

**Topic no: 54**

### **PeoplePerHour**

PeoplePerHour is another great freelance platform of the recent times known globally, which offers mix features of both traditional and non-traditional freelance marketplaces. PeoplePerHour includes more job categories than Fiverr or Guru. It lets you charge your client on hourly basis. If you prefer working on hourly basis, this website is surely for you.

PeoplePerHour lets its sellers and buyers, sign-up through Facebook and LinkedIn. However, a user can also sign-up through his/her email ID. According to PeoplePerHour, a high-value project does not necessarily mean that this project will have a large initial budget or that its invoice is guaranteed to be high. These jobs pass various factors to fall in this criterion, such as:

- The likelihood of follow-on work; based on historical data.
- The project's budget, etc.

Another unique factor of PeoplePerHour is the endorsements option that is not available on any other platform. People present on the platform, freelancers and clients, can endorse you for your skills and expertise, like LinkedIn. It makes your profile more attractive and reliable for the clients who intend to place an order with you.

**Topic no: 55****Craigslist.org**

Craigslist is US based classified ads website with sections devoted to jobs, housing, for sale, products, services, community, gigs, and resumes etc. There are various part-time, permanent and remote jobs available on this website. Craigslist started its web-based services in 1997 and expanded into other classified categories. It started expanding to other U.S. cities in 2000, and now covers about 70 countries.

Some Interesting Facts about Craigslist are listed below:

- Craigslist is one of the oldest and biggest social classified websites on the internet.
- It is one of the top 50 websites worldwide.
- The website interface of Craigslist is very simple and convenient to use.
- The Craigslist haven't changed its web user interface from the beginning.
- This website is being used in various parts of Asia, including Pakistan.

If you visit craigslist.org, you will land on its home page. On the top of the website, you will see the world Map. If you scroll down, you will see the division of different continents of the world. Each continent is divided into different countries, and each country is further divided into different regions/ cities.

Under the jobs' section, job seekers can easily view and search the desired job of their expertise. There is an extensive range of freelancing opportunities available. Some full-time jobs are also available. You just need to apply through a proper procedure, discussed in the job advertisement. Initially, no signup was required in order to contact with the concerned person. But now, you have to signup, in order to contact the employer.

**Topic no: 56****List of all major freelance marketplaces and their reviews**

Besides the major freelance marketplaces, i.e. Upwork, Freelancer, Guru, Fiverr, etc., there are hundreds of freelance marketplaces active, which you may not know as they are not very popular worldwide.

According to BeingGuru, which is a freelancing and technology blog of Hisham Sarwar, there are 101 ways to start earning money. There are some platforms other than the marketplaces discussed earlier, some of those are introduced below:

**1. SimplyHired**

- ✓ Category: Job search engine
- ✓ Niche: General
- ✓ Convenient and friendly User Interface
- ✓ Mobile app available
- ✓ Educational resources
- ✓ Location-based results
- ✓ Salary Estimator Tool with detailed Professional Fee Information

**2. SEOClerks**

- ✓ Category: Freelancing
- ✓ Niche: SEO
- ✓ Wide range of SEO jobs
- ✓ Advanced yet convenient communication
- ✓ Orders Management Panel
- ✓ Gigs start from as low as \$1

**3. WPHired**

- ✓ Category: Freelancing
- ✓ Niche: WordPress
- ✓ Thousands of jobs listings
- ✓ Talented WordPress developers

- ✓ Part-time/full-time jobs
- ✓ PayPal integration

#### 4. Tutor

- ✓ Category: Online tutoring company
- ✓ Niche: General
- ✓ 24/7 availability
- ✓ Best tutors available
- ✓ Variety of subjects to choose from
- ✓ Simple and attractive interface
- ✓ Skills assessment and third-party background check
- ✓ Safe and secure platform
- ✓ Quick and efficient online support
- ✓ Job search assistance
- ✓ On-demand tutoring sessions
- ✓ Flexible schedules

#### 5. Localancers

- ✓ Category: Freelancing
- ✓ Niche: General
- ✓ Working Domain: Worldwide
- ✓ Simple yet versatile platform
- ✓ Multiple categories to choose
- ✓ Rich filters and super-fast loading
- ✓ Direct communication
- ✓ Profile visibility control
- ✓ Professional online support

**Topic no: 57**

### **The 5 ingredients of creating an effective freelance profile**

A professional profile is essential for your success on Freelance platforms because it is your introduction to prospective clients. It is an important opportunity to grab attention and set yourself apart from the competition not just as part of your proposals but also for potential clients who may discover your profile.

The first thing you need to do is to create a complete and attractive freelance profile. If you're just getting started as a freelancer, there are a variety of things that you can do right now to build up your profile for creating the best representation of yourself to the clients worldwide. A good profile can set you apart from the competitors. If you are a freelancer, then it is suggested to make your profile strong enough to win more jobs. These are five ingredients of creating an effective profile:

#### **1. Select a professional profile picture:**

The client wants to engage with a professional freelancer. This is where your professional outlook and profile picture plays the role.

#### **2. Description:**

Since the description is placed at the top of your profile, hence, it plays a vital role in leaving a good first impression and in exhibiting your skills. Use it to introduce yourself and pitch your services.

#### **3. Portfolio:**

Portfolio consists of all kind of work experiences of a person. It might contain your profession work, your sample work or your practice work. Your portfolio grabs the attention of a potential client. It is your chance to show the quality of your work and the value of your expertise. Choose the samples that reflect your niche and help prove your specialization.

#### **4. Video:**

An intro video can help you shine and stand out, especially because many freelancers do not avail this option. Start with a great script that explains who you are, the type of projects you want to work on, and your areas of expertise.

#### **5. Feedback:**

When a contract ends, clients usually leave you a feedback. As a freelancer, you can also leave public feedback about your experience with the client.

You can find ideas by viewing other freelancers' profiles but remember to make an original and unique profile of yours. Consider the following additional tips:

- ✓ Make your profile about your clients and address their issues
- ✓ Be concise and straightforward in your language
- ✓ Proofread each section carefully and update your profile regularly
- ✓ Keep a perfect responsiveness score by replying quickly to invitations and messages



**Topic no: 58**

### **The importance of profile picture**

Humans make judgments rapidly based on the first impression, and your profile photo helps potential clients to get sense of how professional you are. Businesses want to work with people they trust, and if your photo does not convey friendliness and professionalism, they might move on. To attract clients and stand out from the crowd, keep these tips in mind when selecting your perfect profile picture:

#### **1) Find the best light**

Shady areas outdoor without direct sunlight or a cloudy day are a great lighting choice. Avoid overhead light, which creates harsh shadows, instead look for natural light.

#### **2) Simplify the background**

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

#### **3) Focus on your face**

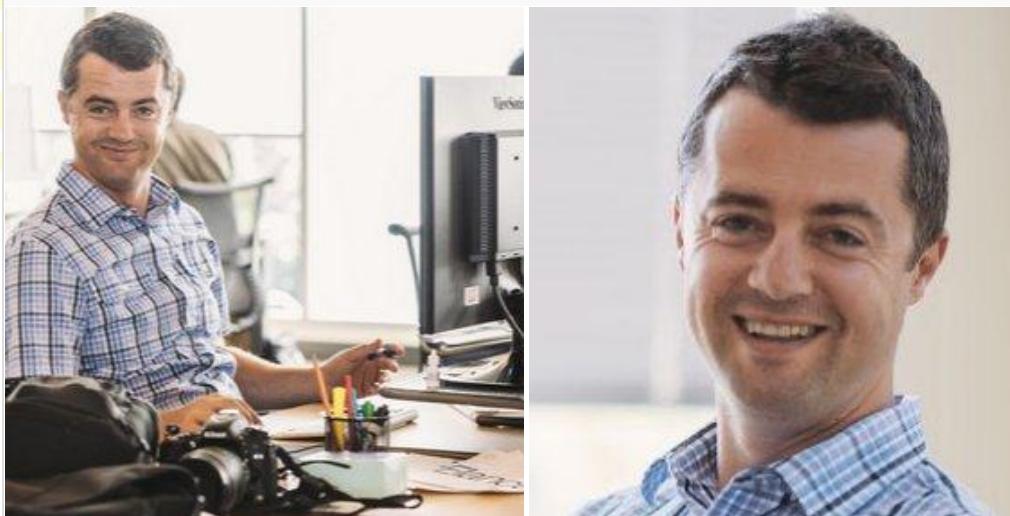
Face the camera straight on or with your shoulders at a slight angle. Crop the image so you only include your head and the top of your shoulders. Dress in professional attire and remember to smile. Clients find smiling faces more warm, friendly, and trustworthy.

#### **4) Get ready for the photoshoot**

Make 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'll have a variety to choose from.

**Do vs. Don't Examples:**


Bad	photo	composition	Good	photo	composition
Poor	light /	too dark.	Good		Good lighting.
Not facing the camera.			Facing the camera.		



Bad	photo	setting	Good	photo	setting
Too	much		body. Framed	into	his face.
Cluttered workspace.			Plain background.		

**Topic no: 59**

### The Importance of profile description

Your freelance profile is an important tool that is often underestimated. Your profile description is an opportunity to convey your confidence and competence to the potential clients.

Your description is one of the first things that the potential clients will see on your profile. A few words that can have a big impact on whether they read more or continue to consider you for their project. In interviews with businesses who engage freelancers through the freelance marketplace, clients see a well-written description as an indication of a freelancer's expertise and quality.

There are many ways to write a catchy description. Here are a couple of ideas to help you figure out the best approach for your business:

#### **1. Be simple and concise**

Create a focused description that defines your expertise and indicates the niche you work for.

Keep it concise yet explanatory.

#### **2. Be specific**

The more precise you can be in your description about the services you offer, the more likely it is to catch the attention of clients.

#### **3. Be unique**

Craft an original and meaningful description that includes your experiences, specializations, and expertise, but avoid generic descriptions, such as hard-working or reliable etc.

#### **4. Focus on a single niche**

Jack of all is the master of none. Too much skills displayed on the profile confuses the client and portrays a false impression of you. Instead of learning many skills on a basic level, try to get the expertise of a single skill that can help you stand out in the freelancing marketplaces.

It is recommended not to add different niches (for example creative writing, graphic designing, data entry etc.) in a single, but you can offer various services under the same niche (for example as a graphic designer you can offer logo design, banner design, UI/UX design, mockups etc.) using a single profile.

**Topic no: 60****Importance of creating portfolio**

Your portfolio plays a very important role in your quest for good projects at the freelance marketplace. It can be effectively used to highlight your past and present projects and pieces you're particularly proud of. You might choose to just upload screenshots and files, but it's possible to tweak your portfolio in ways that can really convince a client to hire you as a freelancer. Here are four tips that can help you make your portfolio better:

**1. Have a portfolio sample for each service you provide:**

If a copywriter works with product descriptions, blogging, and website copy, He or she should upload three to five portfolio items that display the latest product copywriting, blogging and website copywriting projects. Each one should be categorized separately and with its own unique project description.

**2. Write a well-written description for each portfolio sample**

Utilize the project description textbox by writing a brief but an interesting story about the completion of the project. You can start by writing what your main task was, how you tackled the client's problem or met his requirements, and other important details.

**3. Update your portfolio with the latest screenshots and links**

A screenshot of your latest work and its link will certainly help keep your chances of winning freelance projects high. A potential client can easily look at the screenshot to see what the project looks like, then click on the link to review it in detail. If you've made any changes to your work, make sure you take and upload a new screenshot of it and ensure that its URL is still correct.

**4. Delete or revamp old projects that don't reflect your skills as a freelancer**

There can be chances where you have old projects in your portfolio that you've outgrown already. As you improve your skills, you don't want future clients to see obsolete projects that don't truly reflect how good you have become now. Your best bet would be to either revamp these old projects using your latest skills and techniques, or to delete them.

**Topic no: 61****The importance of creating video profile**

It can be difficult to establish a personal connection through a written profile. Adding an introductory video to your profile along with your full overview and other completed sections, can be a great way to quickly build a bond with potential clients. It provides a more interactive preview of your unique characteristics and what it will be like to work with you. Follow these four steps to help create an excellent introductory video:

**a) Create a great script**

Your video should be short but effective. In 60 seconds or less, describe how you help your client. Practice a few times before the camera starts rolling to help yourself be more comfortable, sound natural, and speak clearly. Your video should be designed according to the below mentioned criteria:

- ✓ Introduction (Who are you? What services are you offering? How long have you been doing what you do?)
- ✓ Objectives (What type of projects or clients are you looking to work with?)
- ✓ Business highlights (What professional experiences showcase your expertise?)
- ✓ Conclusion (What sort of action you are looking forward to?)

**b) Get ready for the video shoot**

If you don't have access to a digital video camera, the video mode on a digital photo camera, smartphone, or computer webcam can be good alternatives too. Shoot in high definition to ensure that the video quality will be good.

Once you have your equipment in place, it's time to frame your shot. A clean, plain background with limited clutter will ensure that the focus is on you. Choose a quiet with no background noises.

**c) Lights, camera, action!**

Before you start recording, take time to get yourself ready. Dress in business casual attire to help you look and feel more professional. Once the camera starts rolling, be yourself so clients

can get a sense of who you are and how you can help them, and don't forget to smile and speak clearly!

**d) Review and publish your video**

Sometimes it can take a few tries to be sure that you're completely comfortable to face the camera and shoot a video which you'll be happy to publish.

Before you call it a wrap, double-check for the following:

- ✓ Did you speak clearly and not too quickly?
- ✓ Is the video free of awkward pauses?
- ✓ Can you hear your voice?
- ✓ Can you see your face clearly?
- ✓ Is the background clean and clutter-free?
- ✓ Is the shot steady and not shaky?
- ✓ Did you smile?



**Topic no: 62****How to create a portfolio as a beginner**

If you are a newbie and you don't have a portfolio then the most important thing for you as a beginner is that how to create a portfolio. The first way to create a portfolio is that you must look around and find out the people who are looking for freelancers and offer them to work for free. Instead of going into the freelance marketplace without any portfolio, it is advisable for you that spend little bit of time on yourself. It is an investment towards the goal, so create a work portfolio of different industries. It will become a diversified portfolio range.

There are 3 ways of creating a portfolio:

1. Do work for free
2. Upload your gig on Fiverr
3. Work on PeoplePerHour

Once you are done with portfolio and have signed up on either of the platforms:

1. You will earn money
2. Your portfolio will be expanded
3. You can monetize your passion

In fact, you will monetize your skill by earning \$5 for that skill. So, never ignore the importance of creating a portfolio. When the employers see that you have already done work for the different industries then they will be inclined to contact you for their tasks too. Your portfolio is going to be a source of new business for you and it is something which you can earn money from.

**Topic no: 63****Feedback and importance of feedback for profile reputation**

The feedback is the review, reaction, or testimonial of a product, a person's performance of a task, etc., which can be used for your improvement or helps the employers to evaluate you.

In freelancing, after completing the project the employer is supposed to give feedback about the work which is done by the freelancer for that employer. If the employer is happy with the work done by the freelancer, then he gives 5 stars rating. An employer can rate a freelancer from 1 to 5 according to his satisfaction with the work done by freelancer and write some description as feedback too.

It's not necessary that all the freelance marketplaces provide same pattern of giving feedback it varies from one freelance marketplace to another. Feedback plays a vital role in freelancing marketplaces. Due to that feedback, a new or potential employer knows about the work of the freelancer. Some other things which are reflected by your feedback are discussed below:

**✓ Credibility:**

You have to be proactive as you are responsible for finding clients and convincing them that you are reliable and that you will indeed bring value for their money. Credibility of the employer shows that this person worked properly and responsibly with the previous clients.

**✓ Sustainability:**

In sustainability, the employer knows that this freelancer worked consistently with a good reputation. And employer also knows that this person is responsible and will not runaway after getting my project.

**✓ Reputation:**

Freelancing entails posting one's skills online, placing bids, and waiting for clients to come knocking. Commonly, the client no longer conducts lengthy interviews with the freelancer instead only browses through the freelancer's profile. Therefore, you need to immediately capture the client's attention by showing that you have a solid freelancing reputation. This is because no matter how talented and skilled you are if employers don't see evidence of who you claim to be, they will look for someone else.

✓ Trust:

Feedback is the name of trust. When an employer leaves a comment regarding the freelancer's work, it improves the trustworthiness of the freelancer.



**Topic no: 64****Creating attractive thumbnails and graphics for your profile**

Portfolio provides you the opportunity to impress the potential clients with work samples of your skills and expertise. The example of portfolio is just like a shelf in a shop in which you go to buy something but that is not displayed on any shelf. You will not shop from this particular shop and move to the next shop.

thumbnails are the little graphics and its size varies from marketplace to marketplace. When you visit any freelancer's profile, the first thing you see in the portfolio is the thumbnail that he has used. By creating effective thumbnail, you are actually branding your profile, so your thumbnail must contain:

- Pick something that reflects your skill
- Use the proper dimensions
- Include a title in your thumbnail
- Use a good contrast in your thumbnail design
- Be consistent with your thumbnail design and font
- Use attention-grabbing pictures in your thumbnail
- Be honest in your thumbnail
- Make it professional
- There should be uniformity in it
- It should reflect your brand
- Thumbnails and graphics must be eye-catching

If you cannot create effective thumbnail, you can hire the services of any freelancer.

You do not have to be a Graphic Designing professional to create your thumbnail, you just need to utilize the online thumbnail creation software and create a thumbnail by utilizing your content and data.

**Topic no: 65****Reason for populating your payment information**

Payment information setup differs from marketplace to marketplace, but payment receiving method is same for all the marketplaces. When the project is completed, then the employer releases your payment. You do not get your payment directly, it is transferred to your freelance profile. You can withdraw it from there at your convenience.

Suppose, you are a graphics designer and design business cards of your client for \$10. When you have completed your work on time and you have fulfilled all the instructions, you raise invoice and the client releases the funds to you through the freelance marketplace instead of giving directly to you.

It is necessary to withdraw your money from the freelance profile to your bank account. You need to populate your bank account information for this process. Bank account information includes the following:

**✓ Bank account:**

A bank account allows you to deposit and withdraw money and, in some cases, pays you interest too.

**✓ IBAN number:**

IBAN is an “International Bank Account Number”. It is required for international transactions.

**✓ Swift code:**

Swift code is the routing number which helps the freelance marketplace to identify the bank and send the payment.

The method of populating the bank account information varies from marketplace to marketplace.

You have to follow the below mentioned steps:

- Login to your freelance account
- Insert your information related to the bank account
- Insert your IBAN number
- Enter your swift code
- Enter your branch information

- Enter all the payment information required.

When you have done some projects and collected enough money, then you initiate your wire transfer from a marketplace to your bank account (some charges may apply), and transfer money to your bank account in the working days. Yet, this is only possible when you populate your bank account.



**Topic no: 66****Registering your business with FBR**

Federal Board of Revenue (FBR) is a top federal government body that investigates crimes related to taxation and money-laundering. We should take a start of our IT business with consideration of living by the book that implies all legalities. If your money is legal then you do not need to worry because foreign remittance of IT exports is tax free in Pakistan yet.

For registering your business with FBR, you just need to hire a lawyer who will provide his services to you. You need to provide the following information in order to register your business with FBR:

- Your company's name
- Nature of business
- Your total remittance
- Your expenses
- And some basic information

When you register your IT business with FBR, you provide the proof of being a good citizen. When you register your business with Federal Board of Revenue (FBR) then you get the NTN number within 2 hours or maximum 1 day. Through this NTN, you can bring any type of remittance you want to bring in Pakistan easily. You should register your business as soon as with FBR so that you can make your money white and use it easily down the road.

As per article 133 of Income tax ordinance, all the IT services are completely exempted from tax whether you're an individual or a company. They also confirmed it is not necessary to form a company just to avail tax exemption.

However, they confirmed there are 2 main conditions to follow in order to avail tax exemption.

- All income must be coming through a banking channel.
- At least 80% of the income must be encased into PKR.

If you comply by both these conditions, then there is nothing to worry about. You've 100% tax exemption and if anyone asks, Freelance earnings certificate can be shown as proof.

**Topic no: 67**

### **Getting a bank account**

Some people do not know how to open a bank account, they think that they have to pay a lot of money in this regard as initial deposit, but the reality is very different. For opening a bank account for the freelancing, you just need to visit any local bank nearby, meet the customer services representative, inform him that you want to start a freelance business and open a bank account for it. He will let you know the basic requirements for opening a bank account. After getting the complete information, you have to provide:

- Your basic information
- Utility bills
- Proof of income
- NTN (optional)
- Deposit a certain amount as an initial deposit as per the instructions

After opening a bank account when you want to withdraw your money you can use either cheque book or cards (debit, credit etc.) provided by the bank. You can withdraw your amount in Pakistani rupees because your bank converts your foreign remittance in your country remittances. This is so simple and easy because you are doing a legal business in a legal way and earning the white money.

**Topic no: 68**

### **Getting IBAN, Swift code**

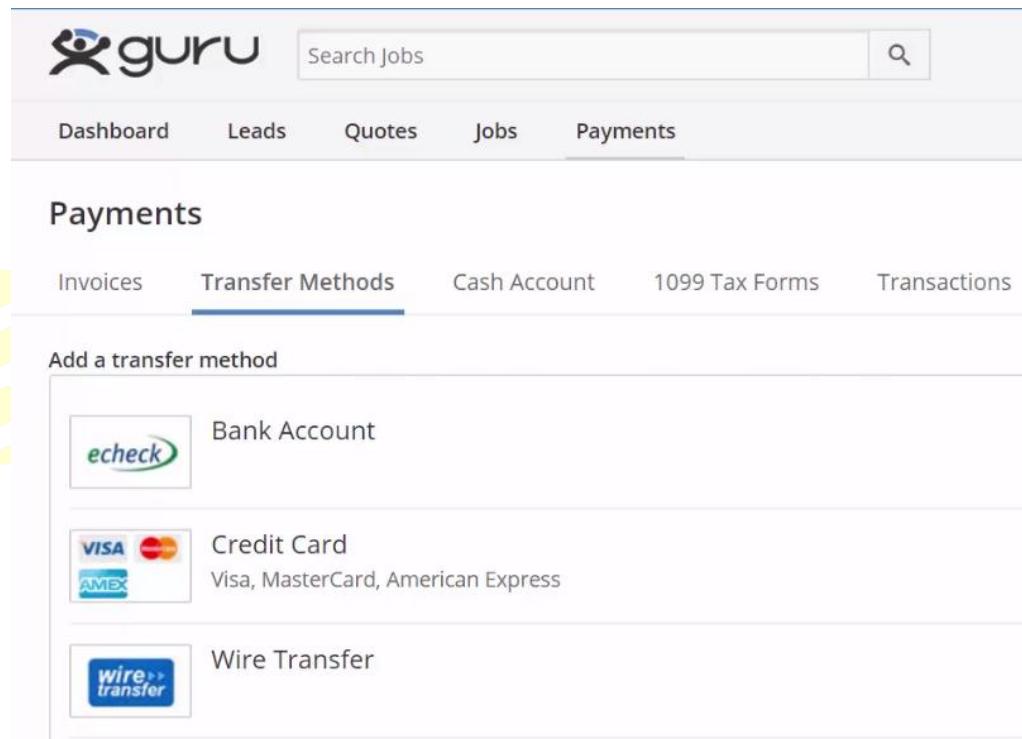
Only opening a bank account is not enough for Freelancing career, you have to get your account's IBAN number or Swift code from the bank too. IBAN number or Swift code is the international identity of your bank. It is a sequence of numbers which contains your country, city and branch code along with your account number for the identification of your bank account globally. So, make sure to enter your IBAN number and provide all your account details in your freelance account.



**Topic no: 69**

### Populating bank wire information

The payment methods of the freelance marketplaces are not complicated. Let's take an example of the payment method of a popular freelance marketplace; Guru.com. The Bank Account option requires Account Title and IBAN or Swift Code. The Freelancer should never give the payment related information in the bid or in PMB. Payments option is mostly found in Account Settings.



The screenshot shows the Guru.com interface. At the top, there is a navigation bar with the Guru logo, a search bar labeled "Search Jobs", and a magnifying glass icon. Below the search bar are links for "Dashboard", "Leads", "Quotes", "Jobs", and "Payments". The "Payments" link is highlighted. Under the "Payments" heading, there is a sub-menu with tabs: "Invoices", "Transfer Methods" (which is currently selected), "Cash Account", "1099 Tax Forms", and "Transactions". A large yellow watermark with the letter "S" is on the left, and a grey watermark with the letter "K" is on the right. The "Transfer Methods" section contains three items:

- echeck**: Represented by a green and white logo.
- Credit Card**: Represented by logos for VISA, MasterCard, and American Express.
- Wire Transfer**: Represented by a blue and white logo.

Freelance Marketplaces give another option for payment transfer; which is Payoneer. Payoneer Master Card can be acquired by signing up at <https://myaccount.payoneer.com/>. The card can be used for online payments. Payoneer charges a small fee per annum and the card is shipped at your given address within a week. The activation pin code is received with the Card, which is used in your Account Settings for activation of Master Card. The Payoneer card can also be used as an ATM Debit card. It is suggested to keep a little amount in it for important online purchases, like useful tools.

**Topic No: 70**

### **Introduction to Upwork**

Upwork is one of the largest and leading freelance marketplace. Upwork came in existence in 2015 after the merger of renowned freelance marketplaces, Odesk and Elance. Upwork not only help businesses with flexible access to quality talent but also empower individuals and freelance agencies to render services in various fields to scale up the business venture dynamically and meet the industrial needs. Before starting on Upwork, keep one thing in mind that Upwork is only for seasoned freelancers and agencies.

According to CEO Stephane Kasriel, Upwork gets 10,000 new signups EVERY DAY that is why they become more selective with the talent pool. Now only experienced freelancers and agencies are more likely to approve their accounts at Upwork. It is recommended to all beginners to render your freelance services on other platforms before starting at Upwork.

To create your account on Upwork, follow the below steps.

1. Visit <https://www.upwork.com/> and click on ‘Sign Up’ button. You can sign up via Google or either by entering your email address.
2. Enter your email address in the required field and click on ‘Continue with Email’ button.

**Get your free account**



or



**Continue with Email**

3. Complete your free account setup by enter your information in all required fields. Make sure to click ‘Work as a Freelancer’ button if you want to sign up as freelancer.

## Complete your free account setup

starkjeane@gmail.com

Hisham

Sarwar

.....

Pakistan

I want to:

Hire for a Project

Work as a Freelancer

hishamsarwar

Yes! Send me genuinely useful emails every now and then to help me get the most out of Upwork.

Yes, I understand and agree to the [Upwork Terms of Service](#), including the [User Agreement](#) and [Privacy Policy](#).

Create My Account

4. Upwork will send you a verification email on your email address, you will require to open your email address and click on ‘Verify Email’ button to complete email verification procedure.



#### Verify your email to proceed

We just sent an email to the address: [Hisham.sarwar20@gmail.com](mailto:Hisham.sarwar20@gmail.com)  
Please check your email and click on the link provided to verify your address.

[Change email](#)

[I need help verifying my email](#)

[Resend Verification Email](#)

After email verification, you will require to complete your account information for approval.  
To provide a high quality experience to all customers, admission to Upwork is highly competitive.

Before apply to join Upwork you need to understand how it works:

- Fill out your profile thoroughly and accurately
- Submit your profile
- You'll receive an email within 24 hours to let you know if you were accepted

To fill out your profile thoroughly, you need to provide the precise and accurate information in the below heads.

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Expertise</li> <li>• Expertise Level</li> <li>• Education</li> <li>• Employment</li> <li>• Languages</li> </ul> | <ul style="list-style-type: none"> <li>• Hourly Rate</li> <li>• Title &amp; Overview</li> <li>• Profile Photo</li> <li>• Location</li> <li>• Phone</li> </ul> |
|--|---|

## Expertise

Upwork has an extensive list of standardized skills that can help quickly identify your strengths and connect you with relevant projects. These skills also help clients find you more easily, so they should reflect your specializations and expertise: Only claim and list skills that you can back up in one of your other profile sections, such as your work or employment history, portfolio, education, or certifications. List up to 10 of the most relevant skills based on the projects you are looking for — the more the better — and move the tags around so they appear in order of importance. If you have multiple work interests (e.g. data analysis and accounting), list the number of skills proportional to how much you prefer each type of project.

**Expertise**  
1 of 10

---

**Tell us about the work you do**



**What is the main service you offer?**

Design & Creative



---

**What types of Design & Creative do you do?**

Select up to 4 types of work.

<input checked="" type="checkbox"/> Animation	<input checked="" type="checkbox"/> Art & Illustration
<input type="checkbox"/> Audio Production	<input type="checkbox"/> Brand Identity & Strategy
<input type="checkbox"/> Graphics & Design	<input type="checkbox"/> Motion Graphics
<input type="checkbox"/> Photography	<input type="checkbox"/> Physical Design
<input type="checkbox"/> Presentations	<input type="checkbox"/> Video Production
<input type="checkbox"/> Voice Talent	

---

**What skills do you offer clients? ?**

Start typing to search for skills

Enter at least 1 skill

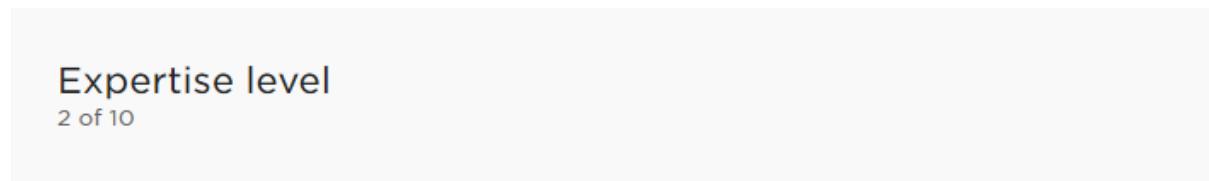
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## Expertise Level

Selecting your expertise level will help the client understand your skill level in the respective niche. You can choose it according to your self-assessment, but make sure not to give fake or improper information because it will create a problem for you in the long run. So choose it wisely!



Expertise level  
2 of 10

What is your level of experience in this field?

**Entry level**  
I am relatively new to this field

**Intermediate**  
I have substantial experience in this field

**Expert**  
I have comprehensive and deep expertise in this field

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## Education

Your knowledge doesn't just stem from your previous work experience! Your education and other activities — such as volunteer positions, mentorship programs, online courses, and other extracurricular activities — can also help shape what you do and how you present yourself online. Consider including a detailed description of each relevant education item by listing the institution's name and program in chronological order, beginning with the most recent one.

## Education

3 of 10

Add the schools you attended, areas of study, and degrees earned.

### University of the Punjab

Master of Business Administration (M.B.A.) of Business Administration  
1999 - 2001



□ Marketing project on Marketing Plan for Ben & Jerry's: A comprehensive marketing plan; made for the launch of international company Ben & Jerry's in Pakistan.

□ Report on HR department of Sui Northern Gas Pipelines: A report on the current situation of the HR department of SNGPL.

 Add Education

[Skip this step for now](#)

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Next

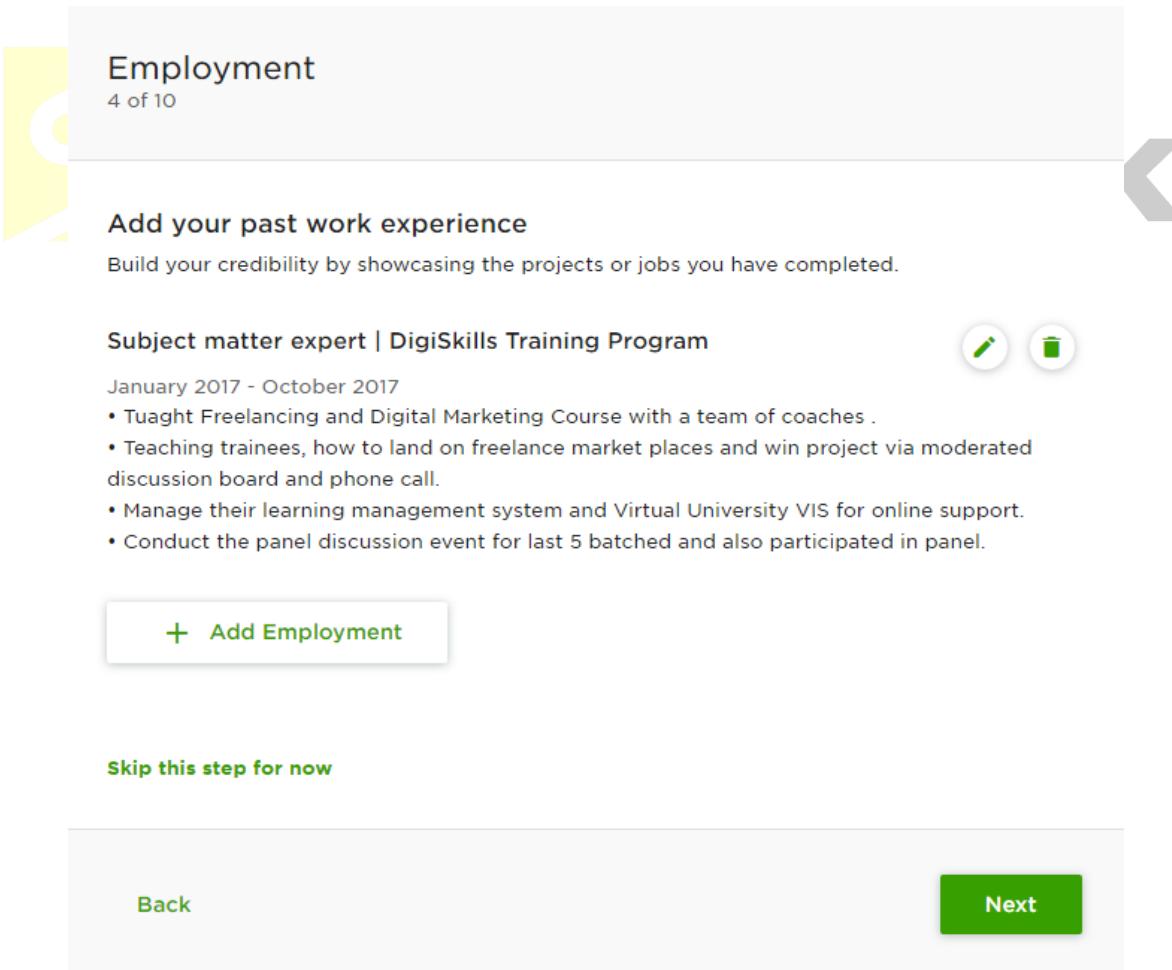
## Employment

Adding relevant details about your employment history can help clients understand your background, both on and off Upwork.

You can start by adding a brief description of your responsibilities and accomplishments in your previous roles; pay particular attention to projects that relate to the type of projects you are looking for now.

As your freelance business grows, consider adding new entries for a few of your most impressive projects to help reconfirm your credibility.

If you don't have a traditional employment history, consider adding your freelance business as a one line item, with a brief description summarizing your focus. You can use bullet points to highlight achievements and illustrate your specific expertise.



The screenshot shows a mobile application interface for adding employment details. At the top, it says "Employment" and "4 of 10". Below that, a section titled "Add your past work experience" with the sub-instruction "Build your credibility by showcasing the projects or jobs you have completed." A "Subject matter expert | DigiSkills Training Program" section lists a timeline from "January 2017 - October 2017" and a bulleted list of responsibilities. At the bottom of this section are edit and delete icons. A green button labeled "+ Add Employment" is located at the bottom left. At the very bottom, there are "Back" and "Next" buttons.

**Employment**  
4 of 10

**Add your past work experience**  
Build your credibility by showcasing the projects or jobs you have completed.

**Subject matter expert | DigiSkills Training Program**

January 2017 - October 2017

- Taught Freelancing and Digital Marketing Course with a team of coaches .
- Teaching trainees, how to land on freelance market places and win project via moderated discussion board and phone call.
- Manage their learning management system and Virtual University VIS for online support.
- Conduct the panel discussion event for last 5 batched and also participated in panel.

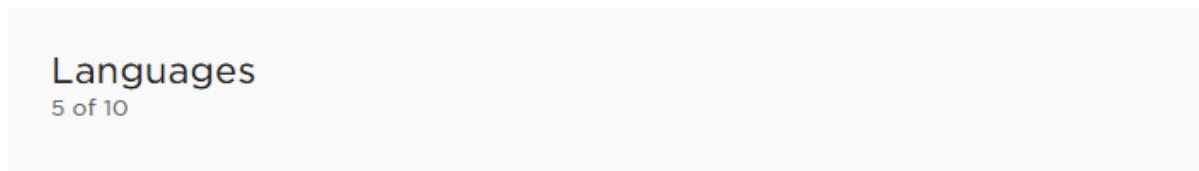
**+ Add Employment**

**Skip this step for now**

**Back** **Next**

## Languages

Possessing proficiency in multiple languages can open a range of professional opportunities. When applying for jobs, listing your language skills on your Upwork account can help make your profile more noticeable to an employer. It is suggested to mention all the languages in which you have the proficiency.



Languages  
5 of 10

What is your English proficiency?

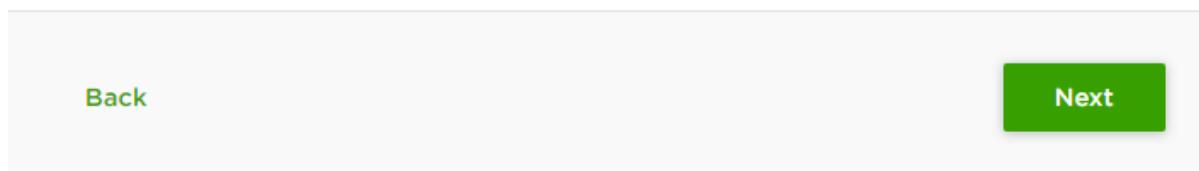
Fluent



What other languages do you speak?

Language	Proficiency	Actions
Urdu	Fluent	
<a href="#">+ Add Language</a>		

Skip this step for now



Back

Next

## Hourly Rate

Set an hourly rate that reflects your skills and experience level. You can search at Upwork to get an idea of what similar freelancers are billing. Then consider the market rate for a similar service to set your own rate. Just ensure it must reflect your experience and expertise in the best light.

**Hourly Rate**  
6 of 10

Clients will see this rate on your profile and in search results once you publish your profile. You can adjust your rate every time you submit a proposal.

**Hourly Rate**

Total amount the client will see

\$ 15.00 /hr

**Upwork Service Fee**[Explain this](#)

The Upwork Service Fee is 20% when you begin a contract with a new client. Once you bill over \$500 with your client, the fee will be 10%.

\$ -3.00 /hr

**You'll receive**

The estimated amount you'll receive after service fees

\$ 12.00 /hr

[Skip this step for now](#)

[Back](#) [Next](#)

## Title and Overview

Coming up with a title may seem simple, but it's a potentially powerful tool that's often overlooked by freelancers. Why is it so important? Because when a client finds your profile in search, your title is the first thing they'll see.

Your overview isn't entirely visible until someone checks out your profile, but since it's at the top of your profile it's also a highly visible part of your marketing. Use it to introduce yourself and pitch your services.

### Title & Overview

7 of 10

[Learn more](#) about writing a great profile or [browse profiles](#) in your category.

#### Title

Professional and Seasoned Animator, Graphic Designer, Illustrator.

#### Professional Overview

I have spent the past several years honing my skills as a freelance graphic designer, illustrator, and animator. Through this process, I have developed my work ethic as well as my skill set. Having the opportunity to work with a plethora of companies has taught me how to adhere to strict and timely deadlines, as well as adapt my personal artistic style, and mode of communication to fit the needs of diverse clients.

I have created promotional products, animations, packaging, brand concepts, and illustrations just to name a few tasks. I have received consistently positive feedback, and in return I receive back-to-back projects and work on many assignments at any

4166 characters left

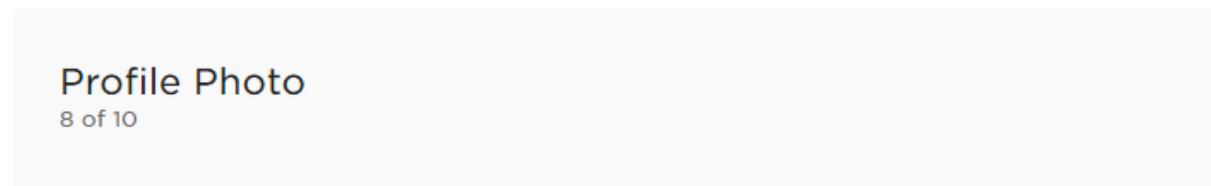
[Skip this step for now](#)

[Back](#)

[Next](#)

## Profile Picture

Select a professional profile picture. Clients want to feel they can trust a freelancer before they engage them for a project and your profile photo is an important part of the equation.



Please upload a professional portrait that clearly shows your face. i



+ Add Profile Photo

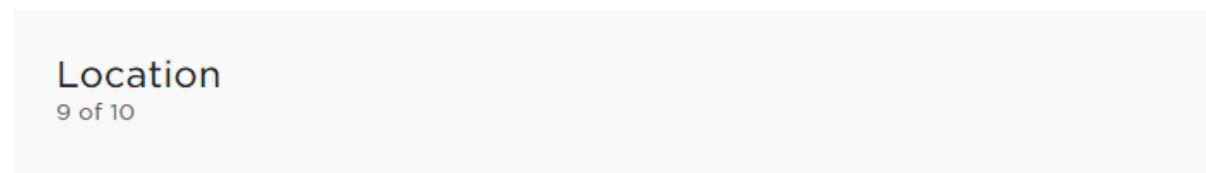
Skip this step for now

Back

Next

## Location

Adding your correct information is very important while completing your profile. Upwork matches your profile's location address with your postal address on your ID card and bank statement to verify your identity. So it is very important to add accurate and precise information in your location section on Upwork.



### Where are you based?

We take your privacy very seriously. Only your city and country will be shown to clients.

#### Street Address

M. A. Jinnah Campus, Defence Road, Off Raiwind Rd, Lahore

Apt/Suite

#### City

Lahore

#### State/Province

PB

#### ZIP/Postal code

54000

#### Country

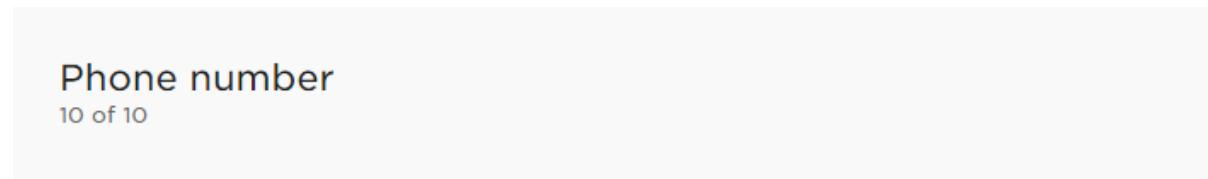
Pakistan

Back

Next

## Phone

Adding your phone number in your profile is also important. It helps access your account when signing in from any other location or verify your identity. Upwork will send a code on your mobile number and you will use it to get access to your account.

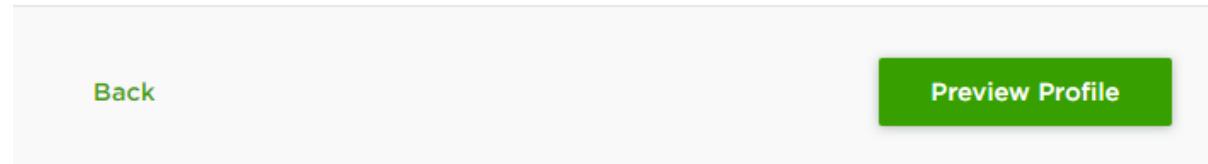


Add your phone number.

PAK (+92) 

xxxxxxxxxxxx

Your phone number will **not** be shared with clients.



After adding your all information in your Upwork profile, you will get a chance to preview your profile. If all looks good then you will submit your profile for review. Make any necessary edits and then submit your profile. You can still edit it after you submit it.

### Preview profile

**Looking good, Hisham!**

Make any necessary edits and then submit your profile.  
You can still edit it after you submit it.

Submit Profile



Upwork will email you within 24 hours to let you know if your profile is approved. You will be able to submit proposals if it is approved.

If Upwork will approve your profile, you will get the notification on your home page.

Upwork

Find Jobs

FIND WORK
MY JOBS
REPORTS
MESSAGES

?
?
?
?



**Congratulations! You're now part of Upwork!**

**Tips to get started:**

- ✓ Complete [your profile](#). Add portfolio items, testimonials, and certifications to stand out.
- ✓ You'll win more jobs by using the Upwork app. [Get the app](#).
- ✓ Submit eye-catching proposals. And remember, it can often take more than 5 proposals to win your first client.
- ✓ Read up on [Upwork Payment Protection](#) for working through Upwork.

**Find Work**

Search for jobs

Advanced Search

COVID-19

**My Feed**

Recommended

My Categories

There are new jobs. Click to see them.

**My Feed**

My Feed

...

**My Profile**

**Visibility**

**Public**

**Availability**

My Profile

36

**Consider the following additional tips for profile approval:**

- Make your profile about your clients. How can you help them?
- Be consistent with your strongest skills and leverage all profile sections to back up your skills (title, skills, overview, work history)
- Help establish trust and confidence by completing all sections
- Be concise and straightforward in your language
- Proofread each section carefully and update your profile regularly
- Track your reputation by taking action on non-active contracts—and if you are Top Rated, exercising more control over your JSS score
- Update your profile visibility if your profile has been switched to “private” due to inactivity
- Link other professional accounts in your profile settings to help Upwork match you better to jobs
- Keep a perfect responsiveness score by replying quickly to invitations and messages
- Update your profile to “available” when you are, so you receive invites. When you’re not, set your profile to “not available” to avoid the nuisance of responding and don’t risk hurting your responsiveness score
- And before you publish your profile, ask friends to give you feedback. Another good tactic is to read your profile out loud: It’s a great way to see if your profile flows well, has a nice rhythm, and sounds like you.

Topic 71

## Upwork: Job finding and bidding on the right projects

Upwork Job Feed shows the new opportunities that match your skills. Users on Upwork can create targeted searches to find potential job/project by adding skill(s) categories in their profiles. It's a good idea to frequently refresh the Job Feed to ensure you receive the latest opportunities. The Job Feed will populate up to fifty results per update, so the more often you refresh your Job Feed, the less likely you'll be to miss a project that matches up with your skills and interests.

To submit proposal for job, you will open a job post from My Feed and submit a quote with a cover letter. Connects are used to submit proposals for jobs. Submitting a proposal to a job requires up to 6 Connects, depending on factors such as the size and type of project. Upwork gives one-time 20 connects to their new users. When you run out of free connect you need to buy more for further bidding. Connects cost \$0.15 (USD) each and are sold in bundles of 10, 20, 40, 60, and 80.

To purchase additional Connects:

- Go to Settings
- Select Memberships & Connects
- Click Add More Connects

Once you've selected the bundle you wish to purchase, click Add Connects and your account will be automatically charged.

### Types of Jobs on Upwork

There are two types of jobs at Upwork.

- Hourly Jobs
- Fixed-Price Jobs

## Hourly Jobs

In an hourly job, the client will be invoiced for time freelancer will work on his project. This can be an effective option for long-term projects. When the prospective client is unsure how many hours the work will take they prefer hire freelancer through hourly jobs. Billing is automatically done once a week, and client will verify the freelancer's bills by reviewing screenshots of the freelancer's computer in the Work Diary. Freelancers will log time with the Upwork Desktop App. Client will monitor freelancer's progress by checking their Work Diary. Client will have the option to dispute hours if necessary.

Hourly jobs won't be done without the two following things:

- Upwork Desktop app (Time Tracker)
- Work Diary

## Upwork Desktop app

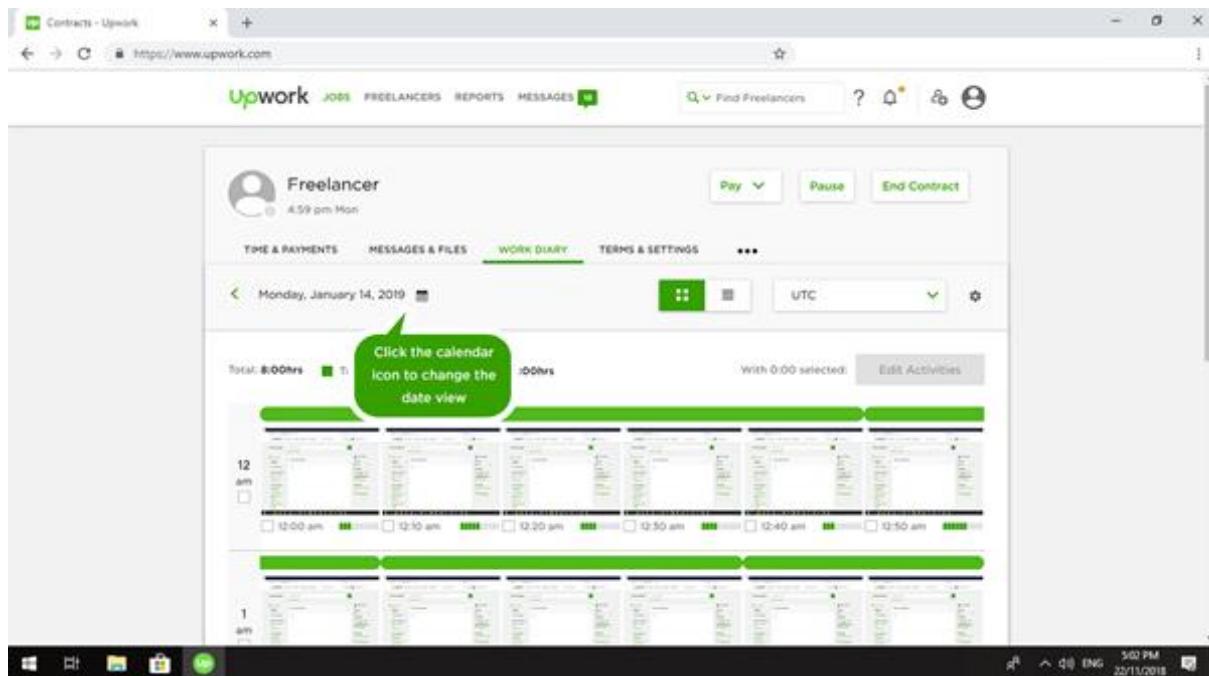
The Upwork Desktop App is created for freelancers to make it easy to collaborate with clients and qualify for the Hourly Payment Protection program.

To download the Desktop App, go to your freelancer profile page, and install the software. After doing so, when you're ready to start work on your project, select the correct contract, and use the toggle switch to turn on logging. When you will track time, the app will take six screenshots of your computer screen per hour. The screenshots will be shared with your client via your Work Diary. The Desktop App also logs your activity level by counting the number of mouse clicks and keystrokes; this activity will be automatically uploaded and shared with your client as well.



## Work Diary

Your Work Diary acts as a visual record of your hours and is the basis for Upwork's automated weekly billing system. It shows your clients the hours you worked and work-in-progress screenshots. You can only add, edit, and delete time on an active contract in the current week's Work Diary. The previous week's Work Diary is no longer editable after Monday at noon UTC.



### Fixed-Price Jobs

A fixed price job will have defined price. It will be ideal for a project with finite deliverables and a clear scope predict in advance. Payments will be made at predetermined project milestones, but one milestone will fund at a time and the payment will be held in escrow and only released when client will happy with the work completed. Payments may qualify for Upwork Fixed-Price Protection.

Fixed Price job can be done by the following ways:

- By Milestone
- By Project

#### By Milestone

In fixed price job by milestone, Freelancers can use milestones to divide a fixed-price job into a series of phases, due dates, or deliverables based on client's needs. Milestones are individually funded, and provide a way to work through a large project in smaller steps.

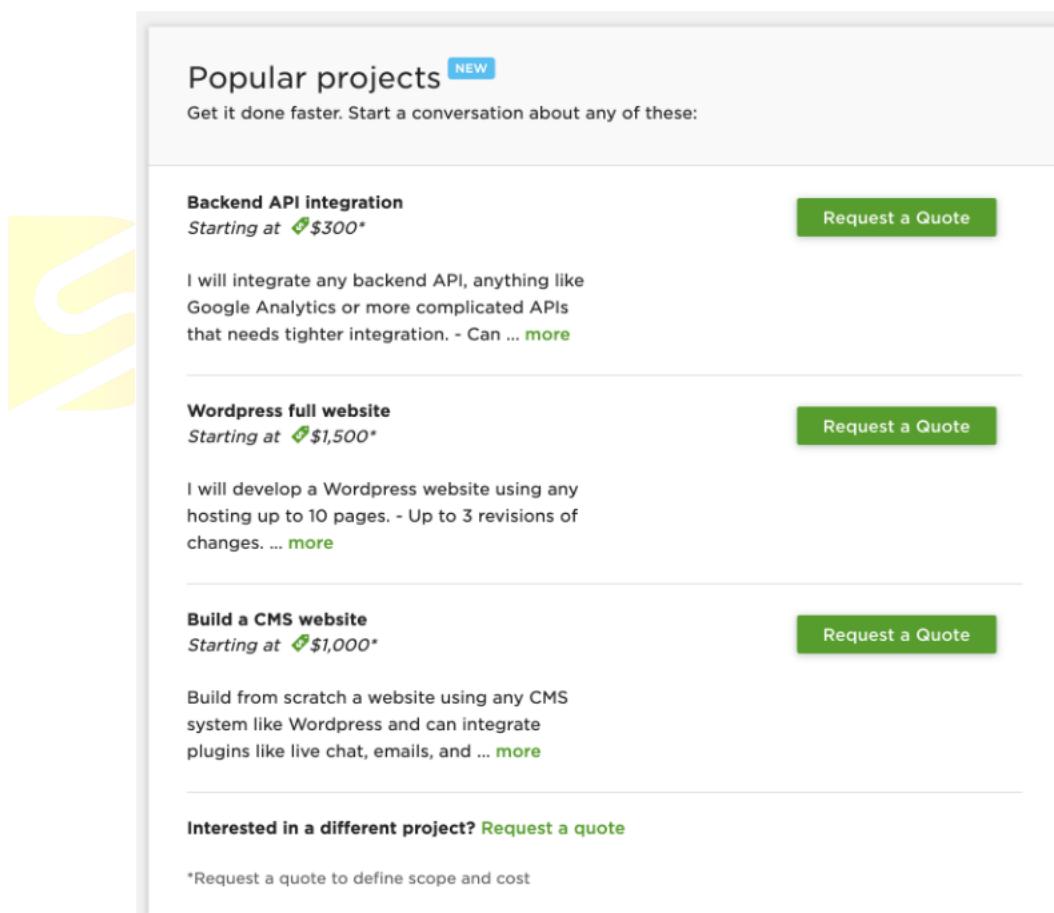
#### By Project

In fixed price job by project, a freelancer will get the entire payment of the project at the end, when all work will be delivered to the prospective client. Though in fixed price job by project, the client will still submit the agreed price in escrow at the time of initiation of the contract.

## Popular Projects

Popular Projects is a new way for freelancers to market a predefined work product. Bundling skills this way can help clients -- especially those who are unsure about the scope of their project -- connect with the right freelancer faster. Plus, as a freelancer, you can easily set your client's expectations from the very start.

Here's an early design of what clients will see:



**Popular projects NEW**

Get it done faster. Start a conversation about any of these:

**Backend API integration**  
Starting at  \$300\*

I will integrate any backend API, anything like Google Analytics or more complicated APIs that needs tighter integration. - Can ... [more](#)

**Request a Quote**

**Wordpress full website**  
Starting at  \$1,500\*

I will develop a Wordpress website using any hosting up to 10 pages. - Up to 3 revisions of changes. ... [more](#)

**Request a Quote**

**Build a CMS website**  
Starting at  \$1,000\*

Build from scratch a website using any CMS system like Wordpress and can integrate plugins like live chat, emails, and ... [more](#)

**Request a Quote**

**Interested in a different project? Request a quote**

\*Request a quote to define scope and cost