The background of the entire page is a close-up photograph of purple tulip petals, creating a soft, textured, and vibrant purple color scheme. The petals are layered, with some in sharp focus and others blurred, adding depth to the image.

Basics *of* Freelancing

Ultimate guide of earning
"6 figure Income"
as a Freelancer

(Bonus : People per hour tutorial)

www.flavorsinlife.com



Section 3

The simplest yet the Biggest Secrets of Freelancing

The Art of Persuasion - Winning your Job

One of the most basic question that almost very freelancer asks is that they can't get a job as a freelancer even after painstaking hours of finding the right buyers and writing long proposals for their required tasks. And with a no response from the client leads them to the demotivation that freelancing isn't their thing to do. At that point you are at a helpless stage and end up missing several opportunities just because you did not emphasized over some minute yet very important techniques of influencing your client.

No Idea about what to do
Start Here ...

In this section I will be writing about the factors that has enabled me to become a CERT 5 level Freelancer at [People per hour](#). There strategies has not only helped me in People per hour but also back when I was working at Elance (Now called Upwork).

NOTE: [Read this](#), if you have no idea what you are reading and want to know about Freelancing from Scratch.

The Prerequisites

Profile Portfolio

Portfolio creation is an empathetic factor of creating an impressive profile as a Freelancer. We end up uploading samples of whatever we have done without knowing that Portfolios are required to be organized and systematically arranged in a sequence that portrays your level of expertise. Random attachment of different documents, designs would confuse the client and would make you feel like an amateur.



To act more professionally, create segments of your work categorically. Start with attaching the high quality documents, designs or any other service and end with attaching the most basic ones. Hence, whenever your clients comes across your profile, he would probably be checking the first few samples. The basic point of creating a portfolio is about showcasing your best possible product or designs which is why a freelancer must focus on providing a fine and clean presentation of the work we had done.

High Price or Low Price?

Your price rate actually shows where you stand in your freelancing career. They say that don't sell yourself for peanuts but that is only possible when you are already an expert freelancer and you already retaining clients. For basic freelancer who are starting from scratch with no reviews must start with low price and high returns. I know that this seems totally unfair but it works. I begin working with \$5 an article of 1000 words back when I had no portfolio, no idea about the importance of reviews and was completely new to freelancing platforms. Things started changing gradually and I realized my service is worth than it is sold. Remember that low price doesn't means providing low quality content in return. It is rather means quick strategy of receiving more reviews in less time.

How can I earn money from
day 1

Proposal writing

You can write a proper complete proposal when you go through the job requirements of the client. **Don't send general pre-made proposals.** Clients can easily identify such proposals that are general in their pursuit. Each proposal must include a small paragraph

of client specific requirements exactly after your introduction. Because you have persuaded the client that you exactly know what is required. And remember to end up with questions related to that specific task.



23 OCT 2016

Proposal

Hi Sara,

I would like to take this provided opportunity to showcase my quality work. I had done my bachelors in Business management & economics from reputable university of Pakistan and then pursue my professional career with teaching in capacity of Lecturer at University level. I have 3.5 years of teaching experience and more than 5 years of blogging and academic freelancing. Kindly spare some of your precious time to review my PPH profile.

Important points to consider before writing a Proposal

So now you must have been done with your profile creation, portfolio and searching for the job. Oh! There you go, you got one that you can apply to. But wait! What are you going to write and how are you going to persuade someone who knows nothing about you. All you know is they are concerned about the work that needs to be done. And you have to use such convincing words that enables them to choose you!

It been years that I have been writing proposal for various clients and I have always been replied even if I am not awarded the job. In fact sometimes the clients reads them so late that I don't even remember what was the job about. But they do read you (at least I read all the proposals sent to me). That's probably because when they check the proposal they find something more influencing than the others. I have been using these steps in every proposal of mine and believe me it works. So there are some very basics techniques that you need to remember before writing a proposal for any of your job as a freelancer. These techniques can be used in any platform. Either you end up working full time on up-work, people per hour or fiverr - Negotiation or communication skills matter a lot. And the way you interact leads you to the decision of being the winner or the loser!



(Well not loser though). So check the following tips that I have been applying in my own personal proposals. You can check out the snapshots of the proposals that I have sent.

My first and foremost priority is to establish long term relationship with my client. I would be grateful if you consider my proposal & give me an opportunity to work with you.

Regards,
Marjan

Don't be Informal (Clients are not your friends)

The very first suggestion I could ever really give to any freelancer is to not to be Informal with your clients. Especially when you are negotiating for the first time. You need to understand no matter how good the client could be, remember the ethical approach that you have to follow. So write to the point and be formal in your writing structure. You are not friends and you need to remember the client is paying you to get what it requires. Although the questions you ask can be informal but i would personally prefer them to be neutral.

*The more professional your approach towards your conversation -
the better response from the client.*

Start with your abilities

When you begin to write a proposal - initiate with your capabilities. That's the first thing every clients wants to know. This may include your qualifications, expertise etc. In case if your list of achievement are too long summarize them. Also, if you think you have done something that is also required by the client - mention that in the beginning. This makes the client your proposal to the last. Particularly if the job is featured and you have to write a long proposal - the first few lines matters a lot. Checkout the first two lines for one of the awarded jobs.

Don't forget to explain client requirements

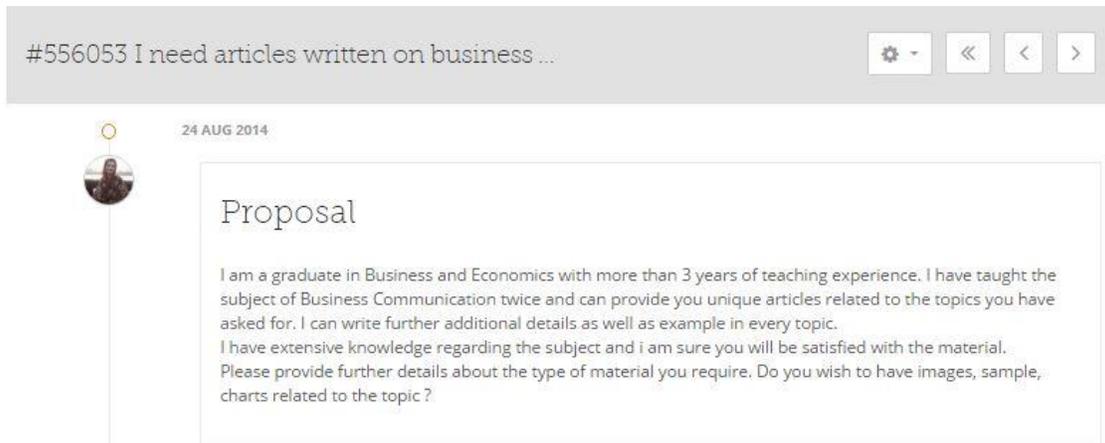
When you are done with explaining what you are and what can you do ! Then comes the part where you have to describe the elements that the client requires. In the attached sample you can see that I have talked about the client's requirement in the second lines. As I mentioned earlier that every client is more concerned about what you can do for them instead what you really are! It's mostly the work that matters.

Never hesitate to ask

Sometimes, you can do something what the client requires but there is this feeling of being incompetent for the said task. In such cases - you need to mention the level of your knowledge to the client. Read the proposal 2-3 times to make sure you are talking about the right element. Also, never hesitate to ask anything especially if the client has been general in his task. I have heard a lot of cases from my friend who claimed that their clients did not wanted when they sent the document.

So ask valid and relevant questions to be clear about the services that you have to provide.

I usually ask questions in almost every proposal that i send. Have you look at this one related to Business Communication article. I must mention that I have had the chance to be awarded twice for her jobs.

A screenshot of a freelance platform interface. At the top, there is a search bar containing the text '#556053 I need articles written on business ...' and navigation icons (gear, double left arrow, left arrow, right arrow). Below the search bar, a user profile is shown with a circular profile picture and the date '24 AUG 2014'. The main content is a proposal box with the title 'Proposal' and the following text: 'I am a graduate in Business and Economics with more than 3 years of teaching experience. I have taught the subject of Business Communication twice and can provide you unique articles related to the topics you have asked for. I can write further additional details as well as example in every topic. I have extensive knowledge regarding the subject and i am sure you will be satisfied with the material. Please provide further details about the type of material you require. Do you wish to have images, sample, charts related to the topic?'



Add the Reasons for being the "MR. RIGHT FOR YOUR JOB"

There is one quick secret I would like to mention when you are writing your proposal. You must have the ability to convince the client with reasons. Reasons of being the "**Mr or Miss. Right**" for that particular job. And for that you need to

ASSOCIATE YOUR SKILLS WITH THE REQUIREMENTS OF THE JOB.

If you look at the above sample, I have clearly written that the reason I am applying for this job is because I already have taught the subject **TWICE** and that I have an **EXTENSIVE EXPERIENCE** in it. So with these reason I believe I can opt out of the rest of the proposals being sent.

Additionally, the best suggestion I could give to all the freelancers is that always pick a job that you really can work over! Never ever try to convince a client for something you know will not be of high quality and would rather take extensive time. You never know that you might be missing other relevant jobs.

Ending with a Polite and Hopeful statements

Always end up with polite and hopeful words when you are done with rest of the requirements. Statements like "***I would be glad to assist you in the said task*** "or" ***Thank you for the invitation of the proposal*** " (You usually get invited by the clients to send proposal if they find your skills relevant to their jobs. This brings a sense of completeness in your whole proposal. Besides, courtesy is recommended :)

Something related to this Post



Conclusion

Remember that in the world of freelancing – You have to provide the best of your services and prove that you can come up with something out of the box. Make your clients believe that you are worth the decision they took to consider you for the Job. For such, you require to have a consistent learning approach in your field of expertise.

Learning Outcomes of this chapter:

1. You would be able to realize the importance of portfolio creation
2. You will know the reason of charging low or high
3. You will be able to break up your proposal writing in 4 different sections so that you can easily write one for any kind of job.