# Profile Research: What Makes a Good Profile?

A person sitting at a desk with a computer

Description automatically generated

As a seller, you want to stand out from a crowd and show potential clients why you’re the right person for the job. Instead of starting from scratch, do some research.

Explore how sellers in your niche are describing themselves and try to understand what’s helping them stand out.   
  
**Instructions:**

1. Search the Fiverr marketplace for your area of expertise.
2. Find 3 sellers that are either Tier 2 or Fiverr’s Choice. You want to look for people who are established and doing well.
3. Avoid sellers who are Top Rated or prompted gigs (ads). Top rated sellers, though successful, can often use techniques that won’t work for new sellers because their profiles are more established.
4. Browse to the seller profile and use the below template to note their profile URL, their name, description, seller skills, and what you like about the profile.

## Example:

| **Seller URL:** | https://www.fiverr.com/thefactomike |
| --- | --- |
| **Seller Name:** | Mike Shu |
| **Seller Description:** | Mike Shu's agency "Eclipse" is a full-service Google Marketing Agency. We've generated over $6.5M the last 2 years through a combination of Google Ads and SEO. We help businesses SCALE business through a mixture of Google Ads or SEO with AI. What used to take years can now be done in months. Contact us to understand our process. |
| **Seller Skills:** | Google Adwords Expert, SEO Expert, SEO Audit Expert, Technical SEO Expert, SEO Copywriter, SEO Writer, Local SEO Expert, Google PPC Expert |
| **What I Like:** | * Included full name which makes it personable * Shown results based off specificity – Pros are specific. Amateurs are broad * Hint of mystery * Call to action |

## Profile 1:

| **Seller URL:** |  |
| --- | --- |
| **Seller Name:** |  |
| **Seller Description:** |  |
| **Seller Skills:** |  |
| **What I Like:** |  |

## Profile 2

| **Seller URL:** |  |
| --- | --- |
| **Seller Name:** |  |
| **Seller Description:** |  |
| **Seller Skills:** |  |
| **What I Like:** |  |
|  |  |

## Profile 3

| **Seller URL:** |  |
| --- | --- |
| **Seller Name:** |  |
| **Seller Description:** |  |
| **Seller Skills:** |  |
| **What I Like:** |  |
|  |  |