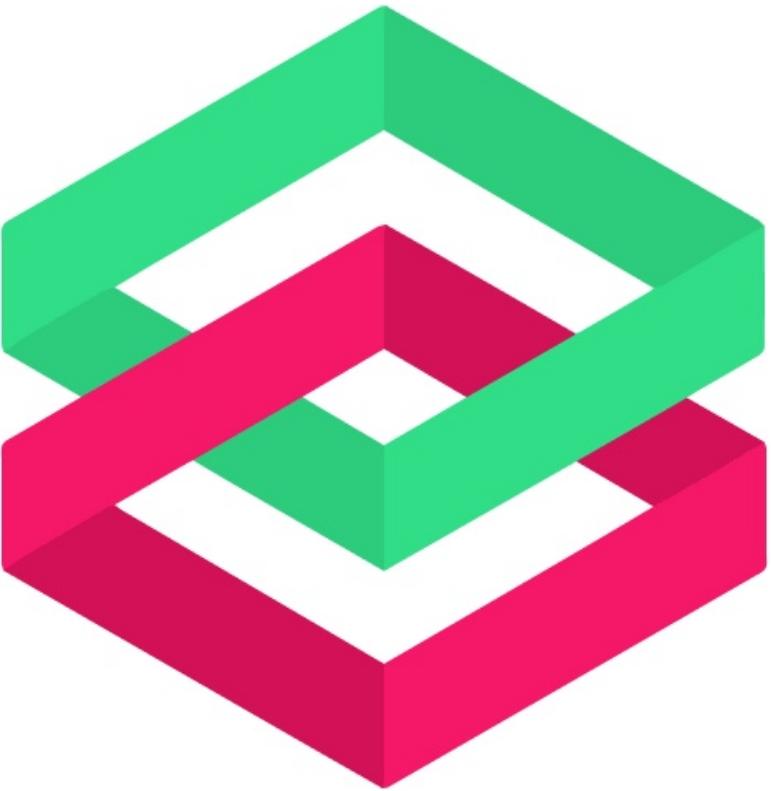


# UPWORK<sup>®</sup>

# WALK-THROUGH





**Z T M**  
A C A D E M Y

# Upwork Walk-Through

## To Sign Up on Upwork

### Go to Upwork.com

Click get started > find work as a freelancer > fill out form to sign up > Verification process

### Free vs. Paid Plan

If you are going to be serious, get the paid version. It's worth it (currently \$14.99 / month)

The pro version gets you 'connects' each month (which are used to apply to jobs) and other benefits like the ability to see your competitors bids on projects!

Remember, investing in yourself is a key to success.

### Paid Plan Includes:

- 70 Connects per Month (4-6 connects let you apply to jobs on average)
- The ability to buy additional connects for cheaper
- Rollover privileges so that up to 140 unused connects can be carried over to the following billing cycle
- Visibility into their competitor's high, low, and average bids on the jobs. This is huge because you can learn what to set your rate at
- The ability to create a customized URL for your Upwork freelancer profile
- The ability to hide earnings on your freelancer profile

## **Your Profile**

Your profile is basically your online resume. Your work history, picture, video etc.

Fill out your entire profile to the max. Especially, when you are first getting started, you need to make up for your lack in reviews.

## **What Your Profile Includes**

- Photo (make it a professional photo)
- Name, Job Title
- Bio/ Overview section (Think of it as a cover letter)
- Video (have a video overview, or a video about your skill set)
- Dollars/hour (make as high as marketable)
- Availability (always leave this open, you need to keep your pipeline full)
- Response time (Speed is imperative) Response time will show on your profile
- Profile Link
- Languages (chose native, not fluent)

## **How To Create Popular Projects on Your Profile**

Click the pencil button to edit and build common jobs out.

This makes your profile look more complete and can showcase some of your most common services.

This is a somewhat new feature so by using it you can get ahead of some of the competition and stand out to more clients.

## **Good Reviews are Vital for Your Success**

Your Upwork profile will also display all your reviews from previous projects on the platform.

This occurs when you complete a job and both the freelancer and the client leave each other feedback and a rating. Ratings are based on a 5 star scale and also include a written portion which is optional but highly encouraged.

Remember that your reputation is everything. Build it and then protect it.

## **Portfolio**

Your portfolio consists of case studies, reports, and screenshots from your previous experience.

These are created by you and don't necessarily have to come directly from Upwork.

The idea is to display previous successes you have had as a freelancer to encourage clients to hire you.

## **Case Studies**

>> Refer to the Case Study Blueprint Bonus PDF <<

Case studies appear in the 'Portfolio' section of your Upwork Profile.

I highly recommend building out 2-4 case studies using my Case Study Blueprint handout sheet.

## **Listing of Your Skills**

Choose up to 10 skills when building your profile. These can always be changed, but are important because they impact your experience.

These are the skills that show on your profile as well as the skills which populate your home feed of Upwork.

Be sure to only list skills you can deliver work on currently, and not skills you are still working on developing.

### **Certifications**

Certifications are a great way to stand out from the competition and build credibility with future clients.

Get any certifications that are affordable and accessible to you based on your skillset. This will not only improve your Upwork profile, but it will also build your expertise.

To add a certification you must send proof to an Upwork provided email address and once verified it will show on your profile.

### **Employment History**

List recent jobs / projects you have worked on that are RELEVANT to the skills you are going to provide on Upwork.

### **Education**

Here is where you can add any degrees & education experience.

### **Other experiences**

Another way to set yourself apart is to add information into this section which shows at the bottom of your profile.

Treat this like an extension of the employment history section and share additional experience that will help improve your credibility as a freelancer.

### **Profile Settings**

To access, click the profile settings button on the top right.

#### **Visibility**

Set to 'Public' so you can be found and have maximum exposure.

## Experience Level

Set it to intermediate if you have some foundation of a skill and work your way up to expert level. Try to avoid beginner level work since those jobs are highly competitive and low paying.

Don't underestimate yourself. Good people are hard to find! Plus, you are in the Profitable Freelancer Academy which will help you beyond measure.

## Categories

These are the 'skills' that you chose when you set your profile up.

## Linked Accounts

You can link to one of the listed platforms if your profile is professional to build more credibility.

## **Specialized Profiles**

In addition to having your main general profile you just set up, you can now also have 'Specialized Profiles'.

These specialized profiles are also a somewhat new feature that allow you to build separate targeted profiles for when you apply to jobs.

These specialized profiles are displayed at the top of your profile when you are logged in and you can click to toggle between each.

You can choose specific skills as well as upload relevant portfolio items to build a more targeted profile if you offer multiple skills.

For example, I manage online ads for clients as well as provide web design services.

When I reach out for web design jobs, I don't want my SEM bio and portfolio to show which is present on my main profile.

I'd rather have my web design specialized profile show so I can display more relevant case studies and information to the client.

This is another way to stand out!

Now you know exactly how to set up your Upwork profile for success!

### **Next Steps**

Go and take action! Create your profile while this is all fresh in your mind. Remember, you can always update and improve it over time.

Want feedback on your profile? Then post your Upwork profile link in the PFA Private FB Group.

\* Illustration by Stories by Freepik