

# Beginning Your Freelancer Journey On Upwork

Upwork Training & Education 2020

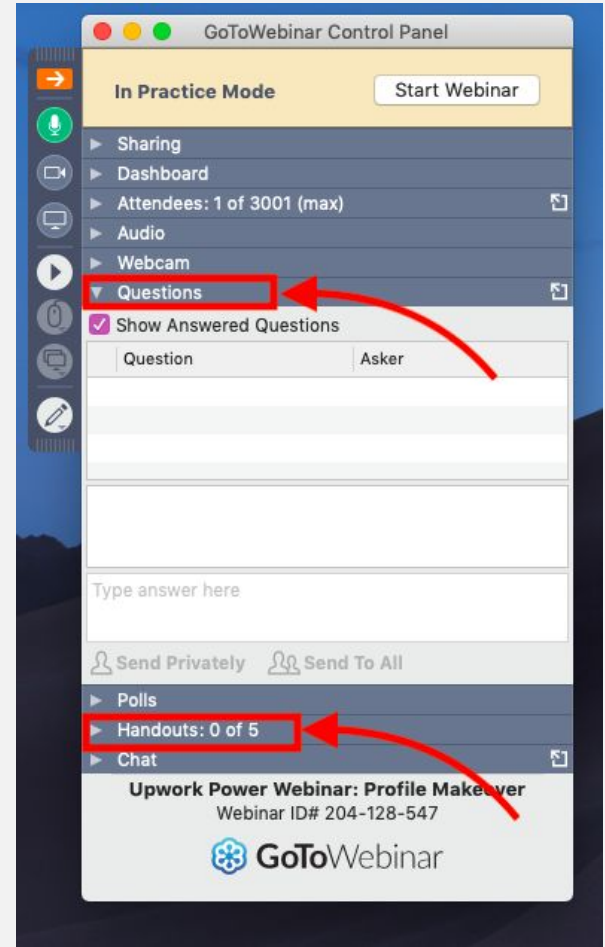


# How to Ask Questions

Submit your **questions** or **comments** during the webinar to our presenters by clicking on the **Questions** tab on your control panel. You'll be on mute by default due to the amount of participants.

Presentation slides can be found under the **Handouts** tab under your control panel.

A copy of the **recording** will be emailed to you after the session.

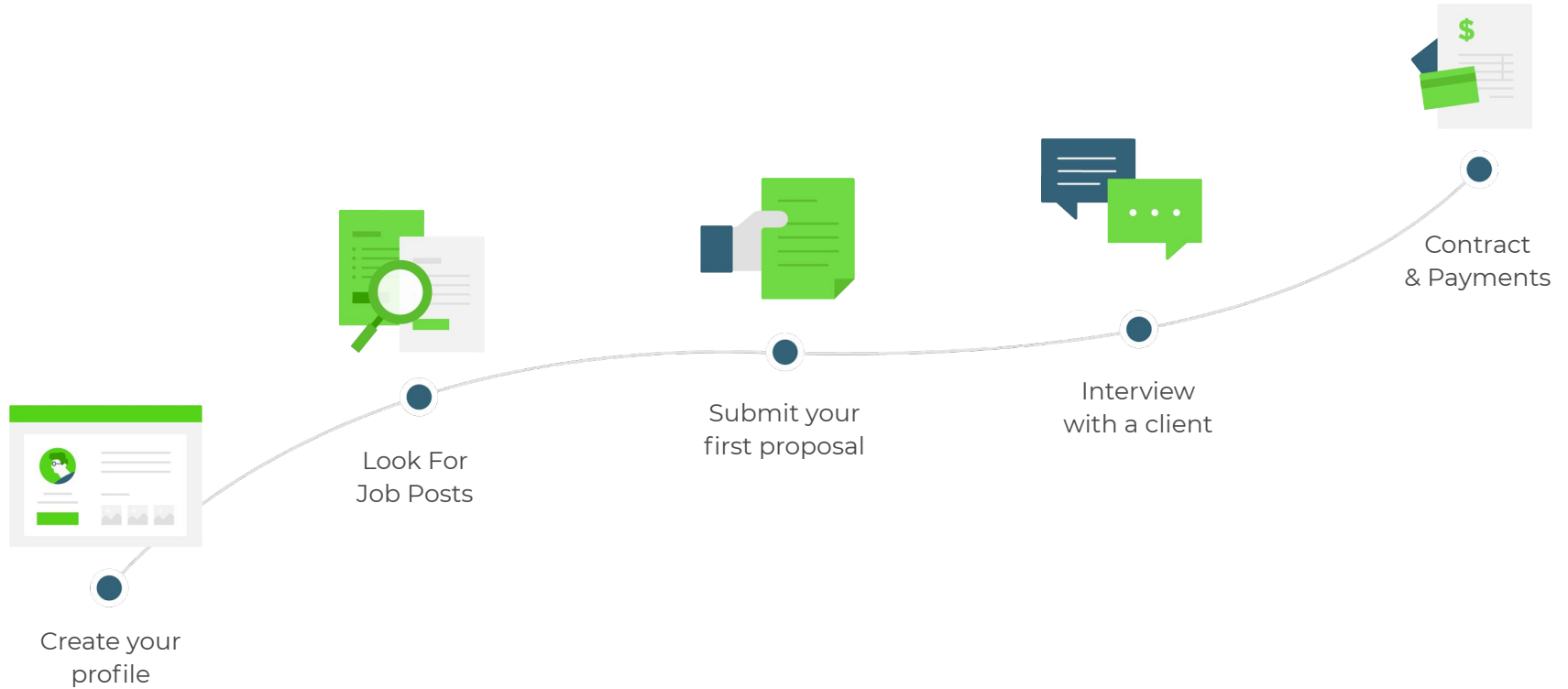




**Upwork provides access to  
freelancers and agencies with over  
8,000 skills and over 80 categories of  
work.**

– Hayden Brown, CEO

# The Freelancing Journey




# Your Profile

Articulate your personal brand

# Stand Out Profiles

- 1 Professional headshot
- 2 Detailed title
- 3 Compelling, well written overview
- 4 Relevant work history
- 5 Targeted skill-sets
- 6 Professional portfolio samples
- 7 Certifications
- 8 Introduction video

1



Chris M. 📍 Park City, United States · 11:19am local time

98%  
Job Success  
TOP RATED


\$90k+  
Total Earnings

124  
Total Jobs

128  
Total Hours

2 **Modern Logo Design | U.S. Based | Proven Process | Expert Quality** \$90.00/hr

3 I follow a proven logo design process to create high quality professional logos. My process is the reason I am able to consistently deliver great logos to my clients. My process takes about 2 weeks ( 40 hours ), and at the end you will have a logo that connects with your target audience and helps elevate the quality of your branding to create trust with your potential customers.  
  
My goal is to get your logo done right the first time to prevent you from wasting mo... [more](#)

8 Meet Chris M.  


6 **Portfolio (43)**

**Availability**  
**Available**  
More than 30 hrs/week  
< 24 hrs response time

**Languages**  
**English:** Native or Bilingual  
**Japanese:** Conversational

**Verifications**  
**Phone Number:** Verified

**Education**  
**George Mason University**  
Bachelor of Arts (B.A.), Graphic Design  
2010-2012

TDLI - Logo Design

NEISCH - Logo Design

JUMPSARK - Logo Design

5 **Skills**  
Graphic Design Corporate Brand Identity Logo Design Branding  
Corporate Branding Branding/Logo Branding Strategy Logo  
Brand Identity & Guidelines Brand Guidelines

4 **Employment history**  
**CEO and Senior Designer | Start Some Marketing**  
January 2017 - Present  
I follow a comprehensive logo design process to discover a unique brand identity for my clients that captures the heart and soul of their company and appeals to their customers. Great logo design will establish trust by presenting your business with a professional look that subconsciously influences your potential customers to view you as more credible... [more](#)  
[Show more \(1\)](#)

7 **Other Experiences**  
2005 & 2006 Winner of PopPhoto Magazine Digital Wizard Contest

# Manage Your Brand

- Is your profile 100% complete?
- Does your brand represent you?
- Is it consistent across channels?
- Have you displayed your most relevant skills and work?
- What are the emerging industry trends in your skill area?
- Have you added testimonials from clients and asked for feedback at the end of contracts?



# What are Badges?





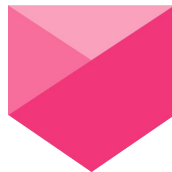
# Types of Badges



Rising Talent



Top Rated



Top Rated Plus



Expert Vetted

**100%**

Job Success

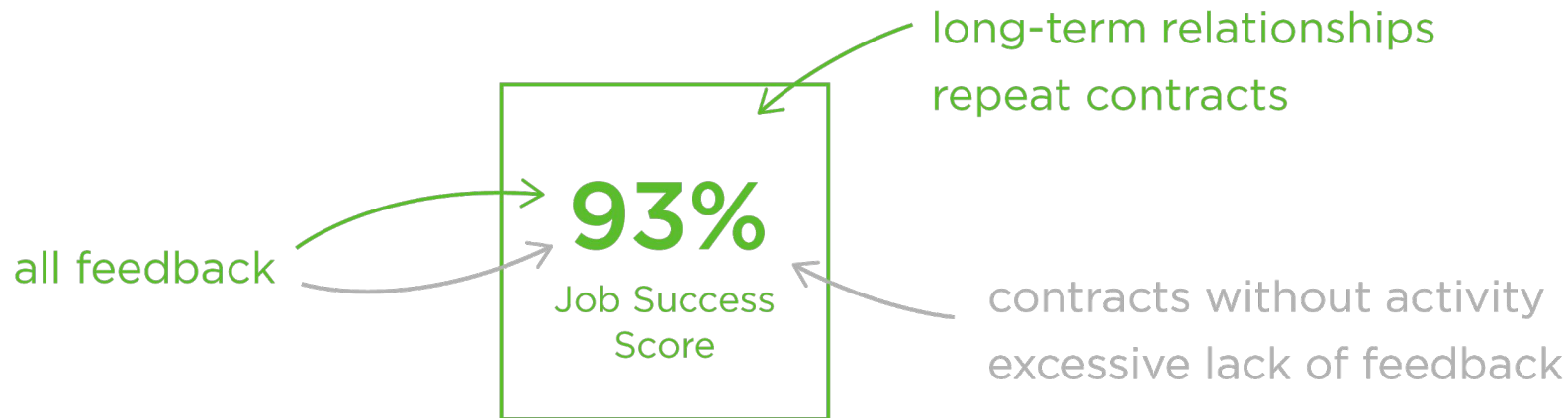
Job Satisfaction Score



## RISING TALENT

- The Rising Talent program highlights some of the best new members of the Upwork marketplace. Qualifying new freelancers will be **invited** to the program by email.
- As a Rising Talent member you won't yet have an extensive work history on Upwork or a Job Success Score, but have shown potential via **your profile, proposals** and **early projects**.
- Once you have enough history, your Rising Talent status will be automatically replaced by a **Job Success Score**.

# Job Success Score





## TOP RATED

- Consistent high-quality work with multiple clients
- Have outstanding Job Success Score (90%+)
- Up-to-date and complete profile
- Accurately list current availability for new jobs
- Strong earnings track record of at least \$1,000 in the last 12 months.
- Comply with Upwork Terms of Service



## **TOP RATED PLUS**

Same requirements as Top Rated but with a focus on large and long-term jobs

Top Rated Plus has a requirement of \$10,000 of earnings in the last 12 months.



## **EXPERT-VETTED**

- Selected through a thorough pre-screening process by experts in their field
- Evaluated for their expertise and excellent soft skills by our technical Talent Managers
- They represent the top 1% of talent on Upwork
- Currently available by invitation only
- Only available for some categories of work

# My Stats

## Client satisfaction


### Job Success score

92% Job Success



 **TOP RATED**

Last updated Apr 14

12-month earnings 

**\$14,666**

Clients who would recommend you

**81%**

Long-term clients

**46%**

Recent account holds

**0**

Top Rated eligible weeks

**16 of 16**

# My Stats

## Communication

You **replied to 77 of 77 invitations to apply** in the past 90 days:

Responsiveness

**< 24 hour response time**

Never

Always

You reply within a day



Never

Always

You reply every time

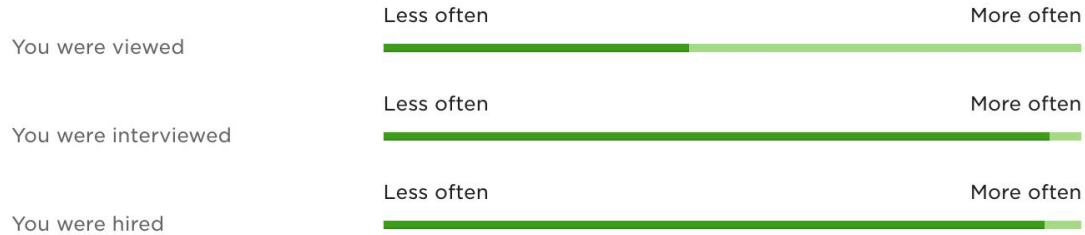




## Marketing effectiveness

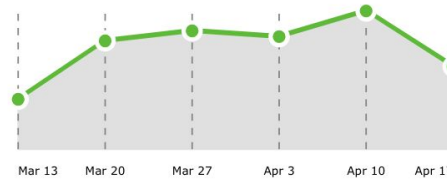
You've applied to **172 jobs** in the past 90 days. Compared to your peers:

Among freelancers in Design & Creative



Your profile was discovered **77 times** last week. (+22% from the previous week)

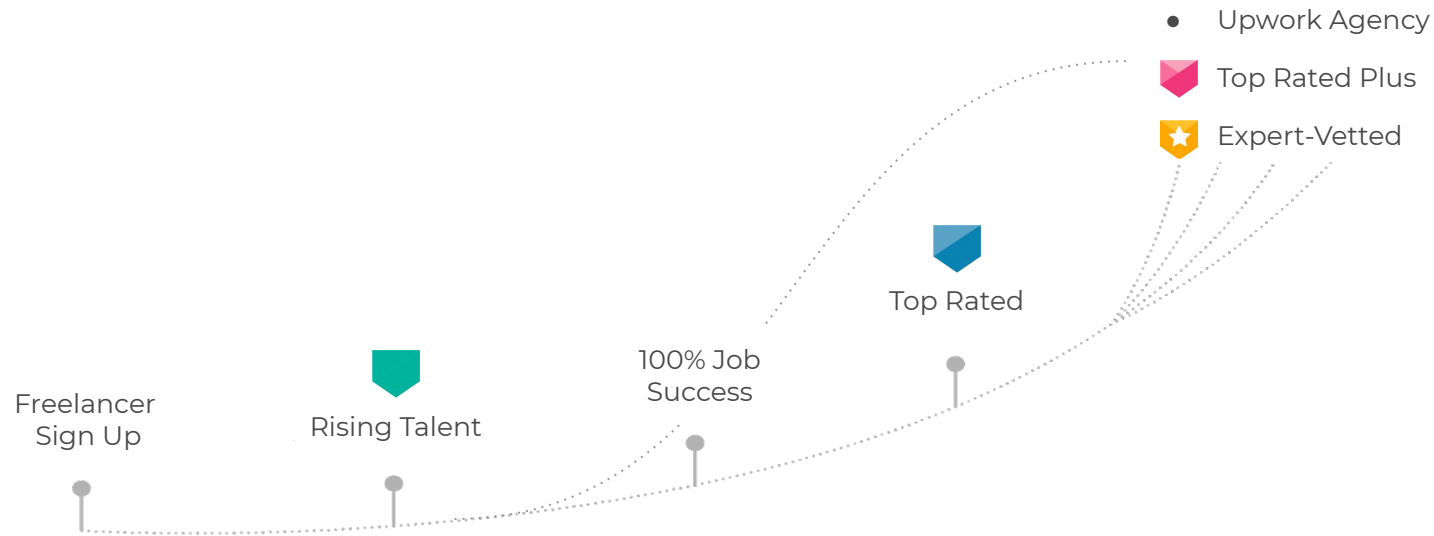
Profile views



Profile completeness



# The Freelancer Journey



# Types of Clients On Upwork

Logo design needed for software product

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

 Payment verified  \$10k+ spent

Designer needed for Brand & Identity development

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

  Payment verified  \$0 spent

Social Media Strategy & Plan Needed

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

 Enterprise  Payment verified  \$100k+ spent

Basic Clients

Plus Clients

PLUS

Enterprise Clients

 Enterprise

# Exploring the Process

Search for jobs



Filters

Save search



113,652 jobs found

Sort:

Newest



View:



### Job Type

- ☒ Any Job Type
- ☐ Hourly (58,851)
- ☐ Fixed Price (54,801)

### Experience Level

- ☒ Any Experience Level
- ☐ Entry Level - \$ (29,012)
- ☐ Intermediate - \$\$ (56,547)
- ☐ Expert - \$\$\$ (28,050)

### Client History

- ☒ Any Client History
- ☐ No hires (32,620)
- ☐ 1 to 9 hires (32,910)
- ☐ 10+ hires (48,122)

### Client Info

- ☐ My Previous Clients (50)
- ☐ Payment Verified (85,365)

### Number of Proposals

- ☒ Any Number of Proposals
- ☐ Less than 5 (27,549)
- ☐ 5 to 10 (27,653)
- ☐ 10 to 15 (17,845)
- ☐ 15 to 20 (11,377)
- ☐ 20 to 50 (22,772)

### Budget

- ☒ Any Budget
- ☐ Less than \$100 (24,122)
- ☐ \$100 - \$500 (18,901)
- ☐ \$500 - \$1k (5,146)
- ☐ \$1k - \$5k (5,229)
- ☐ \$5k+ (1,403)

☐ \$ Min \$ Max

### Hours Per Week

- ☒ Any Hours Per Week
- ☐ Less than 30 hrs/week (50,373)
- ☐ More than 30 hrs/week (8,478)

### Project Length

- ☒ Any Project Length
- ☐ Less than 1 month (20,824)
- ☐ 1 to 3 months (11,037)
- ☐ 3 to 6 months (10,246)
- ☐ More than 6 months (16,725)

### Category

Select Categories

### Client Location

Select Locations

### Talent Clouds

Select Talent Clouds



# Company Branding Logo Design

## Brand Identity Design

Renewed 21 hours ago

After long-term plans we are excited to announce that our company is ready to start its course in the field of web technologies.

Having decided the theme of our corporate website, comes the next step of the overall design branding.

We are looking for a talented graphic designer who will give life to our companys logo and will highlight us through its unique design.

We have a specific choosen colors and some ideas that can help you start over.

 **Featured Job**

 **\$500**  
Fixed-price

**\$\$ Intermediate level**  
I am looking for a mix of  
experience and value

Submit a Proposal

 Save Job

 Flag as inappropriate

Required Connects to submit  
a proposal: 4 

Available Connects: 140

### About the client

 **Payment method verified**

★★★★★ 4.87 of 3 reviews

**Greece**  
Thessaloniki 01:33 pm

**5 jobs posted**  
60% hire rate, 1 open job

**\$200+ total spent**



Technical  
skills



Deadline



What are they  
looking for



Verified  
payment

After long-term plans we are excited to announce that our company is ready to start its course in the field of web technologies.

Having decided the theme of our corporate website, comes the next step of the overall design branding.

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Fixed-price

**\$\$ Intermediate level**  
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experience and value

Required Connects to submit  
a proposal: 4 

Available Connects: 140

#### About the client

 **Payment method verified**

 4.87 of 3 reviews

**Greece**  
Thessaloniki 01:33 pm

**5 jobs posted**  
60% hire rate, 1 open job

**\$200+ total spent**

#### Preferred qualifications

Job Success Score: At least 90% 

English level:  Fluent 

Upwork hours:  At least 1 hour 

#### Activity on this job

Proposals:  Less than 5

Last viewed by client:  1 day ago

Interviewing: 1

Invites sent: 11

Unanswered invites: 4



# Getting a Job Invite from a Client Directly



**Congrats! You have been invited to submit a proposal!**

Read more about the job below and submit a proposal if you are interested.

*Hello!*

*I'd like to invite you to apply to my job. Please review the job post and apply if you're available.*

*Samantha*



# Looks like a good fit!

I want to submit a proposal.

## Consider your potential client:

- Are they looking to engage an expert?
- What are their past hiring trends?
- Is there anything specific you need to know or should address in your proposal?



The average time to hire on Upwork is 3 days, versus 30+ days with traditional hiring

**Looks like a good fit!**

I want to submit a proposal.

**Before getting started on your proposal, consider:**

- How long do you think the work will take you?
- Which parts of the work are essential for success?
- What aspects of the work and contract might you negotiate?
- What are others with equivalent expertise charging?
- How would YOU do this job? What rate are YOU comfortable with?

# Proposal

Hello Samantha,

I would love to have the opportunity to discuss the project with you.

It is great that you have already the theme of your corporate site. To complete your request I suggest to follow my proven logo design process. It takes about 2 weeks, and at the end you will have a logo that connects with your target audience and helps elevate the quality of your corporate branding to create trust with your potential customers. We will start with a questionnaire to understand the characteristics of your brand, followed by reviewing who are the competitors in the web technologies industry. After that I will come up with ~100 logo ideas on paper and then I will choose a couple of the greatest ones to present. We will have a couple of rounds of revisions of the logo variation that responds to your needs the most.

My goal is to get your logo done right the first time to prevent you from wasting money on a logo trademark that will go to waste, losing sales because of a lack of customer trust in your company, or having to hire another designer to create a new logo. There are no shortcuts to quality work. Often my logos are simple, but the process to find the winning logo takes a lot of time. You can take a look at my portfolio in my profile.


Once complete, I will provide a comprehensive file set that includes the master file (AI), vector files (PDF, EPS, SVG), and bitmap files (JPG, PNG). I also include a one-page logo design cheat sheet, which is a mini style guide for your logo.

I believe communication is key for any successful project, and I'd like to schedule a call to understand better your needs, answer your questions, and see if I am good fit for your project. Let me know what time works best for you?

Best, Chris

# Using Connects

- Connects are tokens that you use to submit proposals
- 15 cents a piece: jobs are from 1-6 connects
- New freelancers are given an allotment of free connects
- Invites from clients are free




## Summary

**Current Plan**  
Freelancer Basic

[View or Edit Membership Plan](#)

**Available Connects**  
140

[Add More Connects](#) [View Connects History](#)



# During your interview

- Questions you have
- Defining project scope
- Detailed deliverables
- Timelines and deadlines
- Agreed upon rates
- A communication plan



**You are not allowed to interview  
outside of Upwork**



# Test Project

**A test project can be a small milestone or  
A few hours of work to help you both:**

- Sharpen the focus of the project
- Try different approaches
- Confirm if the timelines are realistic
- Identify any other considerations



**Upwork has an 84% fill rate  
versus the 40% industry fill rate.**



# Project Collaboration

# Communicating on the Platform

Upwork utilizes the following communication options within the platform:

Video chat

Voice chat

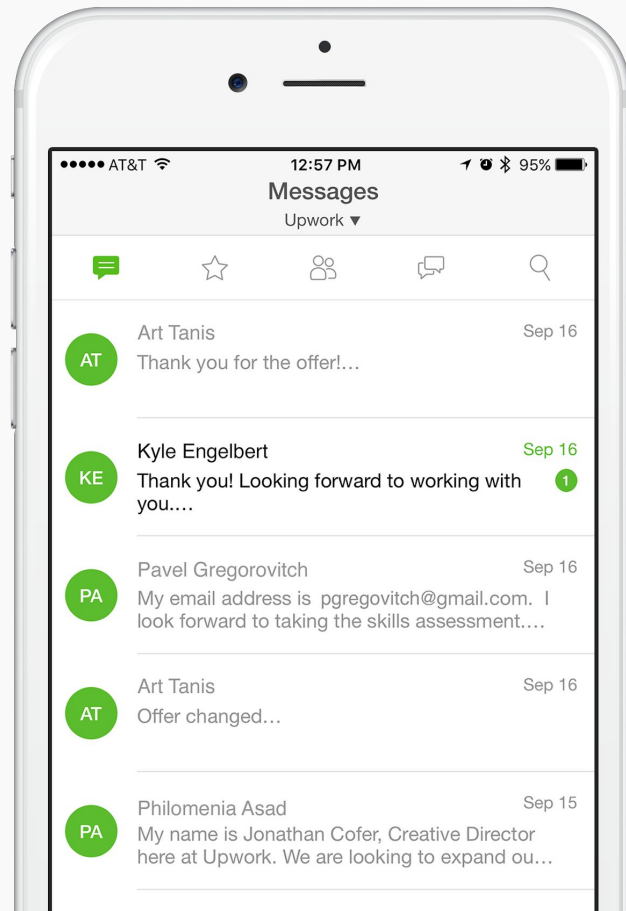
Messages



**We suggest to keep all communication with your client on the platform.**

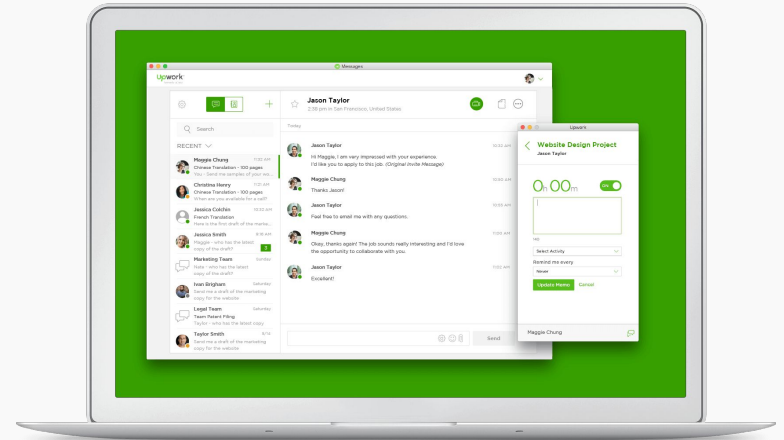
# Upwork Messages

- View conversations by recency / unread or categorize a view
- Create 'rooms' to contain all conversations with a person or group of people
- Receive email notifications of sent messages and reply in email
- Attach files and take screenshots
- Take notes in a personal notepad



# Upwork Desktop App

- The Upwork desktop app is designed for collaboration and Payment Protection
- Everyone can use it to send messages. Freelancers also use it to log time on hourly contracts



# Prior to Setting up the Contract



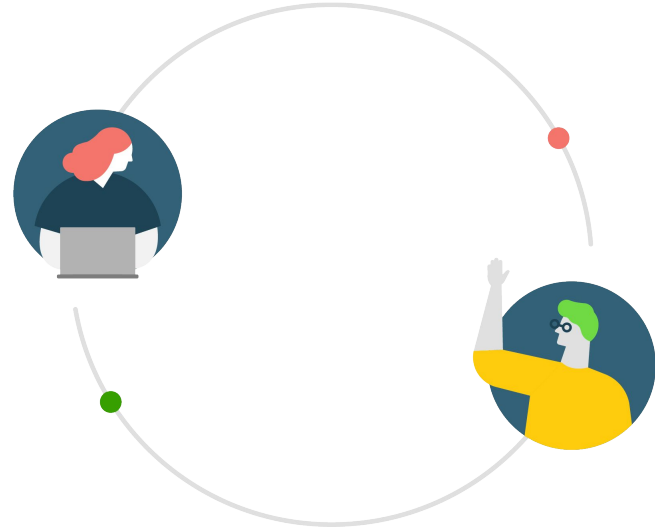
## Before the Client sets up a contract, discuss and agree on terms:

- Contract type (hourly or fixed)
- Rate
- Timeline and deadlines
- How to submit work to the client
- Channels for communication
- Communication for progress updates & feedback
- Main point of contact
- Access any of the client's company resources, if needed
- Anything else you need to know

# Communication with the Client

**Once you agree to work on a contract be sure to establish open communication:**

- When you will communicate for progress updates and feedback?
- Who will be your main point of contact for project related questions?
- How you will access any of the client's company resources, if needed?
- Anything else you need to know!

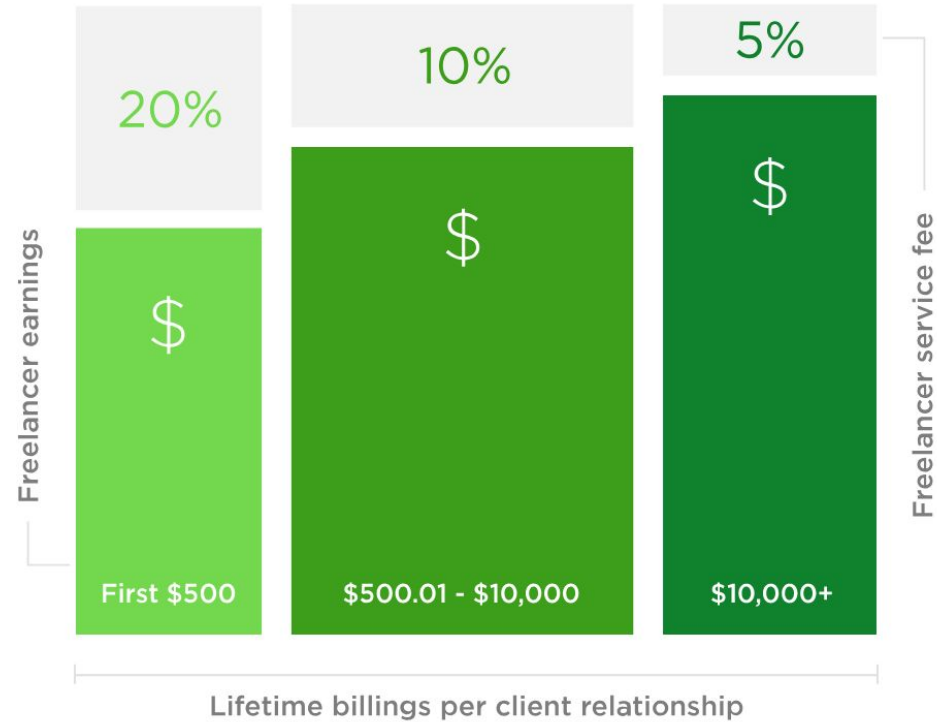


# Contracts and Payments

**Freelancers earn \$1.7B**  
**annually on Upwork.**



# Upwork Pricing



# Contract Types

## Hourly Contracts

- Proposals will include an hourly rate
- Freelancers log time using the Upwork Desktop App. The Desktop App records activity and screenshots in a Work Diary.
- Covered by Upwork Hourly Protection
- Billed on a weekly basis

## Fixed-Price Contracts

- Proposals include a bid on the entire project
- The client & freelancer agree to one or more milestones that detail when work should be submitted and payment released
- Covered by Upwork Fixed-Price Protection
- Clients submit deposits into escrow

# Fixed Price Rates

## How do you want to be paid?

☐ By milestone

Divide the project into smaller segments, called milestones. You'll be paid for milestones as they are completed and approved.

☒ By project

Get your entire payment at the end, when all work has been delivered.

## What is the full amount you'd like to bid for this job?

### Bid

Total amount the client will see on your proposal

\$

500.00

Upwork Service Fee [Explain this](#)

\$

-100.00

### You'll Receive

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

\$

400.00



Includes Upwork Fixed-Price Protection.  
[Learn more](#)

# Hourly Rates

## Terms

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

Your profile rate: \$50.00/hr

### Hourly Rate

Total amount the client will see on your proposal

\$

40.00

/hr

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

\$

-8.00

/hr

### You'll Receive

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

\$

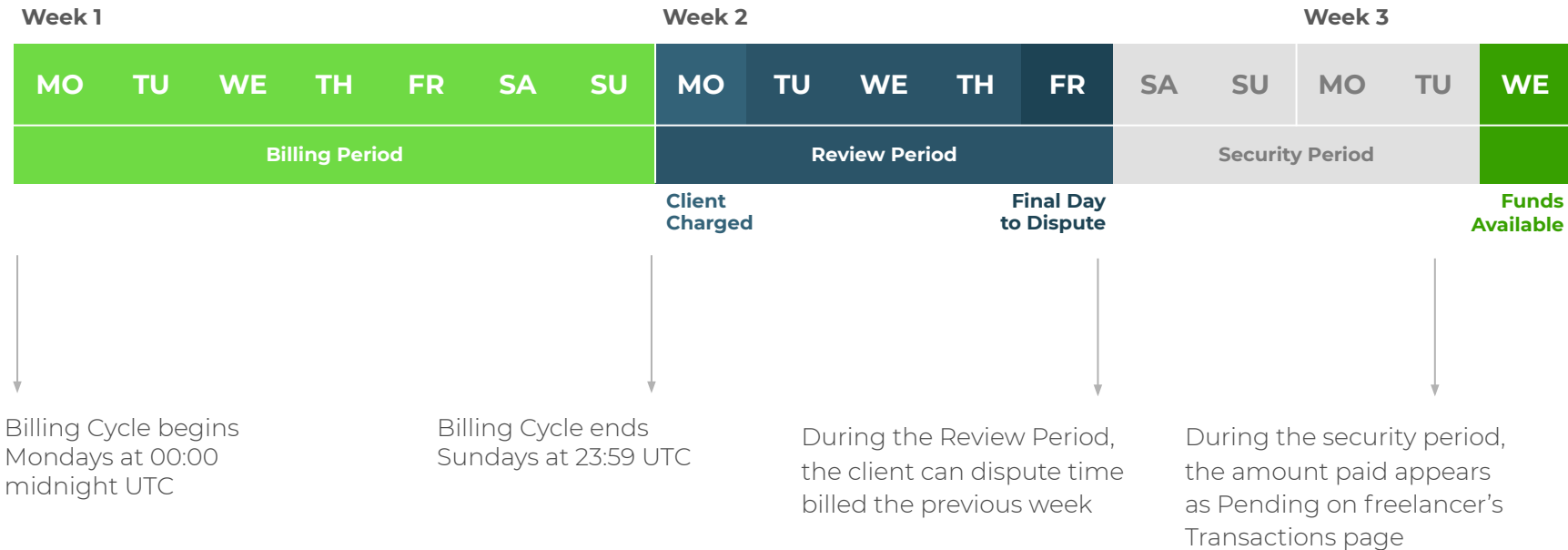
32.00

/hr



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

# Hourly Contract Billing Cycle



# Work Diary

Request Manual Time

Time Zone

UTC

< Tue, Mar 26, 2019

> Today

Prefs

Total Time Logged: 09:30 Auto-tracked: 09:30 Manual time: 00:00 Selected: 00:00 min

Edit Memo

Delete

Deselect All

7 am

Eloqua

8 am

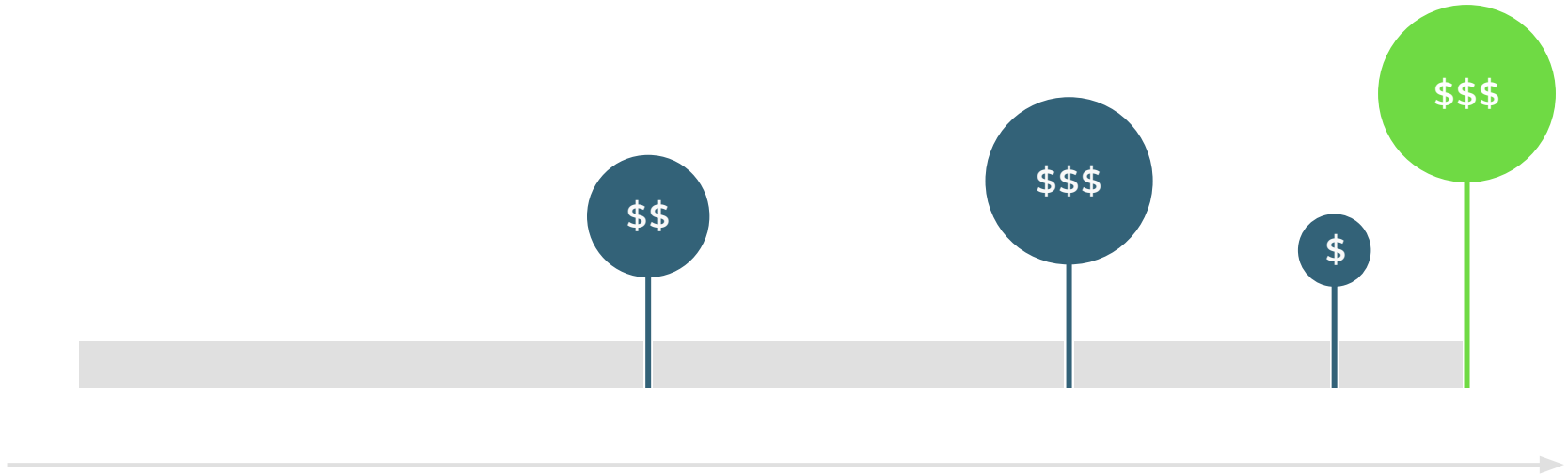
Eloqua

9 am

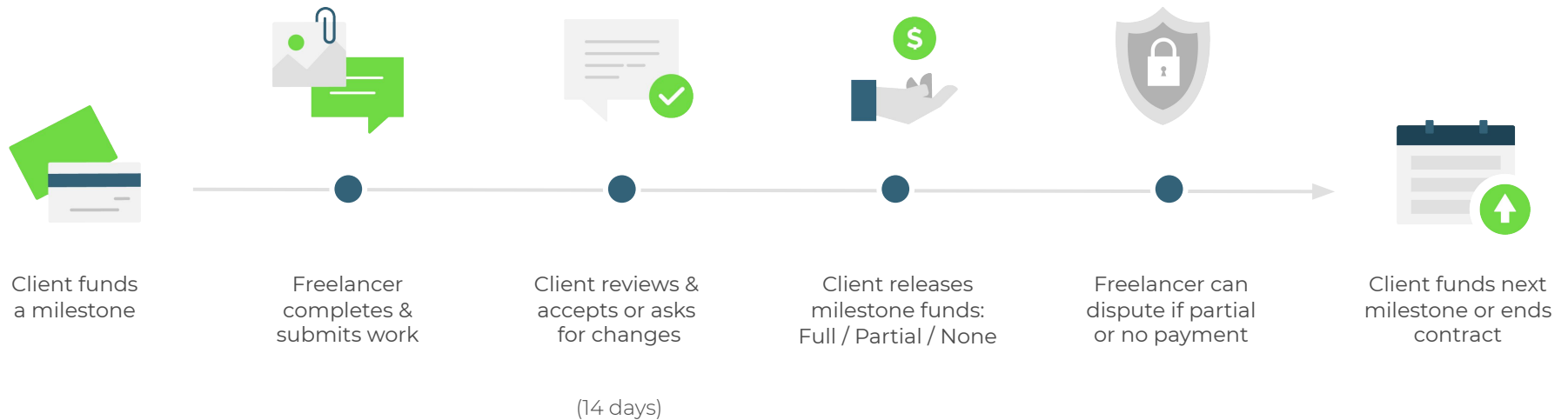
Eloqua

Eloqua

# Fixed Price Milestones



# Milestones in Action





# Get Paid

Settings > Get Paid.

## Get paid

### Balance

Your balance is **\$1,102.50**

Get Paid Now

### Preferred Payment Schedule

Earnings will be released upon your request. [Learn more](#)

- ☒ Quarterly (Sep 28, 2020)
- ☒ Monthly (last Wednesday of each month)
- ☐ Twice per month (1st and 3rd Wednesday of each month)
- ☐ Weekly (every Wednesday)

### Only When Balance Is

\$1,000.00 or more



Minimize withdrawal fees by choosing larger amounts. [Learn more](#)

### Maintain A Reserve Balance ?

\$0.00



# Payment methods

## Payment method availability varies by country.

Options available to you will be displayed when you add a payment method.

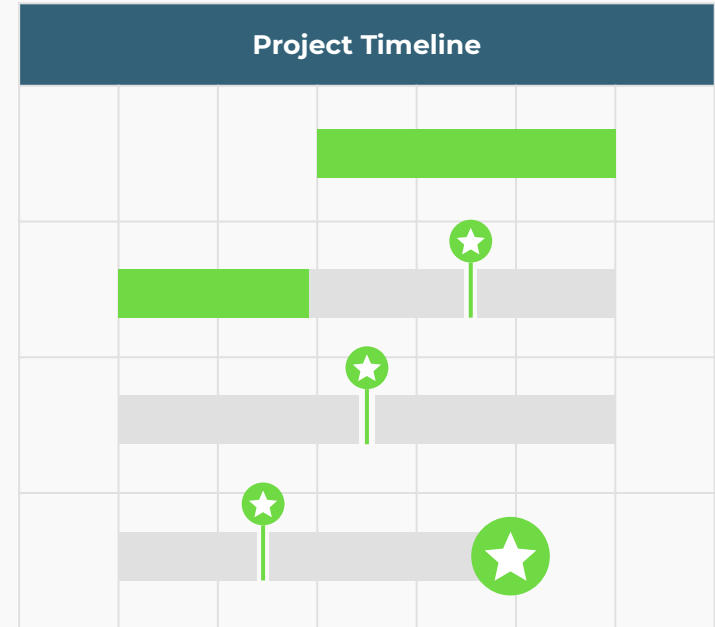
**\*Note:** *Your bank may have incoming fees. Compare costs before deciding.*

## Payment options may include:

- Direct to U.S. Bank (ACH)
- Direct to Local Bank
- U.S. Dollar Wire Transfer
- PayPal
- Payoneer
- M-Pesa (Kenya only)

# Fixed Price Project Tips

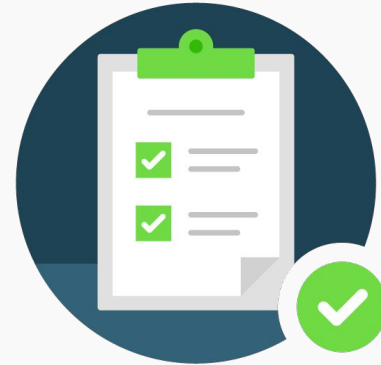
- Negotiate milestones, rates and deliverable timelines for the project
- Complete and deliver work via Upwork
- Provide edits or updates, as requested by the client prior to receiving payment
- Ask the client to fund a new milestone to continue project work or end the contract



# Ending a Contract and Giving Feedback

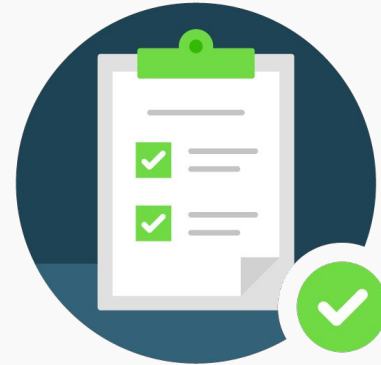
## Clients give two types of feedback regarding their experience with you:

- **Public** - Comments and star ratings that are shown on your Work History.  
Requires minimum net contract payment of \$1 to be visible.
- **Private** - Used by Upwork to assess a freelancer's Job Success. This is an opportunity for clients to provide information to Upwork that they may feel uncomfortable sharing publicly.



# Ending a Contract and Giving Feedback

- As a best practice, ask your client to end the contract and leave feedback in the End Contract form.
- The feedback period is **14 days** from the end of a contact. The system is double-blind, which means that feedback won't be visible until both parties have provided it for each other.



# Upwork Resources

# Trust & Safety Tips

Upwork has a number of **security protocols** in place to allow users to report suspicious activity on our site. We encourage you to report any activity that looks suspicious or seems inappropriate by contacting **Customer Support**. Please be prepared to provide a clear account of the situation and any proof you have, such as chat transcripts and email messages.

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# Trust & Safety Tips



- Check with Upwork if Clients ask for **financial accounts** or other **sensitive information**
- Don't accept payment **outside** of Upwork
- Keep **all work activity on Upwork** for a minimum of 24 months
- Review all details before agreeing to sign a Non Disclosure Agreement (**NDA**) during the interview or before work begins, if requested



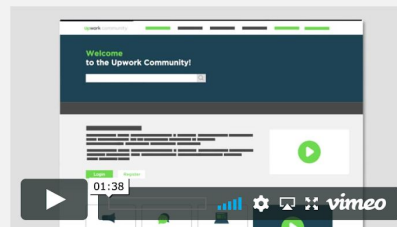
# Welcome guest, to the Upwork Community!

**4960971**  
Members**318**  
Online**97882**  
Topics

## New to our community?

As a global platform for collaboration and professionalism, the Upwork Community forums are where customers can engage with each other and Upwork representatives. In the forums professionals can ask and answer questions, search topics, learn, socialize and get updates about Upwork. The Community is also where members will share input on existing features and suggestions for new features. If customers have any ideas on how we can improve their experience on Upwork, the Community is a great place to share that feedback.

You can explore the community and search for solutions without joining. But if you want to post or receive email notifications, you'll need to be registered on Upwork.

[Login](#)[Register](#)[Chat with Community Bot](#)

# Explore Upwork events & webinars

## Upcoming events

Official Upwork-hosted events: Expert Talks, Webinars, Focus Groups and Meetups.

## Past events

Check out past events hosted by Upwork and Top Rated freelancers.

WEBINAR \* October 19, 2020 \* Ukrainian

### Upskill & Grow Your Freelance Business

HOSTED BY SPEAKERS & GUESTS

WEBINAR \* October 20, 2020 \* English

### Upskill & Grow Your Freelance Business

HOSTED BY SPEAKERS & GUESTS



## How can we help you?

Find more solutions on Upwork Help

Describe your issue




 I'm a Freelancer

 I'm an Agency

 I'm a Client

 I'm an Enterprise Client

[Back to Upwork](#) 

Choose a category to get started:



### Get Started

How It Works, Getting Started,  
Fees & Protection



### Build Your Profile

Profile Settings, Edit Profile,  
Freelancer Programs, Stats



### Find a Project

Search, Send Proposals,  
Interview, Accept Offers



### Start Working

Messages, Work Diary, Contracts,  
Feedback



### Get Paid

Get Paid, Payment Options,  
Reports, Earnings, Taxes



### Payment Issues

Payment Schedule,  
Troubleshooting, Disputes



### Account

Account Settings, Service  
Options, Identity Verification



### Apps

Mobile App, Desktop App, Time  
Tracker



