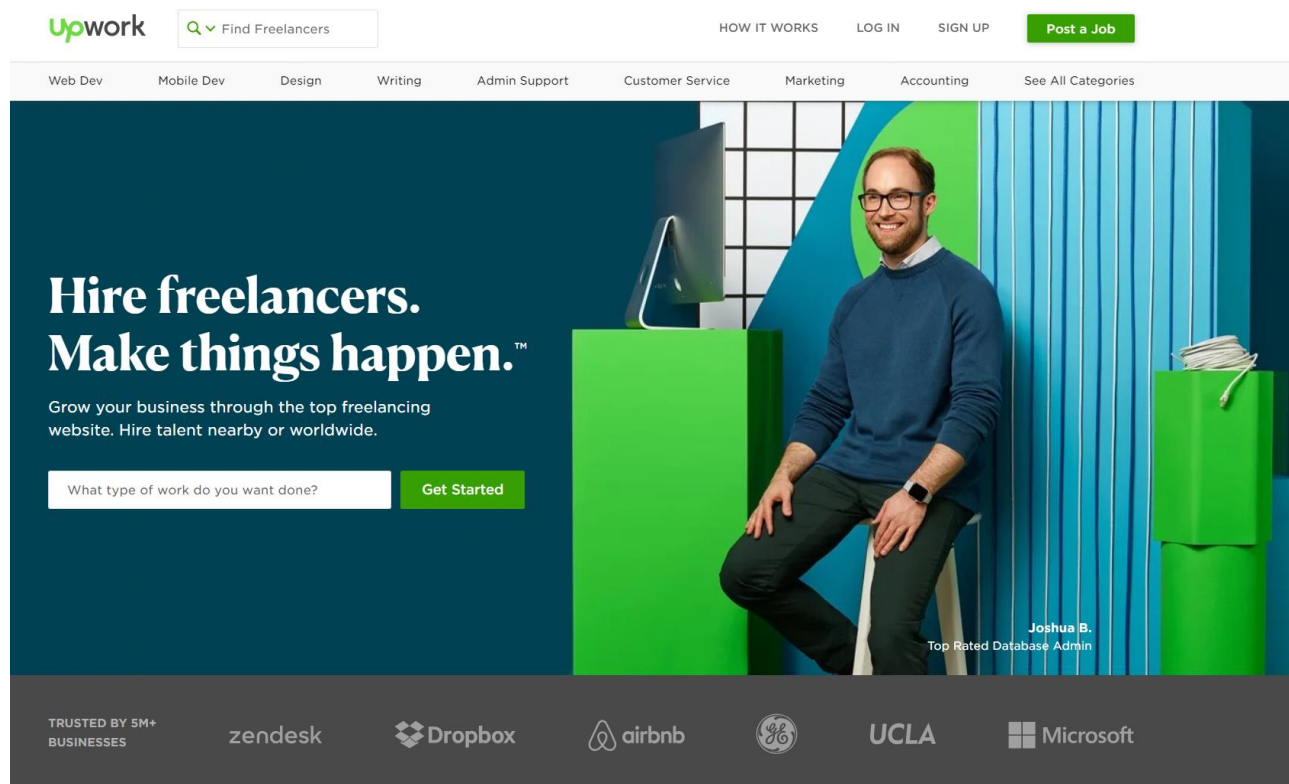


# READY TO BECOME A TOP RATED FREELANCER AND GET MORE CLIENTS ON UPWORK?



## 15 Things to do Before Submitting a Job Proposal on UpWork

I am currently **1 of 7 Freelancers** being Featured on the Home Page of [UpWork.com](https://www.upwork.com) and was selected as the Top Freelancer in the **IT & Networking Category**, which has over 116,000 Freelancers in the Category.

This did not happen over night and I put in unreal amounts of time to perfect my craft as a Freelancer. My goal is to **SHARE** that knowledge from you, prevent you from making some of the mistakes that I made, and Ultimately give you the tools to **CRUSH** it on UpWork as a Freelancer.

### **Client Satisfaction is KING**

Remember that **Client Satisfaction is King**. These tactics will help you get more Interviews and Jobs on UpWork, but to continue getting more and more Clients on UpWork always put your Client's Satisfaction **FIRST**. I cannot stress enough how important it is to **OVERDELIVER** to every

single Client that you work with. Your Reviews and Feedback are monumental to your Success on UpWork.

## Here are the 15 Things to do Before Submitting a Job Proposal on UpWork

1. **Job Description:** FULLY Read the Job Description
2. **Hours per Week (If Hourly):** Determine if you have the Availability to accommodate the Job Needs
3. **Project Length:** Determine if you can commit to the Project Length
4. **Skill Level:** Do your Skills for the Job Description meet the Skill Level the Client Needs (Beginner, Intermediate, or Expert)?
5. **Answer All Questions if Provided:** If the Client Leaves Questions, be sure to Answer all of them
6. **Date and Time Posted:** Check the Date and Time that the Job was created on UpWork
7. **Number of Proposals:** Check the number of Proposals that have been Submitted
8. **Check Preferred Qualifications:** If the Job lists Preferred Qualifications, be sure to make sure you meet all of them.
9. **Check Number of Freelancers being Interviewed:** Check to see if the Client is currently Interviewing any other Freelancers.
10. **Bid Range:** Check the High, Average, and Low Bid Averages before Determining your Rate
11. **Connects Required to Submit a Proposal:** Determine how many Connects that you will need to use to Submit a Proposal.
12. **First 1-2 Sentences of your Cover Letter:** This is Displayed by your name in the List of Proposals submitted for UpWork Jobs/Projects.
13. **Client Reviews:** Check the Client's previous Reviews to gauge what it will be like working with them.
14. **Check the Time Zone of the Client:** Are you available to work in the Client's time Zone if needed?
15. **Total \$\$\$ Spent:** Compare the Client's Total \$\$\$ Spent to the Number of Jobs they have posted and how long they have been on UpWork.

**Keep reading for tips and tricks for every step!**

### 1. Job Description

- Read the **FULL** Job Description and ensure that you can meet all the Client's needs. Sure, this is something that everyone should know; however, it is easily **overlooked**, and I know that from my own personal Experience.
- In my early days on UpWork, I focused too heavily on the Title of the Job. I submitted so many Proposals for Jobs that required things that I could not Provide.

- Great Example, I find that many Job Titles don't align 100% with the Job Descriptions. You will often find requirements in the Job Description that vary from the Job Title.
- Be sure to read the Entire Job Description and ensure that you can Provide above and beyond what the Client needs; this is vital to receive **Great Feedback** and **5 Star Reviews**.

## 2. Hours per Week (if Hourly)

- Do you have the **availability** to accommodate the Client's needs? Before submitting a Proposal, ensure that you check the **Hours per week**.
- Most will say "**Hours to be Determined**"; however, there are many Clients on UpWork who want a certain number of hours dedicated to their Job/Project.
- For **example**, if you see the Hours Per Week depicted in the image below, then you need to check your availability to be certain that you can dedicate **more than 30 Hours per week** to a new Job/Project before submitting a Proposal:



## 3. Project Length

- Similarly, to Hours per Week, be sure to check the **Project Length** as well to ensure that you will be available for the duration of the Project.
- For example, if a Project has an estimated **Duration** of **More than 6 Months** and **More than 30 Hours per week**, then check your availability and make certain that you can dedicate the required hours and Project Length as well:



- If a Client expects you to be able to work more than 30 Hours per week and you have a Full-Time job that prevents that, then be **selective** and find other jobs that better fit your availability.
- The last thing that you want is to accept a job with more hours than you can dedicate, which could lead to an **unhappy** or **dissatisfied** client.

## 4. Skill Level

- Are you using the appropriate **Filters** when searching for Jobs/Projects? Before submitting a Job Proposal, ensure that the **Desired Skill Level** aligns with your Skill Level.

- If you are new to UpWork and Freelancing in general, consider starting with 2-3 **Beginner** or **Intermediate** Jobs to learn more about the Freelance process and Build your confidence.
- In my **Personal Journey**, I started out with **Intermediate** Level Jobs; I did this to gain the confidence that I needed to conduct myself well as a Freelancer and to Build some great **5 Star Reviews** with excellent **Feedback**.
- Depicted in the screenshot below, one of my **First Jobs** on UpWork was **\$25/hour**; however, the Client was amazing to work with and I received a 5 Star Review with great Feedback as well.

I need to update location listings on an  
sql database/php website

\$1,029.17

\$25.00 / hr

★★★★★ 5.00 Jun 2016 - Oct 2017

41 hours

*Joshua was fantastic to work with. We had a messy database and interface and he worked with us to make updates and was a great communicator. We will definitely work with him again.*

- I honestly cannot stress enough how immensely vital reviews are on UpWork. Having great reviews and feedback will help you obtain **large scale** jobs/projects on UpWork. Always go above and **beyond, overdeliver**, and vastly exceed your Client's expectations.
- For more **detailed information** regarding how to filter properly in UpWork, consider watching the following video:

<https://www.youtube.com/watch?v=qJXjXdIc0to>

## 5. Answer All Questions if Provided

- When an UpWork Employer creates a Job on UpWork, they have the option to include **additional questions** for Applying Freelancers to answer in addition to the cover letter.
- The **example** below is a screenshot from an actual UpWork Job; these are types of questions that you can expect to see:

**Project Type:** Ongoing project

**You will be asked to answer the following questions when submitting a proposal:**

1. What past project or job have you had that is most like this one and why?
2. Which of the required job skills do you feel you are strongest at?
3. Why did you apply to this particular job?
4. Why do you think you are a good fit for this particular project?

- The Questions above may sound repetitive to you, if you feel like you answered some of them in your cover letter; however, it's **imperative** that you answer them as well to the best of your ability.
- If you don't answer the questions or you leave short and lazy answers, keep in mind that other freelancers will likely answer them very well; meaning that they will have a **competitive advantage** over you.
- You don't need to type up a Full cover letter length response; however, put yourself in the perspective of the client and think about how you would want a Freelancer to answer the question.
- From the example earlier, here's a **Great Response** to it without going into huge details:

### 1. What past project or job have you had that is most like this one and why?

**Ans:** According to your job requirements, I have done many projects that are similar to yours. For more details you can review my portfolio, profiles and employment history where you will find projects similar to yours.

## 6. Date and Time Posted

- Before submitting a Proposal, check to see the **Date and Time** that the Job/Project was created. See the example below:

### Database Administration

Posted 16 days ago

- When I first started on UpWork, I did not pay enough attention to the Date and Time created; this resulted in **Wasted Connects** and time submitting Proposals on older Jobs/Projects that the clients were no longer active on.
- In the example earlier, the Job/Project was created 16 Days ago; while this is only a little over 2 weeks old, the key is to also look at the "Last viewed by client" section which is listed under 'Activity on this Job':

Activity on this job

Proposals: ? 5 to 10

Last viewed by client: ? 16 days ago

Interviewing: 1

Invites sent: 0

Unanswered invites: 0

- Per the example above, the Client has not viewed the Job since they created the job on UpWork; this is a **red flag** for me and personally I would not submit a Proposal and waste connects on a Job that the client is not actively looking at.

## 7. Number of Proposals

- One of the best ways to get Jobs on UpWork is to **Apply FAST**. In the Linked **YouTube** video, one of the Top Tips that I discuss is applying to UpWork jobs fast when a low count of Proposals has been submitted:

<https://www.youtube.com/watch?v=qJXjXdIc0to>

- Typically, I find it best to submit Proposals when **5 to 10** have been submitted OR **LESS**; you can find the Number of Proposals submitted

Activity on this job

Proposals: ? 5 to 10

- When low amounts of Proposals have been submitted, you have the **best chance** for your Proposal to be noticed; additionally, I find that a lot of Clients want to get things **moving quick**, so it also gives you the chance to get an **interview** quick as well.
- When Proposals enter the **20 to 50 range**, your Proposal is less likely to be noticed by the client:

Activity on this job

Proposals: ? 20 to 50

- With the **recent change to connects**, requiring more depending on the Job, it will trim down on lack of a better term “**spam proposal submitting**”.
- I really like the Connect updates, because it makes Freelancers be more selective regarding the Jobs/Projects they apply for; this in turn results in **better Proposals** being submitted and ultimately gives you a better chance of getting the job/project as well.

## 8. Check Preferred Qualifications

- Next to the ‘**Activity on this Job**’ section of an UpWork Job/Project, you will find ‘**Preferred Qualifications**’.

Preferred qualifications

Job Success Score: At least 90% ✓

English level: ? Conversational ✓

Upwork hours: ? At least 100 hours ✓

- Now these are “**Preferred Qualifications**”, which means that you will still be able to submit a Proposal; even if you do not meet all of them.

- However, I **highly recommend** that you do not Submit Proposals for Jobs that you do not meet all the Preferred Qualifications. Don't make the same mistake that I made, and waste connects on Jobs/Projects that you do not meet the Preferred Qualifications for.

## 9. Check Number of Freelancers being Interviewed

- Before submitting a Proposal, it's also important to check the number of Freelancers that are currently being interviewed; if the Client is already interviewing a lot of Freelancers, you likely won't have a great chance of being interviewed as well.
- In the example below, you can see that this Job has 10 to 15 Proposals submitted AND they are Interviewing 5 Freelancers as well:

### Activity on this job

Proposals:  10 to 15

Last viewed by client:  1 day ago

Interviewing: 5

Invites sent: 4

Unanswered invites: 0

- I would much rather apply for a Job/Project with around 0-3 Freelancers being Interviewed. When you are more established on UpWork, you would have a much better chance. However, when you are first starting out, if the Client is already interviewing 5+ Freelancers and you haven't completed any Jobs, your Proposal is more than likely going to be ignored or archived.

## 10. Check the Bid Range (\$\$\$) to Determine your Hourly or Fixed Rate

- Choosing an **Hourly Rate** (new Freelancers) or **Fixed Price** is one of the most important aspects of submitting a Job Proposal on UpWork.
- The Bid range ties into the Skill Level of the Job/Project; based on the Bid Range below, the Average Hourly Bid is \$47.92 and the High is \$100.0

### Activity on this job

Proposals:  10 to 15

Last viewed by client:  20 hours ago

Interviewing: 0

Invites sent: 0

Unanswered invites: 0

**Bid range - High \$100.00 | Avg \$47.92 | Low \$20.00**

- If this is a **new UpWork Client** without any Previously posted Jobs or a very low amount of Posted Jobs, then base your Proposal Rate on the Average. If you are

an **Established Freelancer** with great reviews and feedback, then with new Client's (no previous jobs posed) you have the advantage to bid higher rates.

- With the Rates above in mind, for **New Freelancers**, check the Client's Recent History to see what they have previously paid Freelancers for the Skill Level Job/Project that you are bidding on.
- For example, this specific Client paid **\$50.00/Hour** for the following Job which has a Skill level of expert:

UX / Design Rockstar for ecommerce page

★★★★★

To freelancer: Olga U. No feedback given

Sep 2018 - Oct 2018

9 hrs @ \$50.00/hr

Billed: \$450.00

- Keep these in mind when setting your Rate, so that you are not **UNDER pricing** yourself or **OVER Pricing** yourself. Do Research on the Client and Bid Rates before determining a Rate.

## 11. Connects Required to Submit a Proposal

- Starting in **May 2019**, Jobs/Projects will start requiring **1 to 6 Connects** to submit a Proposal; the specific number of connects between 1 to 6 will depend on the **Estimated Budget** and other factors as well.
- The **goal** of this change is to Help Freelancers win more jobs by expecting freelancers to submit fewer proposals, increasing your likelihood of winning projects and making it easier for clients to identify **high-quality talent**.
- With the change to connects coming in May 2019, make sure you check the connects required to submit a Proposal. This should make you more selective in determining if you are a good fit for the Job/Project.

## 12. First 1-2 Sentences of your Proposal

- The **first 1-2 sentences** of your Cover letter are immensely important when submitting a Proposal.
- The example below is from my **UpWork Employer account**; you can see how Freelancers are displayed for a job that I previously posted:



Edin G.

Network Security Engineer

\$75.00 / hr

\$30k+ earned

90% Job Success

Fort Worth, TX

Send Message

Hire Freelancer

✉ Sent 25 days ago: Hi Edin, I actually created this job for a client...

**Cover letter** - Hi, I would love to help you out with this task! To make finding time easy and schedule a call, please use this link: <https://calendly.com/edigi>

Matched because they worked on **30 jobs similar to this one.**

Christian S.

System and Network Admin

\$75.00 / hr

\$5k+ earned

100% Job Success

North Canton, OH

**Cover letter** - Hello! My name is Christian and I am a consultant out of Ohio. I have 5 years experience in IT and I would be happy to setup your VPN. Hope to hear from you soon!

Matched because they worked on **7 jobs similar to this one.**

Chris V.

Cyber Security Leader and Solutions Delivery Expert

\$70.00 / hr

\$0 earned

West Columbia, SC

**Cover letter** - Hi there, my name is Chris, and I am new to the UpWork platform; however, I am not new to the area of cybersecurity and networking. My experience has been primarily with corporate level VPN s...

- To give yourself the best chance to win Freelance Jobs over other Freelancers, you need to **optimize** everything possible. Per the example earlier, you see can how vitally important the first 1-2 sentences of your Cover letter are.
- Your first two sentences should be fashioned in a way to **entice** Clients to click on your Proposal and view it.
- If you have great **UpWork History** or **Applicable Portfolio** items (related to the Job/Project), then consider Highlighting those first. Below, is an example of the first sentence of most of my SQL related cover letters:

**Hi,**

**I am consistently in the Top SQL Server Freelancers on UpWork with over 5,700 hours worked and \$410,000+ earned across 80 different client projects.**

### 13. Client Reviews from Freelancers

- Just like UpWork Client's will check your **Feedback and Reviews** from previous Jobs/Projects, you need to the same and check the Client's as well.
- I have worked with so many **amazing clients** on UpWork and as of April 2019, I have completed **80** different Jobs/Projects.
- However, there have been 2-3 very **difficult clients** that not matter what I did, I could not satisfy them. When this happens and you know that you are doing a great job, do not get discouraged; there will always be difficult clients when you work with so many of them, and how you choose to handle the situation is a true testament of your ability to handle difficult situations.
- To avoid these situations, I do recommend that you check the **Client's previous Reviews** from Freelancers, before submitting a Proposal. You can find the Client's previous Job reviews at the bottom of the Job Posting.

- For **example**, this specific client only has **1 Job and Review**; this specific Review is concerning since the Freelancer stated the client was **unresponsive** and would not release the 3<sup>rd</sup> Milestone Payment for the Fixed Price Project:

### Client's recent history (1)

I need a google adwords expert

Oct 2016 - Jun 2018

★☆☆☆☆ Unresponsive client. Suddenly the client unlinked the adwords account and didn't released the 3 milestone payment.

Fixed-price \$3,375.00

To freelancer: **Rathnaraj S.** No feedback given

- This is just one Job and I wouldn't base my decision to submit a Proposal just off that one review, so I looked at the **Freelancers Job History** by clicking on their name.
- This specific Freelancer has a **99% Job Success Score** and a ton of **5 Star Reviews** with Great Feedback.
- Based off the Freelancers success and the poor review, personally I would not submit a Proposal for this Job/Project.

## 14. Check the Time Zone of the Client

- Similarly, to how checking your Availability is vitally important, checking the **Time Zone** of the Client is immensely important as well.
- Most Clients on UpWork are very flexible and allow me to work around my schedule; however, you still need to make sure that you **can be available** at some point during the Client's time zone.
- To check the **Client's Time Zone**, check the '**About the client**' section on the right side of the Job/Project; here you will find the Country and **Local Client Time** as well:

#### About the client

**PLUS** Upwork Plus Client

Payment method not verified ?

**United States**

01:59 pm

**1 job posted**

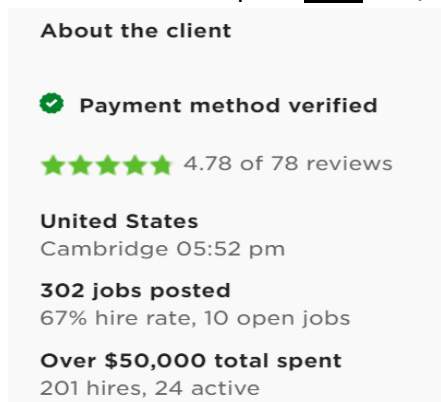
0% hire rate, 1 open job

Member since Apr 7, 2019

## 15. Check Total \$\$\$ Spent

- This is probably the least important thing to check before submitting a Proposal, but it's one that's great to check as well.

- If the Client has a lot of Job History, this will give you an idea of **the Potential Earnings** that you could make.
- In the example below, you can see how this specific Client has hired over 201 Freelancers and spent over \$50,000 as well:



## More UpWork Top Rated Freelancer Tips

If these Tips were valuable to you and were able to gain some new Ideas for Submitting “**THE RIGHT**” **Proposals**, then consider checking out the “**How to Become a Top Rated UpWork Freelancer**” Playlist on **YouTube**:

[How to Become a TOP RATED UpWork Freelancer](#)

This Playlist contains videos with TOP RATED Freelancer Tips that helped me go from **\$0** to over \$410,000 Earned on UpWork in less than 3 years.

My Goal and Mission is to Help you **Win More Jobs**, **Earn More Money**, and Ultimately CRUSH it as a Freelancer

## 1 on 1 Freelancer Training

If you are interested in **1 on 1 Freelance Training** for \$100/Hour, Select and Schedule any available time in my **Calendar** at the bottom of the Following web page:

<https://joshburnstech.com/services/>

In the 1 on 1 Training, I will answer any questions that you have and help you do the following:

1. Optimize your UpWork Profile
2. Optimize your Cover Letters
3. Review your Process for Submitting Proposals
4. Help you Find the Right Jobs and Clients
5. Help you Rank Higher in UpWork Client Searches