



UPWORK HACKS

17 STRATEGIES
TO UP YOUR
GAME, LAND
AWESOME
CLIENTS, AND
EARN MORE

Upwork says the demand for content marketing skills is on the rise. Try these 17 strategies to land great gigs and earn more.

While some freelancers argue Upwork unfairly favors the client over the freelancer, one thing can't be argued: **Upwork has a following.** And many freelancers use it as at least one avenue to build their portfolio and get more work.

Content marketing skills are the most desired by Upwork clients (out of over 250 writing-related skill overall). And Upwork reports at 11% increase in job posts requiring content marketing skills from last year.

So, clients need your skills. And that need is growing.

Some freelancers are happy to just enough to start getting work through Upwork. But there are **plenty of easy-to-implement strategies that help you stand out from the pack, help clients find you, and even set the stage for great reviews and repeat business.**

This is a collection of **17 of Upwork's most effective strategies** to help content marketing writers get the most out of this freelancing platform.



17 STRATEGIES TO EARN MORE ON UPWORK

1.) Complete your Upwork profile fully.

A 100% completed profile performs better in searches, making it easier for clients to find you.

2.) Take the skills tests.

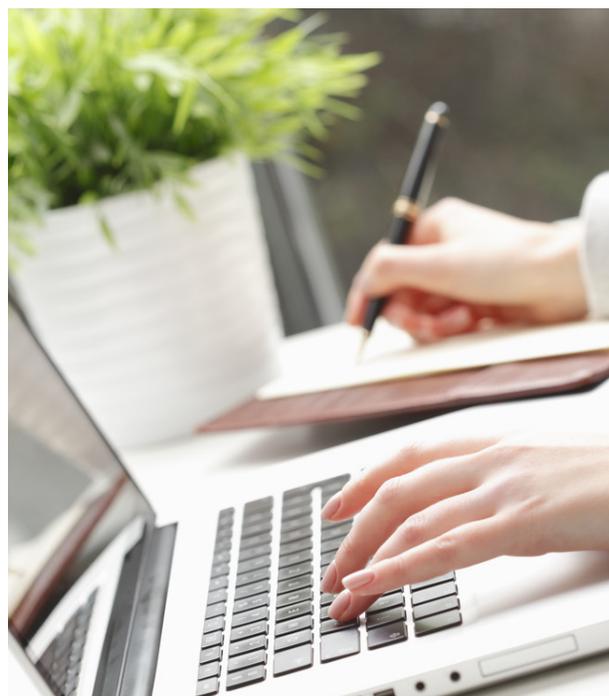
The tests take about 20 minutes, and Upwork will bump your job application quota up to 25 per week, giving you more shots at better gigs.

3.) Specialize.

Focus your profile on 1-3 services or areas of expertise. Showcase them in your title, and use keywords related to those skills in your profile. This signals to clients you're focused on (and serious about) providing these services, setting you apart from the jacks and jills of all trades.

4.) Have portfolio samples for key services.

Write a concise description about the project's goals, what you contributed on the project, and how effective it was (especially if the client provided any metrics). Clients looking for a freelancer with your skills will be confident you know your stuff.





5.) Link portfolio samples to past contracts.

Items linked to past Upwork contracts are displayed more prominently, which boosts your credibility with new clients. And Upwork notifies your past client that you've linked a sample to the contract, saving you the time of asking permission to use it.

6.) Keep your portfolio up to date.

Get rid of older projects that don't reflect your current skills and experience, and add new projects that demonstrate your growth and value. This gives clients a clear picture of your capabilities and skills today.

7.) Kick off projects with video calls.

Well-executed video calls with applications like Skype make you look savvy and professional. They also build major rapport between you and client, making it easier to discuss the project and negotiate your rate. And that face-to-face time sets the stage for repeat business.

8.) Master your bedside manner.

Clients need freelancers who communicate well in writing—and in person. Get comfortable talking to clients on the phone. If you opt for video calls, do a test run with a friend to make sure your sound is crisp and you understand how to use the technology.

9.) Know what you bring to the table.

Get clear on the value you offer clients. That way you can pick projects you're aligned with and negotiate your rates more confidently.

10.) Remember to negotiate.

Negotiating your costs is obviously a no-brainer. But you can also negotiate the project's deadline and rush fees if timing is tight.



11.) **Raise your rates as you get more reviews.**

Testimonials from happy clients give you more leverage. Give yourself your first raise bump after 2-3 awesome reviews.

12.) **Raise your rates with longer-term clients.**

If you've been working consistently with a client for at least six months, approach them about raising your rates. Their repeat business demonstrates how much they value you—chances are they'll be open to the conversation.

13.) **Be responsive.**

Responsiveness is key to an incredible client experience. Be prompt responding to client questions or inquiries. This will net you great reviews and feedback (convincing more clients to work with you), and can potentially land you repeat business.

14.) **End contracts with no activity quickly.**

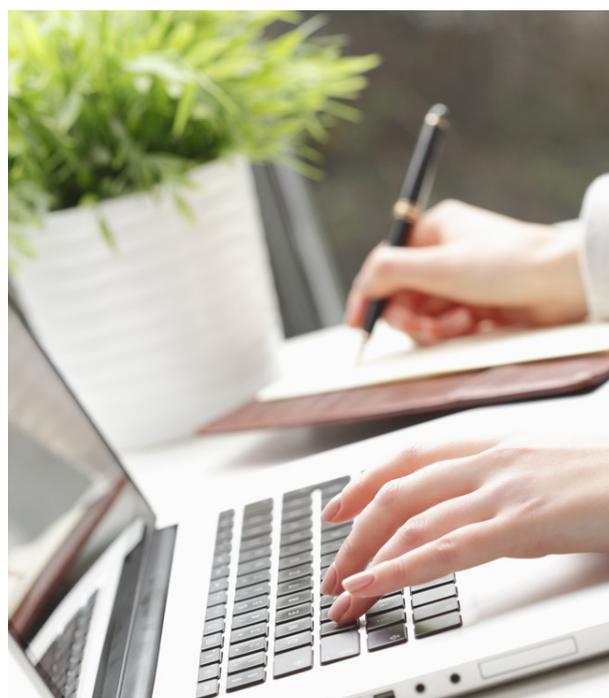
If nothing is happening with a contract, end it or request the client close it ASAP. Letting it drag out can lower your Job Success score, which can make it harder to attract better clients.

15.) **Ask clients for feedback.**

This shows you're dedicated to delivering high-quality work and cues clients that you're looking to build a longer-term relationship.

16.) **When the project's done, recommend the client close the contract.**

This increases the chance they'll leave feedback about working with you, which boosts your "social proof" for other clients.





17.) Provide a five-star experience.

This means providing five-star content AND five-star service to every client on every project. When you impress clients, they'll return the favor with terrific feedback and more work.



Bonus Strategy

Know when it's time to move on.

Upwork is a great place for freelancers just starting out or looking to build a portfolio. But it can be limiting if you eventually want to earn \$5K or more per month or specialize in a specific industry. So, set your goals, and start thinking how to scale your business. In the meantime, use Upwork to generate a strong portfolio and build or solidify your freelancing experience.



For more Upwork best practices, check out Upwork Hiring Headquarters for Freelancers at <https://www.upwork.com/hiring/category/for-freelancers/>.



Janice Hughes helps freelance marketing writers embrace their entrepreneurial dreams to build a six-figure freelance business. Prior to coaching, she was an award-winning B2B marketing writer for almost a decade, earning in the top 10% of copywriters nationally. For more information, visit www.hugheswriting.com/coaching.