

2020

Learn &
Start Making
\$3000 Per Month

Amid this lockdown
within 5 Days



Written By
Divya Gandotra

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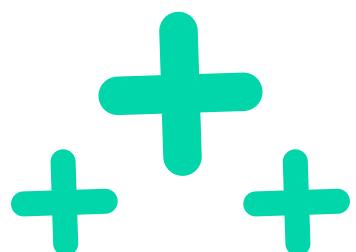
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Introduction

The thing about working for yourself, whether it be as a writer like me, or as a developer, designer, photographer, consultant, or whatever else your field might be, is that you will work with great clients on your own terms, and earn money. Considering the current trend, freelancing is going to be the biggest gig in the coming years. A great thing about freelancing is that the whole world may go into recession, but you will not stop earning. Instead of lending your skills and expertise to an employer, you can use them to your own benefit and make more than what the employer can offer you. Yes, it is an actual fact! Once you get the hang of it, you will prefer freelancing than a life in a cubicle.

In the last couple of years, I have seen that people are really struggling to find a job. The competition is truly immense. I am working as a freelancer for the last eight years, and I haven't found a single reason to stop now. I am really enjoying working for myself. I have total control over the money I earn and believe me, it is pretty good. I want to tell people that working from home isn't as bad as it sounds. And in the coming years, this is going to be the trend for sure. Now coming back to the topic, I believe that you are reading this e-book because you want to try your hands at freelancing. I bet you are excited about it but don't know where to start. Don't worry, that's why I have created this e-book. After years of experience I have gained, I was able to create an ultimate, foolproof guide to freelancing that is specially designed for students, graduates, and all those who want to enter into this large and highly productive sea of freelancing.

You will learn everything from creating your first proposal to landing your first client, creating a profile on Upwork (world's best freelance platform), and more.

I have used real-life examples and screenshots to make it easy for all of you. I hope that you will enjoy reading this e-book and at the end, you will find what you were looking for.

Let's get started, shall we?

Chapter: 1

How to Build a Strong Portfolio from Scratch and Attract Clients ?

Considering the current trend, being a freelancer is a much more profitable option than 9-5 office jobs. For starters, you are not forever employed by one company, and hence are 'FREE' to work on a client-by-client or project-by-project basis.



However, to begin with your 'self-employment' journey, which is synonymous with 'total freedom,' you need to build a portfolio.

A portfolio can help you create a full picture of your experience and work and allow clients to assess you and hire you as a freelancer.

Three most common questions that most of the people ask me all the time by people regarding building a freelance portfolio are:

- How do I create a portfolio with zero experience? I am new to freelancing. I have no idea about freelancing platforms like Upwork, Freelancer, etc. and I don't have samples of earlier work to show.
- How do I create a portfolio if I cannot use samples of what I have worked on previously? I wish I could demonstrate some of my relevant work, but I am afraid that it was for the company I worked for, and I can't use them as samples.
- How can I build a portfolio in my field? It is easy for designers and writers to create a freelance portfolio, but I cannot because I am a salesman, lawyer, translator, book-keeper, or from a non-creative field.



Now, for those who are starting from scratch, they might think that it is impossible to build a portfolio without any work experience.

But this is somewhat a rhetorical thinking. Definitely, the experience that comes after so many years of work will lead to a significant portfolio. But what's your approach in the time being?

I have a question for you – how many times do you opt for a difficult path in life just because an easier alternative never happened to you?

Over the years, I have realized that there are times in life when it is OK to take a shortcut. Sometimes, it is a preferable option! Yes, you can build a strong portfolio the hard way. But you don't have to take the hard route all the time. Eight years as a freelancer, I have accumulated some portfolio ideas that will make it as easy as finding a needle in a haystack.

Here are the most important tips that you need to remember and success is guaranteed:

- **Tell, Don't Show!**

Don't you have any previous work to show? No worries! Take time to explain the work you do. Words are more powerful than visuals. Create a proposal that demonstrates what you are capable of, any problems or circumstances you have worked through.

This will show the potential clients or employers a better idea of your thought process and work style. You simply don't have to ask for work. You can tell them that you are happy to do a test work for them, for which they don't have to pay. If they like it, then they can hire you as a freelancer. You will have to create an interesting proposal where you request the potential clients to offer you a free test. And if they like your work, they can hire you. Only 5-6 tests are enough to create a portfolio, and this time, you can use samples as well.

Here is an example of a quality proposal that I wrote during my initial days as a freelance writer:

Professional SEO Content Writer

I am a creative writer, blogger and proofreader.

I work on 3 basic principles and this is the reason I have always been appreciated by all my clients all over the globe- responsibility, discipline, and honesty.

- I am a responsible person which makes me work day and night to accomplish all the tasks that I have been assigned.
- My discipline keeps me adhered to the deadlines given.
- Honesty takes blood and sweat and it is difficult to be genuine these days, but I am happy to be that way!

I aim at providing my clients with professionally written articles without any fallacy. My only objective is to deliver premium quality work to my clients which is 100% plagiarism free.

The content written by me is assured to be error free as I meticulously proofread my articles twice before delivering my work.

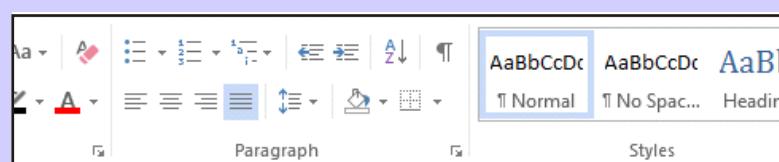
Considering me will make you happy in the end and you will realise that it was the perfect choice that you made. :) **less**

If you look at the above-mentioned proposal, I wrote it trying to land my first client. I didn't have any previous work samples to show, but I know my craft. I am selling my qualities and expertise rather than work samples to attract clients. This is an excellent example for people with no work sample to offer to approach clients.

Even if you have nothing to show, client will get impressed by your qualities and the way you have tried to portray your image. This will attract him towards hiring you. DO NOT use this proposal as it is as now many people are already using it. You can paraphrase it as per your qualities, skills and niche you are going to work in.

● Portfolio Samples don't always have to be Finished Projects If you are currently working on anything like a blog post, a website, design, or anything that showcases your expertise, without even finishing it, it is enough to show off your skills. You can add it to your portfolio!

For example, I am a content writer. At the time I started freelance writing, I had no samples to show. However, I was working on a blog post. I added the incomplete blog post to my portfolio and called it a 'blog post



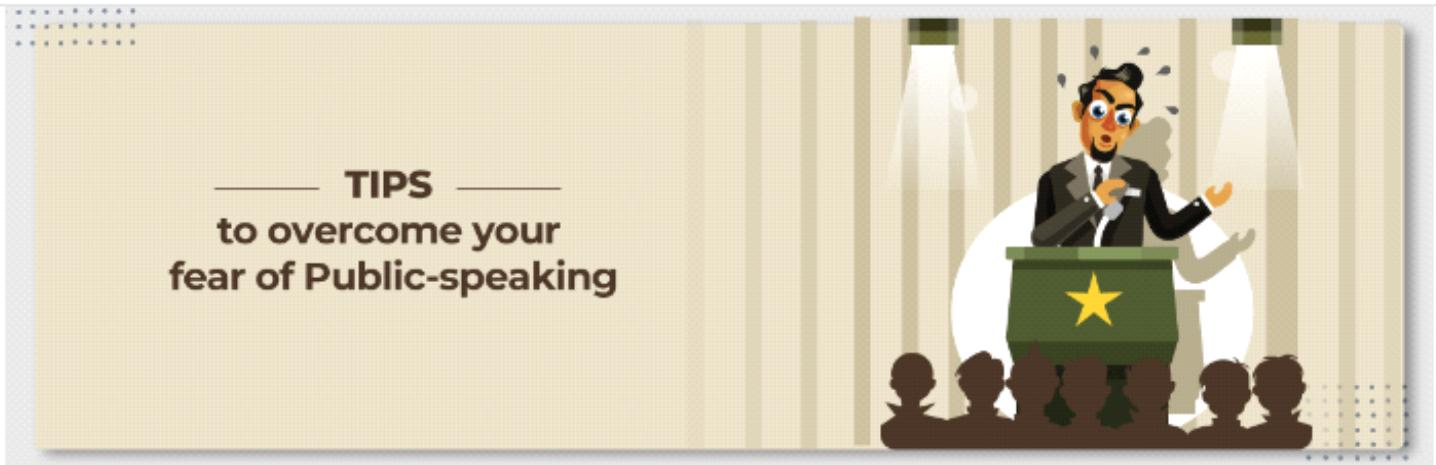
The screenshot shows the Microsoft Word ribbon with the 'Paragraph' tab selected. The ribbon includes tabs for Home, Insert, Page Layout, Formulas, References, Mailings, Review, and View. Below the ribbon is a toolbar with various icons for text, alignment, and styling. On the right side of the ribbon, there are style buttons labeled 'Normal' (which is highlighted), 'No Spac...', and 'Header'.

Tips to overcome your fear of Public-speaking

When it comes to public speaking, most of us feel anxious and nervous. Seeing hundreds of faces all looking at you, it surely can make anybody edgy. But how are influential people doing it with so much ease? The fear of public speaking is quite normal. Most of us refrain from public speaking, responding with answers like I don't like being in the spotlight, I don't like eyes on me, I don't like being watched.

Further, even if someone shows the courage to stand up and speak in front of an audience, they deliberately avoid making eye contact with the members of the audience. When you do so, it actually makes you even more anxious and nervous.

- This small portion of the blog was enough to showcase my writing skills. I did eventually completed the blog post and published it.



By: Divya Gandotra

20 MAR 2020

7 Tips to Overcome Your Fear of Public Speaking

When it comes to public speaking, most of us feel anxious and nervous. Seeing hundreds of faces all looking at you, it surely can make anybody edgy. But how are influential people doing it with so much ease? The fear of public speaking is quite normal. Most of us refrain from public speaking, responding with answers like I don't

The result? The time it would take me to complete the blog post, I had already used the so-called 'blog post excerpt' to land my first client!

With that said, there is no rule that says your portfolio should contain samples of only finished projects.

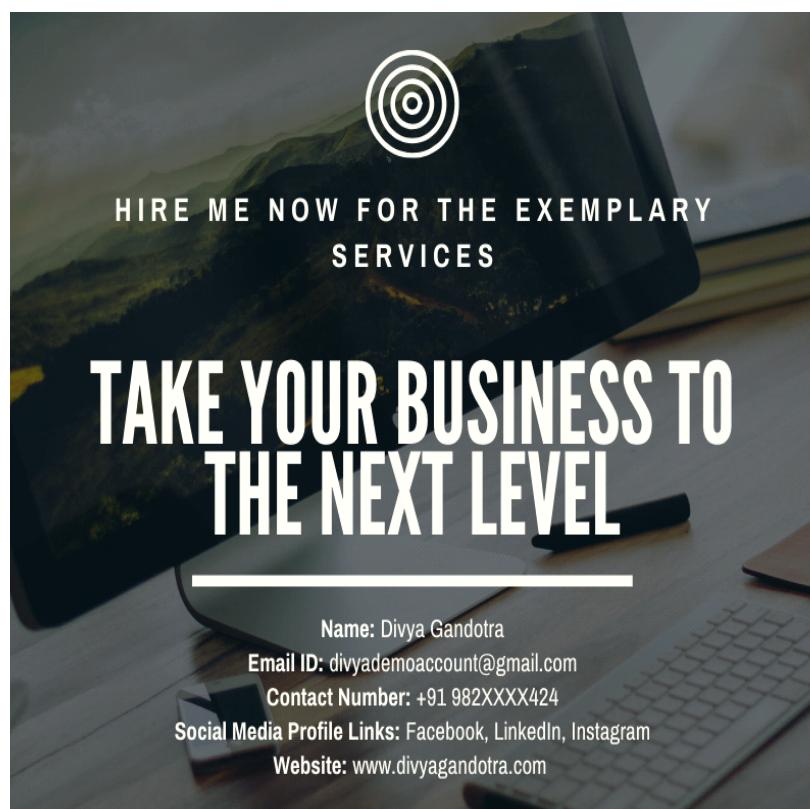
This is applicable for visual work as well. For instance, artists and graphic designers can outline and sketches of the design that they are creating rather than complete images. Moreover, UX and UI designers can show mock-ups and wireframes instead of completed websites or apps. And developers can create just one page of the website and show it as a sample.

- Last but not least, make it easy to get hired! Your portfolio must include a place for the clients to contact you through a ‘call to action.’ A call to action (CTA) is a way to influence a client’s mind to go ahead and contact you. It is a line of text or image that prompts the client to take action.

Don’t overthink this. It is easier than it looks like. You need to include the following elements when creating your contact CTA:

- Your name
- Email
- Social media (Facebook, LinkedIn, Twitter, Instagram, etc.)
- The website link (if you own a website)
- Location
- Contact number

An excellent example of a contact CTA is



That's it! This is how you can create an intriguing proposal to get started with freelancing.

Chapter: 2

Where to Find Your First Sales Being a Beginner?

Now that you know how to create a freelance portfolio and a stunning proposal, it is time that you start looking for potential clients who will hire you.

The best freelance writing sites

[View 2+ more](#)



Upwork



Fiverr



PeoplePe...



FlexJobs
Corporation



Textbroker
Internatio...
LLC



Craigslist,
Inc.



LinkedIn

I have created this chapter to help you find your first sale in the easiest way. So, I will not be focusing on freelancing websites like Upwork, Freelancer, People Per Hour, and Fiverr, among other sites. These sites are great, but you need to build a rapport first in order to get started.

You might ask - how am I supposed to find clients then? Well, the answer is simple – SOCIAL MEDIA PLATFORMS! Yes, you read that right. Social media is not all about posting pictures and stories, commenting, liking, sharing, and getting in contact with long lost friends and relatives.

Social media sites like Facebook and LinkedIn are a great platform that can help you land your first sale. In fact, I started my freelancing journey with Facebook, getting my first sale within the first week. It is all about looking in the right place. People have started using Facebook for business purposes, and it has proved great for freelancers. In this section, I will tell you how to look for potential clients on social media platforms, especially Facebook and land your first gig.

How I used Facebook as a Platform for my Freelancing Venture?

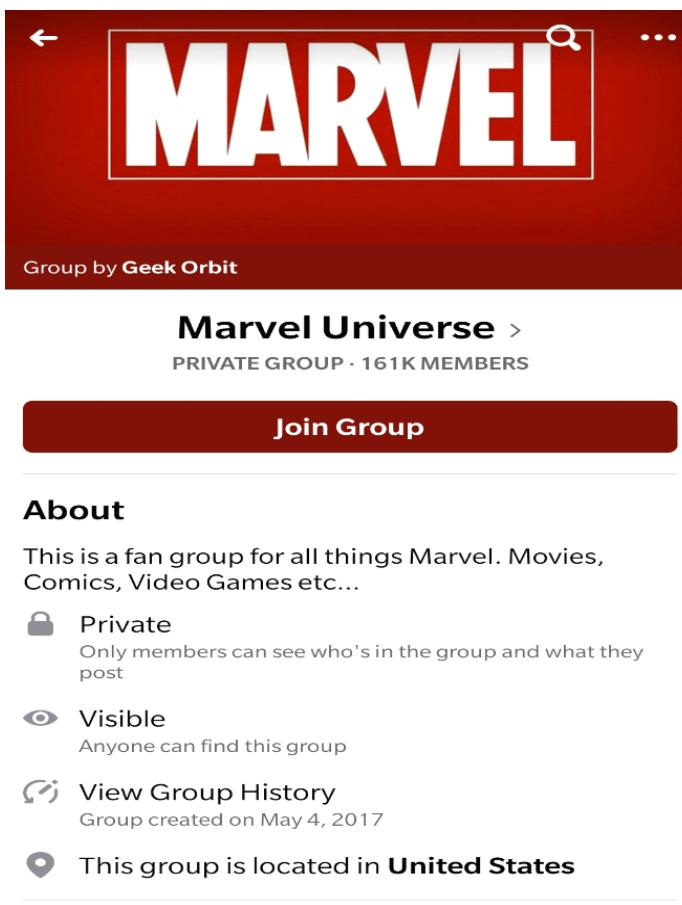
When I was getting started with my freelance writing job, I had no idea about how to or where to look for clients who can give me my first sales. Then a friend of mine told me about Facebook groups.



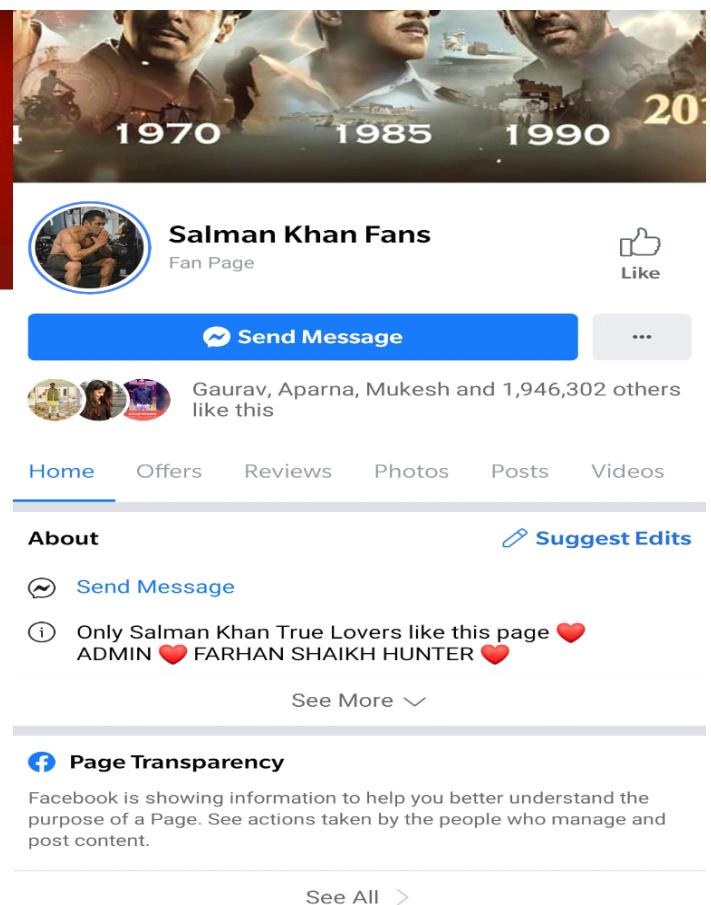
Facebook has a large community of people, and you would be surprised to know that a majority of them are looking for solutions to their problems.

Now, I am assuming that you all have a Facebook account. If not, then make one because this is going to get interesting.

As I said, there are plenty of groups on Facebook, and if you are on Facebook, you may be a part of a group or two. These are some examples of Facebook groups:



The screenshot shows the Marvel Universe Facebook group page. At the top, it says "Group by Geek Orbit". Below that, the group name is "Marvel Universe >" and it is described as a "PRIVATE GROUP · 161K MEMBERS". A large red button with white text says "Join Group". On the left, there's an "About" section with a lock icon labeled "Private", a visibility icon labeled "Visible", a history icon labeled "View Group History" (Group created on May 4, 2017), and a location icon labeled "This group is located in United States".



The screenshot shows the "Salman Khan Fans" Facebook fan page. It features a collage of images from different years (1970, 1985, 1990, 2010) and a profile picture of Salman Khan. The page is identified as a "Fan Page". A blue button says "Send Message". Below the page header, it shows "Gaurav, Aparna, Mukesh and 1,946,302 others like this". A navigation bar at the bottom includes Home, Offers, Reviews, Photos, Posts, and Videos. There are sections for "About", "Suggest Edits", "Send Message", and "Page Transparency".

These are some fan pages of the popular actor Salman Khan the world's one of the biggest studios, Marvel.

However, you will also find groups other than entertainment purposes, such as this:



Animal lovers >

PRIVATE GROUP · 69K MEMBERS

[Join Group](#)

About

"Animals are the bridge between us and the beauty of all that is natural. They show us what's missing in our lives, and how to love ourselves more... [See More](#)...



Private

Only members can see who's in the group and what they post

A Facebook group is a page dedicated to a business or an organization to endorse activities. You can join the group and post your thoughts and interact through discussion threads. Facebook groups are the primary way for businesses and users with the same needs to bring people together and have debates, negotiations, and discussions. Similar to the above-mentioned examples, you will also find groups related to your freelancing needs.

To make it easy for you, here is an example of how to start your search.

- Go to Facebook > tap the search box > search for the type of freelance job you are looking for, such as ‘freelance content writers’ or ‘freelance photographer jobs’
- Upon hitting the ‘search’ button,’ you will see a list of groups on the specific niche you are looking for.

The image shows two side-by-side screenshots of Facebook search results. The left screenshot shows search results for 'freelance content writers'. It lists several groups: 'Freelance Content Writers' (25K members), 'Freelance Writing Jobs & Content Writers for freelancing work' (20K likes), and 'Freelance Content Writers' (1.1K likes). The right screenshot shows search results for 'freelance photographer jobs'. It lists several groups: 'Online Freelance Jobs' (42K members), 'Photography Jobs and Assignments' (30K members), 'Freelancers' (245K members), 'Freelance Photographer' (1.3K likes), and 'Freelance Photographer' (6.1K likes).

- Click on the most relevant group you find – it will be based on the number of members it has. Or you can go through all of them and send them a ‘Join’ request



Photography Jobs and Assignments >

PUBLIC GROUP · 30K MEMBERS

[Join Group](#)

About

[See All](#)

This group is for everyone, may it be any amateur or professional.

We are one of the best growing medium ... [See More](#)

 Public

Anyone can see who's in the group and what they post

 Visible

Anyone can find this group

 Jobs

- Once these groups accept your request and you become a member, you will see people posting different criteria.
Suppose, you are a photographer looking for freelancing gigs across your area/city/state/country. Once you join the freelance photography group, you will see that people are actually posting job descriptions.
Here is a synopsis of what you will find after joining the 'photography' group:



Shrikant Kukreti

Mar 19 at 1:15 AM ·

...

Anyone in Hyderabad for a small function shoot on 10 April?

4

5 Comments

Like

Share



Satyansh Singh posted a job.

...

Feb 24 at 8:21 PM ·

Looking for a photographer to shoot interior spaces, interested people to send their architecture and interior portfolio on mail for evaluation, for any queries WhatsApp on 8888835539

Interior and architecture photographer

Mumbai · Contract

17

21 Comments · 1 Share

People are looking for different types of photographers for different needs. You may also land a full-time photography job, see the example given below:



Aayush Ekghara

Mar 27 at 2:05 PM •

...

Hello Photographers...
We are looking for photographers from all India...
Any field of Photography is accepted.. The Project is
for major business companies

Do mention your names in comments and we will
contact each one of you...

Stay Safe Stay Home... See More



Hiring Team - Weddingz.in shared a post.

Feb 20 at 11:31 AM •

#Choreographers, #DroneOperators,
#MehendiArtists, #Photographers, #Videographers &
#MUA, grab the opportunity to get empaneled with the
largest Wedding Company of India - **OYO WeddingZ.in**
on contractual basis.

Kindly share your profiles and contact details via
inbox / Email: wahmedkhan@weddingz.in /
WhatsApp: ±918929508601.

Mumbai City FC Navi Mumbai (New Mumbai), India
Delhi NCR - The India World City Jaipur, Rajasthan
Udaipur, Rajasthan Indore Meri Jaan Bhopal, Madhya Pradesh
Goa City, India Goa, India Lucknow, Uttar Pradesh
Kanpur, Uttar Pradesh Prayagraj - The Sangam City
Pune, Maharashtra Nashik - नाशिक
Maharashtra Bangalore, India Hyd... See More



Mukul Dev Singh Sengar

Mar 7 at 6:20 PM ·

Need Photographers for Oyo Shoots (Oyo Rooms, spot on, capital o, Homes, Living and etc) in these cities

Mumbai n Panvel

Pune

Delhi (NCR and Gurgaon)

Kolkata

Bangalore

Chennai

Hyderabad

Ahemdabad

Bhopal

Indore

Chandigarh

Lucknow

Kanpur

Raipur

Tiruvananthapuram

Bhubaneswar

Surat

Nagpur

Nasik

Guwahati

Patna

Ranchi

Jamshedpur

Ujjain

Panjim

**And, other types
of photography
job needs as
well:**

Mukul Dev Singh Sengar

8076212883

All you have to do is pitch your proposal. You can direct message on these posts, or you can inbox your proposal to them. If they find your proposal interesting, they will definitely give you a reply, and from there on, it is up to you how you approach the situation.

Similar to the photography jobs, here are some examples of what you can expect after joining a freelance writing group. **Example 1:**



Shalaka Sawant ► Content Writers

1 min •

•••

I am a content writer and I can write articles or blog posts on any niche except Medicle. I also have previous samples I can show.

Daily pay is appreciated. Inbox me if you are looking for a writer. Pay rate can be discussed later.

Thanks

Describe your business and provide further details.

From here on, PayPal will guide you through the next procedures to make it easy for you to complete the sign-up. Once you provide your PAN number and bank details, it will take at least 3-4 business days for your PayPal account to establish.

There are several online tutorials that can help you with the process.



Pallabi Paul

Mar 29 at 8:16 AM ·

...

Hi all,

I'm looking for work here, content writing basically in generalised niches. I'm willing to negotiate the charge being offered by clients. So, if you are looking for new writers, do ping me once and then we can talk further. I have samples that you can go through.

1

2 Comments

Like

Comment



Michelle Futaba Kasumi

Mar 29 at 1:41 PM ·

...

Hi I am a writer of 1 year working experience. I write web copy, blog posts, content and other niches like travel, health, ads, tablets and others. Ping me for samples. I can write on 1000 - 2000 words a day.

Rate negotiable.

Must have PayPal or Western Union. **Payment must be either daily or weekly**

I'm not Indian, I'm from Malaysia.

Like

Comment



Olajide Gbenga shared his first post.

...

New Member • 2 hrs •

Hi Everyone,

I am a content writer available for hire.

I write website contents, blog posts and articles, social media contents too.

I have experience in SEO(keyword & onpage optimization etc) , Content marketing, WordPress, yoast & Rankmath plugin.

I write for several niches including self development, personal growth, affiliate marketing, how-t... See More

About this website

WA.ME

wa.me

Like

Comment

Share

Example 1 shows how you can post your proposal directly on the group and wait for potential clients to respond to your post. These are different proposals that people post in such groups. You can also do the same and wait for the potential client to respond. Or consider Example 2 for an alternative.

Example 2:



Mishra Sanjay

Mar 29 at 12:36 PM •

...

Hi, looking for general Technical Blog Content Writer for Technical and educational blog related articles. Rate I can pay is 450 per 1000 word article. Only weekly payment with.

Please inbox.



Ishan Sharma

Mar 19 at 5:22 PM •

...

myHQ Workspaces is looking for freelance content writers with proven skills in writing content on startups, entrepreneurs, digital marketing etc. Interested candidates can share work samples at ishan.sharma@myhq.in



Swapnil Sunil Navle

New Member • Just now •

...

Looking for specialized content writer + SEO.

who has good knowledge about sponsored campaigns for amazon,google, social media and website SEO.

He must have hands on experience on content writing for brand/product description/catchy lines etc.

Kindly share your sample work in pm.



Deepanshu Sethi shared a link.

Mar 19 at 5:22 PM •

...

Hello

We are looking for **Technical Freelance Writers** who can work with us long term.

Kindly fill the form below with your details, rate per word in INR and samples.

[... See More](#)

Talented Technical Content Writers Required - Weekly Payments

HUMBLE REQUEST - Please only apply if you are able to adhere to deadlines otherwise lets save each other's time. Our payments are always on time so we expect the work on time as well.

* Required

Name *

Your answer

Email *

Your answer

About this website

ared a link.

er • Mar 29 at 1:19 PM •

...

DOCS.GOOGLE.COM

Talented Technical Content Writers Required - Weekly Payments

Academic Content Writers (Remote Opportunity) for School Level Subjects.

Work Description:

1. Develop school level academic contents like study notes, textbook solution authoring, etc

[... See More](#)



Freelancer PIF form - Synergy Eduservices

Dear Candidate,

We are hiring freelancers (work from home) for our Solution Authoring Project. In this solution authoring project you have to answer LIVE questions asked by our students community across the world. These students are from Grade 6 to 12 (All Subjects).

In case of queries, please contact

1. Mr. Vigneshwaran - +91 9715776288
2. Mr. Arjun R - +91 7358190406

* Required

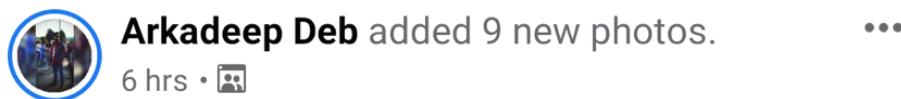
DOCS.GOOGLE.COM

Freelancer PIF form - Synergy Eduservices

Dear Candidate, We are hiring freelancers (work from home)...

In Example 2, you will find that clients are looking for freelance content writers. This is the easiest way to approach clients than Example 1. You can comment or send your proposal through a direct message to the client.

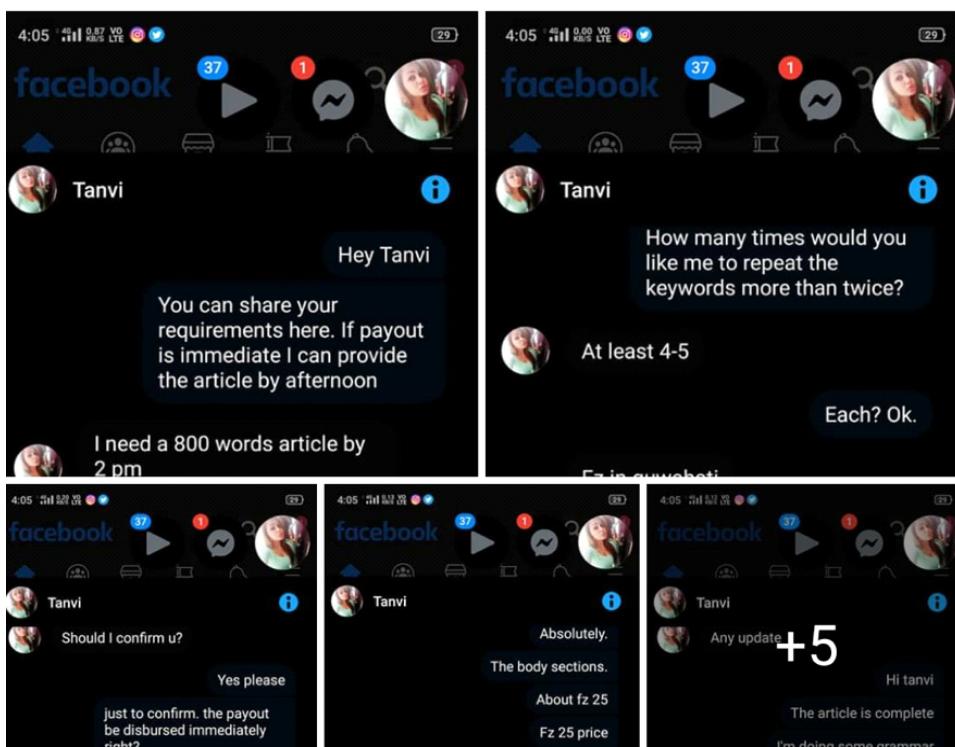
The best part about joining a relevant freelance group on Facebook is that people will notify you if there is any malicious activity or fraud happening in your group. For example:



FRAUD BUSINESS ALERT

Hey fellow writers,

Hope you all are doing fine in these difficult times. This is just to inform you that Tanvi Sharma, from Kolkata is a fraud. It's been several years actually since I got scammed so I suppose it's my own fault for getting complacent and offering writing samples without conducting proper background checks.... See More



This way, you will know who is legit and who isn't. However, you will have to be vigilant when looking for clients, and only agree to do work if the client seems credible.

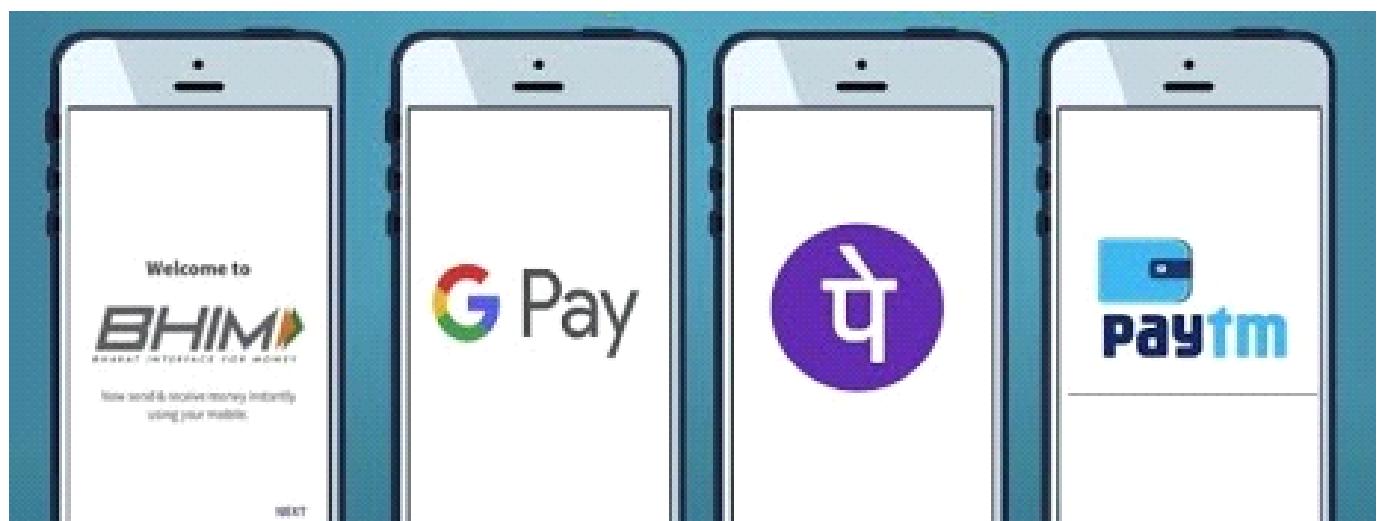
Fraudulent clients is a rising issue among beginner freelancers. But don't worry, I have provided answer to the question – “how to differentiate between genuine clients and fake clients?” ahead in this e-book that will help you make an informed decision.

For now, Facebook is your starting point as a freelancer.

Chapter: 3

What are the Best Modes to Receive Payments?

You landed your first client, did the work and submitted the project in the given time. Now, what's next? Payments! Yes, it is time to get rewarded for the hard work you have done. You see, there are hundreds and thousands of members in a freelance group, and they all belong to different countries. Since you are an Indian, it will be easy for you to receive payments from an Indian client. Google Pay, Paytm, PhonePe, etc., there are a plethora of payment options available.



However, if you land a foreign client, you cannot receive payments through these platforms. Foreign clients primarily prefer two options when paying to other foreign individuals. They are:

- PayPal
- Payoneer

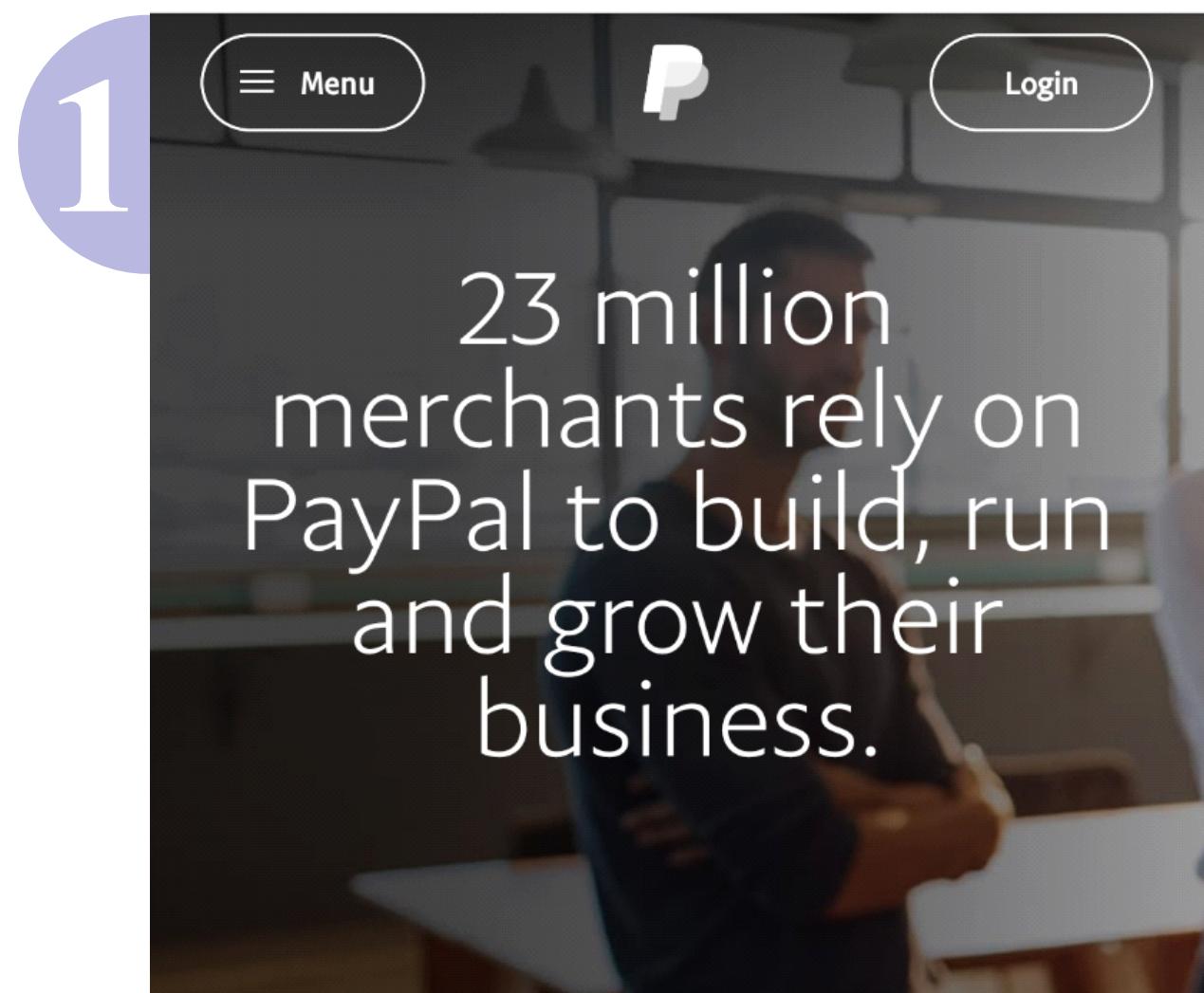
I am not going to elaborate on how to you can use payment platforms like Paytm, Google Pay, PhonePe, NEFT, etc. to receive money from the client. I assume that you have been using these wallets for some time now, so you know how to operate it.

However, when it comes to creating an account on international payment gateways like PayPal, you will have to go through several different processes.



- To create a PayPal account, make sure you have these two things:
 - PAN Card
 - Bank Account
- Go to Google > type paypal.com > press enter. You will be directed to this page

- Go to Google > type paypal.com > press enter. You will be directed to this page



With a single account, accept local and international payments from 200 markets in 25 currencies.

[Sign Up Now](#)

Need help [Getting Started?](#)

Or [contact us](#)

Not a business? Go to our [Individual page](#).

- Click the Sign Up Now button. It will take you to this page

2

Join PayPal today for free.

Get started by choosing your account type below

○ Individual Account

Send payments only

- Pay for your shopping locally and overseas
- Get 50% cashback voucher* on your first local purchase
- Get covered 24/7 from online and card fraud

○ Business Account

Receive and send payments

- Suitable for individuals who want to receive payments, sellers, freelancers and businesses
- Receive and send payments locally and overseas
- Requires KYC to start receiving local INR payments
- No set-up/maintenance fees

Next

- Tap on Business Account and click Next. You will be taken to this page

3

Join PayPal today for free.

Get started by choosing your account type below



Business Account

Receive and send payments

I'm looking to accept payments

On website selling goods or services



My monthly sales volume is

I'm not sure/None of the above



My payment preference is

Both INR and foreign currency*



* Important: Requires KYC to start receiving local INR

payments

Back

Next

*T&C apply

- From the drop-down menus, choose your preferred options and click Next



Sign up for a Business account

Enter the email address you'll use to sign up or log in

Enter your email address

Submit

- Type your password as per the requirements



5

Describe your business

Business type

Individual



Product or service keywords



Purpose code



Personal PAN



PAYPAL*

CC Statement Name



Business URL (if applicable)



Submit

- Describe your business and provide further details. From here on, PayPal will guide you through the next procedures to make it easy for you to complete the sign-up. Once you provide your PAN number and bank details, it will take at least 3-4 business days for your PayPal account to establish.
There are several online tutorials that can help you with the process.

Chapter: 4

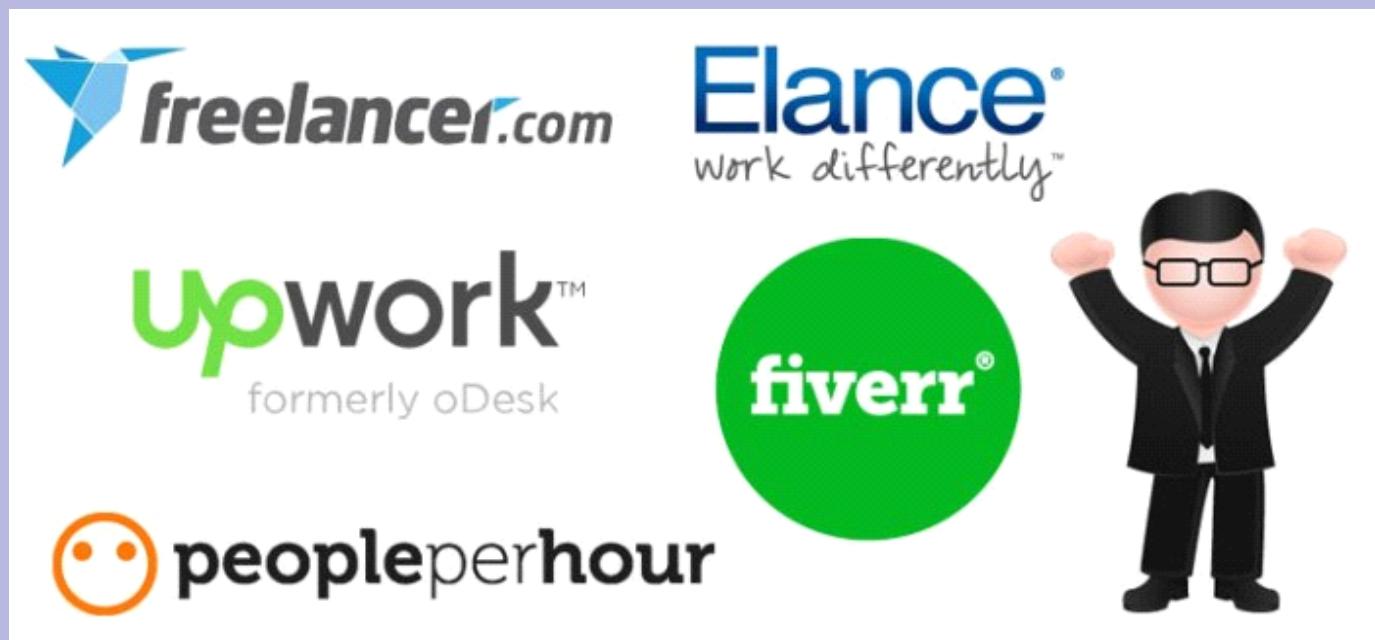
How to Build a **Strong Portfolio** from **Scratch** and **Attract Clients?**

As discussed in the earlier chapter, Facebook is just a medium to get you started. However, if you want to up your game and work on a professional level, you will have to take help of the freelance websites. You may or may not know that there are numerous freelance websites dedicated to helping freelancers like you to find work. Freelance websites are online platforms where both employers and candidates can communicate with each other. Clients can post their requirements and freelancers can bid on the projects they are interested in. With such websites, you have the freedom to apply for only those projects that you are good at. These websites can help you move your freelance career further and achieve new heights. With years of experience as a freelancer, I have accumulated a list of top five freelance websites that you should look into. They are:

- Fiverr
- People Per Hour
- Upwork
- Freelancer
- Guru

Since, I hold an expertise in Upwork and being a top-rated freelancer on the platform, I am going to tell you how you can create a profile and start bidding. Platforms like Freelancer, Guru, etc. are easy to use. You can start with them too. You simply have to sign up. However, when it comes to Upwork, things get a bit tricky.

So, I will explain you the most difficult platform so that for you, the other platforms will be as easy as a pie. I will suggest you to try your hands on Freelancer and Fiverr as well.

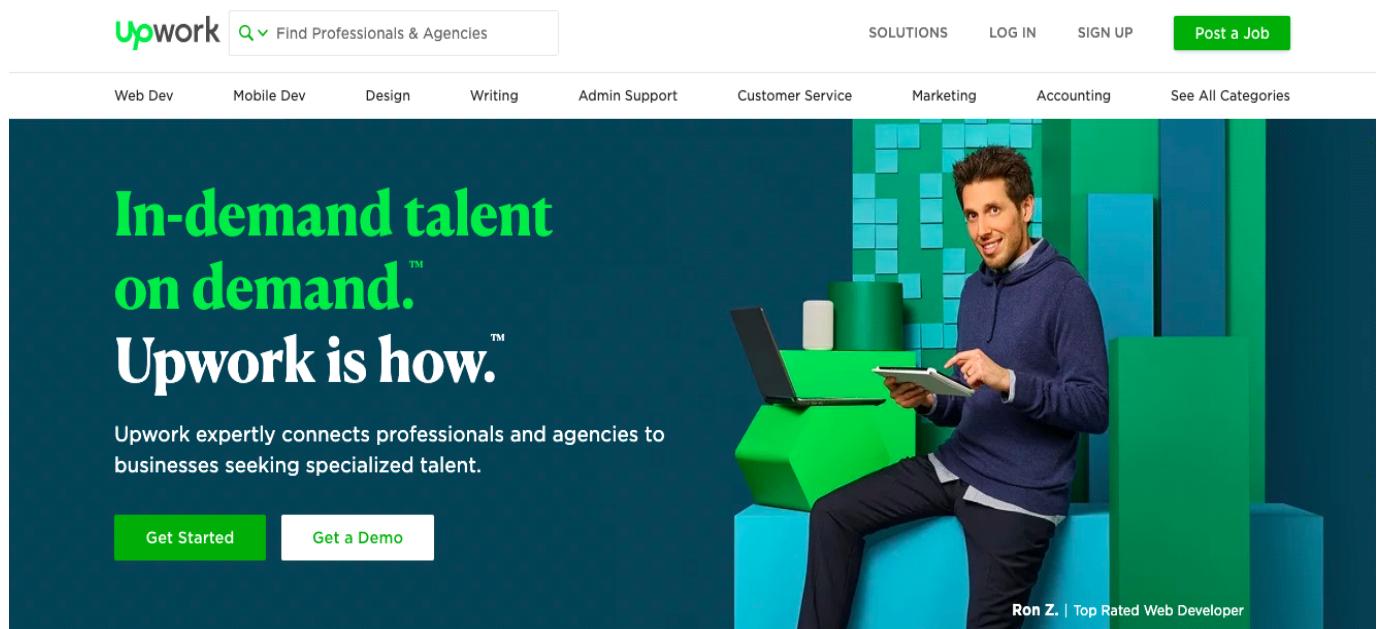


So, Let's Get Started

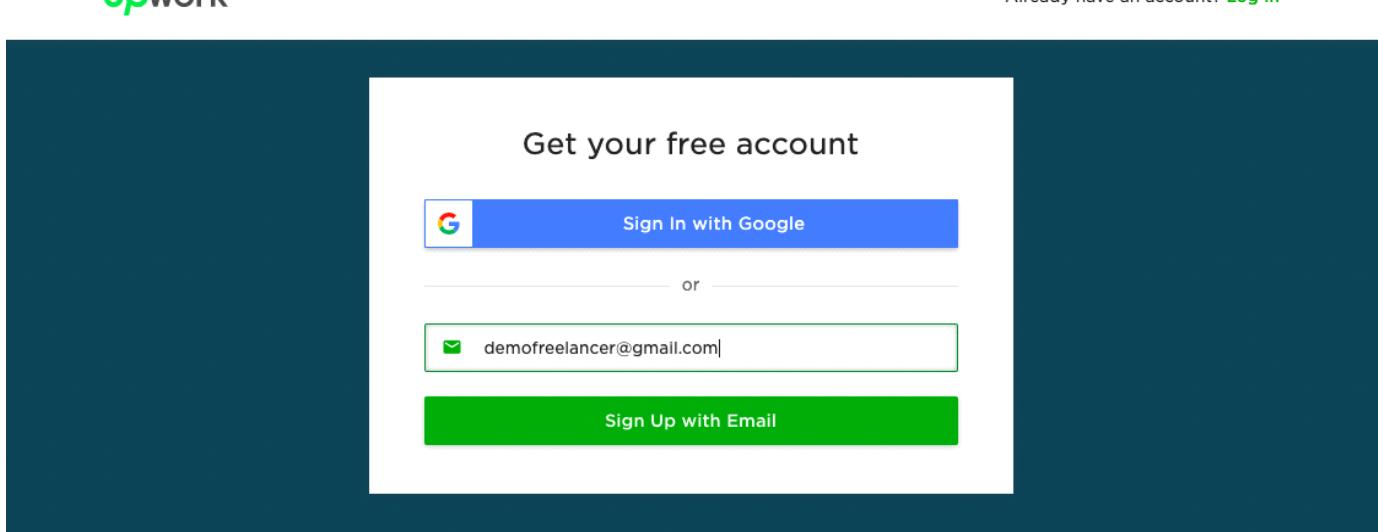
How to register on Upwork?

I will be using the name “Ananya Sharma” to create a demo account so that it is easier for you to understand with the help of live screenshots.

- Go to upwork.com and you will be able to see this window



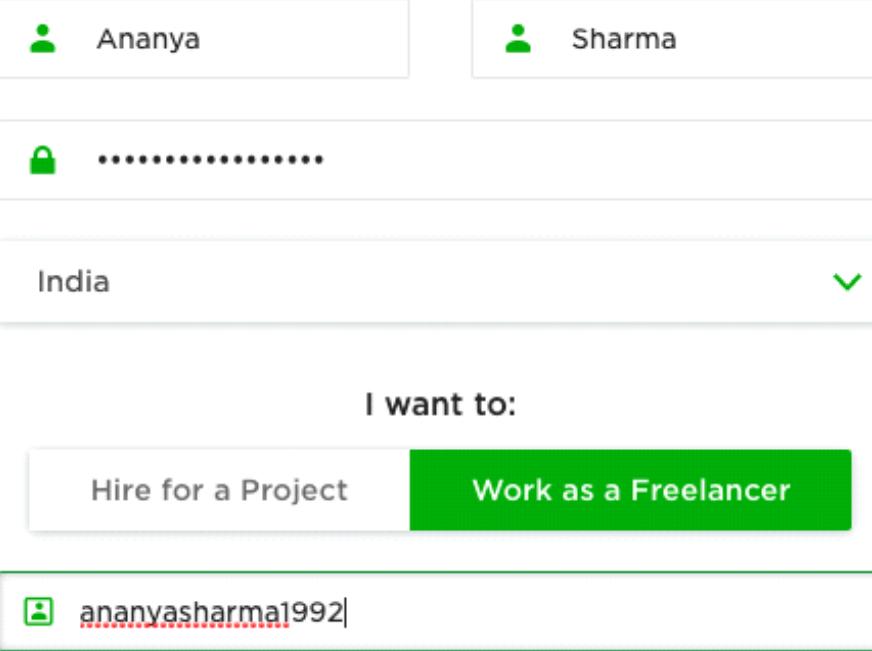
- Click on Get Started button on the left side. After that, a window will be displayed where you have to fill in your email id. You can either Sign Up with an email id or you can also Sign Up with your Google Account.



- Once you have added your email id, you will be asked to fill your personal details including Name, Password that you want to create, Country and a USERNAME. Keep in mind that
 - You choose a USERNAME and PASSWORD which is easy to remember.
 - The password must be 16 characters long with
 - LARGE and small symbols of the English alphabet and numerals.

After that, click on Work as a Freelancer and tick the
Complete your free account setup

demofreelancer@gmail.com



The screenshot shows the Upwork account setup interface. At the top, there are fields for Name (Ananya Sharma) and Password (represented by a lock icon and several dots). Below that is a dropdown menu for Country, set to India. Under 'I want to:', the 'Work as a Freelancer' button is highlighted in green. In the 'About Me' section, the username 'ananyasharma1992' is listed. At the bottom, two checkboxes are checked: one for receiving useful emails from Upwork, and another for agreeing to the terms of service, both of which link to green text. A large green 'Create My Account' button is at the bottom right.

Ananya Sharma

.....

India

I want to:

Hire for a Project **Work as a Freelancer**

ananyasharma1992

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

- After creating your account, you will be asked to Verify Your Email ID. Do that and Welcome to Upwork.



Verify your email to proceed

We just sent an email to the address: demofreelancer@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 completing these formalities, the next step is to create your profile.
- Choose the main services that you are going to offer. For example, if you are looking forward to work in the field of web and mobile app development then choose the same from the Drop Down Menu.
- After that, select any 4 services that you feel are the closest to what you are going to provide.
- Finally, choose your expertise level (Entry, Intermediate, Expert).

Upwork recommends clients pay up to \$15 per hour for freelancers with Entry level, from \$15 to \$30 to Intermediates, and from \$30 and above to Experts. I would not recommend you choosing an Entry level, because clients often associate this level with poor quality of work. Choosing Intermediate level is my recommendation to you.

Thank you for your interest in Upwork!

An application is required to join Upwork. Once submitted, we typically take 24 hours to review your application and we will notify you if your application is approved or declined.

Not all applications are approved, so take time to fill out the following info accurately.

To begin your application to join, tell us about yourself and complete a profile for review

What are the main services you offer to clients?

Web, Mobile & Software Dev



What type of Web, Mobile & Software Dev do you do? Select up to 4 types of work.

Desktop Software Development Ecommerce Development Game Development
Mobile Development Product Management QA & Testing Scripts & Utilities
Web Development Web & Mobile Design Other - Software Development

What skills do you offer clients?

Java Android iOS Development Unity Swift JavaScript

Enter Skills Here

What is your experience level?

\$
Entry Level

\$\$
Intermediate

\$\$\$
Expert

Save & Continue

- In the next window, you have to follow the below-mentioned steps.

Tell us more about you

Please upload a professional portrait that clearly shows your face



Freelancers with a friendly, professional-looking portrait are hired 5 times more often than those without a photo.

[+ Add a photo now](#)

Add a professional title that describes the work you do

Try to choose a title that will help you stand out.

Android/iOS developer

Write a professional overview

Highlight your top skills, experience, and interests. This is one of the first things clients will see on your profile.

I have a lot of experience and prefer work on applications (Android/iOS) in next areas: video/audio/text chatting, geolocation, any API integrations, image/photo enhance algorithms. Also I am ready to port your Android application to iOS and vice versa. Anyway I am ready to do any Android/iOS work and make your project completely from scratch.

4653 characters left

Education

Tell us about your education history.

Master of Computer Applications (M.C.A.), Software Engeneer | Kyiv Polytechnic University

2008 - 2013

Employment History

Write about previous positions, companies, and the number of years you've worked, plus highlight relevant projects and accomplishments. Include work where you were self-employed as a freelancer.

Android developer | Global Logic

February 2013 - February 2017

What is your English proficiency?

Fluent - I have complete comma...

Photo: The first step is of Adding a Photograph. Upload a good quality photograph with proper visibility of

Title: I recommend an attractive title which denotes everything about your skills. For example, you can use titles such as Expert Web Developer, or Professional PHP Developer, Full-Stack Mobile App Developer, etc.

Overview: Overview plays the most important role as it is a complete description about you as a person as well as a display of your skills and talent. As discussed in chapter one, you have to write an overview which either talks about your experience, and if you are beginner, then you just need to showcase your skills and qualities.

If you are a beginner, to be at a safer side, you can make an overview like the one mentioned below depending upon your area of expertise.

I like to learn and implement new technologies and welcome the challenges. Quick implementation of the client's idea and design laravel framework in backend/ Angularjs in the frontend is my core expertise.

I gained expertise in the following fields:

Backend skills:

- PHP, JavaScript
- PHP Frameworks: Laravel, Lumen
- PHPUnit, RESTful APIs, Swagger.IO

Frontend skills:

- Angular.js,
- VueJs
- angular2+
- JavaScript, JQuery, AJAX
- HTML5, CSS3
- Bootstrap

Databases:

MySQL, MongoDB

Integration:

- Stripe, PayPal, Google APIs, Github APIs, Facebook Open Graph, Twitter API, Freshchat

Tooling:

- Navicat, PhpStorm, NetBeans
- VCS
- GIT
- SVN

Server administration skills

- Apache
- Nginx

If you have any work related to Laravel, Web Development or Angular, then you are at the right place.

Thank you for taking the time to review my profile.
I'll be happy if get the opportunity to work for you.

Education: It is better to specify university (if it is not in the drop-down list, then just type in its name as text). If you did not study in any university then indicate your school instead. Describe name of the educational institution, year of study and degree, which you must select from the drop-down list.

Employment History: Add your previous work experience, if any. You have to add the name of your company, title of your job, the project you have worked on, location and the period you have completed there. In the end, add a short description about your job role.

English: Finally, choose your English Proficiency. Do not choose Basic. I will recommend you to choose Fluent English to be on a safer side.

Moving on to the next and the last window. Choose the number of hours of your availability per week. Choose up to 30 hours per week, if you have another job.

And more than 30 hours per week, if you want to work for full-time as a freelancer.

Lastly, fill in your address and contact number and submit the application for review.

Add your availability and location

How many hours do you have available for work each week?

Don't worry, you can always update this later.

More than 30 hrs/we... 

What type of projects are you interested in?

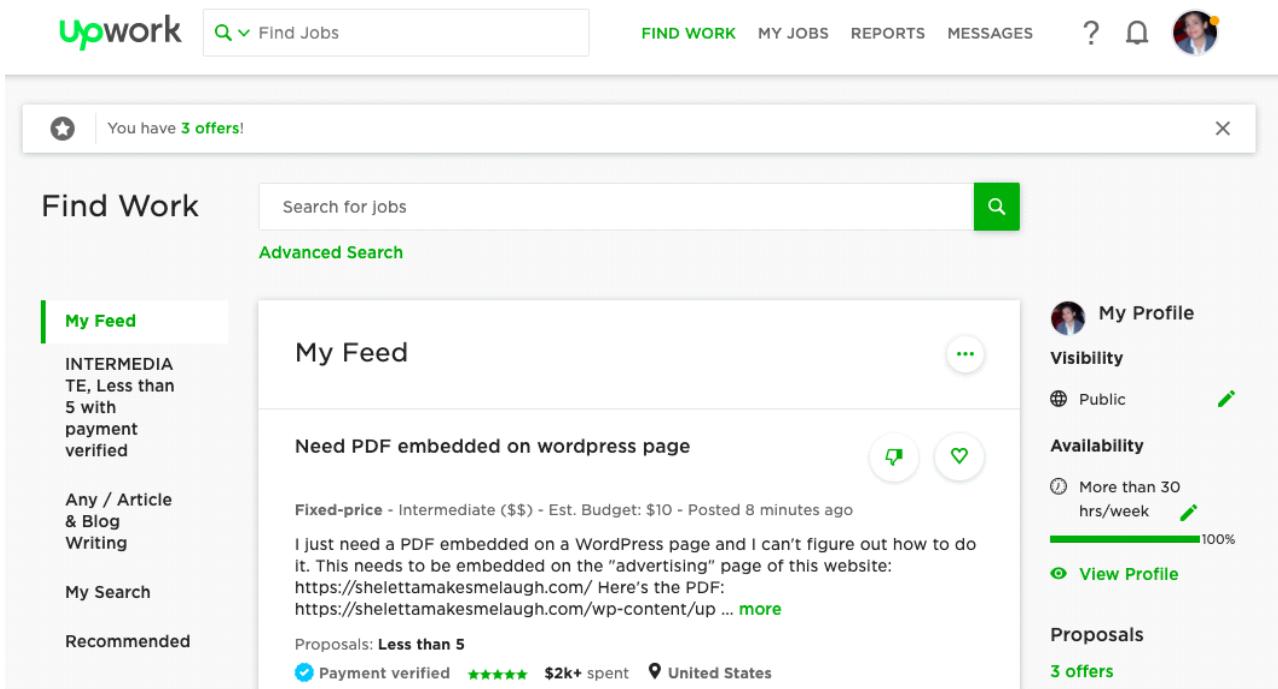
Don't worry, your selection won't affect how or when we display your profile to clients.

- Longer-term projects 3+ months long
- Shorter-term projects < 3 months long
- Both longer and shorter-term projects

Now, wait for your profile to get approved

AFTER THE PROFILE GETS APPROVED

After approval, it's time to find jobs in the field you are skilled in. Just open your profile and click on FIND WORK. Start searching with various related keywords and you will get the filtered jobs which best suit your search.



The screenshot shows the Upwork platform interface. At the top, there is a navigation bar with the Upwork logo, a search bar containing "Find Jobs", and links for "FIND WORK", "MY JOBS", "REPORTS", and "MESSAGES". There are also icons for help, notifications, and a user profile.

In the main area, a banner at the top indicates "You have 3 offers!". Below this, the "Find Work" section has a search bar and an "Advanced Search" link. To the left, a sidebar titled "My Feed" lists several categories: "INTERMEDIA TE, Less than 5 with payment verified", "Any / Article & Blog Writing", "My Search", and "Recommended".

The central part of the screen displays a "My Feed" section with a job listing:

Need PDF embedded on wordpress page

Fixed-price - Intermediate (\$\$) - Est. Budget: \$10 - Posted 8 minutes ago

I just need a PDF embedded on a WordPress page and I can't figure out how to do it. This needs to be embedded on the "advertising" page of this website: <https://shelettamakesmelaugh.com/> Here's the PDF: <https://shelettamakesmelaugh.com/wp-content/up...> [more](#)

Proposals: Less than 5

Payment verified  \$2k+ spent United States

To the right of the feed, there is a sidebar with profile settings:

- My Profile**
- Visibility**: Public
- Availability**: More than 30 hrs/week (progress bar at 100%)
- View Profile**
- Proposals**: 3 offers

Here is how it will look like.

web development



Filters

Save search

RSS 13,729 jobs found

Sort: Newest

View:

INTERESTING JOB

Developer needed to write web apps

Hourly - Entry level (\$) - Est. Time: 1 to 3 months, Less than 10 hrs/week - Posted 2 days ago

Budget: \$15/hr - You can dedicate yourself so much that you start to understand a project without being told everything. You offer suggestions, resolve questions yourself wherever possible. - You don't let a bug or hundred slow you down. You relentlessly work till you have solved them. - You maintain on-time communication. - You don't get overwhelmed if there are 200 pages in one project. You don't get overwhelmed if deadline is tight. You don't have to be very experienced about Blockchain or Django If you are beginner, ideally you have lot of free time on your hand. You are okay to learn without logging hours. From day 3, I will expect you to maintain speed as if you are a pro - faster than a pro. In summary, you are caring, punctual, humble and hungry. Hope I didn't tire you out. If not tired and interested at this point, please apply. *Cover letter not required. Answer to questions are required.* [less](#)

Blockchain Database Design Django Ruby Web Services API Database 10 more



Now, click on the job and
Submit a Proposal

Developer needed to write web apps**Submit a Proposal****Save Job****Flag as inappropriate**Required Connects to submit a proposal: 6 [?](#)

Available Connects: 88

About the client**Payment method verified****★★★★★ 4.92 of 102 reviews****United States**

New York 03:15 pm

400 jobs posted

29% hire rate, 1 open job

\$70k+ total spent

116 hires, 4 active

\$18.53/hr avg hourly rate paid

1,626 hours

Member since Sep 27, 2014

Job link**Back-End Development**

Posted 2 days ago

Specialized profiles can help you better highlight your expertise when submitting proposals to jobs like these. [Create a specialized profile](#).

Budget: \$15/hr

- You can dedicate yourself so much that you start to understand a project without being told everything. You offer suggestions, resolve questions yourself wherever possible.

- You don't let a bug or hundred slow you down. You relentlessly work till you have solved them.

- You maintain on-time communication.

- You don't get overwhelmed if there are 200 pages in one project. You don't get overwhelmed if deadline is tight.

You don't have to be very experienced about Blockchain or Django

If you are beginner, ideally you have lot of free time on your hand. You are okay to learn without logging hours. From day 3, I will expect you to maintain speed as if you are a pro - faster than a pro.

In summary,
you are caring, punctual, humble and hungry.

Hope I didn't tire you out. If not tired and interested at this point, please apply.

Add the price per hour that you want to charge for this job. The client has mentioned his budget in the job post, that is, \$15 per hour. Hence, do not charge more than that. Being a beginner, you can start with \$10 per hour. Upwork deducts 20% of your charges. Hence, you will get \$8 per hour if you will charge \$10 per hour from the client. \$2 will be kept by Upwork as its commission.

Terms

What is the rate you'd like to bid for this job?

Your profile rate: \$20.00/hr

Hourly Rate
Total amount the client will see on your proposal

\$ 10.00 /hr



20% Upwork Service Fee [Explain this](#)

\$ -2.00 /hr

Includes Upwork Hourly Protection. [Learn more](#)

You'll Receive
The estimated amount you'll receive after service fees [?](#)

\$ 8.00 /hr

The next step is making a customized proposal for the client as per his requirements. Tell him how you are the best candidate for this project, boast your skills and make him believe that you are the best person who can help him running the project successfully.

Additional details

Cover Letter

Attach samples, if any and submit the proposal.

Attachments

drag or [upload](#) project files

You may attach up to 10 files under the size of **25MB** each. Include work samples or other documents to support your application. Do not attach your résumé — your Upwork profile is automatically forwarded to the client with your proposal.

[Submit a Proposal](#)

[Cancel](#)

That's it! You are good to go

Important Tips and Tricks:

- Save a few jobs by clicking on SAVE JOB and submit 8 to 10 proposals together. Saving Jobs will make it easier for you to refer to them in the future.
- There are two types of jobs: HOURLY and FIXED PRICE. Most of the clients mention their budget in the job post. So, you just have to bid equal or lower than the client's budget. This will increase the chances of getting a reply from the client.
- Leave something in your cover letter that makes the client curious after reading it. For example: "I have a great plan ready to run this project successfully. We can talk about it in the chatbox." Sentences like this will increase the chances of getting a response from the client and then you can convert him with your capabilities.

- Spend a lot of time to fill in the profile. In my opinion, 30 hours of work is the optimal amount of time to fill the entire profile.
- Do not abandon projects with a small budget; very often this is only the budget for the first part of the project.
- Tell about your past experience related to current Upwork profile specialization. Don't put information about developer if you have a profile of a designer. Be very specific with your skills. DO NOT try to travel in 5 boats together. Stick to one.
- Study all the information about the project, which was provided by the client and immediately propose a solution to the problem in the cover letter along with the time and budget estimation.
- You should not ask clients to pay for work outside Upwork- You might get banned forever! Trust me, Upwork is very strict about this.

Chapter: 5

How to differentiate between genuine clients and fake clients and how to save yourself from getting scammed? I will tell you some quick tips that will help you in identifying who is a scammer and who is a genuine client. There are many people who get a lot of work done and don't pay. And you have to be careful of such fraudulent.

If you have landed the client from Social Media then do not start working for him without doing a complete background check. Most of the clients you will find on Facebook will be genuine. However, there are some malicious members in the group who are fraud.

So, the first step is, check for all his social media profiles, check that no other freelancer has complained about him.

It might not be possible for you to ask him an advance payment in the beginning of your career as most of the clients won't agree on that but still give it a try. Ask him for an advance payment, if he agrees then that's a good news for you! You can ask for 40% advance and 60% after the complete work is delivered.

In case he disagrees then you can start working for him after his background check. Take payments in small parts. DO NOT leave a large payment to be paid. After some amount of work is done, ask for the payment for that work, no matter what.

A fraudster will never pay even a single penny. You can trust a client after he has made 2 to 3 payments.

If you have landed the client from Upwork then checking the following things will take you through.

Check that the profile is showing VERIFIED or not. If it is VERIFIED then you need not worry! An account is verified when the client has deposited some amount in the Upwork's Escrow. This is done by Upwork so that the payment of the freelancer is safe.

If the profile shows NOT VERIFIED then the client may or may not be genuine. In that case, do not come to a conclusion immediately. Send the proposal to the client but if the client replies then DO NOT work before he creates an offer. If he forces you to work outside Upwork and assures to pay then he is undoubtedly a FRAUD. There are no issues if he is ready to work on Upwork and creates an offer. In that case, your payment is safe.

You can do a few other checks also. You can check on things like when the profile was made, the amount spent by the client till now, number of jobs posted before, etc.

END NOTE

This is the most practical guide to freelancing you will ever see anywhere. I know this is a lot for beginners, but it is the easiest way to start your freelancing venture.

Freelancing is a lot more work than getting a job, but the payoffs are significant. If you have ever thought about it, please give it a try.

There is a lot that goes into this massive career move. After addressing any concerns regarding how to create a killer portfolio, where to find jobs, where to work, and how to stay connected, the only question unknown remains should be – are you willing to take the big step?

It is easy to get overwhelmed at first. But the points and tips I have mentioned in this e-book are pretty straightforward. If you go by the book and do what I have told you to do, you will land your first client within the first week itself. Once you get the handle of it, there is nothing that can stop you.

Remember one thing, once you land a client, it is your responsibility to provide quality work as you have promised. You have to understand that your service will be the core reason behind your success or failure. Every day, you will learn something new, and with that, you will have to enhance your skills. If you want to develop a solid freelancing career, you have to approach it with an optimistic mindset so that it gives you the motivation to improve yourself every single day.

The last bit of sage advice I want to give is – do good work and treat people well. This is something that has served me well in my freelancing career. You can figure out the rest later.

Happy freelancing!

FAQs

I often get asked a lot of questions regarding client management, project management, whether or not I use any tools to keep track of my projects, and more.

Q1. How to make your client believe that you are the best candidate for the job that you have pitched?

The client will always ask you to do a test task before he/she can actually give you work. This is your opportunity to show what you are capable of. Make sure that you perform well in the test project. Good performance will establish a great sense of trust and credibility among your client. Even if the client doesn't ask for a test run, and you are between a negotiation, you can offer to do the work for free and let the client decide whether or not he/she will be willing to do business with you. If he likes you, he will definitely pay for the test as well and then you are good to go.

Q2. How to negotiate with the clients about the prices? You have to believe in your knowledge and expertise in the field you are pitching. The client will try to negotiate the price, which could be much lower than you expect. You don't have to go with a 'take it or leave it' attitude, instead try to justify why working with you is the best thing the client can do. Tell the client that the price you are asking for is already quite low based on the service and quality you are going to provide. Still, negotiations are going to happen. Try to come to a price point where you and the client both feel satisfied.

Q3. How to get repeat clients?

What I have learned over the years in my freelancing career is that your chances of retaining a client will depend on the following FOUR factors:

- Timely delivery of the project
- High-quality outcomes
- Quick response via message, call, or email whenever the client needs you

Strong after sales services (you need to be always ready to do the maintenance work once you submit the project. If there are issues with what you have submitted, make sure that you address those issues immediately once the client contacts you about it. There are chances that you will have to do it over and over again until the client is satisfied. But do it if you really want to retain that client.)

Q4. How to keep your point in a polite manner when the client is wrong?

The rule of thumb is that never tell the client that he/she is wrong with a straight face. Listen to what they have to say and then put in your thoughts. Provide alternate solutions or the best solution that you think is, and ask the client what he/she thinks about it. The goal is to make the client understand that there are better alternatives to the solution he/she is providing and if not, ask the client to guide you through it. This is where your communication skills come into the play

Q5. What are the best task management tools that you can use to keep yourself disciplined so that you do not miss any deadline?

If you ever think that you are not disciplined as you are working from home, there are several tools that you can use to manage your tasks and keep you in front of the project. Simply put, with these management tools, you can give yourself goals every day. This way, you will be determined to achieve the goals no matter what. Here are some free management tools that you can use:

- Asana
- Trello
- Toggl Plan
- Teamwork
- Todoist
- Project.co
- nTask

According to my research, here's how much the freelancers in India earn on an AVERAGE as per the industry on a PER HOUR basis (in US Dollars):

IT and Programming - \$20/hour

Legal - \$30/hour

Design and Multimedia - \$20/hour

Finance and Management - \$20/hour

Translation and Writing - \$16/hour

Sales and Marketing - \$15/hour

Customer Support and Administrative - \$12/hour

Manufacturing and Engineering - \$22/hour

Hence, if you will work only 4 hours per day, you can make an average of \$50 every day regardless which field you belong to. This comes out to be approximately 4000 INR per day. Hence, you can easily make 1,00,000 per month with full freedom and by being your own BOSS.

This is my secret to making \$50,000 in the span of 2 years! I hope you will take complete benefit for this book and by the time this lockdown will lift up, your career will also lift up to reach the zenith of success.

Good Luck!

Q6. What are the best invoice apps that you can use to create invoices for your clients?

Regardless of whether you are an online marketing expert, web designer, web developer, writer, or a photographer, starting your freelancer journey is bound to require learning about choosing the necessary apps and tools for your business. Invoice apps are a great way to keep a tab on the expenses and an authentic way to approach the client for receiving the payment. Here are some great invoice apps that must check:

Invoicely

Hiveage

Wave

Ronin

These are enough to get you started.

Remember, after starting with your first client, you can easily make \$2000 per month.