
Profile Video	10%
Linked Account	10% (max 10%)
Certification	5% each (max 10%)
Other Experience	5% (max 5%)

Figure: *Percentage required from each item for a perfect complete profile*

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Note

After creating your profile, you should develop a personal business plan to help you grow your freelancing business. Reach out to the RESI Entrepreneurship mentor for help at resi@intracen.org.

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Payment Methods

To complete your profile, you will need to set up a payment method for your account. Upwork offers several choices for withdrawing your funds. With the following payment methods, you can withdraw your money.

1. Bank (check)

No. of business days: 4 days

Cost per withdrawal: $0.99 (+bank incoming fees)

Required account details

- ❑ Account Name
- ❑ Bank Account Number
- ❑ Bank Name
- ❑ Branch Code
- ❑ Swift Code
- ❑ Branch Sort Code/ID

Figure: *Example of Equity Bank (KE) ATM card*

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2. Mobile Wallets

M-Pesa allows you to transfer your earnings to your bank account, withdraw cash, and pay for some goods and services with your mobile device. Upwork currently only offers M-Pesa as a withdrawal method for freelancers in Kenya.

To add M-Pesa

- Go to Settings > Get Paid > Add Method
- Click Set Up button for M-Pesa
- Enter the details for your M-Pesa account and click Add M-PESA account

Note: Your first and last name must exactly match the name on your M-Pesa account and your verified name on your Upwork account.

M-PESA

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3. PayPal

PayPal service is one of the approved payment methods on the Upwork platform. To use PayPal, you must make sure that your verified name on Upwork matches the name on your PayPal account.

To add PayPal

- ❑ Go to Settings > Get Paid > Add Method
- ❑ Click Set Up button for the chosen method
- ❑ Confirm your Upwork and PayPal accounts use the same email address (if needed, update in your Upwork Contact Info)
- ❑ You may be redirected to sign into your PayPal account for verification
- ❑ Choose a payment schedule and click **Next**

Note: For security reasons, your new payment method will become active in three days.

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To Verify your PayPal account

- ❑ Log into your PayPal account

- ❑ Click Summary

- ❑ Link your credit card. If you already have a credit card linked, click See how much you can send with PayPal on the bottom left of the page under "More about your account".

- ❑ Follow the steps on that screen to verify your account

Note: Your PayPal account details on Upwork cannot be edited. If your PayPal account has changed, you must add a new payment method and ensure your Upwork email matches your PayPal account. Do not forget to remove the old payment method at that time too.

PayPal is a third-party payment vendor. PayPal's features and fees vary depending on your location.

PayPal

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PayPal to M-Pesa (withdrawal)

https://www.paypal-mobilemoney.com/m-pesa

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General Way To Set Up a Payment Methods

- ❑ Go to Settings > Get Paid
- ❑ Click Add Method
- ❑ Click the Set Up button for your chosen method and enter the information
- ❑ Choose a payment schedule and click Next

To Get Paid

- ❑ Go to Settings
- ❑ Click the Get Paid Now button.
- ❑ Select your Favorite Payment Method.
- ❑ Choose the amount to withdraw.
- ❑ Click Get Paid Now.

Get paid now

Available Balance

$224.13

Payment Method

EQUITY BANK (KENYA) LIMITED account ending in 3566 ⌄

*Bank withdrawal limit is: $5,000.00

Amount

- ● $224.13
- ○ Other amount

Withdrawal Fee (per payment) Other bank fees may apply.	-$0.99
Total Amount	**$223.14**

Last Exchange Rate
95.0025 KES/USD (As of Jul 24, 2019 12:00 +0300)

Cancel   **Get Paid**

Figure: *Upwork payment – via Equity Bank - Kenya*

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Other payment methods include

- Payoneer

- Skrill

- Money Order

- Wire Transfer

Questions?

Thank you

Portfolio, Profile Photo & Overview

Learning Outcomes

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

1. Understand the need for creating a portfolio

2. Take a perfect profile photo

3. Review of the title and overview

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Portfolio

Click to play the video

▶

What is a portfolio?

A freelance **portfolio** is tangible proof that you can do what you say you can do, and if you were hiring somebody, you would probably want to see proof of their work. To be able to win the projects you really want, you must provide relevant examples and showcase your expertise.

the best way to build an impressive portfolio that helps you close high-paying projects is to start by defining your specialty.

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Activity – taking a perfect profile photo

Education, Employment History & Other Experiences

Learning Outcomes

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

1. Recall important items required when adding education section

2. Name the items required when adding employment history and other experiences

3. Understand the perfect way to format roles and responsibilities item in employment history and other experiences: bulleted or hyphenated roles and responsibilities.

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Let us discuss about these profile elements

Education

Employment History

Other Experiences

Activity – education, employment history & other experiences

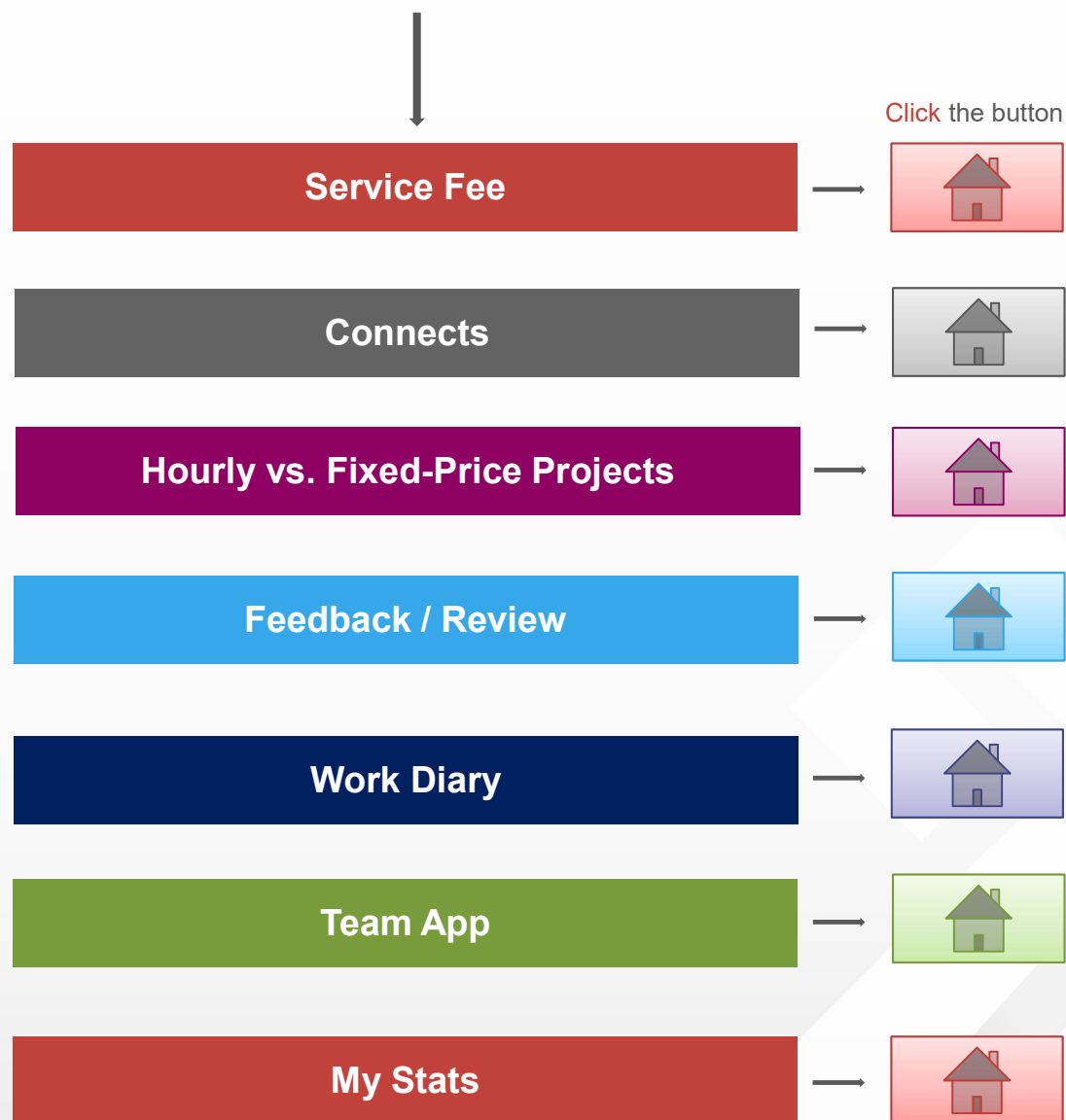# Service fee, Connects and Other Upwork Features

Learning Outcomes

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

1. Understand the percentage Upwork charges freelancers for every project/job

2. Define connects and explain the different ways to add connects

3. Discuss connects balance and limits, hourly and fixed-price projects, and my stats section of Upwork

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Let us discuss about the following Upwork elements

Click the button

Service Fee

Connects

Hourly vs. Fixed-Price Projects

Feedback / Review

Work Diary

Team App

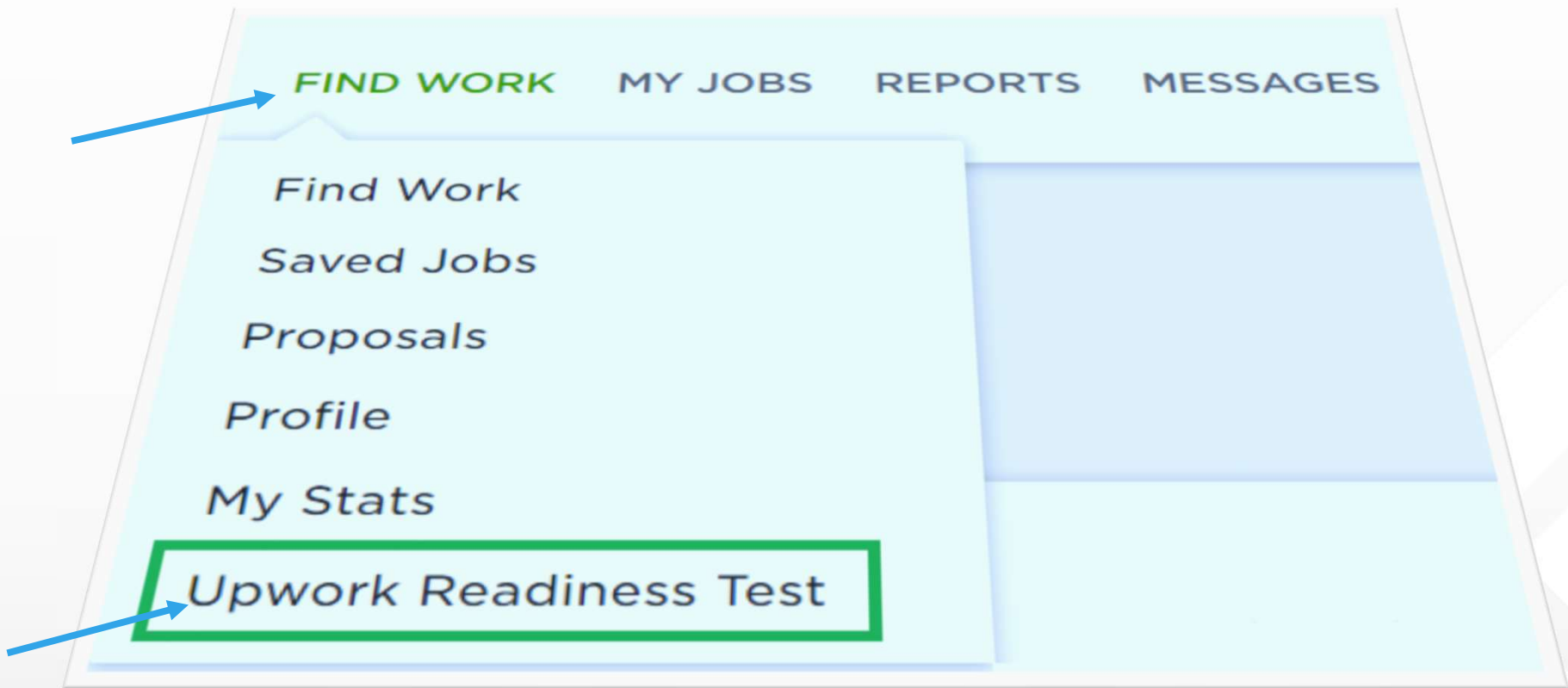My Stats

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Tests

On 16th July 2019, Upwork removed skill tests from its platform as research found out that clients do not find skill tests important when making hiring decisions. They found profile introductions, portfolios, and job feedback to better showcase a freelancer's skills and experience.

Skill tests especially technical ones quickly become outdated and irrelevant. This decreased the value and accuracy of skill test results to fairly reflect a freelancer's proficiency in that skill. The elements to reach 100% profile completion changed and no longer include new skill test results.

However, passing the Upwork Readiness test will continue to be required for new freelancers to be eligible for the Rising Talent program.

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Upwork Readiness test can be found in the navigation bar *Find Work*.

Quiz one

Questions?

Thank you

Activity

— Education, Employment History, Other Experiences (1-on-1)

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Activity

— Portfolio Creation

— Profile check and corrections