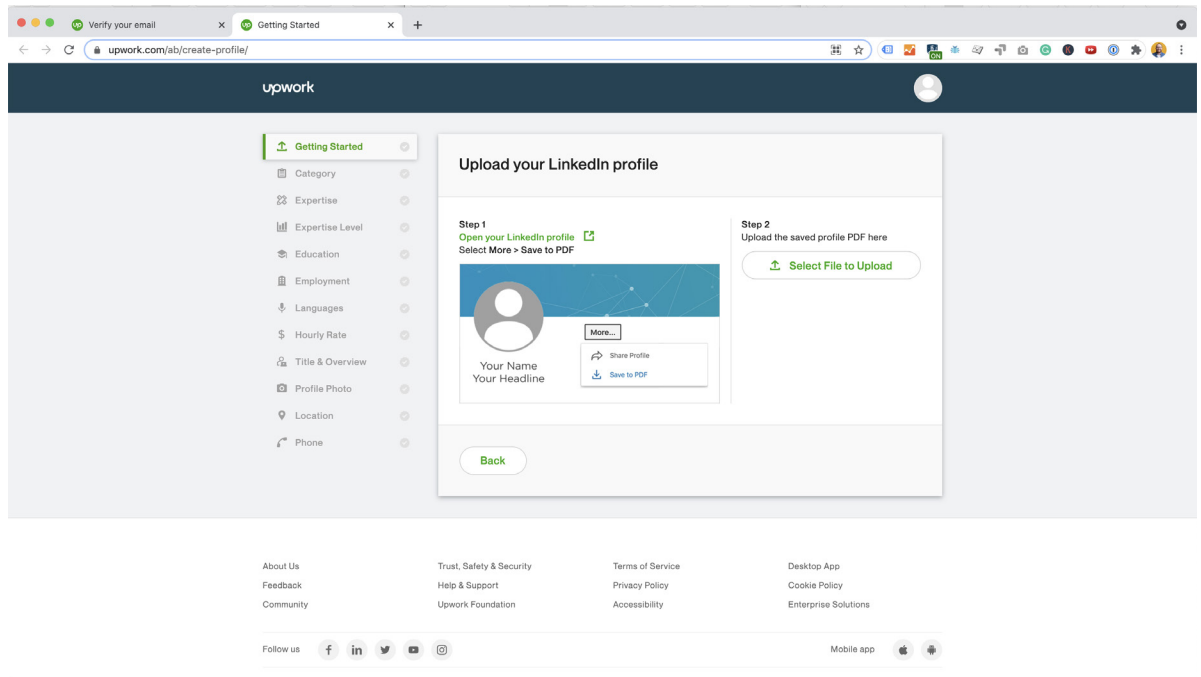


FREELANCER APPLICATION

Now it's time freelancer application process. We'll walk through every step together.

01 GETTING STARTED

The first step is choosing whether or not you want to fill out everything manually or use your LinkedIn account to autopopulate the fields.



IMPORTANT STUFF



- Either way you choose is fine.
- You will need to check every field and make sure it autopopulated correctly. Some of the text might be off

FREELANCER APPLICATION

02 CATEGORIES

Next up is your freelancing categories

The screenshot shows the Upwork 'Category' selection page. On the left, a sidebar lists various profile sections: Getting Started (checked), Category (active), Expertise, Expertise Level, Education, Employment, Languages, Hourly Rate, Title & Overview, Profile Photo, Location, and Phone. The main content area is titled 'Category' and '2 of 12'. It asks 'Tell us about the work you do' and 'What is the main service you offer?'. Two dropdown menus are visible: the first is set to 'Web, Mobile & Software Dev' and the second is set to 'Web & Mobile Design'. 'Back' and 'Next' buttons are at the bottom of the form. The footer contains links for About Us, Trust, Safety & Security, Terms of Service, and Desktop App, along with social media icons and a copyright notice for 2015-2021 Upwork® Global Inc.

IMPORTANT STUFF



- For web designers, we'll choose "Web, Mobile & Software Dev"
- If you're not a web designer or developer, it's not a good idea to choose that just because it's in demand and then change once your application is accepted. Just be honest.

FREELANCER APPLICATION

03 EXPERTISE

In this step, we'll choose your specific skills as a freelancer.

The screenshot shows the Upwork 'Expertise' selection screen. On the left, a sidebar lists profile sections: Getting Started (checked), Category (checked), Expertise (checked and highlighted), Expertise Level, Education, Employment, Languages, Hourly Rate, Title & Overview, Profile Photo, Location, and Phone. The main area is titled 'Expertise' with a sub-header '3 of 12'. It contains a 'Select your skills' section with a grid of skill tags: Visual Communication (+), Web Design (checked), Usability Testing (+), User Interface Design (+), Mobile App Design (+), Adobe XD (+), Webflow (+), Competitive Analysis (+), User Experience Design (checked), Software Design (+), Game Design (+), iPhone UI Design (+), Figma (+), Axure RP (+), and Adobe Photoshop (+). Below this is a search bar 'Not what you're looking for?' with a list of tags to remove: WordPress Website (X), Adobe XD (X), Showit (X), Landing Page (X), Website Copywriting (X), Branding Strategy (X), Virtual Assistant (X), and Social Media Design (X). At the bottom are 'Back' and 'Next' buttons. The footer contains links for About Us, Feedback, Community, Trust, Safety & Security, Help & Support, Upwork Foundation, Terms of Service, Privacy Policy, Accessibility, Desktop App, Cookie Policy, and Enterprise Solutions.

IMPORTANT STUFF



- The more specific you can be the better. Rather than something like web developer choose a specific language OR tool.
- Feel free to choose things outside of the main skills you want to freelance in. You can take those off later.

We want to let Upwork know you can potentially help a lot of different needs

FREELANCER APPLICATION

04 EXPERTISE LEVEL

Now, we'll choose your level of expertise.

The screenshot shows the Upwork profile creation interface. On the left, a sidebar lists profile sections: Getting Started, Category, Expertise, Expertise Level (highlighted), Education, Employment, Languages, Hourly Rate, Title & Overview, Profile Photo, Location, and Phone. The main content area is titled 'Expertise level' and asks 'What is your level of experience in this field?'. It presents three options: 'Entry level' (I am relatively new to this field), 'Intermediate' (I have substantial experience in this field), and 'Expert' (I have comprehensive and deep expertise in this field). Below these options are 'Back' and 'Next' buttons. The footer contains links for About Us, Feedback, Community, Trust, Safety & Security, Help & Support, Upwork Foundation, Terms of Service, Privacy Policy, Accessibility, Desktop App, Cookie Policy, and Enterprise Solutions, along with social media icons and a copyright notice for 2015-2021 Upwork Global Inc.

IMPORTANT STUFF



- It's tough to gauge what anyone should put here really. Upwork gives some guidelines BUT a lot of times Upwork clients don't use those guidelines.
- Be honest, but keep in mind how a client might think about these experience levels. If you have any experience at all they would likely consider intermediate and you're probably safe to choose that.

If you've been working in the field you'll be

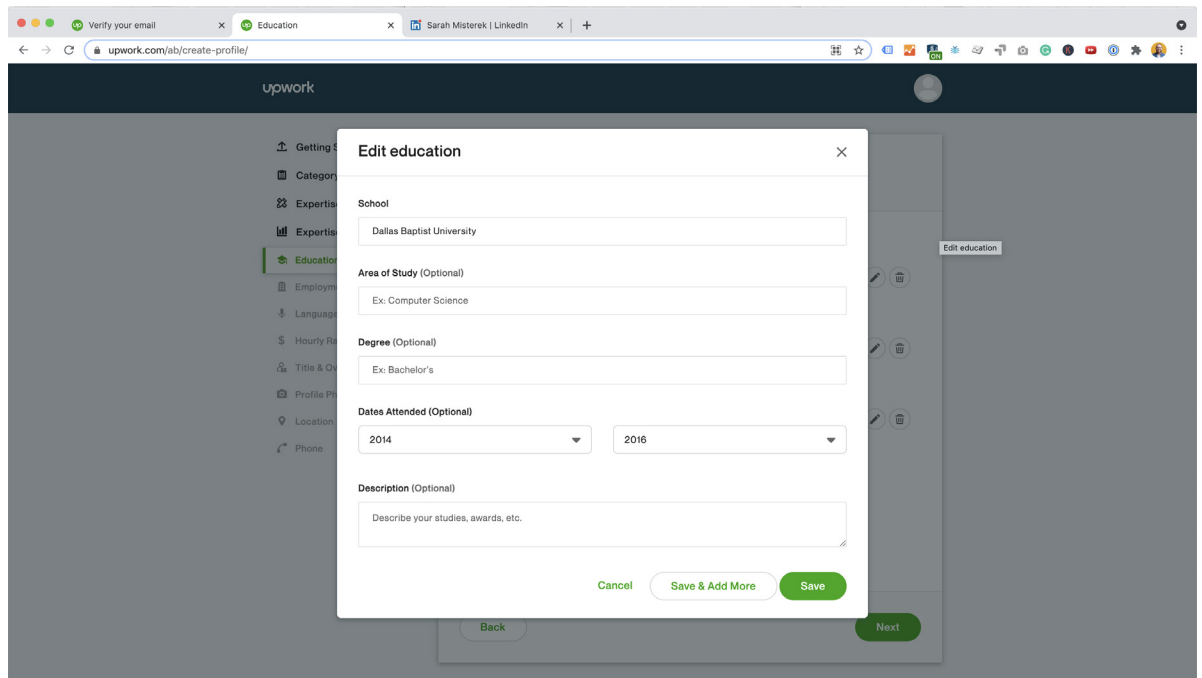
freelancing in for two years or more you're probably safe to choose expert.

If you have no experience whatsoever in the field then definitely choose entry level.

FREELANCER APPLICATION

05 EDUCATION

Now, let's work on our education

A screenshot of a web browser showing the Upwork 'Edit education' form. The browser's address bar displays 'upwork.com/ab/create-profile/'. The form is a modal window with a close button in the top right corner. It contains several input fields: 'School' (with 'Dallas Baptist University' entered), 'Area of Study (Optional)' (with 'Ex: Computer Science' as a placeholder), 'Degree (Optional)' (with 'Ex: Bachelor's' as a placeholder), 'Dates Attended (Optional)' (with dropdown menus for '2014' and '2016'), and 'Description (Optional)' (with the placeholder text 'Describe your studies, awards, etc.'). At the bottom of the form are three buttons: 'Cancel', 'Save & Add More', and 'Save'. The background shows a sidebar with navigation options like 'Getting Started', 'Categories', 'Expertise', 'Education', 'Employment', 'Languages', 'Hourly Rate', 'Title & Overview', 'Profile Photo', 'Location', and 'Phone'.

IMPORTANT STUFF



- Use the "Description" area to your advantage. Try to connect whatever your education is to the area you'll be freelancing in.
- They are somewhat restrictive when it comes to the type of degree you can add. So, feel free to leave it blank and then add it in the description.

FREELANCER APPLICATION

06 EMPLOYMENT

Let's add our employment history

upwork

- Getting Started
- Category
- Expertise
- Expertise Level
- Education
- Employment**
- Languages
- Hourly Rate
- Title & Overview
- Profile Photo
- Location
- Phone

Employment

6 of 12

Add your past work experience

Build your credibility by showcasing the projects or jobs you have completed.

- Virtual Executive Assistant | Best Christian Workplaces Institute** [edit] [delete]
- Personal Assistant | Misterek Web Design** [edit] [delete]
November 2019 - October 2020
I am married to a web designer and mentor, podcaster, and entrepreneur. We make a great team.
- Kids Department Director | Hillsong Church Phoenix** [edit] [delete]
November 2016 - November 2019
- Consultant | Riverside Church** [edit] [delete]
July 2016 - October 2016
Logo re brand, marketing consultation and execution, creative team help and platform speaking.
- Volunteer Manager | The Bowery Mission** [edit] [delete]
June 2015 - June 2016
- Executive Assistant & Volunteer Scheduling Coordinator | The Bowery Mission** [edit] [delete]
June 2014 - June 2015
- Administrative Coordinator | The Bowery Mission** [edit] [delete]
August 2013 - June 2014
- Registrar's Assistant | The Bowery Mission** [edit] [delete]
April 2013 - August 2013

IMPORTANT STUFF



- Make sure you check everything if you used your linkedin pro file. There will likely be some mistakes you'll need to fix
- Try to tie your real world job experience with what you're going to be doing as a freelancer. Even if it's in a completely different field try to be creative.

FREELANCER APPLICATION

07 LANGUAGES

Know multiple languages?

The screenshot shows a web browser window with the URL `upwork.com/ab/create-profile/`. The page is titled 'Languages' and is step 7 of 12 in the profile creation process. On the left, a sidebar lists various profile sections: Getting Started, Category, Expertise, Expertise Level, Education, Employment, Languages (highlighted), Hourly Rate, Title & Overview, Profile Photo, Location, and Phone. The main content area for 'Languages' asks 'What is your English proficiency?' with a dropdown menu currently showing 'English proficiency'. Below this, it asks 'What other languages do you speak?' and provides a '+ Add Language' button. There are also links for 'Skip this step', 'Back', and 'Next'. The footer contains links for 'About Us', 'Feedback', 'Community', 'Trust, Safety & Security', 'Help & Support', 'Upwork Foundation', 'Terms of Service', 'Privacy Policy', 'Accessibility', 'Desktop App', 'Cookie Policy', and 'Enterprise Solutions'. It also includes social media icons for Facebook, LinkedIn, Twitter, YouTube, and Instagram, and mentions 'Mobile app' with Apple and Android logos. The copyright notice at the bottom reads '© 2015 - 2021 Upwork® Global Inc.'

IMPORTANT STUFF



- Be honest!

FREELANCER APPLICATION

08 HOURLY RATE

Hourly rate time!

The screenshot shows the Upwork profile creation interface. On the left is a sidebar with a list of steps: Getting Started, Category, Expertise, Expertise Level, Education, Employment, Languages, Hourly Rate (highlighted), Title & Overview, Profile Photo, Location, and Phone. The main content area is titled 'Hourly Rate' and '8 of 12'. It contains the following sections:

- Hourly Rate**: A text box for the rate, with a dollar sign icon and a '/hr' suffix. Below it, it says 'Total amount the client will see'.
- Upwork Service Fee**: A section with an 'Explain this' link. It states: 'The Upwork Service Fee is 20% when you begin a contract with a new client. Once you bill over \$500 with your client, the fee will be 10%.' It includes a dollar sign icon and a '-0.00 /hr' value.
- You'll receive**: A section with a text box for the estimated amount after service fees, with a dollar sign icon and a '/hr' suffix.
- Upwork service fees can be as low as 5%**: A bar chart showing three bars representing 20%, 10%, and 5% fees. A green arrow points from the 20% bar to the 5% bar. Below the chart is a button that says 'See how it works'.
- Skip this step**: A green link.

At the bottom of the main content area, there are 'Back' and 'Next' buttons.

IMPORTANT STUFF



- Use your freelancer math to figure out an hourly rate if you don't know what to put here
- If you have no clue what to put here \$20/hr is a good starting point

FREELANCER APPLICATION

09 TITLE AND OVERVIEW

Your title and overview is the last of the heavy lifting for the application process.

The screenshot shows the Upwork profile creation interface. On the left is a sidebar with a list of steps: Getting Started, Category, Expertise, Expertise Level, Education, Employment, Languages, Hourly Rate (highlighted), Title & Overview, Profile Photo, Location, and Phone. The main content area is titled 'Hourly Rate' and is step 8 of 12. It contains several input fields: 'Hourly Rate' (with a dollar sign icon and '/hr' suffix), 'Upwork Service Fee' (with an 'Explain this' link and a note about the 20% fee), and 'You'll receive' (with a note about the estimated amount after fees). Below these is a bar chart showing service fees of 20%, 10%, and 5%, with a green arrow pointing down and a button 'See how it works'. At the bottom of the main area are 'Back' and 'Next' buttons.

IMPORTANT STUFF



- Be clear and specific with your title. You aren't just a web designer. You're a Conversion Focused Web Designer.
- For the overview be as descriptive as possible.. There's a template to use on the next page BUT you'll still have to be creative with how you describe yourself
- Use this template as a guide

TALK ABOUT HOW YOUR CLIENTS FEEL AFTER THEY'VE WORKED WITH YOU!

LIST A REALLY SHORT TESTIMONIAL SNIPPET FROM A PAST CLIENT!

TALK ABOUT ANY SPECIFIC OUTCOMES YOU SAW FROM WORKING WITH A CLIENT FOR INSTANCE "SALES WENT UP BY 12%!"

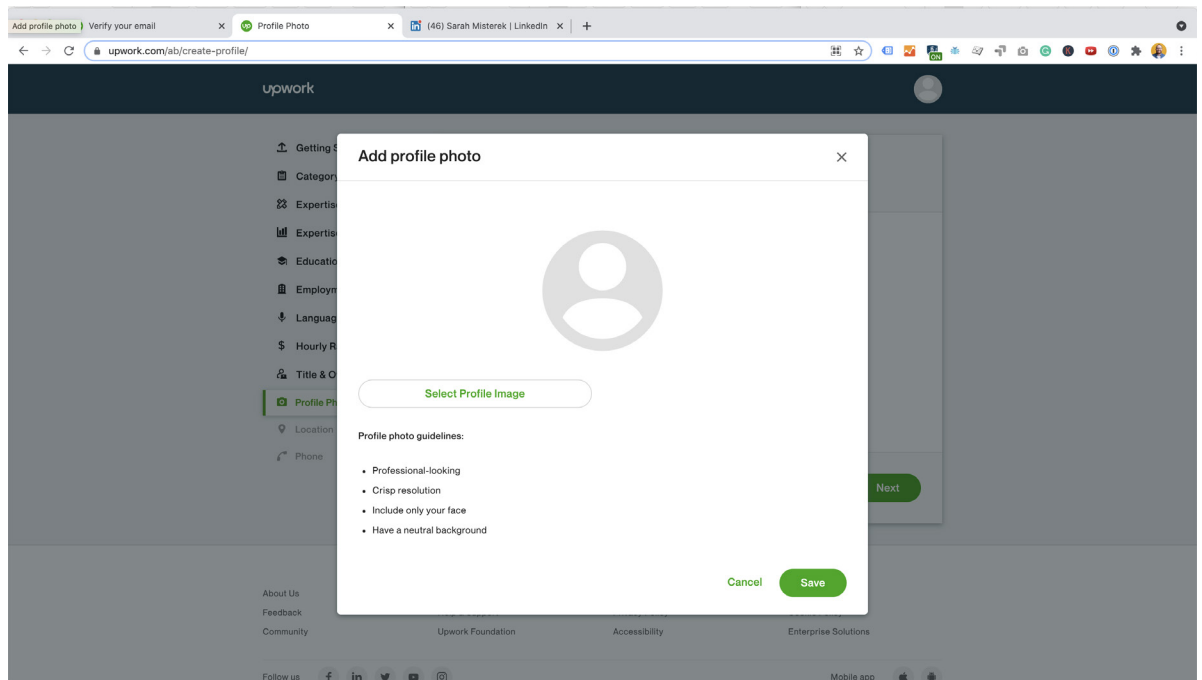
EXPLAIN YOUR PROCESS A LITTLE BIT!

EMPHASIZE WHAT YOU DO AND WHAT A CLIENT CAN EXPECT!

FREELANCER APPLICATION

10 PROFILE PHOTO

Now it's time for your profile photo.



IMPORTANT STUFF



- Make sure you follow the guidelines that Upwork states.
- If you don't have any professional headshots use the portrait mode on your smart phone.
- Make sure you don't use a selfie or a repurposed photo.

FREELANCER APPLICATION

11 LOCATION

Location time! Pretty straight forward.

upwork

Getting Started ✓
Category ✓
Expertise ✓
Expertise Level ✓
Education ✓
Employment ✓
Languages ✓
Hourly Rate ✓
Title & Overview ✓
Profile Photo ✓
Location ✓
Phone

Location
11 of 12

Verify your identity to create a trusted marketplace
We use your street address and phone number to verify your identity, and your zip code to show relevant jobs. Only your city will be shown to clients.

Country
United States

Enter street address

Apt/Suite

City
Start typing your city

State/Province
Please select

ZIP/Postal code

Back Next

IMPORTANT STUFF



- Your clients won't know what your address is. This is just to allow Upwork to know you're a real person

FREELANCER APPLICATION

12 PHONE

Adding your phone number and getting a verification code

The screenshot shows the Upwork profile creation interface. On the left, a sidebar lists 12 steps: Getting Started, Category, Expertise, Expertise Level, Education, Employment, Languages, Hourly Rate, Title & Overview, Profile Photo, Location, and Phone. The 'Phone' step is highlighted with a green checkmark and a green bar. The main content area is titled 'Phone number' and '12 of 12'. It instructs the user to 'Add your phone number for verification purposes.' Below this, there is a 'Phone' input field with a dropdown menu for country codes (currently showing '+1') and a text input for the number. A note states: 'You'll receive a text message with a verification code you can enter on the next step. Messaging rates may apply. Your phone number will not be shared with clients.' At the bottom of the form are two buttons: 'Back' and 'Go to Enter Code'. The footer contains links for 'About Us', 'Feedback', 'Community', 'Trust, Safety & Security', 'Help & Support', 'Upwork Foundation', 'Terms of Service', 'Privacy Policy', 'Accessibility', 'Desktop App', 'Cookie Policy', and 'Enterprise Solutions'. It also includes social media icons for Facebook, LinkedIn, Twitter, YouTube, and Instagram, and a copyright notice: '© 2015 - 2021 Upwork® Global Inc.'

IMPORTANT STUFF



- Again, your clients won't see this. BUT, you'll need to do this to get a verification code.

FREELANCER APPLICATION

That's it!

HOMEWORK



Finish your application process with Upwork.

NOTES

