UPWORK - FIRST 5 JOBS

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☐ Strong Profile

Your upwork profile is honestly just a placeholder. The client will rarely pay much mind to it and usually focus their attention on your proposal/cover letter. Regardless, make sure you have a nice write up in your bio briefly explaining your experience and make sure to link your portfolio, video intro or best pieces of work in the portfolio section.

☐ Read Job Description Fully

Make sure before you apply to the job that you thoroughly read the job description. Most people apply to jobs on upwork just spam off proposals to every single job that gets posted. When the client is reading through applications it's brutally obvious who's read the job fully and who has not. If you can include a little line in your proposal that clearly hints you've read the description fully, you're giving yourself a better chance of landing the job.

☐ Keep Proposals Short and Sweet

Do not make long winded, boring, spammy proposals. Short and sweet is the only way to do it. It helps if you have a video intro / strong showreel to wow them. That way, you can quickly introduce yourself, add a little something in there that shows them you've read the job and then pass them off to your video intro/showreel to do the rest of the talking.

☐ Stand Out! (Video Intro)

If you made it through the full Upwork 1st 5 Jobs video then you've seen the power of the Video Intro. It is the biggest step up imaginable from a normal, boring, text only proposal. I briefly ran a freelance coaching program at the end of 2020 and every single one of my students who introduced the Video Intro into their application process instantly converted more clients. It is the single most powerful way to stand out against the competition. Introduce the video intro, get more clients. Simple as that.