



ULTIMATE GUIDE TO

freelancing

FOR BEGINNERS

A STEP-BY-STEP GUIDE TO HELP YOU GET
STARTED AS A FREELANCER FROM
SCRATCH

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The methods describe within this eBook are the author's personal thoughts. They are not intended to be a definitive set of instructions for this project. You may discover there are other methods and materials to accomplish the same end result.

INTRODUCTION

If you're wondering if working from home is possible, it is! At this time and age, anything can be done virtually – including work! As a good mentor of mine once said “online work is the work of the 21st century”!

If you'd like to work at the comfort of your own home, on a hammock by the beach, at your favorite cafe... basically anywhere, this is the guide for you!

Working online has taught me a lot of things about myself, and has allowed me to explore my passions while earning generously (hint: 7-figures annually).

I've had lots of people come to me asking how I do it, and that has inspired me to make this guide. This has been the result of diligent research and years of experience, and I hope this will save you tons of time on your freelancing journey.

A BIT ABOUT HOW I GOT HERE

LONG STORY SHORT, I WAS A FRESH COLLEGE GRADUATE WHO WAS DESPERATELY LOOKING FOR A JOB. I didn't know much about

online jobs (freelancing) back then, but I was extremely curious about it.

Unfortunately, all I could find from my own research were spammy get-rich-quick schemes on the internet, which was really disappointing.

A friend shared to me that he's been working online through UpWork (formerly oDesk), and that's how everything changed!

Freelancing has helped me reach heights I could only dream of achieving.

I want to help people who are in the same situation as I was before... people who are very interested in making a living as a freelancer, but don't know where to go or what to do.

With all my successes (and failures), I feel so compelled to encourage you that pursuing a freelancing career, although difficult, is worthwhile!

HOW I STARTED OUT AS A FREELANCER

WHEN I STARTED FREELANCING, I HAD NO IDEA WHAT I WAS DOING!

I had to learn everything by myself: how to set up a profile, apply to jobs and get paid. I even remember delivering work and not getting paid for it.

As a nursing graduate, it was hard for me to find a niche that suited my skill set. Administering medications and documenting care are not really services you can deliver online.

I only had to work with my ability to speak and write English well, and decided I'd give writing a go. I didn't have any experience writing professionally, but it was the niche that I felt I could build myself up on at that time. Specifically, I started out as an academic writer, article writer, and blog writer.

Since then, I was able to explore other areas of work like data entry, market research, transcription, customer support and administrative support.

I particularly love doing administrative jobs, especially with start-up companies, because it allows me to get a sneak peak of business operations. Working with start-ups has inspired me to start my own venture and has allowed me to discover my entrepreneurial spirit. These positions tend to be long-term compared to other niches as well.

THE PROS OF

FREELANCING

Reasons why you should DEFINITELY be a freelancer!

1

Affordable

2

Easy to start

3

Work anytime

4

Work anywhere

5

Unlimited possibilities

6

You pick who you work with

7

You control your rates

8

Expands your worldview

9

Helps you explore your passions

STEP 1

SELECT YOUR

PLATFORM

Hiring contractors online is an increasing trend for both start-ups and well-established companies worldwide. The most important initial step is to find a platform to help you connect with these potential clients.

There's a lot of options out there, but I highly recommend Upwork (www.upwork.com).

Get more done with freelancers

1+ million businesses use Upwork for top quality talent

Get Started

Upwork offers a plethora of positions from virtual assistants to researchers to English tutors. There's many more options for you to choose from online, and some platforms specifically help outsource for a specific area of work (i.e. exclusively for writers, web designers, app developers, etc.).

Let's get started!
First, tell us what you're looking for.



I want to hire a freelancer

Find, collaborate with,
and pay an expert.

Hire

OR



I'm looking for online work

Find freelance projects and
grow your business.

Work

STEP 2

CREATE YOUR

CONTRACTOR ACCOUNT

For you to connect with potential employers, you'll need to first create an account on your chosen platform, just as you would on your social media accounts. This is a simple process that should take only 5-to-10 minutes.

Create a Free Freelancer Account

Looking to hire? [Sign up as a client](#)

You can also sign up with [Facebook](#), [LinkedIn](#), or [Google](#).

What are the main services you offer to clients?

Please select... 

What skills do you offer clients?

Type Here

What is your work experience level?

\$
Entry Level

\$ \$
Intermediate

\$ \$ \$
Expert

See Recommendations


Set your Hourly Rate

Hourly Rate

This is the amount the client will see \$ / hr

20% Upwork Service Fee [Explain this](#) \$ 0.00 / hr

You'll Receive

The estimated amount you'll receive after service fees.  \$ / hr

STEP 3

CREATE A PROFILE THAT STANDS OUT!

The market for freelancers is getting more and more crowded with each passing minute. You need to take some crucial steps to stand out from the crowd, and this includes setting up the right profile.

Your freelancer profile is basically your (online) resume, and it needs to have the right stuff to catch the attention of your prospective clients.

1. Use a professional photo
2. Specialize in one niche or focused industry (more below)
3. Enter relevant information only
4. Take tests and certifications
5. Assess the market and bid your value
6. Deliver great work and receive great feedback
7. Update your profile regularly

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.

EXAMPLE: Virtual Personal Assistant

Write a brief professional overview

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

EXAMPLE: I have worked as an Executive & Personal Assistant for 9 years. I am now a Virtual Assistant available 24 hours a day, 7 days a week. I am a true all-around assistant with the ability to multitask & handle all aspects of business, while increasing overall productivity with efficient work.

I have an advanced education with a Master's Degree and multiple Graduate Certificates. I have completed thousands of varied tasks and I have an immense skill set. I am hard-working, meticulous, & efficient. I will provide exemplary work with quick turnaround times.

I am negotiable on price & always up for a challenge. I am eager to help and look forward to serving you!

Education [+](#)

Tell us about your education history.

Employment History [+](#)

Write about previous positions, companies, and the number of years you've worked, plus highlight relevant projects and accomplishments.

What is your English proficiency?

Select your proficiency [v](#)

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.

Please select... [v](#)

PICK YOUR NICHE



IDENTIFY YOUR TALENTS AND SKILLS

Identifying your talents and skills is a great way to find your niche. In fact, it's probably all you need to know to pick your industry. For you to profit from your talents and skills though, you will need to find clients who are willing to pay for your services.



It's a good idea to search the market for demand. Check if there are job postings requiring your talents and skills. If demand is low, then try something else. Virtually anything is possible with online jobs, and if you're diligent (and patient) enough, you may be able to earn money doing what you love.

**SELECT
FROM
THE
LIST
BELOW**

2



ACCOUNTING AND CONSULTING

Accounting
Financial Planning
Human Resources
Management Consulting
Other – Accounting & Consulting

ADMIN SUPPORT

Data Entry
Personal / Virtual Assistant
Project Management
Transcription
Web Research
Other – Admin Support

CUSTOMER SERVICE

Customer Service
Technical Support
Other – Customer Service

DATA SCIENCE AND ANALYTICS

A/B Testing
Data Visualization
Data Extraction / ETL
Data Mining & Management
Machine Learning
Quantitative Analysis
Other – Data Science & Analytics

DESIGN AND CREATIVE

Animation
Audio Production
Graphic Design
Illustration
Logo Design & Branding
Photography
Presentations
Video Production
Voice Talent
Other – Design & Creative

ENGINEERING AND ARCHITECTURE

3D Modeling & CAD
Architecture
Chemical Engineering
Civil & Structural Engineering
Contract Manufacturing
Electrical Engineering
Interior Design
Mechanical Engineering
Product Design
Other – Engineering & Architecture

IT AND NETWORKING

Database Administration
ERP / CRM Software
Information Security
Network & System Administration
Other – IT & Networking

LEGAL

Contract Law
Corporate Law
Criminal Law
Family Law
Intellectual Property Law
Paralegal Services
Other – Legal

SALES AND MARKETING

Display Advertising
Email & Marketing Automation
Lead Generation
Market & Customer Research
Marketing Strategy
Public Relations
SEM – Search Engine Marketing
SEO – Search Engine Optimization
SMM – Social Media Marketing
Telemarketing & Telesales
Other – Sales & Marketing

TRANSLATION

General Translation
Legal Translation
Medical Translation
Technical Translation

WEB, MOBILE AND SOFTWARE DEVELOPMENT

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

WRITING

Academic Writing & Research
Article & Blog Writing
Copywriting
Creative Writing
Editing & Proofreading
Grant Writing
Resumes & Cover Letters
Technical Writing
Web Content
Other – Writing

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If you find that your skill set is unique and doesn't fall on any of the categories above, you may search for industry-specific keywords. Searching for the keywords "nurse" or "medical" has helped me start as an article and blog writer.

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4 GENERAL TO SPECIFIC

Start with something general, and narrow down to a more specific niche. The more specific, the better, as it allows you to build authority and credibility.

Any client would prefer a contractor who specializes in web design over a web designer who also offers customer support, game development, and financial planning services.

EXPERIMENT WITH VARIOUS NICHE

5

While it's great to focus on just one niche and stick with it for the entirety of your freelancing career, feel free to explore new ground and shift things around. However, avoid juggling several niches all at once.



APPLY TO JOBS

STEP 4

After you've setup your profile, it's time to go job hunting! Ensure to read the job description and assess contractor requirements before applying. Some jobs will require you to send a cover letter, or to answer a series of questions, or to schedule an interview. If you miss to follow these, then you've basically lost the job. Also, some jobs will require you to work part-time or full-time, specific shifts or anytime, so be sure to look out for those details as well.

This process will take some time, especially if you're just starting out. You might not get a response in 24 hours, 3 months, or never even hear back from a prospective client so you have to apply strategically.

GET HIRED!

If the client finds you ideal for the position, prepare to get hired! Landing your first (online) job is very exciting and you will have to work very hard to live up to your client's expectations. When a client ends your contract (e.g. job is finished / services no longer required), Upwork offers an opportunity to leave feedback. If you do well with your job, it'll increase the chances of getting a great review / feedback, and this can greatly help you on future job applications. The more experience you have, the easier it is to apply to other jobs. You'll even get clients coming to you with job offers!

Working online as a neophyte may be overwhelming and it will be hard at first. However, if you work hard enough and stay committed, you might just land the job of your dreams!

NOW YOU'RE READY TO LAUNCH YOUR FREELANCING CAREER!

HOPE YOU FIND THESE STEPS USEFUL!



I've just shared with you the most basic stuff that you'll need to know to get started as a freelancer.

Take time to absorb these steps, and don't worry if everything doesn't make sense right now...

I'll make sure to give you more useful tips to answer some queries you may have.

Questions? Comments? Suggestions? I'd LOVE to hear from you!
Please feel free to reach me at chris@thesuccessninja.com.

Don't forget to visit my **website** for more
freelancing tips!