

**Topic No: 108**

### **Closing of the bid**

In the last section of bidding proposal, a freelancer concludes the bid. It is good to send some salutations and thank the employer for giving his/ her time. If it is allowed on the platform (mentioned in the terms of service of the platform), the freelancer should also provide his contact information. Contact information related to all possible platforms should be provided to the employer. The freelancer must try to keep all his conversation confined to a private message board (PMB).

PMB is the only communication mode that is available for a freelancer. Freelancer should choose his/her words wisely. Any kind of grammatical mistake should be avoided. Words are the only thing that can make an impact on the client.

It is not necessary to include all the sections in a bid that has been discussed so far. It should be customized according the project. So, there is no hard and fast rule when it comes to the bidding process.

**Topic No: 109**

### **Policies of freelancing marketplaces**

Every freelance marketplace has its own terms and conditions. A freelancer should know about each and every aspect of the marketplace. These policies tell us what the expectations and duty of freelancers are. Mostly, freelancers do not read the terms and services of a freelance marketplace. It can be troublesome for a freelancer to avoid or skip this step. There are some chances of a dispute with an employer on any project. In the case of any dispute, a freelancer should, at least, have the basic knowledge about the policies of the platform.

You can make one account on multiple platforms each using a single IP address/ system but cannot make multiple accounts on a single platform with same IP address/ system. While it is fine to operate 2 accounts at a time on different platforms, but it is suggested in the beginning to run a single account on one platform only, so that you can learn the freelancing mechanism once. Later, you can make one account per platform, on different platforms.

If there are lot of orders placed in a queue and a freelancer does not manage to complete the existing orders on time, then his/her gig's rating will be affected. Therefore, it's important for a freelancer to become efficient, swift and responsive to the clients and finish all the orders timely.

**Topic No: 110****What gets your profile banned?**

There are some factors that should be carefully kept in mind and are needed to be followed strictly by freelancers to protect themselves from getting their profile banned from any freelance platform. Firstly, if a freelancer places a lot of bids randomly without any response, many freelance platforms like Freelancer.com or Guru.com have no issue with this, whereas Upwork is the only platform that raises its finger when a freelancer bids randomly and doesn't get any response from the employer. Upwork doesn't want to reach the highest saturation level and wants to maintain the high-quality standards. It is very crucial for a freelancer to bid wisely after understanding the requirements of a project on Upwork otherwise freelancer's profile can be banned.

Secondly, usage of two profiles of Upwork or Fiverr by a freelancer from a single computer or internet can get one's profile banned. These freelancing platforms have very intelligent algorithms. They immediately recognize which freelancer is cheating them. Once the profile gets banned, it is almost impossible to recover it.

Dispute with an employer is another issue. It is recommended for a freelancer to keep all the project related details and discussions in the private message board of the platform. Keep your side safe because once a dispute is opened with an employer, all the conversation in the private message board will be the only proof that can save you. Otherwise continuous conflicts with the employers can make a freelancer's profile ban.

**Topic No: 111**

### **How to get your profile unbanned**

Once a freelancer's profile gets banned, there are very few chances to recover it back. There are some valid steps that can be taken to recover it. A proof is required everywhere to present your point of view effectively. Provide all the verified documents like ID card, Driving License or Passport etc. A freelancer must clear all the misunderstandings and solve all the project related issues. If there is any mistake made by a freelancer, then it should be mentioned in a statement. Admitting mistake shows goodwill gesture. It will create positive impact on the employer. Being apologetic and providing supported documents will help you to resolve your issue.



**Topic No: 112****What is the best time to bid on a project?**

It is a common mistake made by freelancers to bid on a project whenever they want. Even if they bid effectively considering all the important points, they at times don't get any response from the employer. Actually, they miss one of the most important factors that counts for the success that is the right time for bidding. In Pakistan, freelancers are recommended to bid on the projects that are posted at night from 8:00pm to 2:00am.

Imagine a situation when a freelancer bids on a project that has been posted 8 to 12 hours earlier. He has almost lost the opportunity to win that project. He has just wasted his time and bid because most probably the employer will have already contacted other freelancers during this period, and they would have reached to a certain level of agreement.

Now let's imagine a scenario when an employer is in USA, and the freelancer is in Pakistan. The time difference is about 10-12 hours. The ideal time for bidding is from 8:00pm to 2:00am, as the freelancer is supposed to bid immediately after the project is posted. By implementing this correctly and approaching timely, a freelancer is more likely to receive a reply message from an employer. There are also some newly posted projects available for bidding up to 6:00am. Freelancer is definitely not supposed to bid at 1:00pm or 2:00pm. In freelance marketplaces most of the business deals are done within 30 minutes of the bidding process.

**Topic No: 113****How soon a response should be submitted**

When a project is posted on a freelance marketplace, the ideal time of responding to a bid is as soon as possible (ASAP). A freelancer cannot use a laptop or a desktop computer for all day, but he needs to stay connected with the freelance marketplace all the time to receive the updates about the newly posted projects. Here comes the importance of the smartphones. Almost every freelance marketplace has an app. By using the mobile app, a freelancer can stay connected to that freelance marketplace. Almost every freelance marketplace provides an option to save the bid template. The freelancer can bid on the posted projects by doing minor modifications in his/her bidding template. Bid response to the project proposal should be submitted within 15 minutes. If a project is posted at 8:00pm at night, then the response should be immediately submitted before 8:15pm. Otherwise there are chances that another freelancer has paved his path to win that project. It's all about how timely a bid is submitted to a project.



**Topic No: 114**

### **Importance of using a smart phone for PMB**

Now we have reached to the point where a freelancer knows about effective time of bidding and message's response. PMB is always hooked up with an email. Whenever a freelancer receives the employer's message in the PMB, he/she receives an email notification too. If a freelancer has installed email app then he/she can stay updated with his/her account activities. Remember that a freelancer should know the importance of replying the PMB as soon as possible (ASAP). In this digitalized world, it is very easy for a freelancer to use the smartphone to stay updated.



**Topic No: 115****Sample A**

Graphic Designing is a very widely used and in demand skill. Looking into the scope of this niche, a real time bidding sample is provided. It is recommended not to copy paste it directly, but to change it according to the project brief and your expertise.

Dear Client,

Thanks for seeing my response to your project.

I have gone through your project and it matches my expertise. With over 2 years of experience as a seasoned graphic designer, I can assure you that if selected, I will complete the job within <2> weeks and will work <8> hours a day (Monday to Friday). The values in <> will vary depending up on the project scope/size.

Take a look at my diversified portfolio for different clients from different industries.

I am willing to provide free mockup for the project so you can see my design ability. Please understand that free mockup is an initiative from my end to show you my seriousness about the project and you do not owe any penny if design is rejected.

If interested, open PMB (message board), so we can discuss and provide you the mockup design.

Looking forward to your positive response.

Sincerely,

<Your Name>



**Topic No: 116**

**Sample B**

Web Design and Development is a vast and in demand skill. Due to the increasing scope of this skill, a real time bidding sample is provided. It is recommended not to copy paste it directly, but to change it according to the project brief and your expertise.

Hello Dear Client,

I will keep my response short and to the point. I have done similar work in the past and you can view the work from the link <<https://www.abcdef.com>>.

The project mentioned on the link took my 3 weeks to do with the help of one additional web developer and we created the website using WordPress.

I have a question. Are you comfortable in getting your website developed in WordPress? Do you have any preference? Please open PMB (project message board) and let me know your answer.

If you wish to see my portfolio, you can view it at <<https://www.abcdef-port.com>>.

How about a quick skype call, so I can explain my process for website development and also give you some interesting suggestions on UI/UX of the website.

Looking forward to your positive response.

Sincerely,

<Your Name>

**Topic No: 117**

**Sample C**

There are many freelancers that select the niche of creative writing for their freelancing career. All the freelancers with creative writing skills can take benefits from this bidding sample, but it is recommended to use the sample only for getting an idea.

Hello Dear Client,

I am a content writer with over 1 year of creative writing for different industries. I charge US\$ X per 500 characters.

If selected, I will meet your expectations and prove myself as a creative writer and dedicated resource.

How about giving me a sample task to write couple of paragraphs for your assignment, so you can see my writing skills?

I am looking for a long-term relationship and can work Monday to Friday. I am very responsive and reply to a PMB message within 30 minutes.

If you wish to see my portfolio, you can view it at <<https://www.abcdef-port.com>>.

Looking forward to your positive response.

Sincerely,

<Your Name>

**Topic No: 118**

### **How to craft a response for employer's message**

The three basic ways to open a PMB by your employer are as follows:

1. Direct response by your employer on the bid.
2. You can ask a question from your employer.
3. You can offer free sample.

You need to keep in mind the below mentioned important elements to reply back when employer opens PMB:

- 1) Start your reply with greetings like this “Thank you for your response”.
- 2) Appreciate your employer on opening the PMB.
- 3) Answer all the questions asked by the employer in the PMB.

Keep in mind to keep all of the conversation on PMB.

**Topic No: 119**

### **How soon a reply should be submitted**

A client's message has a very significant importance in the freelancing career. It is not something to be taken lightly. A client's message should be responded ASAP (as soon as possible). It is the only key to increase the chances of earning a project. Employers in most of the cases select and message 2 to 5 freelancers at a time. The project is usually awarded to the first person who communicates and assures to fulfill the requirements of the clients. It truly is a race against time. If you skip the chance to respond at the earliest, the chances of winning the project immensely decrease.

Most of the freelance platforms have launched their apps too. In this era of digitalization, it is not a problem for us to keep in touch with the client 24/7. Whenever an employer sends a message on the PMB, a notification is received through the app, and on your email as well. So, it is recommended to install an email app on your smart phone also to stay updated with the client's response.

**Topic No: 120**

### **Free offer in the response**

A freelancer can use the following three keys to grab a project, as discussed before:

- Asking a question
- Special offer
- Free sample

Yet, if you add free mockup in your offer, it will add beauty to your offer and the client will highly regard your offer. In 70% of the cases, he will award you the project even if he doesn't like it, by giving you a few suggestions for betterment. It is a highly recommended gesture in the field of freelancing to become successful. If you haven't offered a free mockup in your bid, you can later offer it in the PMB too, as mockup is required in every niche.



**Topic No.121****Encouraging an interview time setup**

Offering a free mockup, a special offer and asking a question shows your willingness to get any project. It gives a positive message that the freelancer is willing to go an extra mile to get a project and is serious about his/her work. There is one more thing which can increase your chances of winning a project and that is offering an interview on Skype or any other video sharing tool. The clients find it convenient to communicate with the freelancer over the Skype to evaluate if the freelancer is a good option for the project or not. Not all the freelancers are willing to give an interview for winning a project. So, willingness to give an interview grabs the attention of the client and most of the times he/she agrees on scheduling an interview with you. Make sure that you are available on the scheduled time, you can inform your client if you are busy and reschedule the interview. Unavailability at the decided time leaves a negative impression, so, always honor your commitments. It is observed that after giving an interview, the chances of winning a project are increased up to 50%. So, consider this option if you are good at English and have considerable communication skills.

**Topic No.122****Importance of Video**

Once the client opens the PMB you have to convince him/her that you are the right person for his/her project. Here you can grab a camera, shoot a video related to that specific project, upload it on YouTube, make it unlisted (unavailable for the general public, accessible only through the link) and send its link to the client. Uploading the video on YouTube is suggested because YouTube is an authenticated source, no virus can be shared via it, and the client will have no reservations in opening a YouTube link. The video should generally start with a thanks for opening the PMB, proceeding with the number of years of your experience, industries you have worked in, time required to complete that specific project, response to the message the client has sent in the PMB and all other details accordingly. The video plays a very important role in capturing the employer's mind, and convincing him/ her that you are capable of completing the required tasks successfully with great communication throughout the project. Ensure the following points while recording the video:

- ✓ Good light
- ✓ Good voice quality
- ✓ Good resolution

It is not mandatory to create a video for every project but it is recommended to do so for the bigger projects.

**Topic No.123****Why PMB (message storage in important)**

If you do not get any response against your bids or the client opens the PMB and after two or three messages he/she disappears, then there must be some reason for no response from the client. You must analyze your mistakes and learn from them as well.

If you have done everything right and have convinced the client to open the PMB, always keep your conversation within the PMB of the freelance marketplace. It is the proof of the communication between the freelancer and the client, and it is helpful for both the parties to avoid future disputes and frauds. Not only conversation, but you should also keep the files and all other records shared between you and your client related to the project, over your PMB. A freelancer will have all the record of what he/she committed to deliver and when to deliver, so the client cannot exploit the freelancer. If the client tries to exploit the freelancer, the freelancer can simply file a complaint to the dispute center or customer support presenting the screenshots of all the conversation. So, keep your interests protected by keeping all your communication over the PMB.



**Topic No.124****The First Response**

When you place a bid on the job posted on the freelance marketplace, there can be two possible outcomes:

1. The client accepts your proposal.
2. The client initiates the PMB to communicate with the freelancer.

In both the cases, your first response in the PMB matters the most. First of all, read the project brief posted by the client and proposal by you again, and reconsider your proposed price and time duration. If the client initiates the PMB and evaluates you by asking questions or confusions related to the project, then your business development and communication skills plays a vital role in convincing the client that you are the right person for his/her project. If the client has accepted your proposal, communicate with him/her and make sure that everything is agreed and decided clearly between you and your client. Also, make sure again that the price and time duration you have provided are appropriate for the project because once the order is placed, you cannot change the price and time duration set to complete that project.

After deciding these points, you can send an offer to start the order. According to the new policies of the freelance marketplaces, you are not allowed to share any of your personal contact information with the client, or contact with the client outside the freelance marketplace. Keep all your conversation with the client over the PMB of the freelance marketplace to avoid any future inconvenience.

**Topic No.125****Setting Up a Payment Proposal**

Setting up a payment proposal and getting on the same page is very important before the project generation. Every freelance marketplace has its own payment procedure, but it is recommended to create your own invoice too after discussing the project details with the client. An invoice is very helpful as it is a token of your agreement with your client. Make sure to send your invoice and all other related documents to the client via PMB. It not only helps in secure communication, but also saves you from any future dispute. You can use it as a proof on the freelance marketplace if the client tries to exploit you. An invoice must contain the following points:

- Project Description
- Project Timeline
- Project Price
- Project Deadline