

Upwork Tips & Resources (Updated October 2023)

UPWORK RESOURCES

- Upwork caters to all clients and freelancers worldwide. The Upwork platform by design is in English language only.
- The Upwork website and help resources are currently in English only. There is no Upwork Resource in French for the time being
 - You can use Google Translate to translate information from English to French
 - Try to change the language setting on the browser being used from English to French
- Search or google Upwork for the most recent information. Things change all the time.
 - Getting Started Upwork video in English - <https://www.youtube.com/watch?v=MoMzJu81GmU>
 - <https://support.upwork.com/hc/en-us/articles/360016252373-Build-Your-Profile-Essential-Items>
 - <https://support.upwork.com/hc/en-us/articles/211067578-Getting-Started>
 - <https://www.upwork.com/resources/how-to-get-started-on-upwork-as-a-freelancer>
 - <https://support.upwork.com/hc/en-us/articles/360016144974-Enhance-Your-Profile>
 - <https://community.upwork.com/t5/Academy/ct-p/Academy>
 - <https://www.upwork.com/resources/spotting-fake-job-posts>
 - <https://www.upwork.com/resources/negotiate-freelance-rates?>

TIPS FOR SUCCESS

- Search Upwork for answers (<https://support.upwork.com/hc/en-us>)
- Join the Upwork Community to get answers (community.upwork.com)
- Contact Upwork Support if unable to find answer (chat box 'Get Support')

WAYS OF INCREASING YOUR CHANCES OF WINNING JOBS

- Completing your profile
- Being active
- Perfecting your profile
- Finding your niche
- Focusing on the client
- Improving your proposal
- Looking professional

YOUR PROFILE

- Write your profile in English
- Be truthful
- Do not inflate your skills or experience (if you can't back it up, clients will not trust it)
- Your profile is one of your most important tools as a freelancer on Upwork
- It's a place for you to show your skills and accomplishments
- A great profile helps you stand out to potential clients and boosts your chances of winning jobs
- Profile photo – professional, plain background, clear face
- List 2-3 skills in the Title, use straight line between keywords (research the skill tags clients are using to search for talent)
- Write 3-4 compelling paragraphs for the Summary with a focus on the first sentence because it appears in client search
- Utilize all skill tags - used by Upwork algorithm when filtering
- Demonstrate your skills and convey your expertise with certifications
- Set competitive rates, start low to build client success
- Showcase all your skills, certifications, projects, testimonials, and professional experience to get maximum invites
- Optimize your profile with a professional profile picture, relevant experience, skills, projects, and past client testimonials
- Set your profile to Public
 - Note that Upwork may change a profile to Private if:
 - You're an established freelancer and don't earn money on Upwork for a period of two years or more
 - You're a new freelancer and don't earn money on Upwork within 90 days of your first proposal, or you choose not to submit a proposal within your first 90 days
 - New freelancers have a 90-day grace period to build up a successful stream of work before the profile visibility restriction begins
 - You can still submit proposals even if your profile is private — you just won't appear in search results
 - Freelancer Plus membership is never set to private
 - You can try to request that your Profile is reset to Public
 - Go to this page: https://support.upwork.com/hc/en-us/articles/115003975967?request=t_private_profile

CREATE A SPECIALIZED PROFILE

- <https://support.upwork.com/hc/en-us/articles/115013750068-Create-a-Specialized-Profile#:~:text=You%20have%20the%20option%20to,look%20to%20clients%2C%20select%20View.>
- You can create up to two specialized profiles in addition to your general profile
- According to Upwork, having a couple of specialized profiles can result in an average of 30% more job invitations
- Specialized profiles help clients find you and review your relevant experience

- Make it easier for Upwork to match you with more relevant projects
- Specialized profiles allow you to:
 - Show off your expertise
 - Optimize your profiles for multiple skill categories
 - See jobs on your timeline that apply to you

ENGLISH LANGUAGE PROFICIENCY

- Set Your English Proficiency
- Self-assess your skill level
- Being upfront helps establish trust with potential clients
- It is important to be honest when assessing your language abilities
- Overstating any skills may make it difficult to satisfy your clients and could adversely impact your reputation on Upwork
- If English is not your native language, you can become English-verified on Upwork to let clients know your English proficiency level

BUILD YOUR PERSONAL BRAND

- Consistency, integrity and social proof can help build your personal brand and profile on Upwork
- Building a brand can take a long time and requires strength and courage
- Think about your brand as a combination of what you do and how you do it

COMMUNICATING WITH CLIENTS

- Stay on the Upwork platform for ALL communication
- Do not go off platform (violates Upwork policy, you lose payment protection, usually a scam)
- Responsive, professional and regular email communication with client
- Proactive communication, anticipate and communicate any changes to meeting deadline or completing work as contracted
- Communicate progress
- Set realistic deadlines for completion
- Read the assignment carefully to do exactly what is asked

BE ALERT FOR SCAMS, STAY SAFE

- Report to Upwork ASAP
- Never give personal bank, ID information
- Keep all communication on Upwork
- Scammers will ask you to pay to get a job and go off platform to communicate

- Beware of clients requesting to communicate off platform
- Do a safety check when bidding on a job:
 - Look at client status, verified payment and client reviews/history
 - Is their Upwork activity legitimate?
 - Is anyone else applying for this job?
 - Is the job description too vague or lacking in detail?
 - Does the job sound too good to be true?
- <https://www.upwork.com/resources/spotting-fake-job-posts>

FILTER YOUR JOB SEARCH

- Filter your searches on Upwork to only show job postings that match your specific criteria.
- When you are on the main job search page, you should see a list of filters on the left-hand side of the page.
- You can use these filters to narrow down your search by location, job category, experience level, and many other criteria.

Start by logging in to your Upwork Account.

- From the home page of your account, in the Search box, enter the type of job you are looking for.
- Filter your search on the left menu bar.
- You can filter your job search by:
 - Category
 - Experience level
 - Job type
 - Number of proposals
 - Client info - can select previous clients and verified clients (do not apply for a job with an unverified client, usually a scam)
 - Client history
 - Client location
 - Client time zones
 - Project length
 - Hours per week
 - Connects needed

SUBMIT A PROPOSAL (Use your Connects wisely)

- Make sure your profile is up to date and accurately demonstrates your skills and experience
 - After seeing an impressive proposal, clients look at your profile to find more valuable information
 - Define your identity, values, goals and priorities
 - Communicate your unique value, strength and talent to your client
- Make sure the job is a match for the type of work you do
 - Read the job description carefully to ensure a match
 - Evaluate your own skills in relation to specific job posted
- Look at the client Upwork profile
 - Is their payment method verified?
 - What do their reviews say about them?

- Read the proposal carefully. What are they looking for? Do you excel at the skills they are looking for?
 - Understand what the job entails before starting a proposal for that project
 - Every client and job are unique
- Write a well-crafted and professional proposal
 - Brief, clean, and concise writing
 - Confirm that you understand the job they are asking you to do
 - A brief straightforward greeting and introduction followed by a concise restatement of the client's core need or problem
 - Write 2-3 sentences, telling the prospective client exactly why you're an excellent fit for the job
 - Highlight how your expertise aligns with the client's project
 - Brief but detailed description of the methods and processes you'll use to approach the project and provide excellent service
 - Personalize your proposal with the name of the client
 - The proposal must be about the client, their problem, and the ways that you can solve their problem
 - A well-written and unique proposal that demonstrates solutions for the client will increase your chances of success
 - AI can be useful as a starting point, edit to reflect your own voice
- Edit your proposal for grammar and spelling
- Do not bid too low / too high
- Attach relevant documents that support your proposal for this specific job
- Show them an example of similar work that you've already done
- Draw attention to past experiences in your portfolio or profile that matches their project needs
- Proposals are a great opportunity to introduce yourself to a potential client and show off some of your skills and experience
- Competition can be challenging, especially for new freelancers just starting out
- Stand out from the competition by writing a well-crafted and professional proposal
- Work hard and build a reputation on Upwork, so that clients come to you

INTERVIEW

- Present your best self
- Be on time
- Review your proposal ahead of the interview
- Demonstrate how you can provide a solution for the client
- Highlight how you can help the client solve their problem

CONTRACT

- Review carefully

- Accept or reject as soon as possible
- Professional communication throughout the process

GETTING PAID LINKS / RESOURCES

- Manage how you get paid: <https://support.upwork.com/hc/en-us/articles/211060918-Manage-How-You-Get-Paid>
- YouTube how to get paid: <https://www.youtube.com/watch?v=AYbuX58aLxA>
- Add manual time: <https://support.upwork.com/hc/en-us/articles/211068488-Add-Manual-Time>
- Get paid: <https://support.upwork.com/hc/en-us/categories/360001181014-Get-Paid>
- Hourly: <https://support.upwork.com/hc/en-us/articles/211063668-Get-Paid-for-Hourly-Contracts>
- Fixed Price: <https://support.upwork.com/hc/en-us/articles/211063718-Get-Paid-for-Fixed-Price-Contracts>

GETTING PAID

- Track your time so you are compensated for your time
- Manual time
 - Track your time accurately and honestly
 - If you have been given permission to enter manual time, be sure to enter on the day and time worked in your Work Diary
 - Select date
 - Select start and end time
 - Add a brief memo describing work
 - Click on submit
 - All time logged in your Work Diary and added as manual time, is automatically invoiced to the weekly.
 - Your Work Diary tracks all your payments
- Upwork auto-tracking
 - Log time with the Upwork Desktop App
- Review all your payment settings
- Hourly contracts
 - Freelancers and agencies include their rate when submitting a proposal to your project. You can further negotiate this rate during the interview process.
- Fixed price contracts
 - Freelancers and agencies submit their proposed bid for the entire project and suggest potential milestones. You can further negotiate the price and payment of milestones during the interview process.
- Contact the client if there are missing payments in your Work Diary
- Contact Upwork support with any unresolved questions/issues about payment

PAYMENT METHOD

- Select how to get paid: <https://support.upwork.com/hc/en-us/articles/211060918-Manage-How-You-Get-Paid>
- Set up Automatic Payment Schedules (optional)
 - If you would like to be paid on a certain schedule without having to request a withdrawal each time, you can set up an automatic payment schedule.
 - First, set up a payment method.
 - Next, choose your payment schedule.
 - Your available balance will be dispersed to your preferred payment method automatically according to your chosen schedule.
- Even after you set up an automatic payment schedule, you can still withdraw your available funds manually at any time.
- Payment schedule feature.
- Earnings are automatically sent to your primary payment method based on the payment schedule you choose.
- You can adjust your automatic withdrawal limit in your Get Paid settings under Edit Schedule.
 - Go to your Upwork Profile > User settings > Get Paid
 - Edit withdrawal schedule
 - Select Preferred withdrawal method from pull-down menu - Quarterly, Monthly, Twice per Month, Weekly
 - Earnings will be released upon your request.
 - Select Minimum withdrawal amount from pulldown menu (minimum is \$100)
- On your withdrawal schedule, we'll only withdraw your payment if your balance is larger than this amount. This may help reduce fees.
- Optional: Set Reserve balance
 - Set aside money each month to use for Connects.
- **IMPORTANT TO KNOW:** Your balance is only withdrawn automatically when it exceeds a specific limit (e.g. \$100 or more) on your scheduled withdrawal date.
- If your available balance never exceeds this limit, you can use the Get Paid Now button to manually withdraw your earnings at any time. It's totally up to you.
- **IMPORTANT TO KNOW:** Balances older than 180 days will be withdrawn automatically, whether they are over your balance limit or not.
- M-Pesa payment option is not currently available in DRC
 - Send a request to Upwork to ask them to offer the M-Pesa payment option (via Feedback link Upwork website)

PAYMENT FEES - Upwork and payment platform

- Review all bank and payment vendor fees carefully when setting up your payment method

UPWORK SERVICE FEES

- <https://support.upwork.com/hc/en-us/articles/211062538-Freelancer-Service-Fees>

END OF CONTRACT FEEDBACK

- When a contract ends, clients can choose to leave feedback
- There are two types of feedback for contracts at Upwork: public and private
- Private feedback will be kept anonymous and never shared directly with the freelancer
- Public feedback will be shared on your freelancer's profile
- Freelancers can leave public feedback about their experience with the client
- You have 14 days from the end of a contract to leave feedback
- The system is double-blind, which means that feedback won't be visible until both parties provide it for each other
- If only the client or the freelancer leaves feedback, Upwork will post the feedback after 14 days
- The most recent public feedback will display at the top of your profile
- If you get a bad review, learn from the experience and work to get more positive reviews that will rise to top of your reviews

MID CONTRACT FEEDBACK

- In addition to leaving feedback at the end of a contract, your client can choose to leave you public feedback before the contract ends
- Mid-contract feedback is public and shows on your Work History
- Mid-contract feedback does not factor into your Job Success Score.
- Designed to help you get public feedback for your work history even if you are working on longer contracts
- You can't reply publicly, but you will get the opportunity to do so at the end of the contract
- If you are concerned about mid-contract feedback you've received or have other concerns, Upwork suggests reaching out to your client directly to resolve any issues
- Your client can provide additional mid-contract feedback in the future, or feedback when the contract ends
- To request feedback, choose the "Request Feedback" option under the Feedback tab in the contract room
- Your client can choose to proactively give mid-contract feedback or you can request feedback from your client when the contract meets these terms:
 - The contract started at least 30 days ago
 - The client has made a payment on the contract within the last 30 days
 - The client has not provided feedback in the last 30 days
 - To ask for feedback, choose Request Feedback under the Feedback tab in the contract room
 - Your client has 14 days to provide the feedback before your request expires
 - If they choose not to respond, you can ask again after the 14 days are up but not before then

- While feedback is important, you don't want to make your client feel pressured

BADGES

- ID Verification badge – blue checkmark verifies you are who you say you are
- Profile badges - <https://support.upwork.com/hc/en-us/articles/360056309633-Profile-Badge-Display>
 - Rising Talent - When you are new to Upwork, the Rising Talent badge will let clients know you are among the best new freelancers in the Upwork marketplace.
 - Top Rated - You can earn a Top Rated badge if you have built a strong reputation on Upwork by getting positive feedback from your clients, time after time. If you become Top Rated, you will represent the top 10% of talent on Upwork.
 - Top Rated Plus - To earn a Top Rated Plus badge, you must display proven success on large or long-term contracts. You will have built a strong reputation on Upwork by getting positive feedback time after time, including work on high-value contracts
- Availability badge – must pay with connects
 - We do not recommend paying Connects for new freelancers just starting out
 - Best for freelancers who have established themselves and get more invitations than they have time for
 - The weekly price of the badge may fluctuate
 - <https://support.upwork.com/hc/en-us/articles/4403673074707>

JOB SUCCESS SCORES (JSS)

- Your Job Success Score reflects your reputation on Upwork based on direct client feedback and other indicators of client satisfaction.
- It combines metrics on your clients' public and private feedback, long-term client relationships, client rehires, and contracts that don't result in work delivered.
- Top freelancers and agencies on Upwork typically have a score of 90% or higher, which indicates an overall track record of meeting or exceeding clients' work expectations.
- Small differences between scores, say 91% versus 93%, are less important than large differences.
- Freelancers with scores of 90% and above have consistently delighted their clients.
- A freelancer or agency with a score in the 80s has done solid work but also has indicators that their clients see some room for improvement.
- Scores of 79% and below may indicate that the freelancer or agency has been struggling to meet their clients' expectations.
- These are some of the factors Upwork considers in calculating your Job Success Score:
 - Long-term relationships can help you boost your score, but if you don't have them, they won't count against you
 - Jobs with higher earnings have a bigger impact on your score
 - If one of your clients has been previously flagged or suspended, their feedback won't count against your JSS
- Will my JSS change over time

- Yes
- Every now and then, Upwork takes snapshots of your 3-, 6-, 12- and 24-month history in the marketplace and calculates a score for each.
- Upwork will always use the best score out of these moving time windows.
- If your score moves up or down, recent activity, activity over a longer period (up to 24 months), or even private feedback could affect your score
- The JSS is calculated every 2 weeks, jobs older than 24 months fall out of the scoring timeframe
- What is the difference between public and private feedback?
 - Private feedback can affect your score (private feedback is visible to only the client)
 - Public feedback is what freelancers see at the end of each contract and what is shared publicly on freelancers' profiles. Ratings for skills, availability, quality of work, adherence to schedule, communication, and cooperation, plus comments if clients have added any.
 - Private feedback consists of the reason for ending the contract (e.g., job completed successfully) and a score for "How likely are you to recommend this freelancer to a friend or colleague?" on a scale of 0 to 10 (Not at all likely to Extremely likely).

CONNECTS

The Upwork digital currency used for submitting proposals for freelance contracts. Upwork introduced Connects in 2019. Now freelancers are required to use Connects to submit proposals, boost their proposals, and signal to clients that they're available for work. Upwork jobs require between 4 and 16 connects to send a proposal.

Starting August 16, 2023, the number of Connects required to submit a proposal at Upwork will range from 4 to 16 based on the project's value. The number of Connects needed to submit for a project is determined by the size and scope of the project opportunity. The goal is to make the number of Connects per proposal better reflect the demand for work in the Marketplace.

- Spend Connects wisely. Weigh the value of the job (how much you will get paid) against the cost of the Connects.
- To avoid burning through Upwork connects, some of the best things you can do are:
 - Improve your proposals.
 - Improve your profile. Having a clean, convincing profile can go a long way in getting a client to send you a message.
- Establishing an excellent profile, spending connects wisely, and bidding selectively can win jobs
- Good reviews can get freelancers on the road to building up connects over time
- Connects are an investment toward your freelance business
- <https://support.upwork.com/hc/en-us/articles/211062898-Understanding-and-Using-Connects>
- To check your Connects balance, go to Find Work. Your balance is shown on the right menu bar.
- To help you review and manage your monthly Connects use, Upwork provides a report of your Connects transactions for the past 7, 30, and 90 days. To view your history, hover over the Reports tab on your home page and choose Connects History.

There are three ways to get Upwork connects: Purchased, Earned and Free. Free connects are issued on the first day of the Billing Cycle, which can be viewed on the Membership & Connects section of the

Settings tab. Connects are an Upwork-specific digital currency primarily used for submitting proposals for freelance contracts. As of June 2023, Upwork jobs require between 2 and 16 connects to send a proposal. Freelancer Basic accounts receive 10 free connects per month, while Freelancer Plus accounts receive 80.

- Free: No Connects are needed
 - When a client invites you to bid
 - When a client sends you an offer
 - When a client purchases your Project Catalog project
- Free: Monthly Connects
 - Each month, freelancers receive free Connects to help reach out to more clients.
 - Freelancer Basic accounts receive 10 free Connects each month, and Freelancer Plus accounts receive 70 Connects each month (including 10 free).
 - Freelancer Plus plan costs \$14.99 USD a month
- Buy Connects
 - Connects cost \$0.15 (USD) each and are sold in bundles or a custom amount of your choice.
- Earn Connects
 - Upwork rewards some free Connects. The incentives are there to do the main things Upwork wants you to do: sign up, work and increase your talent badge ranking by delivering great customer experiences, build out your profile, and work with great clients.
 - You'll receive 40 free Connects when you register for Upwork for the first time
 - You'll receive 30 free Connects if you earn a Rising Talent badge
 - You'll receive free Connects (the number can vary) when you win an interview with an established client on Upwork. (In general, it's a client who has hired and spent on Upwork in the past.)
 - You'll get a one-time Connects bonus if you complete an Upwork Skill Certification

BUILD YOUR SKILLS

- Competition depends on what niche you are in (a mature niche is often a saturated market)
- Research the skills that are in high demand
- Build your skills to meet demands of the job market

According to Upwork, the skills that have seen the biggest increase in demand on their platform over the past year are:

- Sales & business development (54%)
- Data entry (47%)
- Accounting (45%)
- 3D animation (44%)

Other in-demand skills on Upwork include:

- Bookkeeping
- Financial analysis & modeling
- Management consulting
- Instructional design
- Business analysis & strategy
- Tax preparation
- HR administration
- Training & development
- Email, phone, and chat support
- General virtual assistance
- Digital project management
- General research services
- Tech support
- Dropshipping and order processing
- Community management
- SEO
- Social media marketing
- Web development
- Graphic design
- Copywriting
- Video editing
- Photography
- Event planning
- Coding
- UI/UX

AFRICAMUPYA.COM RESOURCES

- <https://africamupya.com/>
- <https://africamupya.com/module-technique-pour-upwork/>
- <https://africamupya.com/ehi-meeting-notes/>

COURSERA

- Coursera offers free classes
- Some free courses by respected academic institutions
- Certificate courses generally have a fee
- Some courses have subtitles in other languages
- 100% online, flexible deadlines, has videos, readings and quizzes

DUOLINGO

- Certifications that you can add to verify your English level: Duolingo Proficiency Exam in English
- You can get English verified as Native/Bilingual by taking the English Certification test by Duolingo. There is a fee for the certificate
- You can take the test on Duolingo and add it to your profile by clicking Share Certificate on Upwork.
- <https://www.coursera.org/articles/duolingo-english-test>
- Test online anytime, anywhere, for free
- Duolingo offers free practice test questions on its website. Reviewing these questions lets you see the types of questions you have to answer so you're more comfortable with them on test day.

UPWORK ACADEMY

- Free
- <https://community.upwork.com/t5/Academy/ct-p/Academy>