



3 Upwork Hacks

*to Instantly Make Your Profile Stand Out... So
You Can Get More Invites and Clients!*



Hack #1: Profile Photo

Let's talk about how you can make a great first impression by using the right photo in your Upwork profile. It's one of the first things your potential clients will see, so it needs to be a good one.

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Digital Marketing Strategy to Increase Your Traffic and Conversions

\$197.00 / hr \$100k+ earned 99% Job Success Philippines

★ Also specializes in Social Media Strategy

Let's turn strangers into customers and promoters of your business! I specialize in the first two stages of the inbound methodology: *Attracting or increasing traffic to your business so visitors ca ...

Did you know that recruiters spend a fifth of their time looking at your profile photo?! That's a lot of time spent looking at your photo! Creepy, but true.

For you to attract clients, you need to highlight three things: likability, competence, and influence.

Oh, and if you're thinking this is just some random suggestions I picked from the web, you might have to rethink it.

Everything—and I mean everything—are not only based in extensive research, they're also tried-and-tested.

If you follow these tips, your success on Upwork will grow! Trust me.

Here's how...



1. Use a Recent Photo

You need to resemble the person in your profile photo. This is particularly important if you have video interviews. Showing up looking different than the person in your profile can break trust.

- Update your photo every 4 to 6 years, or if you feel necessary.
- Use a high quality photo. At least 600x600 pixels is recommended.

2. Dress appropriately

Whether you want to look professional with a coat and tie or casual with a plain shirt or blouse, remember to keep it simple. Don't overdress.

It's recommended for men to use dark-colored suits and light-colored button-downs with ties.

3. Focus on your face

- Keep your head straight and upright, and look into the camera.
- Don't obstruct your eyes by using sunglasses as it decreases your likability. Also, hair, glare, and shadows over your eyes drop competence and influence.
- Take a photo of your head and shoulders (or all the way down to your waist, if you feel necessary). Close-ups (photos of your face only, or your face and neck) decreases likability, competence and influence.
- Also, try to define your jawline. A shadow line that outlines the jaw all the way around helps with likability, competence, and influence, so don't use too much flash or heavy lighting.



4 Set up your environment

Use a plain, flat surface as your background. Avoid backgrounds that are heavy on pattern and design as it takes away the attention from your face. Don't use backgrounds with trees, furniture, pets, or other people.

PRO TIP: to use a bright background. White is best, but feel free to use a blue, yellow, or even orange background.

Lastly, use proper lighting. Remember that the best light is natural light, so if you're taking your photo indoors, open up your windows and let the light in. Better yet, take your photo outdoors!

5. Smile! :)

Show your teeth when you smile and squelch (or a slight squint). This increases your likability, competence and influence.

Remember that showing your teeth greatly impacts likability, competence and influence, versus smiling without showing your teeth. Squelching also makes you look more confident and approachable.

PRO TIP: try [Photofeeler](#). It's a tool that lets people provide feedback on your photo.

Here's the result of my Photofeeler test. (Image 1)

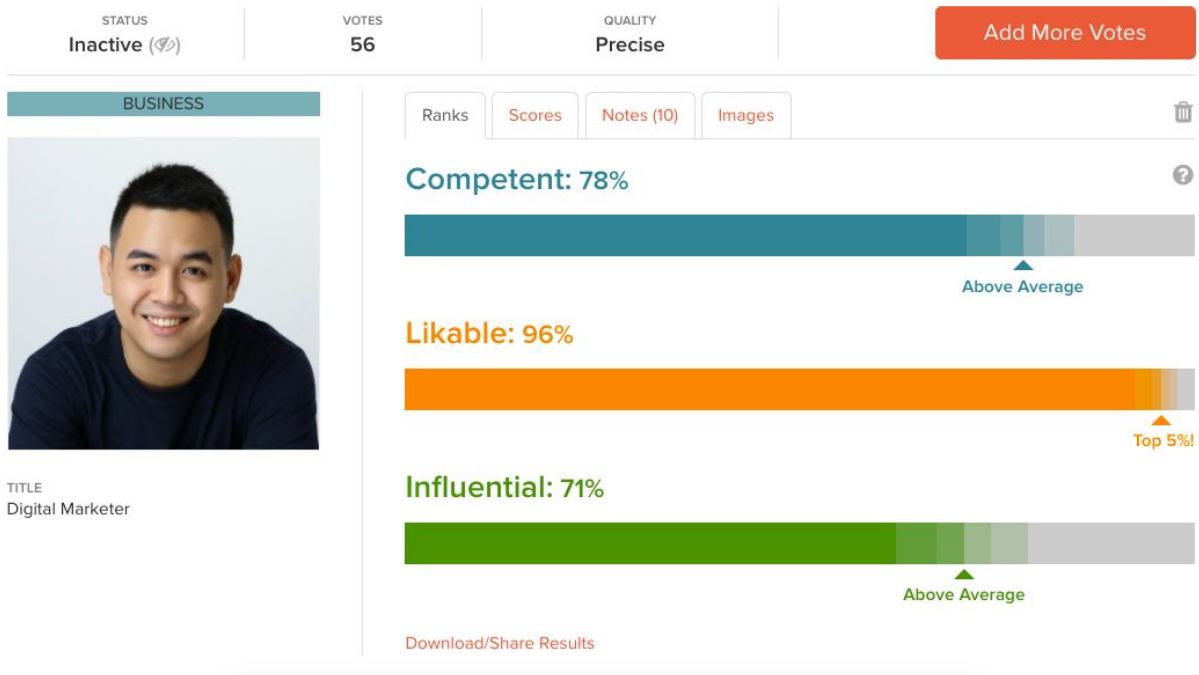


Image 1

I scored well on competence, likability, and influence.

You may also see a breakdown of the results to help you understand your rank better.
(Image 2)

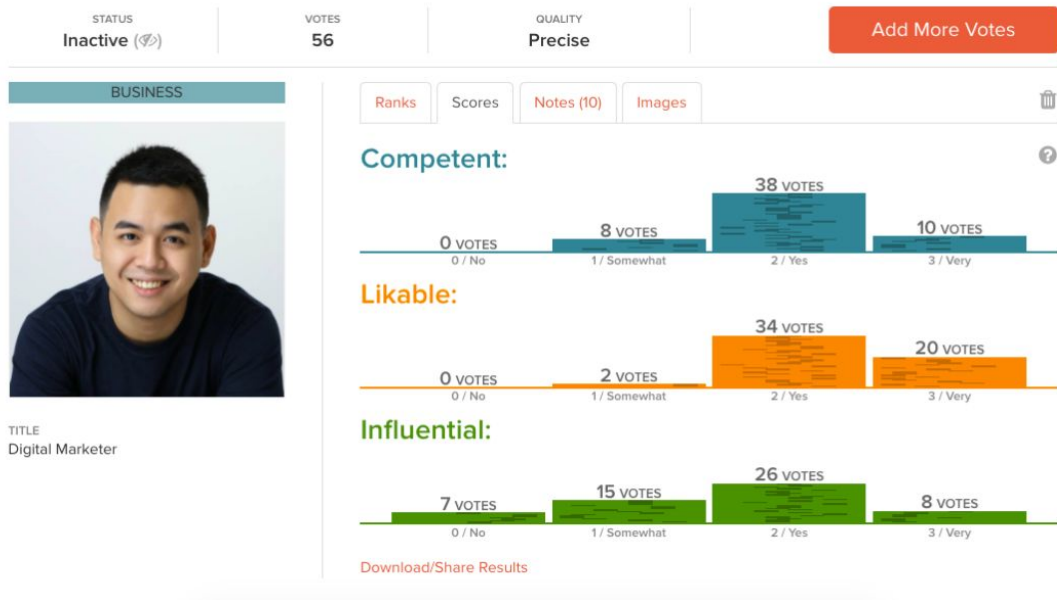


Image 2

And... voters may leave notes. (Image 3)

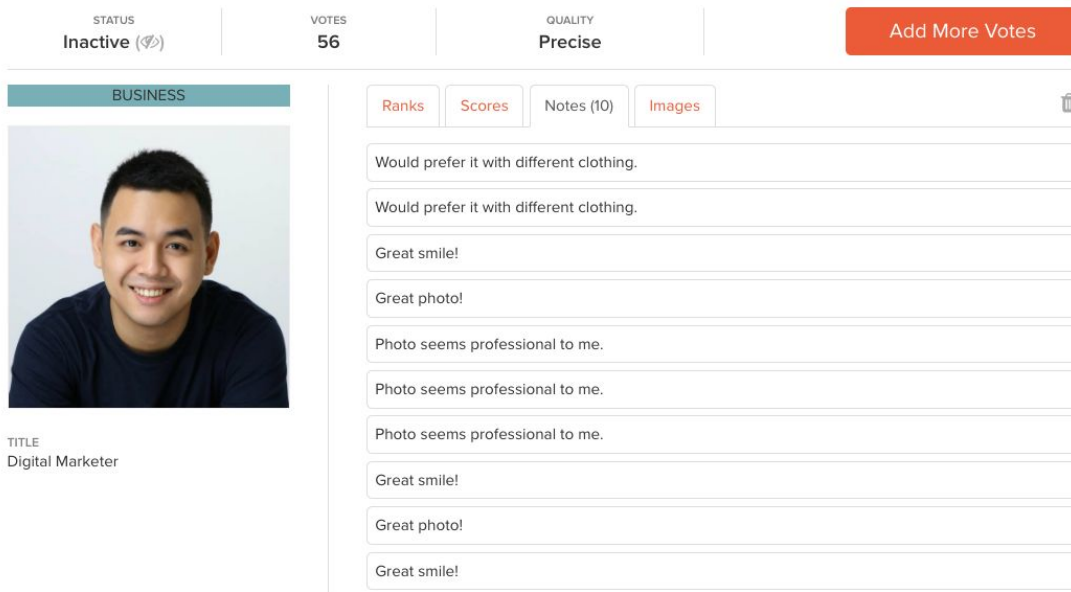


Image 3



Here I can see that some people suggested a different clothing and that's great insight! I'm sure that will increase my influence.

ACTION ITEMS:

- Take a professional photo, if you don't have one yet.
- Decide on what you will be wearing.
- Set up your environment. Use a bright, but plain, background. Ensure that you have good lighting.
- Have a friend take your photo, or use a tripod and set a timer.
- Take several photos so you have options.
- Transfer your photos to your computer and make any needed tweaks (e.g., cropping, increasing or decreasing the brightness, etc.)
- Use [Photofeeler](#) to test how you score on competence, likability and influence.
- Select the best photo and upload it on Upwork.



Hack #2: Professional Title

A whole lesson on using the right professional title? Seriously!?

Yes, seriously.

Sometimes the things that seem trivial are actually more important than we think. And that's definitely the case for your professional title!

The problem with many freelancers is that they bring their traditional 9-to-5 beliefs in the world of freelancing.

You see so many freelancers using the traditional overviews, traditional cover letters and *traditional titles*.

To succeed in freelancing, you need to stand out from competition, and you can do that by NOT being traditional.

How?

By determining what everyone else is doing, and doing the opposite (or doing something different).

How many "virtual assistants" can you find on Upwork? *Too many to count.*

Graphic designers? *Too many to count.*

Researchers? *Too many to count.*



But how many "professional virtual assistants" or "graphic design experts" or "research specialists" can you find? *Very few.*

These "few" are the ones who win more jobs!

Why? Simply because they are utilizing a unique title... they stand out!

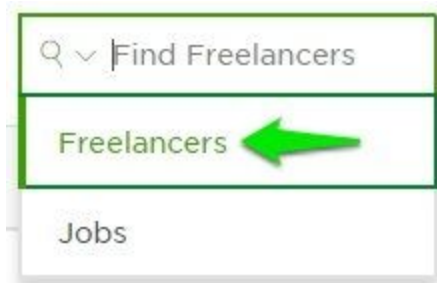
BONUS Lesson: Optimizing Your Job Title

Simply go to "Find Freelancers", type a niche-related keyword and you should be directed to the search results.

1. Click on the drop-down



2. Click on "Freelancers"



3. Type a keyword related to your skills or service offering and press enter.



4. This will take you to a new search interface where Upwork auto-suggests search results.



Virtual Assistant

real estate marketing

5. Now it's time to start testing keywords.

Type in the first few letters of your chosen keywords and allow Upwork to auto-suggest some. A variation of the top suggestions is what you should be using for your job title. Here are some examples:

virtul

SEARCH SUGGESTIONS

- virtual assistant
- virtual
- virtual assitant
- virtual assistant philippines
- virtual reality



assi|

SEARCH SUGGESTIONS

- assistant
- assistant personnel
- assitant
- assistant project management
- assistant virtuel

admi

SEARCH SUGGESTIONS

- admin
- administrative assistant
- admin support
- administration
- admin panel



ACTION ITEMS:

- ❑ Narrow down on what service you would like to offer, and start searching using keywords related to that service. Use the top result for your job title.
- ❑ Add any of the following words to your professional title: **professional, specialist, or expert** (and feel free to get creative, i.e., searching for synonyms).
- ❑ Incorporate these "magic" words into your title and play with different combinations (e.g., Professional Administrative Assistant or Administrative Assistance Expert).



Hack #3: Rates

Along with your profile photo and professional title, your rate is also one of the first things that the client sees in your profile.

You may think your rate is just an arbitrary figure, but it serves a specific purpose:

To reflect your value.

So yes, it's more than just a number. It's a representation of what you can bring to the table.

A big mistake that beginners make is setting their rates too low, sometimes the bare minimum "low" of \$3 per hour.

The beginner mentality is: *"the lower the rate, the greater the chances of getting hired."*

However, bidding at such low rates delivers a different message:

Inexperience, incompetence, low quality work, or worse... desperation.

Also, everyone does this! You're basically competing against a wave of freelancers bidding unreasonably low rates.

This is particularly important for clients looking for intermediate to expert level freelancers. These clients are ready to pay for your value!

Don't bid \$3 or \$5 per hour when you're applying as an expert—that makes no sense!



A low rate should never be your selling point!

On the other end of the spectrum, don't set your rate ridiculously high, especially if you can't back it up.

And so the challenge is finding the rate for the value you provide...

How do you set competitive rates? It really depends on you.

I highly suggest that you experiment with your rates. Check how many profile views or invites you get with a certain rate and then try something else.

When it comes to optimizing your profile, **testing is key. So, test, test, and test.**

It's important to note though that the rate on your profile is not necessarily how much you're going to bid for projects.


It's really just a display of your self-appraisal. If you set your rates low or high (numbers are relative), clients will have a certain perception of you.


A good gauge for rates is the market average. Here's how you can find out yours:




1. Create a client account.

Online Invisible

 **Chris Acebu**
Freelancer

 **Chris Acebu**
Client




2. Create a mock job related to your skills or service offering.

My Postings

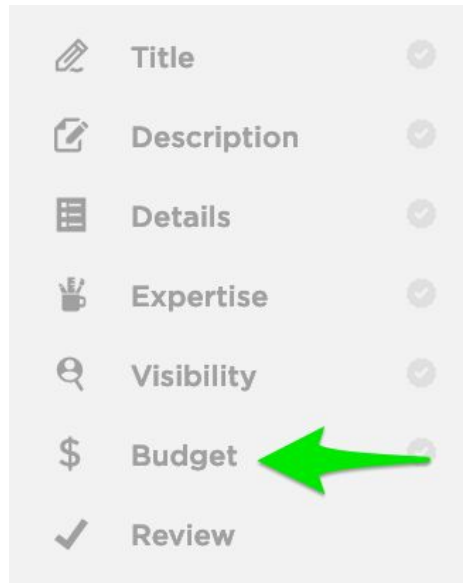
ACTIVE (0) RECENTLY FILLED

Post a Job

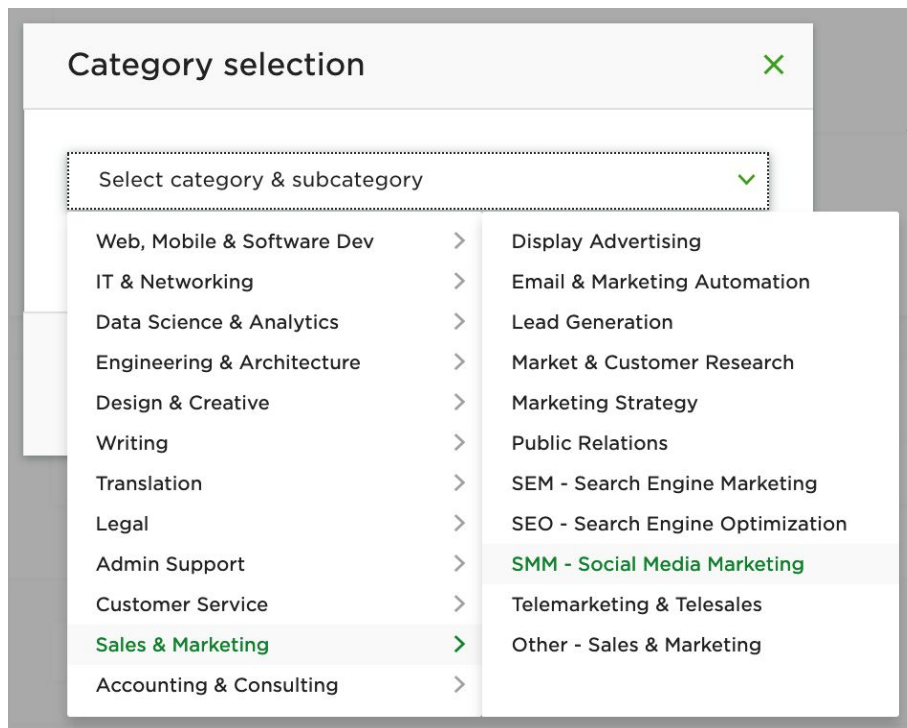




3. Go through the job details until you get to the budget section.



4. Make sure to use the right categories, keywords and tags.





5. Set your rates around the expert level rates.

Budget
Step 6 of 7

How would you like to pay your freelancer? ?

POPULAR

Pay by the hour
Popular for ongoing projects

Pay a fixed price
Popular for one-time projects

What level of experience should your freelancer have?

\$
Entry
Less than \$8.00/hr

\$ \$
Intermediate
\$8.00 - \$25.00/hr

\$ \$ \$
Expert
More than \$25.00/hr

From this example, I'd set my profile rate around \$25/hour and test results.

ACTION ITEMS:

- Create a client account.
- Create a mock job related to your skills or service offering.
- Check the market averages.
- Set your rates around the expert level rates.
- Update the rate on your Upwork profile.



Action Items Checklist

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