



What is Upwork?

The simplest answer is that Upwork is a platform that connects freelancers with employers and charges fees from both. Not just that, there's more. Being a freelancer isn't easy, especially when you don't know how to start looking for clients. Upwork provides freelancers the opportunity to search for the most relevant jobs posted by potential employers.

On the other hand, the employer receives various applications known as 'proposals' in the Upwork universe. The right candidate gets the job. The winning factor might be communication, a profile description, relevant experience, preferred qualifications, or whatever the employer is looking for.

What's great is that if you find the right client, you can turn it into a long-term contract but of course depending on many conditions like if the client considers, if the work is ongoing, and so on.

I won't spill all the beans here mate, just keep reading!

Failure and Success

Failure is nothing but a state of mind hooked in chains and engraved with the words, "I can't do it", "I am not able", "I am nothing". When you fail, you learn. You learn, you improve, and that eventually leads to success. When you achieve something after putting in some effort, it means you were failing up to the point when there was no room for failure. When every possible mistake has been identified, now you can avoid them and reach where you want.

Now, what is success? Surprisingly, it isn't nailing exams, it isn't acquiring monthly targets, it isn't money. It is when the mind embraces reality. To keep it short and sweet, when you're happy at a certain level, you have achieved success. Have you always wanted to learn to play the piano? When you have learned, Congratulations! you have succeeded.



Analyzing strength and skills

People often confuse these terms. Let me clear that out first. Strength means the ability you were born with. It is God-gifted. Skills on the other hand are the expertise you have acquired in life through repetitive practice and training.

The reason strength is written before the skill is that you were born with that superpower. When you first analyze strength before skill, that is called common sense. If you know what they are then you gotta see whether they can make you good money. If the answer is yes then you are one of the luckiest people in the world who have made careers out of their strength.

Don't feel bad if you don't know your strength or you do but it won't make you any money. You can always learn and earn. Try to find interest in the most in-demand skills. If you can't find any interest then choose the one which you think you can easily learn. For example, I am weak in programming. I have tried many times to learn but somehow, I never really had a grip on it. Even if I did it would be hard for me to keep up with the latest programming languages and stay away from being old school. So I chose to learn copywriting as I found that I have an interest in it. Copywriting is one of the most in-demand skills for the next 100 years and I bet I can make good money from it.

Note this one in your mind, choosing the most in-demand skill means you gotta see if you can keep making money from it in the future. Put it like this, you have just learned data entry on Excel and making money enough to bring food into your house. 2030 begins and robots have taken office jobs everywhere. They are working 24/7 without any break. Who would hire you now? Do you get my point? Choose those skills which have a future. Once you do that, you'll be able to update yourself according to the trend.



Steps to making Upwork account ready-to-be-hired

- 1) Create an **account**
- 2) **Add skills, experiences, other experiences, education, certifications**, and other information
- 3) Choose an eye-catching **title** (Explained later)
- 4) Upload a professional **photo**
- 5) Add an attractive **profile description** (Explained later)
- 6) Set your **availability status** to 'open to offers' (Show them you are available for them!)
- 7) Set your **hourly rate** (Lower or reasonable according to your expertise)
- 8) Link **bank account** with Upwork (Explained later)
- 9) Link available **social media** platforms like Twitter, dribbble, etc.
- 10) Add **testimonials** and **portfolios** if available
- 11) Complete **Face ID verification** to acquire blue tick
- 12) Pass the **Upwork Readiness Test** (Explained later)
- 13) Complete profile 100%

These are the general steps to follow. Once you've done with the above, then you can start hunting down clients. Remember you won't have any rating, total earnings, or hours worked showing on your profile. So keep in mind that you have to impress a client to convince them into hiring you. It's always risky to hire a freelancer who is starting from scratch. You are risky to every employer. So make sure you win them through your proposal and profile. Once you start getting good reviews, ratings, and earnings, then you'll profile will speak for itself.



Here are some things which you need while following the above steps.

Title

- ✓ Narrow down the competition by using keywords like experienced, certified, etc
- ✓ Do NOT make spelling mistakes for the love of God!
- ✓ It should highlight your expertise, not your designation

Photo

- ✓ This isn't a high school yearbook my friend. Your picture will speak a thousand words to the client who is looking at it, wondering whether to hire or ignore you
- ✓ Use a high-resolution picture
- ✓ Don't apply obvious filters
- ✓ A good smile goes a long way
- ✓ Body language should communicate an attitude!
- ✓ Professional attire is a must

Profile description

1) First paragraph – Who am I?

- ✓ Mention your designation, work experience, and relevant education
- ✓ 3 – 4 lines maximum
- ✓ Mention you offer services for both medium and small-sized entities

2) Second paragraph – What are your expertise/tools?

- ✓ Mention which tools are you good or experienced at
- ✓ The client should know what tools you use to get the job done
- ✓ Mention these in bullet points



3) Third paragraph – Highlight your strengths/skills

- ✓ Mentioned the work you can do
- ✓ Needs to be extremely relevant to your strength/skills
- ✓ Mention these in bullet points

4) Fourth paragraph – Conclusion

- ✓ 2 – 3 lines maximum
- ✓ Mentioned why the client should hire you
- ✓ Highlight what benefits the client will get

Setting up a bank account

For starters, I would suggest using the Direct Transfer feature. This allows you to deposit directly from the Upwork account to your local bank account. Here's how to set it up:

- ✓ Go to settings and click the Get Paid tab
- ✓ Add a payment method
- ✓ Select the 'Set Up' button for Direct to Local Bank
- ✓ Enter SWIFT Code for your bank and click 'Find'
- ✓ Once you find your bank account, link it with your Upwork account
- ✓ You're set!

Upwork Readiness Test

This test allows you to be eligible for the 'Rising Talent Badge'. Access this test by

- ✓ Go to 'Find Work'
- ✓ Click on 'Upwork Readiness Test'
- ✓ The test contains 10 questions with 0.5 marks each, a total of 10 marks
- ✓ More than 50% are required to pass



So here were some things to keep your account up and running. One more thing about the freelancing world, you have to keep researching on your own. Have a question? Don't wait for someone, just Google it!

The next topics of this e-book will now focus on how to get jobs, how to submit proposals etc. Do you know what's missing? The cliched stuff, like Upwork talent badges and how they work, how to start a contract once you've received an offer from a client, how agencies work, how much Upwork charges every time, etc. You can find them easily on the <https://support.upwork.com>.

That's why this e-book will only focus on those things which will help you sail, you'll have to maintain the boat yourself!

Connects

These are tokens/fees you pay to submit proposals on jobs. Upwork gives 10 free connects per month. If you purchase plus membership then you get 80 connects per month. No point in dragging this now, moving on!

Types of projects

1) Fixed projects

Some points to remember:

- ✓ This means you receive a fixed payment agreed before the contract between you and the client
- ✓ You can break the contract into small pieces called 'milestones'. For example, a client asked you to work out the cost of 5 products and the whole contract is of \$50. Then you can add milestones in the following way:
 - Milestone 1 = Product 1 cost = \$10
 - Milestone 2 = Product 2 cost = \$10
 - Milestone 3 = Product 3 cost = \$10
 - Milestone 4 = Product 4 cost = \$10
 - Milestone 5 = Product 5 cost = \$10
- ✓ The payment, in this case, will be received as each milestone gets completed
- ✓ If the project is big or can be divided then set the milestones
- ✓ Otherwise, you can go for all payments to be received after the contract is complete



2) Hourly projects

- ✓ This means you can get paid according to how many hours you have **actually** worked
- ✓ If you're thinking of fooling the client, got bad news for you bruh. Upwork tracks your work through the Desktop Timer
- ✓ You have to use the Desktop Timer or else the client will not continue the contract
- ✓ Fun fact: When you turn the Desktop Timer on, Upwork randomly keeps capturing screenshots and sends them to the client
- ✓ If you're watching Youtube when the Desktop Timer is on, you might get caught
- ✓ Don't forget! Upwork takes random screenshots, there are no set intervals
- ✓ As if this wasn't enough, Upwork also keeps records of how many clicks and keyboard keys have been pressed. It shows this as an activity level for which clients can determine if you're really working or not
- ✓ Some clients may not care about stuff like these as long as you are honest, keep responding to client's messages and give them the satisfaction that their work will be delivered on time

How to approach clients? Where's the fishhook?

There are two ways Upwork can connect you and the client:

- ✓ **Invitation to jobs** where a client searches for freelancers and invites them to work. When you respond your interview is already started
- ✓ **Submitting proposals** where you submit applications to jobs posted by clients. Don't worry we'll cover this in detail later

What jobs to apply for?

Don't just keep handing out proposals to every job that gets shoved into your face, mate. Mark these points before deciding you should apply or not:

- ✓ Title of job matches your skillset
- ✓ Read the full description to find out if you can do the job with no questions asked. No ifs and buts!
- ✓ Apply to recently posted jobs
- ✓ Understand what the client wants



How do I know which client is legit?

Say you're in Dubai looking for a job. You go to this place hoping to get hired. There you see an extremely gorgeous woman who tells you that she's the hiring manager. She lures you by saying that you are the most qualified candidate and you get hired immediately. She says just work until your visa expires and collect your money when you return to Dubai after going back home and re-applying for visa.

You come back to find out that was actually a '**Lakshmi Chit Fund**'. You got scammed. But you know what? It's your fault bruh. By the way if you don't know Lakshmi Chit Fund, just google it.

Same case here, before applying for a project you should see if the client is legit and right for you. Applying for projects is something you are paying for, so you gotta make every single connect count.

Make a checklist of these items and start marking them. The client with the most marks is good to go:

- ✓ Payment method **verified**: Means client has connected his/her bank account with Upwork
- ✓ Rating more than **4 stars**
- ✓ Hire rate more than **40%**
- ✓ Proposals should be **Less than 5** or **5 to 10**
- ✓ Interviewing should be **0**
- ✓ Invites sent should be **0**
- ✓ The client has given **positive ratings and feedback** to most of the freelancers

Pro tips

- ✓ A golden marketing rule: Always think like a customer. In this case, think like a client
- ✓ If a project is small, the client may not hesitate to hire a new freelancer because he's got almost nothing to lose
- ✓ If a project is big then it's not meant for you unless you have some impressive ratings, feedback, earnings, and badges to show. So be on the low side in the beginning. Clients like these want experts, so work your way up and become one!