

CRAZY WINDOW



Meet a successful freelancer and a serial entrepreneur

MEET ROGER WU

Q. Crazy Window would love to know about your first entrepreneurial venture, how did you get started?

Like most kids, I did yard work, raking leaves and shoveling snow to make a few dollars.

Eventually I got to college where I noticed that the people coming into the bar I worked at would just throw their jackets in a pile.

At the end of the night it was a disaster figuring out whose jacket was whose. So a friend and I pooled together \$50 and went to Walmart, bought two jacket racks and hangers and started a coat check!

Roger Wu is the co-founder of native sponsored storytelling platform



Cooperatize. In addition, he has been published in Forbes and Quartz and will be publishing a book this winter.

Q. You are a multi-passionate entrepreneur, do you have a strategy to increase productivity at work?

I can't take credit for this, but another entrepreneur showed me the value in outsourcing.

If something is repetitive, tedious, and boring, most likely you can write instructions for it and most likely you can send it to a virtual assistant or freelancer that could do it much easier than you can. This frees up your mind to relax and to think of interesting new ways to solve problems.

Q. When and why did you start cooperatize?

Another startup I was working on failed and I was in a co-working space. I was talking to a bunch of other startups and a common theme emerged from their marketing strategies: Facebook ads, Google AdWords, and "reach out to bloggers."

I thought we could do the "reach out to bloggers" portion in a more systemic and ordered way and thus Cooperatize was born.

Previously he started Klickable.tv, was on the Bloomberg Law founding team, and was a banker at Goldman Sachs. He started and sold the Stamford Tech Meetup, and runs three other digital marketing and PR based Meetups. He has received a Webby Award, a Guinness Record, and is the occasional actor. He holds three degrees from the University of Pennsylvania and lives in NYC.

Q. Tell us about KlickableTV, how did you start it from a teashop?

KlickableTV was a platform that let users create interactive clickable videos; partially it was started because it was right at the beginning of the financial crisis and I was let go from my digital PR and marketing position.

There was no such thing as co-working spaces and we had no money to spend on that anyway. We found a great tea shop (no longer there anymore) who enjoyed having their seats filled daily and we bought a keg of tea for the team (\$25).

It became a great place to meet other entrepreneurs from the traffic and for others to ask us what we were working on!

Q. Any tips to crazy window readers on how to start their entrepreneurial journey.

The hardest thing in the beginning of doing anything is to overcome inertia. With KlickableTV, that was only started because I was laid off.

Getting started is the first step, but once that happens start talking to people about your ideas and thoughts because people typically want to help and connect you with others.

It's this network of people that are going to help you along your way. And in that sense, the most important thing you want to remember is to stay humble.

MEET DANNY MARGULIES1.

Q. Crazy Window readers would love to know why and when you decided to start freelancing.

I started freelancing on July 20th, 2012. It was a Friday, and I'd quit my job earlier that morning.

I didn't have any other income or a backup plan, and I had only about 2 months worth of savings. So I was pretty desperate! On a lark, I googled "How to make money writing".

That led me to Elance (which will soon be known as Upwork, btw), a site where thousands of freelance jobs are posted each day.

I thought, "I might be able to do some of these," so I decided to give it a try. It worked.

Q. Freelancing largely depends on reviews and credibility, something that first-timer's do not have, how did you tackle this situation?

Great question! I used a strategy which I later dubbed my "Crystal Ball Technique". Basically, I discovered that having even 1 writing sample that was very relevant to what a client was looking for gave me instant credibility — since it showed them beyond a shadow of a doubt that I could complete their job.

Which is really all clients care about. So I would literally look for job postings that asked for something specific, and then I would craft a "sample" piece that was similar (though not identical) to that.

This worked really well and allowed me to work around the fact that I didn't have as much experience as my competitors. (By the way, I've written a long blog post that goes over the nitty gritty details of my Crystal Ball Strategy [here](#).)



Danny Margulies is a six-figure copywriter who helps freelancers and aspiring freelancers make money on Elance (soon to be known as Upwork).

Q. What do you enjoy most about being a freelancer, flexibility to work at any time or location independence?

I like the flexibility to work when I want to, sure. But what I really love is being able to choose which projects I work on at any given time.

At a traditional job, we're sort of forced to "take the good with the bad." Whereas I can turn down any project or task that doesn't get me excited or fit in with my overall mission (which is to help make people aware of the awesome power of the individual).

Q. Any tips to Crazy Window readers who would love to try working on Elance for the first time.

Yep — for one thing, start with small jobs. Anything you think you can complete within a few hours is good.

This way you keep the pressure off yourself. And don't worry so much about how much you earn for that first job, because it's much more valuable to get a great review from the client. With each excellent review you get, it becomes easier and easier to get new jobs, so that should be your main focus early on.

You still want to try and get as much profit as possible, don't get me wrong. But you should be more concerned with making sure the client has a track record for leaving good reviews for freelancers.

Q. Is it possible to make a full time living by working on Elance?

Totally. I've done it for several years straight (including earning over \$100,000 there in 2014 alone) and I know many others who have as well.

The thing that most people who attempt this do wrong is that they are too focused on winning new clients, rather than keeping existing ones. So they end up working way too hard, and usually earning too little — spending time looking for clients is both difficult and expensive.

Instead, I focus on repeat business. This way I get lots of work from a smaller number of clients — more money, less effort.