

Topic No.126**Requesting Escrow**

An escrow is a financial arrangement where a third party (probably your freelance marketplace) holds and regulates the payment of the parties involved in a particular transaction. The main purpose of an escrow is to provide payment security to both, the employer and freelancer. Every verified freelancing market place has Escrow service enabled. Escrow is automatically created by platform as soon as an order is placed, you don't have to create it.

When employer awards you a project, he pays the money on the spot, and you are notified that the employer has awarded you the project. The money is shifted to the escrow and stays there till project completion. When the client marks the project as completed, the payment is automatically transferred to the freelancer's account by the freelance marketplace.

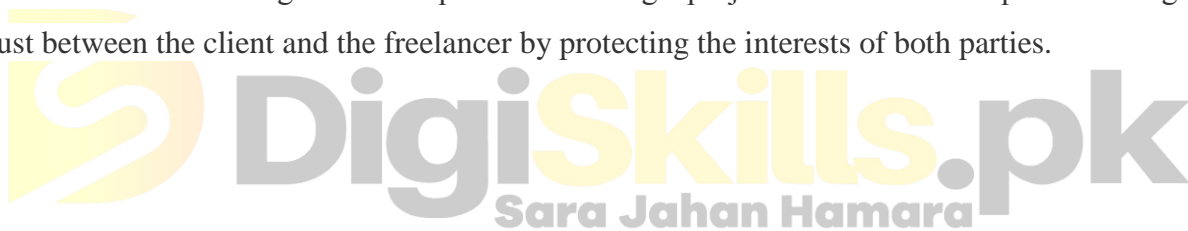
If you are not using a freelance marketplace, and directly dealing with the client, you can yourself directly use the third-party services of escrow.com. It helps to make the transactions secure by keeping the payment with itself, and releasing it when all the terms of an agreement are met.

Topic No.127**Defining Milestones**

It's an immense pleasure for a freelancer when he/she wins the project. A project can be divided into smaller tasks called milestones. A milestone is a significant step or portion of some task.

In a milestone, freelancer asks the client to divide the project in different tasks and specific part of the full amount will be paid after the completion of a specific task.

In order to get payment, the freelancer doesn't have to wait for the project completion. For example, a freelancer is awarded with web development project worth \$1000, and the freelancer sets 4 milestones (25% Design, 50% Development, 25% Testing) of \$250 per 25%. After the completion of design phase, the freelancer will receive the first payment of \$250 and will not have to wait till the remaining tasks' completion. Dividing a project in milestones helps in building the trust between the client and the freelancer by protecting the interests of both parties.



Topic No.128**How much money can you earn?**

As a beginner, every freelancer wants to know the capacity of earning in freelancing. There are several freelancers including students, jobless individuals and females who are earning a lot through freelancing. The main thing is your passion and determination for your work. The top most priority must be to deliver quality work to the client and become a successful freelancer. Money should be your second priority. Money is the byproduct of success. When you get success, you get money too.

Most students ask a question that **how much we can earn through freelancing?**

The simplest answer is “sky is the limit.” You can earn from \$10 to \$10,000 per month. When you are continuously delivering quality work, your worth will be increased on that platform, and you will start earning more money for the quality work you are providing. In a nutshell, make yourself a Brand of the skill(s).

Topic No.129**How much money can you charge?**

Work with passion, create your value, provide quality work and as a result you will earn money.

Now the question arises **how much can you charge for your skill?**

It totally depends upon the level of your skills and expertise, experience and your freelance profile. If you have the skills and experience but you don't have a strong profile, then you are missing an important part because all the above factors work in parallel. With basic level of skills you cannot charge a high price for your services. But if you are master with advanced skills, you can charge comparatively higher than your competitors, and clients will still prefer you because of your experience and expertise.

One more thing you can do is post a project as a buyer and do the in-depth analysis of the proposals you receive. You will see different proposals of different skill level and profile. This will help you get an idea about the price being charged by the freelancers who have strong profile with advanced skills, a great number of reviews and years of experience. In short, you need to polish your skills, grab the experience and build your profile strong to earn a handsome amount in the field of freelancing.

Topic No.130**How and when to withdraw money from freelance marketplace**

The most common question that arises when a freelancer start earning money is **when to withdraw money from freelance marketplace to your account?** Remember that the fee is deducted every time you transfer the funds from freelance marketplace to your bank account. The transfer or withdrawal fee varies from platform to platform, so it is recommended that let the money accumulate in your freelance profile, and withdraw it when there is a handsome amount of money collected.

Suppose, if the freelance marketplace charges \$15-25 for the transfer then withdrawing \$400 amount is better option than withdrawing \$100 only. \$25 for \$400 is only 6.25% deduction whereas \$25 fee to withdraw \$100 funds is 25% deduction. Therefore, it is recommended to withdraw a good amount of money together.



Topic No.131**Why should you refer all of your client to freelance marketplace?**

Most of the freelancers think that getting the project directly from social media or any other source is better because there are no deductions or fees charged by the freelance marketplaces, and they receive 100% payment. But this way, they do not receive any feedback from their client on their profile, and nothing is added to the job history of their freelance profile.

The suggestion is to convince the client to sign up on freelance marketplace, post and award you the project. There are two advantages of bringing your client to the freelance marketplace:

1. After delivering the quality work, the client can post a positive feedback on your profile which will help other clients to evaluate your worth.
2. Some fee will be deducted but your earnings in the freelance profile will be increased and the project will be shown in the successfully completed projects. This will add weightage to your profile.

This is why it is recommended to work on your profile, let it grow, and receive feedbacks as much as you can.

Topic No.132**Importance of profile reputation**

You convince the client to award you project on freelance marketplace because you want to build up your profile reputation. Profile reputation can be improved by higher number of projects completed, amount of money earned and the number of feedbacks received on your quality work. In the long run the profile reputation helps the freelancer a lot. In the beginning, you bid on the projects and try to win a project by convincing the client through your proposal.

If you have a strong profile, clients will reach you by themselves, inviting you to bid on their projects. The freelance marketplace will automatically suggest your profile to the clients, when they are about to post a project.

In a nutshell, your profile speaks who you are, and what do you offer. Also, your reputation will be measured by the rating and earnings on your profile. Reputation can be earned through different ways like:

- Business
- Money
- Feedback

Topic No.133**Making a tag line for business reputation based on your profile**

When a user talks about reputation/popularity then there are a few things to be kept in his mind. Taglines of a company, city or brand are one of them. For example, when a person talks about Lahore then the famous tagline which clicks in his mind can be “Lahore Lahore Aye” and for Malaysia it can be “Malaysia Truly Asia”. These are the famous taglines for Lahore and Malaysia due to their reputation/popularity. Sometimes, people keep in mind the taglines instead of the name because of the reputation associated with the taglines. For example, McDonalds “I’m Lovin’ It”. To demonstrate the importance of the Tagline let's take an example. Mr.X has a company named “Infomist” and its tagline is “We Write Technologies”. This tagline was chosen because it is a tech-based company.

Making a tagline for a business is necessary because it helps in developing its recognition. So, the freelancer must think about the tagline for his profile. These taglines must be added in a freelancer’s portfolio and profile video. A freelancer can also add a tagline in his bid response of a project to make it attractive.

Topic No.134**Importance of creating your business logo (Your Brand)**

A business logo is very important for brand reputation. Every company has its brand logo, which shows the company's identity and also defines the kinds of goods it deals in. Logo is actually their brand identity.

Let's take an example to elaborate the importance of brand identity for a company's reputation. Mr.X has a motivational and technological blog "Being Guru", and their brand identity is depicted through their logo.



So, most of the times people know him by his "being guru" identity instead of his personal identity (Mr.X). Similarly, this goes for the logo because when it takes over, it shows the recognition of any industry too, for example: food, beverages and automobiles. Even the countries are recognized by their flags. As these flags are a symbolic and graphical representation of the country.



Same goes for corporate identity. Every freelancer or businessman tries to have a corporate identity for his business profile. This is necessary because without a logo the brand identity cannot be built and the user's profile reputation cannot be enhanced.

A business logo can be designed by a graphic designer. A freelancer or a businessman can also design the logo by him/herself. On the other hand, there are a lot of graphic designers offering their services on different freelance marketplaces. Hire a graphic designer and explain him your requirements and the services you provide.

A freelancer should upload the logo on his profile, portfolio or video. By doing this a freelancer can build his reputation. It is recommended to come up with a corporate identity and earn reputation.



Topic No.135**Importance of creating your website**

A website plays a vital role in business promotion and branding. A website has the following type of information of a user (freelancer or businessman):

- User's information
- Portfolio
- Contact information
- Services provided

A website is like a brand. A freelancer can use it as a business card too, because a business card has the similar information.



So, in this business card, the user has provided his basic information like name, email address and website address. Similarly, all these things are provided in a website as well.

A businessman's corporate identity is reflected by his website. For example, if the name of a company is "ABC", then its website link should be "ABC.com".

To create a website, a user must have relevant expertise. For example, if someone is a content writer, then s/he will have no expertise of creating a website. However, a graphic designer can

easily manage it, as they are relatable fields. If a user cannot develop a website, then s/he can also hire someone for his/her website development. This all is your investment towards your goal.

As a freelancer, all your work like profile, bidding, portfolio and video creation are the investment towards your goal.

The goals generally are:

- To become successful
- To become reputable
- To create a brand
- To become recognizable



Topic No.136**How to create a free website?**

A free website must have all these things:

- Services
- Portfolio
- About you
- Contact information

One can create free websites too for him/herself. There are many online portals that give the facility to create free websites. Two of them are discussed in detail below:

1. Wix.com

Wix.com gives the facility to its users for creating and designing a free website. This free website provider has banner and domain advertisement. If a user doesn't want the banner advertisements or wants to use his/her own domain name on the website then s/he can purchase some monthly subscription from Wix.com.

2. Emaze.com

Emaze.com also gives the ability to create free websites. A user can sign up for free and give his/her website name and then start using the drag and drop tools of the site and create one's website.

Another advantage of these free website providers is that they also provide some basic templates for creating a website. The website graphics and colors should resonate with user's identity or logo.

The free website providers advertise themselves in two ways:

- **Domain name**

These websites keep their domain name on all the websites they provide. For example www.wix.com/abc will be the website link for any 'ABC' company.



- **Banner advertisement**

The free website providers also advertise themselves by placing their banner ads on your website for their marketing. One can remove them by purchasing a subscription if required.



Topic No.137**How to get domain name and hosting at very low cost?**

There are a lot of people who want their own website with lower cost, instead of getting a website from the free website providers. There are two scenarios in this case:

1. Low price website

As a beginner, it's better to make a website with some cost instead of a free website. There are lot of banner advertisements from the website providers in a free website. So, most of the people prefer to make their own website with nominal cost.

To get a website at a low price, a user can go to the freelance marketplace and search for a freelancer to create his website at lower cost. For example at Fiverr.com, a user can get his website created at a very low price.

2. Low price web hosting

Anyone who wants a low price web hosting, can simply go to local Facebook pages and ask for the hosting coupons and referral links for discounted packages. The hosting companies provide coupons to their special users, who give those coupons to others, and in return they get discounts and special offers when someone purchases the hosting from their coupons or referral links.

Topic No.138**Importance of creating a PDF profile**

Business or brand management is important for a person (a freelancer or businessman). If a user wants to expand his/her company information, there are some simple ways mentioned below:

- Website
- Business Card
- PDF profile

PDF Profile

The two ways Website and Business Card are discussed previously. Along with these two, another recommended method is to create a PDF profile. When a person sends the PDF file, this file goes to the employer's desktop and remains there until the employer deletes that file. The PDF profile is almost like a website. A PDF profile should include the following information:

- Personal information
- Work experience
- Educational background
- Skillset
- External links or screenshots of portfolio (if any)
- Services
- Contact

The file can be created in the word file format and later converted to PDF format using online converters. Whereas, new Microsoft Office versions have the ability to convert a word file directly to a PDF file.

PDF profile can be saved in the system or in email of the employer. A freelancer can add this PDF file to his/her freelance profile. He/she can also attach his PDF profile in the bid of any project or as a PMB attachment. This is one of the most important way to promote his/her brand reputation as remembering the exact URL of a website is difficult but the file remains saved in an employer's computer until s/he doesn't delete it. This PDF file is necessary because whenever an employer

sees this PDF profile in his/her system, he/she relates back to the good past experience. Also, it helps you to grab a new client if you haven't worked with him/her yet. A freelancer can get the retention of the employers and some positive feedbacks. With this simple brand management, a freelancer can get the attention of the potential employers too.



Topic No.139**Importance of creating Facebook page**

There are lot of social media networks available, for example, Twitter, Instagram, LinkedIn, Pinterest and Facebook etc. Let's discuss one of the major social media networks i.e. Facebook.

Facebook is one of the world's largest social media networking websites. According to the statistics of 2018, there are 2 billion Facebook users from all around the world. This statistics shows that Facebook has a huge number of users, outreach and a huge network of databases to keep all the data of their users.

So, if a user makes his/her Facebook page and share his business information and products or services with Facebook users, it will be very helpful in his/her brand recognition. This process is also known as social media/digital marketing.

As a freelancer, if a user creates a Facebook page and shares any post on the page, its outreach will be massive. If a freelancer makes a Facebook page and share his/her services in the form of images, and videos of his/her services, some interested client can award him/her a project based on his/her skills and communication. It can reduce the hassle of bidding on a project posted on the freelance marketplaces and helps in building the portfolio.

Every freelancer should try to make his/her Facebook page for promoting him/herself.

Promoting Facebook page is very easy, as a user can share any post of his/her page on the personal profile and your network can help you spread the word. The most vital way to spread business is sharing it via your family and friends. This can initiate an unbreakable chain.

Topic No.140**Importance of creating business card and stationery (Actual and Digital)**

When a freelancer shares his/her business card, eventually s/he gets some work via that. So, when a freelancer wants to get some offline work or promote his/her brand reputation, s/he can share his/her business card for networking. A business card contains the basic information of the user i.e. name, contact number, skype, email and website address, etc. Similarly, this goes for stationery (letter head). A letter head also contains the same information as a business card. A letter head plays an important role in creating a bank account and transaction process. Following is the major information on any business card or letter head:

- Business logo
- Business name
- Contact information

Social networking is very important for a freelancer because when s/he visits some events, s/he gets to interact with the people and share his/her business cards with them. It helps in increasing the brand reputation and people get to know about his/her freelance services. So, a freelancer should attend more social events and always carry his/her business card.

Topic No.141**The business side of social media**

Two most common social media networks are Twitter and Facebook. Most of the times, people use Twitter for political landscape, whereas, Facebook for association with other people. They use Facebook for chatting with friends, exchanging pictures or sharing videos, etc.

Facebook wants to be a one-stop shop for all the requirements of its users. A person should realize the importance of Facebook for his/her business as well.

Facebook page plays a very significant role to promote someone's business or any social activity in the wide range. For example, if a user (freelancer or a businessman) creates his/her page and shares a post about his/her skillset, it will be shared with the people all around the world via his/her page.

If a user wants to grow his career as a freelancer, s/he should promote his/her freelance profile on different online social media platforms. A freelancer can also use other social media platforms, for example, LinkedIn, Pinterest and Instagram, etc. These all social media platforms can be used for building one's brand reputation.

Topic No.142**How to use Facebook for profile promotion?**

There are more than 2 billion users on Facebook, but most of them are unfamiliar with the importance of Facebook for businesses. Facebook has eminent importance in promotion of businesses. There are a lot of highly paid webinars and seminars for using Facebook effectively. A user can promote one's business profile using Facebook very conveniently but ignores it due to unawareness. These are the following basic tools that can be used on Facebook for promotion:

- Posts
- Pictures
- Videos
- Live coverage
- Polls
- Recommendations

There is a minor difference in brand promotion and self-promotion. A Facebook page helps in user's brand promotion while his/her profile helps in self-promotion. A Facebook page is different from a Facebook profile and a freelancer can promote his business brand through his/her Facebook page. When a user wants to create a Facebook page then the system asks about the type of page required. A user can also get help from Google for creating a Facebook page.

Topic No.143**The Posts**

A user's Facebook page branding should be uniform. Whenever a user shares his business-related posts, they should be symmetrical with consistent theme, so that people can relate your post with your brand. A user must use some specific template to portray his/her brand and services. This will help your posts to get a lot of views from people over a period of time. This can also initiate a chain of shares.

To promote a Facebook page publicly, the best way is to use hashtags (#) in the post. For example, if a person is a graphic designer he/she can use the following hashtags to promote his/her post:

- #graphics
- #graphicdesigner
- #graphicdesignservices

When a person searches hashtags (e.g. #graphics), all the graphics related posts will appear in the search results. So, a freelancer should make sure to share his/her posts using hashtags.

There is a paid way to promote the Facebook posts too. If a user shares the post on his/her Facebook page using the paid Facebook marketing campaigns, he/she will gain access to the potential audience worldwide. This is necessary because by using the paid promotion, a freelancer's post will be shared with the Facebook users all around the world. This is the fundamental tool/method that helps a freelancer in promoting his/her Facebook posts.