

Forum:[Hack Forums](#)

Thread: [How I made \\$3,000+ in my first month freelancing as a digital marketing consultant](#)

Zen - July 28, 2018, 10:57 am

Yo bubs,

I recently recorded my first YouTube video on how I made \$3,000+ in my first month doing freelance work on Upwork as a digital marketing consultant, specializing in Facebook Ads.

Would love to get some feedback on it:

[Video: <https://www.youtube.com/watch?v=oM-upGknHtk>]

Quick summary:

1. Build a client facing profile. Have a well-defined, niched down speciality within your market. Speak directly to clients with your profile copy, don't make your profile look like a resume/cover letter.
2. Don't undersell yourself. Competing with a race-to-the-bottom mentality will group you in with people that do sub-par work and overseas freelancers. Be confident in your abilities and price yourself accordingly.
3. Make use of your portfolio section. This is the biggest selling factor on my profile and has gotten me insane results for invites, closing deals, and more. Think of what you would like to see on a freelancers profile if you were hiring, and work from there.
4. The 'Skills' section is what causes you to show up in Upwork search results and gets you invites to jobs. Think of it like Upwork SEO. You should spend a decent amount of time selecting and refining these to make sure they best reflect the type of work you do/are looking for.
5. Tests/Certifications/Work History have little to no importance. Don't waste your time on them.

Let me know what you think! ?

Meow - July 29, 2018, 3:50 am

Not sure why this thread doesn't have any replies. Awsome video, you go into a lot of details on how Upwork works & how to stand out from others.

I assume you're starting a personal brand, good luck!

Zen - July 29, 2018, 5:12 am

(Jul 29, 2018 03:50 AM)Meow? Wrote: [\[CITE\]](#) Not sure why this thread doesn't have any replies. Awsome video, you go into a lot of details on how Upwork works & how to stand out from others.

I assume you're starting a personal brand, good luck!

That's the goal! Thanks for the kind words :)

DarkSerenity - July 29, 2018, 8:43 am

Love your content will test your theory and give feedback I have been wanting to use upwork before

can I contact you to help me setup my profile or at least review it? I'd really appreciate it

Zen - July 29, 2018, 10:40 am

(Jul 29, 2018 08:43 AM)DarkSerenity Wrote: [\[CITE\]](#) Love your content will test your theory and give feedback I have been wanting to use upwork before can I contact you to help me setup my profile or at least review it? I'd really appreciate it

Definitely man, just shoot me a PM anytime would be happy to help.

Minus9 - July 29, 2018, 11:07 am

How do you get your initial sales or ranking? I haven't taken a look at their algorithm etc. but do let me know. Sounds interesting.

Raymond "Red" Reddington - July 29, 2018, 11:29 am

Did you have to actually call and videochat with your clients or just messaging?

Zen - July 29, 2018, 11:48 am

(Jul 29, 2018 11:07 AM)exhibitionist Wrote: [\[CITE\]](#) How do you get your initial sales or ranking? I haven't taken a look at their algorithm etc. but do let me know. Sounds interesting.

First jobs you get on the platform should be dead simple stuff... Like for me in PPC I looked for people with jobs that were just getting the Facebook Pixel installed on their site (takes 10 minutes) or their Google Analytics set up. It was after I had those first few jobs and niched my profile down to just Facebook Ads that I started getting invites.

(Jul 29, 2018 11:29 AM)Raymond "Red" Reddington Wrote: [\[CITE\]](#) Did you have to actually call and videochat with your clients or just messaging?

Yes, getting on a call is very important and is the easiest way to close clients. I generally try and get them on the phone as soon as possible since it makes it 10x easier to sell them on me.

Zen - August 5, 2018, 4:50 pm

Thought I'd bring this back up :) We're only 5 days into August and I've already closed \$1,850 in sales solely from Upwork. You should definitely try the Upwork platform out, regardless of what people say about it.

INCREDIBLE - August 5, 2018, 5:37 pm

(Aug 5, 2018 04:50 PM)Laika Wrote: [\[CITE\]](#) Thought I'd bring this back up :) We're only 5 days into August and I've already closed \$1,850 in sales solely from Upwork. You should definitely try the Upwork platform out, regardless of what people say about it.

well, that's inspiring. I tried upwork back in the days. and I did not even get a single lead. bad luck I guess. ?

Bluffer - August 5, 2018, 5:52 pm

Very nice to see you explain this here and not just another dude selling ebooks.

Zen - August 6, 2018, 6:52 am

(Aug 5, 2018 05:37 PM)INCR?DIBLE Wrote: [\[CITE\]](#) well, that's inspiring. I tried upwork back in the days. and I did not even get a single lead. bad luck I guess. ?

Shoot me a message, would be happy to help with your profile. The hardest part for starting is getting a good profile + your first jobs. After that it's literally free leads.

(Aug 5, 2018 05:52 PM)?luffer Wrote: [\[CITE\]](#) Very nice to see you explain this here and not just another dude selling ebooks.

Thanks mate ?

SIM-3903705 - August 7, 2018, 4:41 am

Very inspiring and informative video :) Thank you very much.

This thread should have taken off by now.

EDIT: I am not able to PM, would you be so kind to PM me if possible? :) Thanks in advance.

Zen - August 7, 2018, 5:23 am

(Aug 7, 2018 04:41 AM)mr_larsen Wrote: [\[CITE\]](#) Very inspiring and informative video :) Thank you very much.

This thread should have taken off by now.

EDIT: I am not able to PM, would you be so kind to PM me if possible? :) Thanks in advance.

Thanks mate, I sent you a PM but you might need 25 posts to respond.

flAmingw0rm - August 7, 2018, 9:10 am

I listened to the video last night and I think it was spot on. I have recently used Upwork to hire someone and all of the topics you covered do apply.

1) Your profile description - I do like it. It is straight to the point and gives the client an idea of what to expect. Your example of a bad description also is true. For me, when I look at someone's description I want to see which areas are they proficient in specifically. So for example in your case you have "Facebook Ads Wizard", that could mean a LOT to someone who is looking for help with Facebook Ads, rather than "PPC Wizard".

2) I highly agree with this as well. If you undersell yourself, it's not gonna be a long time before you realize there's no point doing it. The only case I see this being useful is to get your very first jobs but once you are established you should value your skills and follow the market prices. However, I don't like the fact that some people charge way too much either. So, as you said middle ground seems like a decent place to be.

3) That actually means a lot to me as a client. Being able to see someone's previous work could have a very big effect on choosing the freelancer. The more information about the freelancer available, the more I can tell if he's suitable for the job or not.

4) Skills is probably the most important, not much to say from a perspective of a client. But I would recommend to put your best skills in there. I think the more skills matched from your profile with someone's job, the higher chance to get recommended for it.

5) In my case, since I was looking for a programmer, the tests did have a little impact. Not saying it was the deciding factor, but someone who I was already doubting to hire and had a bad test at something would have even a smaller chance of getting hired.

Another important thing I forgot to mention: your language/availability/communication. I had to ditch a freelancer because he wasn't able to speak English very well. For me personally, it is important that the freelancer speaks the same language, otherwise the communication would be very bad.

As for communication/availability, I think it does have an effect on hiring people. Some of the people I talk to would be willing to chat at any time, while others would take their time to reply. I know that a lot of the people on Upwork have real jobs and are busy, but I had to deal with people who would take days to reply and I simply can't work with someone like that. So make sure you have notifications enabled, maybe even download their mobile app and always stay in touch with clients.

Zen - August 7, 2018, 5:45 pm

(Aug 7, 2018 09:10 AM)flAmingw0rm Wrote: [\[CITE\]](#) I listened to the video last night and I think it was spot on. I have recently used Upwork to hire someone and all of the topics you covered do apply.

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Thanks for the feedback! I overlooked the part on language/communication which I definitely should have mentioned. One of the things that I think clients like about me most is how quick I am to respond. Since I'm almost always on my computer I usually respond within 30 minutes, which I think shows a high level of commitment to them. English is also a must but not sure how much I can help out there unfortunately :/

Mr Professor - August 14, 2018, 9:12 am

Great video, OP!

I really liked how it was straight to point, and not some BS course.

mateoloisel - November 30, 2018, 3:28 am

thank for that mate very helpful!

matmat29 - December 3, 2018, 3:44 am

thanks for the video man, have been thinking of doing something similar for the past months,

however, selling SEO services! Ill dm you on youtube!

Mat