

1000 FREELANCER PROJECTS

THE ULTIMATE GUIDE
TO BECOMING A HIGHLY
SUCCESSFUL FREELANCER



British Editor, Proofreader and Published Writer



5.0 ★★★★★ (1000 reviews)

100% Jobs Completed

100% On Budget

100% On Time

30% Repeat Hire Rate

PACKED FULL OF EFFECTIVE TIPS,
PRACTICAL ADVICE AND INVALUABLE GUIDANCE
FROM A GENUINE FREELANCER
WITH AN EXCEPTIONAL, PROVEN REPUTATION.

DAVID DUNDAS



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Author's Request

I have included a link to my [Freelancer.com profile](#) within this book as it was important to me that I provide you with irrefutable evidence that the ideas, suggestions and information provided can be backed up with genuine proof of their efficacy.

My sincere hope is that you will find this book useful, informative, educational and, above all, helpful.

It may be that having read the book, you have some comments to make or questions to ask. For this reason, I have created a Facebook page, [1000FreelancerProjects](#). Please use this page for posting any comments or to ask any questions about the book. My intention is that the Facebook page for *1000 Freelancer Projects* becomes a meeting place for those of you who have read the book and who have additional ideas to share with other freelancers, or additional comments to make.

I still work full-time and, as you will see, my Freelancer.com profile is still very active. I will be checking the 1000 Freelancer Projects Facebook page regularly and will make every attempt to respond to any message you leave there.

Thank you.

David Dundas



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ACKNOWLEDGEMENT AND THANKS

My thanks go to Lynda Godenzi who inspired and motivated me to put 'pen to paper' and write *1000 Freelancer Projects* as hers was the 1000th project I completed.

Disclaimer

The intention behind the writing of this book is to both try and help you become a successful freelancer, while also helping you to avoid mistakes and pitfalls that can result in financial loss.

All the information provided is based on my personal experience and my profile on the Freelancer website <https://www.freelancer.com/u/ProWriterHalDog> is 100% genuine and still a very active profile.

All information is also provided on a 'good faith' basis.

All information provided was accurate at the time of publication, but all businesses today are fluid and changes in their operating methods, fee structures and services provided occur on a regular basis.

As a consequence, while every effort has been made to provide useful, beneficial and effective information relating to the world of freelancing, no guarantee can be provided as to the efficacy of the information provided and no liability can, or will be accepted, as a result of actions taken as a consequence of using any, or all of the information provided in this book, whether financial or personal.

INTRODUCTION

THERE IS A WEALTH of publications available which offer advice on how to become a successful freelancer. I have read many of them and some of what is said makes sense on paper. A lot of what is said sounds good, but where I struggled was the lack of credibility. Where is the proof that the advice works?

Most of the articles and books on the subject of freelancing are written by people who have no credible proof that the advice they provide actually works. Much of it is hearsay and simply a repetition of what authors have found on the net that has been written by others who, themselves, aren't freelancers either.

From the very beginning you will find this book is very different.

Why?

Because it has been written by someone who is living proof that that anyone can become a successful freelancer if you set your mind to it.

I have completed over 1000 projects on the Freelancer.com platform, which provides you with over 1000 pieces of evidence that what I tell you is not just good advice, it works!

In addition, you will learn why I have only 5* ratings for all my work and how I have managed to maintain a 100% completion rate, a 100% on-time project delivery rating, and a 100% on-budget rating. This is vital information as I cannot tell you how many employers have come to me purely because I appear to be 100% reliable.

So, what was my motivation for writing this book?

The answer is simple. Freelancing changed my life and I am grateful not just for the financial rewards it has brought me, but also for how it gave me the freedom that only comes with being your own boss. For me, it is a great life, and if this book can help change your life for the better, then I will have achieved my mission.

However, unlike many “Get Rich Quick” books, you will not see me on the front cover of this book leaning against a Ferrari that is parked outside a huge mansion house, because I am not out to create a false impression or dupe you into buying this book. However, what I will tell you is that as a result of my success as a freelancer, I now live in a bigger house than I did, and drive a much nicer car than I did, and I would want the same for you.

I want to help you make a great start to your freelancing career, to ‘hit the ground running’ by avoiding many of the common mistakes made by inexperienced freelancers and instead help you to start earning virtually straight away.

If you are already freelancing, then I hope the contents of this book will help you become more successful and provide you with a greater understanding of what separates struggling freelancers from successful freelancers.

As you work your way through the book you will discover that much of the content relates to the world's largest freelancing platform, Freelancer.com. This is the platform that, from the very beginning, I found to be the best platform for providing freelancing opportunities. While my area of expertise lies in writing, editing and proofreading, the Freelancer platform has thousands, in fact tens of thousands of projects across a wide range of skills, and the advice I provide is relevant to any field you specialise in.

What is also important to say is that I do not work for Freelancer.com and they have not asked me to write this book. I may use the platform and have achieved great success with it, but any comments I make about the platform are my own, independent and personal opinions.

Freelancer.com also wants freelancers to succeed and to be able to earn a good living through the platform; it also wants employers, those who use the platform to get work done, to have the best possible experience. The result means everyone wins!



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CHAPTER 1

WHAT IS FREELANCING?



WHAT IS FREELANCING?

IN SIMPLE TERMS, FREELANCING RELATES to working as a self-employed person who has no boss and who is not answerable to anyone.

That, of course, could describe anyone who is self-employed, whether a painter and decorator, or a business consultant, so there has to be something more unique when it comes to freelancing.

That element comes in the form of the phrase “work from home”. Unlike many other self-employed persons, freelancers seldom, if ever, get to meet their clients.

Freelancing is associated with “remote working”, which is becoming a greater part of the working environment these days. In fact, there are many companies who actively encourage their employees to work remotely, so you don’t just have to be a freelancer to enjoy that “perk”.

Freelancing is not a new term and has been with us for much longer than you may have imagined. Freelancing didn’t arrive on the scene only with the arrival of home PCs and the ability to create an online service that is available to anyone else with access to a computer.

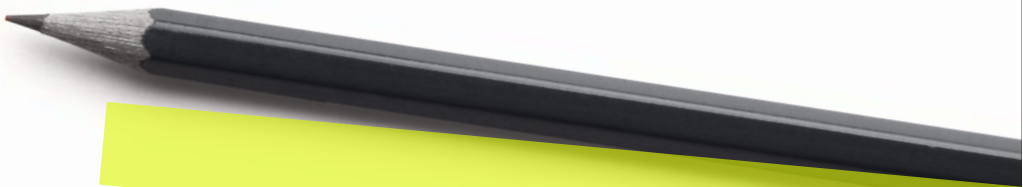
The derivation of the word freelancing owes its origins to the author Sir Walter Scott who, in his novel *Ivanhoe*, referred to free lances, who were nothing more than mercenaries on horseback who were prepared to fight for whoever paid them a wage.

When you think about it, freelancing today is little different in terms of choosing to be a “mercenary” and to work for anyone who is prepared to pay you for your services. For decades, the likes of photographers and journalists, for example, have described themselves as “freelance” if they work independently of any employer, and with so many people now working independently, the term “freelancer” was coined as a catchall description for most people who work independently.

According to Merriam-Webster, the term freelancer is also used today when “referring to a person who does any type of work on one’s own terms and without any permanent or long-term commitment to an employer”.

Freelancing has become so popular that there are well over 200 websites dedicated to freelance work, of which Freelancer.com is without doubt the largest and most successful, both for employers as well as workers.

If you have recently joined the freelancing community, you are possibly as nervous and anxious as I was at the beginning, but if you are serious about becoming a full-time freelancer, you should know that having bought this book you have made your first, very astute move.





1

WHAT IS FREELANCING?

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CHAPTER 2

WHO FREELANCES?



WHO FREELANCES?

WHILE THERE ARE NO EXACT global figures, the general consensus of opinion is that approximately 30% of the world's labour force works on an independent basis. This figure is only going to grow owing to two principal factors - the "gig economy" and the post-pandemic changes to the nature of employment. The gig economy is a term now used for work which is covered by short-term positions and freelancing, as opposed to permanent, full-time positions. More and more companies are now looking to reduce labour costs by employing "staff" on an as-and-when-needed basis, and the nature of freelancing meets this demand perfectly.

The COVID-19 pandemic has had a dramatic effect on both levels of employment and also the working environment. At the height of the pandemic, many employers asked their staff to work from home if they could, and this, for many businesses, has proved to be remarkably effective. As a consequence, many employers are now looking to offer positions on a freelance, work-from-home basis.



There tend to be seven types of individual who turn to freelancing as a way of working:

- Those looking to work full time, but on a self-employed and independent basis.
- Those who want to supplement their existing income.
- Those who want part-time work with flexible hours.
- Those who want to “try out” freelancing on an uncommitted basis.
- Those who, for personal or medical reasons, are unable to work as an employee for someone, but who are perfectly capable of working from their own home.
- Those who are already employed but who also have a number of “private clients”.
- Those who are unemployed and who will explore all avenues to generate income.

Full-time freelancers

To all intents and purposes, full-time freelancers are little different to anyone else who is self-employed. You have your own niche business and it becomes your principal, if not your only source of income. You can set the number of hours you want to work based on your other commitments to family, personal interests, etc., so you can work a 40-hour week, but actually only work on four days. Alternatively, if you have a young family, you might choose to work from 10 a.m. to 3 p.m. and then 7 p.m. to 9.30 p.m. You can even divide your time so that you work six six-hour days and take just one full day off work each week. In many countries, there are limits to the number of hours you can work as an employee, but those limits do not apply to freelancers.



From a personal point of view, I have frequently worked up to 80 hours in a week, which is hugely demanding, but my personal life enabled me to do so and it did not affect anyone else. If you are married and have children, working this number of hours means others will get to see less of you. However, if they understand that those hours are required early on in order to establish your business, then having someone's support can actually make life so much easier, and at least you are still 'at home'.

Supplementing existing income (a second job)

Let's face it, for many of us, it's a struggle to earn enough to keep our heads above water. Frequently, at the end of each month, there's nothing left in the kitty for a few of life's luxuries. Worse than that, we can't even make ends meet, despite having a full-time job. The cost of mortgage repayments or rent paid means that many of us struggle even to meet the standard bills for gas, electricity and water, so the opportunity to earn extra money can be a genuine lifeline.

Part-time work with flexible hours

Freelancing is one of the most popular ways to earn a good part-time living for one major reason. The hours you choose to work couldn't be more flexible. Here I am not even talking about the number of hours you choose to work each day, but the number of hours you choose to work each week. In the summertime, who wants to be stuck indoors when you could be out playing golf, fishing or just enjoying a walk in the countryside? The joy of freelancing means you can fit work around living, as opposed to the other way around. Then, come winter, when the last thing you want is to be outside, freelancing can be a productive use of your spare time, as well as a great way to stave off boredom.



Part-time freelancers include:

- Retirees/semi-retired individuals looking to either supplement their fixed income, take advantage of having too much spare time, or both.
- Students who are looking to find ways of paying their way through college.
- Full-time mothers (or fathers) who either want to work on a very flexible basis or who want to earn some valuable extra money.
- People who, for medical reasons, are unable to work regular part-time shifts, but who still have the capacity to work.



**"THE ONLY PERSON STOPPING YOU FROM
BECOMING A FREELANCER IS YOU"**



“Try before you buy” freelancers

Unless you have a considerable amount of savings behind you, it would be unlikely you would give up your current job to “give freelancing a try”. However, that doesn’t mean you have to stop dreaming about handing in your notice one day and becoming your own boss. There are no rules that say you can’t start your own freelance business while being employed, other than for those of you who have non-compete contracts with your work that exclude you from doing work of a similar nature outside of your normal employment. However, maybe you work as a nurse, a designer or accountant during the day, but you want to change to become a writer, a translator or a programmer, respectively. Why put yourself under undue pressure to succeed when there are no rules that say you aren’t allowed to spend a year seeing if you can establish a freelance business that has the potential to grow further the day you decide to pack in your “other” job?



For personal or medical reasons, you are unable to work as an employee

While the number of freelancers may have grown by 50% in the last ten years, did you know that, on average, one in seven freelancers has some form of disability? In fact, disabled workers play a huge role in the gig economy and freelancing provides so many people with the opportunity to become financially independent, despite having a severe illness or handicap.

Consider those who have major mobility problems, or someone who is deaf. There are also those who are sociophobes (who struggle to mix with other people), who suffer from agoraphobia, bouts of depression or who are required to attend regular hospital appointments for, say, kidney dialysis. All of these ailments and illnesses may impact on a person's employability, but they don't affect a person's brain or ability to work at a computer.

None of us need any additional stress beyond that which is created by work itself, so working in a stress-free environment at home is the perfect solution. Many individuals who suffer with mental health issues such as depression, social phobias, anxiety, etc., have discovered that freelancing is the ideal way forward for them and has helped them grow in confidence and develop a genuine sense of self-worth.



You already have existing “private clients”

These days, many of us are “multitaskers” with many numerous talents. Oftentimes the job we do to earn a regular salary isn’t necessarily the same type of work we do “on the side” to earn some extra income. You may work in a bank during the day but do a bit of website designing in your spare time and word-of-mouth recommendations from those you have worked for in the past can see a slow but steady stream of requests come in for similar work. **You may work in a store during the day but provide part-time secretarial services in the evening for someone who doesn’t want a full-time employee, but who needs a couple of hours help at the end of every day.**

With a modest, but steady “private income”, many use a small but reliable number of private clients as a stepping-stone as well as a safety net to launching out on their own as a full-time freelancer.



You are unemployed and are looking anywhere and everywhere for work

At a time when virtually nobody has a “secure job” and the term “a job for life” is no longer in the lexicon of careers, it is not an unusual occurrence to find yourself unexpectedly out of work. Depending on the local job market, it may not be easy to walk into another job straight away, yet bills still need to be paid. With freelancing platforms being such a rich source of work opportunities, if you have skills that match with those required by employers, trying your hand at freelancing is a far more positive move than worrying if you will ever find another full-time job as an employee. For many, being made redundant often proves to be the stepping stone to becoming a successful freelancer.

The beauty of freelancing is that there are no hard-and-fast rules that dictate who can and who cannot “join the club”. If you believe you have the skills to provide a valuable service, the only person who is stopping you from doing so is yourself! When I started out freelancing, I did not know if I was going to succeed or not, but I was very clear on one thing. If, and I mean if, I was going to fail, it was not going to be through a lack of self-belief and effort. If I was going to fail, it was because the whole freelancing set-up meant it was next-to-impossible to succeed.

The result? Well, after completing 1,000 projects on the Freelancer platform, I finally feel that I not only succeeded, but I surpassed all the expectations I originally had. I don't see myself as special or different to many of you out there, so all I can say is that if I can succeed as a freelancer, so can you!

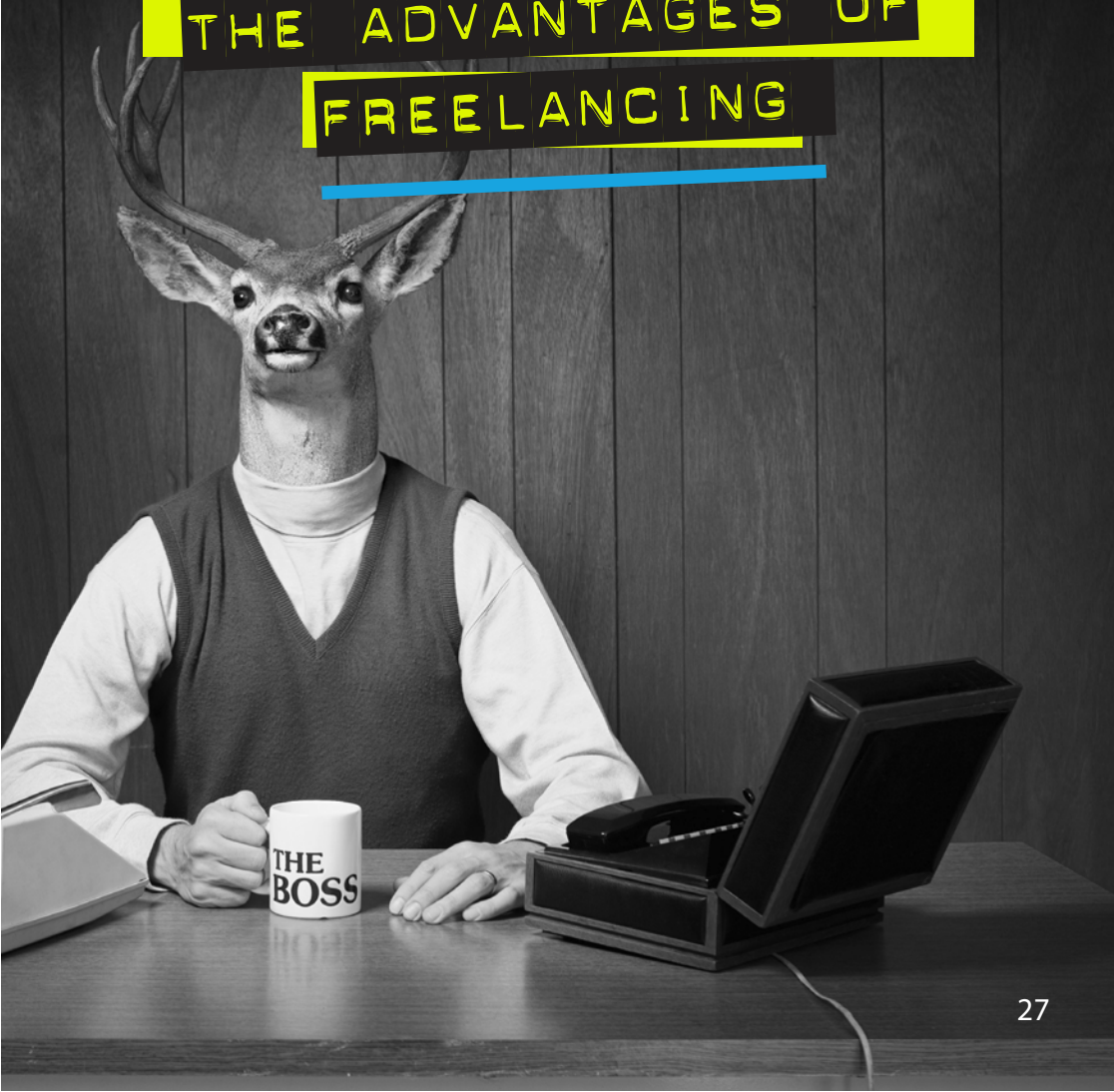


3



CHAPTER 3

THE ADVANTAGES OF FREELANCING



THE ADVANTAGES OF FREELANCING

IT IS DIFFICULT TO PUT the many advantages of freelancing in any particular order of merit as one of the biggest attractions of freelancing is how it is so adaptable to every individual's personal needs and goals. However, why don't we have a look at what I believe are the ten greatest advantages of freelancing over working for someone else?



1. Being your own boss

Let's face it, most (though not all) of us hate taking orders and feeling that someone is permanently looking over our shoulder, watching every move we make when at work. If we're running late one morning, we know somebody is going to be checking the clock the moment we appear. If you're overloaded at work, your options are limited – do the work to keep the boss happy, or do the best you can in the time you have, and wait to be given a warning that you are not working hard enough. Then, worst of all, comes the power-crazy superior who takes great pleasure in making everyone else's life, including yours, a complete misery. We've all worked or still work for someone like that, and wouldn't we just love to give them a piece of our mind?

Now, imagine what a day at work would be like without the grief of all the above entering the scene? [Being your own boss can eliminate so many elements of working life that we all hate, and wish didn't exist.](#)

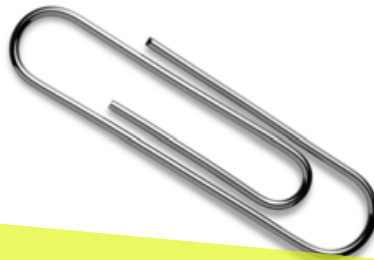
One other advantage of being your own boss is that only you will reap the benefits of all your hard work, rather than your employer! When you are your own boss, the harder you work and the more successful you become, the more you will earn. When you are employed, the more successful you become, your wage won't increase, but your boss will make more money from your hard work.

2. Being the master of your own destiny

One of the worst things about being an employee today is that there is so little job security. You only have to pick up the newspaper and on a weekly basis you will see that a business that used to be a household name has folded. Worse than that, when these companies fold, they give you no notice – you just turn up to work one day as normal, only to find all the doors locked and nobody seems to have the first idea what is happening. If you are lucky, you might just get a text message, but even that isn't guaranteed.

Then, of course, there is the being “fired” or laid off. Seldom does this happen on a face-to-face basis these days and, instead, you just get an email or text message advising you that at the end of the week or month, you will no longer have a job. How many of you have constantly worked overtime, met every deadline given to you (most of them unreasonable ones) and never missed a day's work, only to be overlooked, time and time again, for that long-promised promotion? I am sure that at one point or another, you have been left feeling dumbfounded when you see someone has been promoted, yet you know fine well that they weren't the most deserving of candidates.

From a financial aspect, it used to be that having a secure job meant you could look forward to a guaranteed pay cheque at the end of every month, a bonus at the end of the year, and a regular pay raise. That used to be one of the major trade-offs between being employed and being self-employed, but that no longer exists. Many businesses have asked staff to take a pay cut during a recession just to keep the company afloat, yet come the good times, mysteriously, your pay is not reinstated to the original level. Bonuses are either a thing of the past or, at best, a smack in the face, and a pay raise almost unheard of as, if ever you broach the subject with your boss, invariably they point to the door and tell you what you can do if you don't like your current pay level. Beyond being in immediate control of your destiny, you are also the one in charge who decides how far you want to grow your business. Freelancing isn't the sole domain of individuals – you can easily team up with other freelancers to create a business where you all still work independently but operate as a team to provide a fuller and more comprehensive service. [This will be covered in greater detail later on in Chapter 14, Growing Your Business.](#)



3. Choosing how much work you do

The volume of work you choose to do as a freelancer is totally up to you and will, most likely, relate to why you have chosen to become a freelancer. There are now laws or union rules which dictate that, as a full-time employee, you can only work 36 hours a week. In truth, I worked up to 80 hours a week on a regular basis when I was starting out, and it has only been in the last couple of years I have pared back my weekly hours to something that resembles a sensible working week. For me, that week is 50 hours long, but unlike having a job and working for someone else, I love what I do and working from home means I can “hit the ground running” every morning – starting work at 8 a.m. doesn’t mean setting the alarm for 5 a.m. and forever waking up wishing it was Saturday or Sunday and a day for a lie in. I wake up at 7 a.m. and have time to take the dog for a walk, make myself a cup of coffee and begin the day with a smile on my face.

If you only want to supplement your income, you may decide to allocate two or three hours every morning or afternoon to freelancing, while if you are a “stay at home” mum or dad, you may want to try and squeeze in a couple of hours in the afternoon before doing the school run and then a couple of hours in the evening when the little ones are safely tucked up in bed.

If you have a full-time job but are looking for a way to make some extra cash, freelancing couldn’t be more ideal.



There is a really positive way at looking at freelancing, and it is something like this:

You decide to work for just two hours a day, six days a week, as a freelancer. Your skills allow you to charge the same hourly rate freelancing as you get paid at work. A normal working week is 36 hours and if you work an extra 12 hours as a freelancer, you have just increased your earnings by 33% or one third. Now, how many of us would be prepared to take a pay raise that big for a few extra hours a week? According to the [Time Doctor](#): “65% of freelancers have their full-time jobs too. They freelance for 2-5 hours every day.”

The same scenario applies if you are a student and need to find a way to pay your way through college. Depending on what course you are studying, you may be able to apply your newly gained knowledge to your advantage and the further into your course you get, the wider the range of skills you may have to offer.

Freelancing can make a huge difference to your life and doesn't have to be a full-time commitment to help give you that life you deserve. According to a survey of over [21,000 freelancers](#) by Payoneer, “About half of freelancers work 30 to 50 hours a week. 22 percent work 20 hours or less, while 10 percent work 60+ hours.”

4. Choosing who you work for

This is a benefit of freelancing that comes more at a time when you are more established. Early on, you take what work you can get, from whoever gives you that work, and after each project, no matter how difficult a task, you breathe a huge sigh of relief. However, after a while, you can become a little choosier and when the budget allows, **you can politely say goodbye** to those clients who have paid you the least and who are permanently wanting more and more for their money. Yes, they may have been a lifesaver at the beginning, but you can tactfully advise them that you have to raise your rates and that you fully understand if they would no longer wish to provide you with work.



5. Access to better work opportunities

Traditionally, if you wanted to work for a major corporation or large company, you had to work in the city, which meant you had to live in the city, or at least within commuting distance. Now that “remote working” is part of the everyday business working environment, [those of you who live in even the remotest of locations now have equal access to “big business”](#).



6. It's a positive lifestyle choice

For many who choose to earn a living through freelancing, the ability to create your own work-life balance is a major contributing factor. Being employed doesn't give you any flexibility whatsoever and you have to permanently march to the beat of someone else's drum. According to an article in [Forbes](#): "freelancers are having more success in living the way they want. **84% of full-time freelancers say their work lets them live the lifestyle they want**, compared to 63% of full-time traditional workers."



7. Freelancing is good for your health

This is not a personal statement but, according to a survey of over 6,000 freelancers by the [Freelancer Union](#): “Among full-time freelancers, 64% said their health has improved since they began freelancing”.



8. Greater job security through not having all your eggs in the same basket

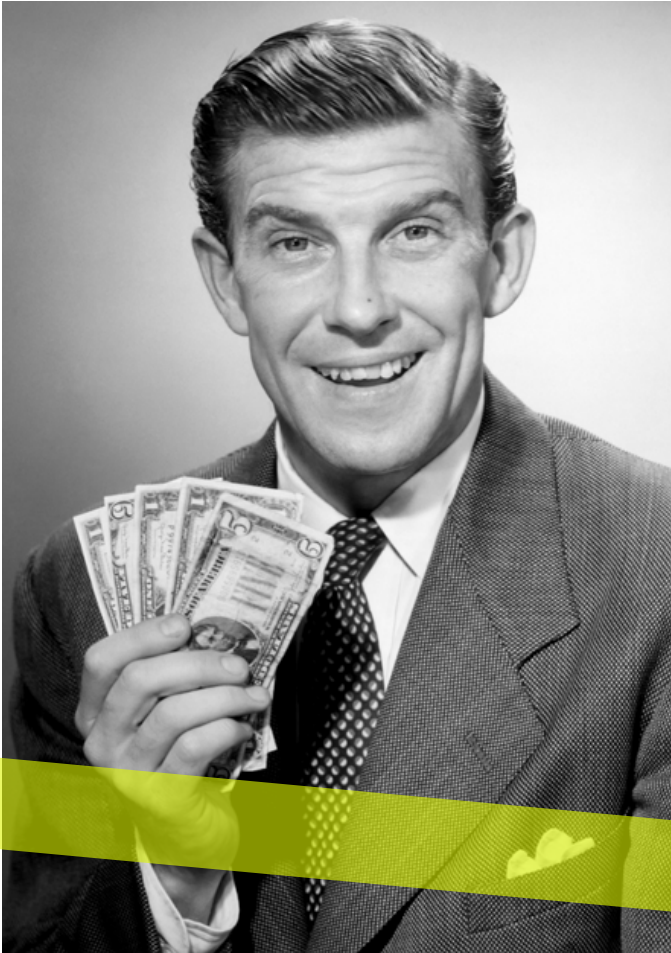
It may seem like a contradiction in terms to say that you can achieve greater job security by being a freelancer rather than working for someone else on a full-time basis, but it is true, and here's why.

When you are employed by someone else, you are wholly dependent on them for your entire income. If their business begins to struggle or they decide to streamline operations, you can easily become collateral damage and find yourself unemployed, with little or no notice. As mentioned when discussing becoming master of your own destiny, freelancing gives you far greater control over what you do and who you choose to work for. That also extends to the number of clients you choose to work with, and that is exactly where the job security aspect kicks in.

In working for more than one client, you do not become wholly dependent on them for your income. As an example, I have three personal clients I have worked with for over five years, and another ten who I have worked with for over a year. That does not include the clients I have on Freelancer, many who I do one-off projects for, and many others who I work with on an "as-when-and-needed" basis.

There are often occasions when a working relationship comes to an end with clients, but it is now never a financial disaster when that happens. Yes, it can lead to a small drop in income, but it is only short term and the nature of freelancing is that clients come, and clients go.

It took me two years to build up a client bank that left me feeling “financially secure”, and despite the anxious times while establishing myself, the reward of having greater job security today than most full-time employees far outweighs the stress endured during those less-certain times.



9. You get to choose the type of work you want to do

Entering into the world of freelancing is a little like walking into a job supermarket. Take the Freelancer.com platform as an example. Excluding their “Local Freelancer” opportunities, they have 12 principal categories of work, and within those there are over 1,450 sub-categories, which include:

Websites, IT & Software

Over 670 sub-categories, including:

PHP, HTML, WordPress, JavaScript, Software Architecture...

Mobile Phones & Computing

25 sub-categories, including:

Mobile App Development, Android, iPhone, iPad, Kotlin...

Writing & Content

59 sub-categories, including:

Article Writing, Content Writing, Copywriting, Ghostwriting, Translation...

Design, Media & Architecture

Over 150 sub-categories, including:

Graphic Design, Website Design, Photoshop, Logo Design, Illustrator...

Data Entry & Admin

43 sub-categories, including:

Data Entry, Excel, Data Processing, Web Search, Virtual Assistant...

Engineering & Science

Over 180 sub-categories, including:

Engineering, AutoCAD, Data Mining, Electrical Engineering, Electronics...

Product Sourcing & Manufacturing

14 sub-categories, including:

Product Design, Supplier Sourcing, Product Sourcing, Manufacturing, Buyer Sourcing...

Sales & Marketing

85 sub-categories, including:

Internet Marketing, Marketing, Social Media Marketing, Sales, Facebook Marketing...

Freight, Shipping & Transportation

33 sub-categories, including:

Logistics, Delivery, Car Driving, Parcel Delivery, Courier...

Business, Accounting, Human Resources & Legal

Over 150 sub-categories, including:

Accounting, Business Analysis, Business Plans, Finance, Project Management...

Translation & Languages

48 sub-categories, including:

English (US), English (UK), Spanish, German, English Grammar...

Local Jobs & Services

Over 90 sub-categories, including:

Local Job, General Labour, Lighting, Drafting, Painting...

Other

Four sub-categories, including:

Anything Goes, Freelance, Podcasting, US Taxation...

You can check out the full list of projects available on

www.freelancer.com

10. Improving your skills while freelancing

Once you begin Freelancing, if you are anything like me, you will soon begin to wish you had either a broader range of skills or were better qualified. You only have to look at the list of freelancing opportunities above to realise that the more skills you have, the more work you will have access to.

However, improving your skills doesn't just increase the number of work opportunities; it will also increase your income as the better qualified you are, the higher your hourly rate or fixed fees you can charge will be.

Were further proof needed of the value of better qualifications, [Business Insider](#) recently stated that college graduates still earn more than non-college graduates in every state in the US, according to data from the 2017 American Consumer Survey. Unlike working full-time, freelancing allows you to create a personal working schedule that can be organised to leave you enough time for studies and, better still, you don't even have to attend college or go to a university to gain those extra qualifications as it is not only remote working that has become so commonplace. There is a multitude of online tuition courses available, which range from basic skills through to a bachelor's degree and beyond, in just about every subject imaginable.

There is a fantastic choice of free courses available through [Futurelearn.com](#) and the [Open University](#) is one of the world's foremost distance learning institutes that provides courses which range in qualification from certificate and diploma level, through to graduate and postgraduate degree level.

Disadvantages of Freelancing

It would be unfair of me to write a book on the merits of freelancing and how to become a successful freelancer without mentioning the downsides too. It is important that if you do decide to go down this path (assuming you haven't already started), you are also aware of the downside to freelancing.

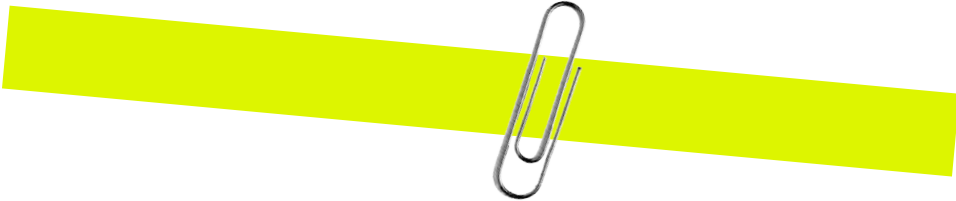
There are no real surprises but, just in case you hadn't thought fully about what freelancing involves, take note of the following:

- To begin with, income will be sporadic and from one month to the next, you will have little idea of what your income is likely to be. However, I found this to be a huge motivating factor for investing so much time early on in trying to obtain work. I spent more time trying to get work than actually working, but that balance changes over time as you become more successful and word gets out that you're a great freelancer.
- There are no paid holidays – if you don't work, you don't earn.
- There is no sick pay – if you are ill, unless you have your own private medical health insurance, you don't get paid.
- There is no unemployment benefit if you can't get work for any period of time.
- There is no redundancy payment if you decide to stop being a freelancer.
- There are no “perks” that you may be likely to get when employed, such as free medical insurance or additional contributions to your pension.

Now the above may seem like common sense, but you also need to take into account certain less-obvious aspects of freelancing that many are unaware of:

In most countries, your income is taxable, and you will have to keep very accurate accounts. In addition, depending on how much you earn, you may also be liable for VAT/TVA or any other similar taxation. Unlike being employed by someone else, you are not taxed at source and therefore you must put aside a certain amount of your earnings each month – this will be covered later on in greater detail in [Chapter 5 Setting yourself up as a freelancer - creating your own business](#).

Depending on where you live, the upside can often be that you will pay less tax if you are self-employed. You will most likely find yourself working longer hours than you had planned, especially at the beginning. It may sound counterintuitive when you have few clients or projects to work on, but you will be very busy, nonetheless. Why? Because you will be actively looking for work. You will be spending far more time bidding on projects and making approaches to prospective clients as you try to grow your business. The upside is that each time you do secure work, you will get a real “buzz”, which is not something you would normally get as an employee.



Free weekends may become a thing of the past if you are looking to become a full-time freelancer. One thing you will soon discover is that to impress a client and to become their “go to” person for specific tasks, you have to be ultra-efficient. This will often involve working either late into the evening or at weekends. The upside of this is that you can always take time off to compensate whenever you choose.

One other reason why working in the evenings and at weekends can also become necessary is because, for many freelancers, your clients will come from all over the world, and they operate in different time zones. In addition, you will find clients from Saudi Arabia and the Middle East who are mainly Muslims frequently work Sundays as, for them, Sunday is not a day of rest as it is for those in Western cultures who tend to be Christians.

Maintaining the work-life balance can be very tricky, especially when starting out. The upside is that you have total control over this aspect of your life and have no boss breathing over your shoulder, expecting you to work unpaid overtime.

To begin with, the rewards in relation to the amount of effort you put in can be demoralising. What you have to understand from day one is that you are “playing the long game”. In other words, the rewards you get will come later on once you are more established. The harder you work at the beginning, the sooner you will become established and the rewards for all that hard work will come to fruition far quicker.

[Establishing your true worth takes time.](#) I will cover this topic later on in [Chapter 9 Getting Work and how to bid successfully](#). However, initially, very rarely will you be able to charge “your true worth” when you have no reputation or proof to back up your skills. To begin with, your rewards come in the form of job satisfaction, happy clients, and building your reputation.

You will spend a great deal of time on your own. There is no way of “sugar-coating” the fact that when freelancing, you won’t be surrounded by colleagues or meeting clients face to face all the time. While good communication is paramount to becoming a successful freelancer, that communication is predominantly via messaging and emails as opposed to one-on-one conversations. The upside is that you don’t have to work with annoying colleagues, watch others get that promotion you deserved, and there won’t be constant interruptions from colleagues who just want to have a chat! [To counteract the problems of solitude, one of the most popular “workplaces” for freelancers is their local coffee shop.](#) It is no coincidence that a [Learn G2](#) article on 2019 freelancer statistics is titled “We’re going to need more coffee shops”. There is also an interesting article on [Invoicely.com](#) on “10 of the best places for freelancers to work” – meaning physical locations, not geographical ones.

When you weigh up the balance between freelancing and being an employee, freelancing has so much more to offer in the long term and I should know, as I have tried both, and I would never go back to working for someone else!



COFFEE

HOT COFFEE
10¢

3

THE ADVANTAGES OF FREELANCING

48

4

CHAPTER 4

PRESENT AND FUTURE PROSPECTS



PRESENT AND FUTURE PROSPECTS

IF YOU INTEND TO BECOME a freelancer, whether starting out fresh as your first work since leaving school or college, or are taking a change in direction where your career is concerned, it makes sense to know what the future may hold in the realm of freelancing. There is little point in entering into a marketplace that is likely to shrink over time, or where competition for work will become so stiff that there just won't be sufficient slices of the cake to go around.



The good news is that, of all “industry sectors”, freelancing is heading in the perfect direction for you as the marketplace is expanding exponentially. By this, I mean both in terms of supply and demand.

When freelancing, as we know it today, first entered the “digital age”, it was predominantly website designers, programmers and other “tech-savvy” individuals who were in high demand. While many businesses realised that they needed to have a website, they also needed to generate sales via the internet. Other entrepreneurs set up businesses that were totally online based. For many of the smaller firms and especially start-ups, the huge costs of employing a “high street” company to create and run their website were too prohibitive. Restricted budgets meant that there was never the option to employ someone full-time to cover the “digital aspects” of the business as that was too big a drain on working capital.

Enter the “remote worker” and the development of the gig economy, a system fuelled by freelancers who could provide the same high-street quality of work, but at a fraction of the costs because, surprise surprise, they don’t have the same overheads. Even an online business comprising website designers, programmers and developers doesn’t actually need an office and all members of the team can work from their own homes and simply “teleconference” when needed.

With the arrival of these freelancers also came the arrival of freelancing platforms which, again initially, were heavily focused on website development and internet technology, providing a marketplace for a wide variety of employers to find an even wider and more cost-effective pool of talent.

As internet speeds changed from ADSL (do you remember dial-up internet connections and the fact it could take you a whole day to download a simple video clip?) to broadband, high-speed broadband and now fibre optic internet connections, not forgetting Wi-Fi and 5G mobile connectivity, the speed at which we can transfer digital content has made remote working even more effective and popular. The increased versatility of where we can now work from, thanks to mobile technology for laptops, tablets and smartphones, has seen the “gig economy” burgeon exponentially, and there is no sign of any change on the horizon.

As more and more companies now look to “outsource” any work that does not have to be performed in-situ, the demand for freelancers has also increased substantially. So, while there may be increasing numbers of freelancers looking for work, you can rest assured that the number of employers looking to outsource work will continue to grow and grow as well.

[Some valuable survey results about the present and future state of freelancing.](#)

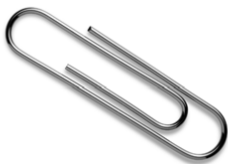
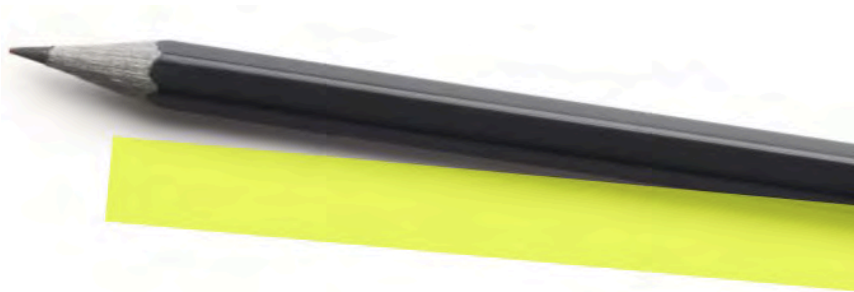
Let’s look at some facts and figures and also see what is being said about the future of freelancing by those who are “in the know”, as there have been a number of highly relevant surveys carried out over the last two years. While some of these surveys relate purely to the USA, they still have relevance on a worldwide basis, as they are a genuine reflection of current trends within the global freelancing community.

- According to the [2018 Payoneer Freelancer Income Survey](#), it is estimated that freelancers will comprise roughly 40 percent of the American workforce by 2020.
- According to the 2018 Payoneer Freelancer Income Survey, the worldwide average hourly rate for freelancers is \$19.
- According to the 2018 Payoneer Freelancer Income Survey, all signs indicate freelancing will grow significantly in the future, and that there are huge opportunities for both freelancers and the companies that seek to hire.
- A recent Freelancer Union survey shows that the fastest-growing segment of freelancers is that for those earning US\$75,000 and up.
- 59% of U.S. companies now use a flexible workforce (freelancers and remote workers) to some degree ([Forbes, 2019](#))
- Freelancers comprise 23% of the small agency workforce, with 8% based at large companies (Forbes, 2019).
- 36% of businesses use freelancers because of time saved on tasks such as onboarding and recruiting (Forbes, 2018).
- Nearly 9 in 10 freelancers believe the industry's best days are still ahead (Upwork survey, 2018).
- 48% of all freelancers and 70% of full-time freelancers view it as long-term employment, compared to 35% of freelancers in 2014 (Upwork survey, 2018).
- By 2027, it is estimated that more than 50% of the U.S. workforce will be made up of freelance workers (Forbes, 2019).



From a personal point of view, in the eight years I have been freelancing, I have noticed a general increase in the number of freelancers bidding on the same projects I bid for on Freelancer.com, but what I have also noticed is the substantial increase in the number of projects on offer.

It is also good to see the number of “established” freelancers also increasing on the platform – I class those with 100 completed projects as established – and while I see them as competition on the one hand, I also see them as being good for the Freelancer.com platform. The better the quality of freelancers, the better the quality of work they will deliver. This then enhances not just the platform’s reputation, but helps spread the word that freelancing is an effective way to outsource work. Freelancers can’t survive without a good supply of employers...



5



CHAPTER 5

SETTING UP

YOUR BUSINESS



SETTING UP

YOUR BUSINESS

OVER 50% OF FREELANCERS “STUMBLE” into this way of working, but once you discover just how enjoyable (and financially rewarding) freelancing can be, it is unlikely you will ever want to go back to “traditional” employment. According to [entrepreneur.com](https://www.entrepreneur.com), 54% of full-time freelancers would not go back to traditional employment, even for a substantial increase in income, which tells its own story.



So, what do you need to do to become a freelancer? In truth, absolutely nothing if you don't want to, other than source work. However, there is a huge difference between being a freelancer and being a successful freelancer. In the following sections, my goal is to arm you with useful facts and information, and also provide some helpful advice that will be of benefit to you on your journey to fulfilling your freelancing dreams. I wouldn't expect you to do everything I suggest; there are no hard and fast rules and everyone's personal circumstances are different, but you should easily recognise what is applicable to you and what you don't need to concern yourself with.



THE FINANCIAL SIDE OF THINGS

Create a budget

Choosing whether you want to be a part-time or full-time freelancer will, most likely, depend on your financial circumstances. However, whether freelancing is to generate all your income, or just a part of it, establishing a budget is important. If you are giving up a full-time job to become a full-time freelancer, then budgeting will be a critical element of that transition.

In the simplest of terms, your budget should be based on your total financial commitments for the month and, therefore, how much income you need to generate each month to meet those commitments.

Budgeting is also critical for working out what hourly rate you need to charge for your services as there is no point in working 40 hours a week and at the end of the month finding that you haven't earned sufficient money to pay all the bills.

As a new freelancer, budgeting will also be critical as your income will be reduced until you become established. As explained in greater detail in [Chapter 6, Getting Work](#), which not only applies to freelancer platforms but is equally applicable to obtaining work elsewhere, you will struggle to become established in a reasonably short period of time if you start off charging rates based on what you believe you are worth, simply because you have no established reputation. When beginning your freelancing career, if you are able to, make financial contingencies for that period of time during which you will have to reduce your fees to become a more attractive proposition to would-be employers to counteract your lack of an established reputation.

These contingencies can be quite drastic, such as moving back to live with your parents or letting out a room in your home, buying a smaller home or renting a room in a house share yourself. Putting a roof over your head and paying associated household bills eats up most of anyone's income, so drastically reducing that financial liability, if only in the short term, can alleviate a great deal of the stress associated with starting your own business as a freelancer.

Many who want to become full-time freelancers find that it is necessary to take on a part-time employed position to at least bring in some guaranteed income. This can be totally unconnected work, like doing a few shifts at a coffee shop or local store, to finding a job-sharing role – the options are there if you look hard enough for them.

Taxation

We become freelancers because we want to earn (more) money, and this opens up a whole new world where finance is concerned, one we will have gained little experience of from our “normal” work, unless, of course you are an accountant! One element of freelancing that is most frequently “avoided” is the fact that any money earned through freelancing is just that – it is “earned income” and therefore, for many, it is taxable income. According to Flexjobs.com, in 2017, 36% of self-employed (freelance) American workers did not pay any taxes, 32% of those who worked for themselves didn't report all of their income, and 13% reported only half of their income or less.

You may think that it would be easy to hide your income if you work for yourself and, to a degree, it is. So, how will your local tax authority find out you are earning an undisclosed income? In many countries, this is through a random tax audit, which you can't avoid. If it is discovered you have not been declaring all (or any) of your income, this can result not only in having to pay all the tax you owe, but a hefty fine as well. Failure to pay both these in full can subsequently lead to imprisonment, so this is not a matter to be taken lightly.

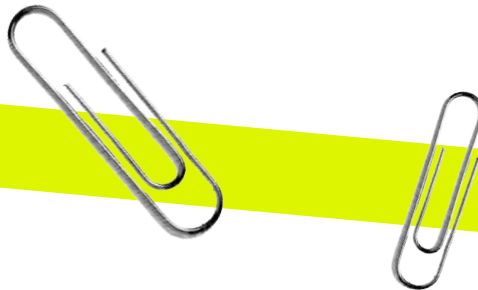
In addition, many of your clients are likely to want receipts for any payments made to you, and that most likely means your name will be in the tax system if your client is located in the same country as you are.

Beyond the payment of taxes, again in many countries there are “social charges” and also state pension contributions. While you may not think it is a bad idea keeping your freelancer income a secret, this can come back to bite you later on down the line. My advice is to book yourself an appointment with a certified accountant for a consultation. Most won't charge for this, or will only charge a modest fee, as they will look upon you as a potential future client once your freelancing business gets off the ground. They will be able to provide you with invaluable information about your tax liabilities and what you will be entitled to as far as tax allowances are concerned. When it comes to doing your annual tax returns, in the early stages of your freelancing career your income is likely to be easy to calculate. However, once again depending on where you live, certain local tax authorities provide “allowances” that can reduce your tax liability. These can vary in size and can relate to whether you are single or married, what materials or equipment you have had to buy, whether you work from home or an office, etc. The list is quite extensive in some areas, so it is worth doing your home-work in advance.

Consider registering as a business

This may sound like a crazy idea when you have no clients, no income and are unsure what the future holds. However, if you intend to invest 100% of yourself into developing a career as a freelancer, it is good to adopt a business mentality from the outset. There are also a number of advantages to registering a business:

- In certain countries, for a year or two you can get very beneficial tax breaks. This may not seem like a big deal for the first year, but at a time when income will most likely be a lot lower than you are used to, having to pay any additional tax will hurt a lot more.
- From the very beginning, anyone you work for will be given the immediate and important impression you are a fully-fledged business and not someone just doing a bit of “moonlighting”.
- Many of your clients will be businesses in themselves and for tax purposes, they will require official receipts of any payment made to you.
- Depending on the nature of your business, if there is a local market for your freelancer services, registering your business and joining local business associations will help to spread the word of your business's existence.



Create an invoice template

Whether or not your income is going to be taxable doesn't change the fact that where your clients are concerned, most will require an invoice for taxation purposes. It is a great idea to create an invoice template that you can just fill in for each and every project you complete and, when not working on a platform such as Freelancer.com where invoices are automatically generated for you, I always send an invoice when I have completed every project.

On the invoice, you should include either your name or the name of your company, your address and contact details, your registered company number (if applicable) and your VAT/TVA number if you have one. You should state clearly on the invoice that the business is exempt from VAT/TVA if that is the case.

When you submit an invoice, it should have the date on it, the full name and address of the client, or their company name, and a clear indication of what the work was for and what the total fee for the work was.

Here are some excellent template invoices provided by Microsoft
<https://templates.office.com/en-us/invoices>



Set up a system to keep track of all your invoices

This may sound rather optimistic if you are just starting out as a freelancer, but I am speaking from personal experience when I say I wish I had organised this side of my business much earlier. I recommend you start as early on as possible for four principal reasons:

- It is easier to implement and adapt a system for keeping track of all your work and payments when starting off than when you are struggling to keep on top of everything
- By the time your system becomes invaluable, it will have already become second nature to use
- You are less likely to miss out on getting paid for your work
- You are more likely to be paid more quickly with an efficient invoicing system, especially if you have clients who become regular “late payers”



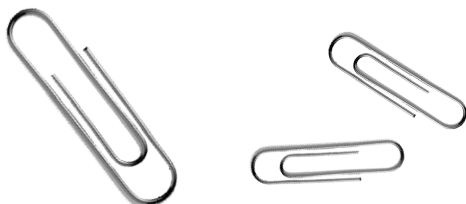
I use [Cloud Mango](#) to keep track of all my finances and invoices – it’s a great platform for any start-up or small-to-medium-size business and it’s free, which is always worth taking into account if you are just setting up your new venture.

Open up a business account at your bank

None of us like having to do our annual accounts, but unless you live in a country where there is no taxation on income, this is unavoidable. To keep your business income and expenditure separate from your personal expenditure, life will be made much easier for you if you have separate bank accounts.

From a personal point of view, I chose to do this right from the very beginning and, aside from making two monthly withdrawals, one for my monthly “salary” and one for the tax I will have to pay on that salary, all other entries for my business account are for business purposes only.

A useful tip for you is to also open up a deposit account – it doesn’t have to be with your bank, but you can earn a little bit of interest on any money you have in it. Each time I pay myself, I deposit the same amount in a savings account, which ensures that at the end of the year, I have sufficient money to pay all taxes and social security charges.



Set up payment portals

Getting paid is, of course, why you do any work. So, if the nature of your work is such that you never meet your clients and they are dotted all over the world, you are going to want them to be able to make online payments to you.

Your two principal options are either a direct bank transfer, or via an online payment portal such as [PayPal](#), [Payoneer](#) or, my favourite, [TransferWise](#)

- **Direct bank-to-bank transfer**

Handing over your bank details to a complete stranger never feels particularly wise, so I tend to only do this for clients I have established a good working relationship with, or when the work is being done for a reputable organisation. I do a lot of editing of academic theses for university students and the university usually pays me for this service, so I have no problems giving them my bank details.

- **Online payment platforms**

Depending on where you live, some online payment platforms may not be available to you. The platform with the greatest coverage is PayPal, but it is also the most expensive. While you can reduce fees by opting for a payment classed as “between friends or family”, the sender has no payment protection and if you use it too often, PayPal can block your account and close it.



Did you know that when payment platforms like PayPal and Pioneer do a currency conversion, they are legally allowed to offer you an exchange rate that is 5% lower than the actual currency values at that time. The 5% is a buffer they take advantage of that protects them from fluctuating currency values, but over recent years, the money market has remained relatively stable, so it is just clear profit for them! So, while you think a 2.5% transaction fee is okay, if you include any currency exchange, that fee jumps to 7.5% which, for me, is far from okay!

That is why I like [TransferWise](#) because the fees are minuscule in relation to other platforms, and work out roughly at 1% for transfer fees and currency conversion combined. The platform is totally legitimate, so don't worry if you haven't heard of it – it is growing steadily, and its global reach is also expanding. It was created by the developers of Skype, and the serial entrepreneur Sir Richard Branson (founder of the Virgin brand) was an original investor.

The platform has a unique USP to reduce costs, and that is by matching money which is being transferred in opposite directions, so if someone wants to send dollars from America to someone in Europe, TransferWise matches the true value of those dollars to the Euro, and offsets that transfer against money being sent in euros to the USA by someone else in Europe. Thus, there is no currency conversion fee, and the platform only charges just under 1% for the actual transaction. I have saved thousands in fees by using TransferWise and, at the end of the year, it makes a noticeable difference.

Promoting yourself and your business

Create a website

In this day and age, if you don't have a website for your business, it is almost the same as making the statement "My business doesn't exist". There are several reasons why having a website as a freelancer makes great sense:

- It is like having a business card. It tells people that you are a "bona fide" business.
- It is the ideal place to list all the services you provide, and in full detail. When you then make approaches to anyone in your search for work, rather than try and cram all the details of your services into an email, just direct them to your website.
- Websites are essential if you want to generate leads in a local market. It is very costly to rank highly on Google for generic keywords such as "bookkeeper" or "virtual assistant", but it is much easier to rank for a keyword with a location, such as "bookkeeper Sydney" or "virtual assistant Miami".
- Your website is a way for people to make contact with you as you will include a "Contact" page. This won't just include any contact details, but it should also include a direct message option for visitors to your website to easily ask you a question or request additional information.
- Websites are not expensive in relation to the benefits they bring, and for around US\$100.00 you can have a fully-fledged and fully-functioning website through the likes of [WordPress](#), [Yola](#) or [Wix](#)

From a personal point of view, I use my website [black-dog-writing](#) as my “calling card” and as a connection to my LinkedIn profile. My website is not optimised for SEO purposes (search engines) as it would be impossible to target the keywords “writer”, “proofreader” and “editor” and rank sufficiently highly for them. Nor do I claim it is the world’s best website as I designed it myself, and graphic design is not one of my skills. However, if I can create a website, anyone can, and it does everything I need it to do. More to the point, it works!

Use social media

This is a tricky one to advise you on as the need to use social media will very much depend on the nature of your freelancing business. There is no doubt that using any tools available to help you spread the word about your business makes sense, but if people are going to “follow” you, then you have to make sure that what you are going to post is both wholly relevant and also extremely interesting. Simply “spamming” followers with offers and “junk” will do you more harm than good.

One of the very best social media platforms for freelancers is [LinkedIn](#) and this is one where, personally, I have received a steady stream of enquiries for my services. As mentioned in the website section above, using LinkedIn to direct people to your website is a great way of creating the impression you are a fully-fledged and professional business.

LinkedIn has a number of advantages over other social media platforms and that is why it is a must for your own business:

- Over 500 million people use LinkedIn – where else can you get a ready-made audience like that?
- LinkedIn is a great way to create a business network and grow your list of useful contacts.
- LinkedIn profiles can be less formal and more friendly, allowing you the opportunity to impress upon potential clients that you are not just a business, you are also a person.

Facebook and Instagram are more important if you have a business that deals with a local clientele. Perhaps you are, or want to be a professional photographer, a wedding planner or a specialist cake baker. Facebook and Instagram are great platforms for keeping followers up to date with your latest projects and where you can post great photos of recently completed projects. With Facebook and Instagram, while it is vital you post only useful and high-quality content, it is also important you keep your profile active, posting content on a regular basis. If you are trying to establish a new business, then don't be afraid to post content that relates to other businesses (not local ones!) just to let everyone know you are an “active business”. If people see your last post was three months ago, they will wonder whether you are still in business or if you are any good at what you do.

I found a great article by Shana Thomson on the [Freelancers Union](#) website about what not to do when it comes to using social media for your business. The following is a summary of what she had to say:

Stay away from religious talk

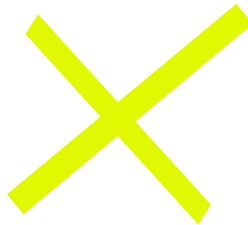
Unless your work is specifically related to members of one religious community, keep religion out of the content.

Steer clear of politics

Just as in the case of religion, it's usually best to keep the political climate on your social media feed neutral. In most countries, politics is a particularly contentious subject so, for everyone who might agree with your political views, there are also those who won't, and if they disagree with your views, then they are unlikely to ever become a client, no matter how good you are at your job!

Don't overshare

Social media is a great way to introduce your clients and prospective customers to the "real you". However, that version of you should still leave something to the imagination. Social media for your business is not the same as your personal social media accounts, so keep the "personal stuff" to a bare minimum.



Don't talk about your clients

A huge mistake many freelancers make is sharing too much about their clients. By all means advise prospective clients about the type of other clients you have worked for, but you should never divulge the following without express permission from previous or existing clients:

- The names of your clients
- How much a client is paying you
- Details about the project you're working on
- Anything covered in a non-disclosure agreement

Not only is talking about your clients to others unprofessional, it's verging on a breach of confidence and portrays the wrong image.

Don't bombard followers with ads

Think about businesses that you follow on social media.

Now think: why do you follow them?

Your followers will feel the same way about you. It's okay to advertise every now and then! However, bombarding your followers with ads for your freelancing business is a great way to get un-followed, and fast.

Be positive, not negative

If business is quiet, don't mention this. If business is good, then do mention this. If you've had a great experience collaborating with someone, share the news, but if you have had a bad experience, keep that for your personal social media profiles, not your business ones. People respond better to "positive vibes" given out. They are more likely to think "This sounds like a great person to work with".

Do respond quickly to any comments left

How many times have you heard that first impressions are so important? If someone leaves a comment on one of your social media pages, try and respond within 12 hours, and within 24 hours maximum. That lets people know you are "on the ball" and that they matter to you.

Do be social

Social media is social. It's what it was made for.

Your social media feed shouldn't just include posts about business-related topics. It's great to create and curate content which relates to your industry. But it's also okay to join the conversation!

Keep social media professional, yet social. You'll love what the platforms can do for your business and your brand.

Establish where you are going to source work from

Where obtaining work is concerned, the majority of the contents of this book relates to freelancer platforms and, in particular, Freelancer.com. However, there are many other ways to source work, and these are covered in much greater detail in Chapter 6, Getting work.

Spread the word locally

If your freelancing business is going to cater for a local, as well as a wider market, it's never too early to start spreading the word that you are branching out on your own, even before you've started. If you are doing the same type of work as the work you did for your employer, there is a good chance that you won't be able to take clients with you. For some, it may be that you cannot work with any of your original clients for a specific period of time. However, successful businesspeople are shrewd, and if they know you are now working independently, they will know your fees are likely to be a lot cheaper than they have been paying and will likely approach you. Just make sure they can find you by creating a good local presence.



Create an email account specifically for work

For a number of reasons, it is a good idea to create an email account to be used just for work. In addition to having a specific email address, also add a standard “footer” to your emails with your business logo and a link to your website. The great thing about business email addresses is that you can set one up to incorporate your business name, for example, highlightdesigns@gmail.com

Here are some good reasons why you should have a dedicated email address for your business:

- It separates your work life from your private life.
- You are less likely to miss an email relating to your business if it is not mixed up with personal emails and, early on, because it is a new email address, it should remain spam-free for a while.
- It will let the recipient of any email you send know you are clearly a legitimate business.
- It looks more professional.
- It refreshes the recipient’s memory with the name of your business each time you write to them.

Set up an online appointment facility

Whether it is existing clients or new ones you want to have a chat with, having an online “diary” where they, or you, can arrange a convenient time to chat online is essential. A great free app for this is setmore.com



Working environment

Decide where you're going to work.

This may seem like a strange statement as a great deal of freelancing work is done in the home environment. However, for various reasons, spending all your time at home may not be so appealing. If you live in confined surroundings where you can't find a quiet place away from young children, or your accommodation doesn't provide sufficient space to create a workstation, you may want to look further afield. Some freelancers find the nature of the work very isolating and miss the company of others. It is difficult to transition from a social working environment that you may have been used to, to being very much "on your own". However, there are some alternatives worth thinking about, depending on where you are located, and you can perhaps divide your time between a number of locations, or change locations every other day – it is very much a case of working out what is going to personally suit you best.



Great places to work from as a freelancer

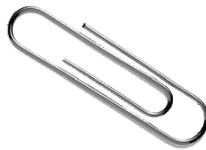
- Your local coffee shop if it has free Wi-Fi access.
- The local library – most of which provide free Wi-Fi access.
- A friend’s house – this can be ideal, especially if he or she is also a freelancer
 - there are many of us about!
- Co-working spaces – this innovative office set-up was developed particularly with freelancers in mind. You can find a space for yourself while sharing the room with other independent, usually freelance workers. These environments normally come with facilities for making drinks and even preparing simple meals as well. The only downside when setting up a new business is that unlike the other options above, with co-working spaces you have to pay a reasonable rent, based on your requirements.
- Abroad – I thought I would throw this option in for a bit of fun, but I am actually being serious. Depending on any other personal commitments and the nature of your freelancing work, do you have to be tied to one location? Perhaps you went straight to college or university after leaving school and didn’t take a “gap year” as many will have done. There again, you may be semi-retired and have turned to freelancing to partly occupy your time and to also bring in some additional income. If your children have left home or are at least sufficiently independent, why not seize the opportunity to work your way round the world?!

Create a schedule for work, then stick to it!

With the flexibility that freelancing can bring to your life, it can be very easy to get into bad habits where devoting time to work is concerned, especially if your intention is to establish yourself as a full-time freelancer. If you intend to freelance part time, then it is easier to fit in work around your other day-to-day activities and your working schedule will be far more flexible.

Don't fall into the trap that you are now your own boss and can start and stop work when you feel like it, because freelancing still requires considerable commitment and discipline. While you may not have a huge workload in the early days, the longer-term goal is to become very busy, and if you have developed a very casual approach to your working day, you will struggle to cope when you get busier.

As much of your work at the beginning will be trying to generate work rather than doing work, set yourself daily goals and only once you have met them all should you then consider you have done a day's work. A recurring message you will find in this book is that it can take time to reap the full rewards of freelancing, and the harder you work at the beginning, the more committed you are to succeeding, the sooner you will reap those rewards.



In setting yourself goals, you can also set yourself rewards. These can range from meeting up with a friend for an “extended lunch” one day, or taking a Friday afternoon off to pursue your favourite hobby. The trick is to remember that these are rewards, and should not become part of your standard routine, unless your reason for freelancing is to get the work/life balance more in your favour and maximising your income, while important, is not quite so critical for you. Always remember to update your online diary if you are taking a day or half day off, or for when you are going on holiday.



6



CHAPTER 6

GETTING WORK

Hire me please

GETTING WORK

WITHOUT DOUBT GETTING WORK IS the “scariest” aspect of freelancing. If you are like a growing number of freelancers who are setting out along this path straight from college or university and have not been an employee before, then it will be less scary and seem more “normal”. However, for many freelancers, you will have most likely been used to a regular income and a certain level of job security. Branching out on your own as a full-time freelancer is totally different, whether you are transitioning from part-time to full-time freelancing, or are going “all in” and freelancing full time from the very beginning.

The biggest difference you will find between being a freelancer and being an employee is that work will no longer be handed to you on a plate. Certainly, at the very beginning, many of you will have no idea how much work you will have from one week to the next, or even one day to the next, but don't be too daunted by this prospect. Instead, you will very quickly find this is actually a great motivator and one of the more exciting sides of freelancing.

So, what are the best ways of generating work as a freelancer?

1. Freelancer platforms like Freelancer.com, Upwork.com, Fiverr.com, etc.
2. Personal contacts and using social media
3. Approaching potential clients directly
4. Promoting your website
5. Blogging
6. Professional forums and websites

Freelancer platforms

There is no question that there is a huge amount of work available on freelancer platforms. I am also aware that some of you may be wary of using them because of all the “bad press” they receive from disgruntled users. It is a shame as most of those complaints come from users who have not read fully how these platforms operate. It is important to understand how you can avoid losing money or falling foul of employers who are simply out to scam workers, but it is far easier to avoid them than you might think if you follow some simple, failsafe rules which I will discuss in [Chapter 13, Scams and How to Spot Them](#).

A large part of this book is devoted to the [Freelancer.com](#) platform as that is the one where I have achieved great success, and if I can do it, there is no reason why you can't. I personally believe it is the best freelancing platform out there, and not just because it has the most users.

Much of my success comes not just from providing top-quality work, but because I learned, early on, how to maximise my opportunities of getting work. I will share all this vital information with you in [Chapter 10, Getting Work - How to Bid](#).
[Personal contacts and social media](#)

The importance of personal contacts will vary depending on the nature of your work. However, one thing that will become crystal clear as you look for ways of generating work is that the greater the network of contacts you have, the greater will be the opportunities of finding work. Your network should certainly include your friends and any work-related contacts you have previously made.

Contacts can also include friends you made at college, university, or former work colleagues. You can build your network of contacts in person, or virtually, through online platforms such as LinkedIn. Promoting yourself may not come naturally to you, but it will become natural, as does anything with practice.

If you have a good following on Facebook, Instagram or other social media channels, then by all means spread the word through these contacts. However, to avoid mixing business with pleasure, it is best to have a Facebook page for your business and invite your friends to follow that page. After all, do you really want your business contacts to know what you get up to when on holiday – it doesn't come over as very professional? If appropriate, you should also create a LinkedIn profile and post content regularly.

Don't be afraid to message people who might be interested in your services, but rather than "spamming them" from the very beginning, simply send them a "connection request" to add them to your network. If they accept, then you could write to them, introduce yourself, point them in the direction of your website and let them know you have done some research on their business and tell them where you think you might be able to help them with your skills and services, and that you might be a "good fit".

I didn't consider LinkedIn of any importance for the first couple of years as I thought it was more for businesspeople and larger companies. However, once I created my profile, it was not long before I began to get enquiries for my editing work and, since then, I have generated a good deal of work through the platform.

Direct approaches

For the direct approach to work, there has to be a reason for the approach. Simply contacting someone out of the blue and telling them how wonderful you are and how good at your job you are, that they need your services, will do no good.

However, if you can identify an area within their business where you could help them, even if they weren't aware they needed help, that is a different story altogether



The first step is to identify the problem and how you can provide a solution.

You then want to email them, but this is a two-step process. Don't just send an email out of the blue to the email address on the potential client's website, or ring them up blind and out of the blue.

If you are going to email them, telephone the business first and ask who is in charge of the sector of the business that would be most likely to use your services, then ask for their email address, finally asking for the name of the person you are talking to. Then send them an email and begin it with:

“Further to my conversation with [the person you spoke to] on [Monday], I am writing to introduce myself and my business, [your business name].”

End the email with a comment such as:

“I would like to have a one-on-one chat with you to see if I can be of help to you or your company, and I have pencilled in [3 p.m. on Wednesday the 23rd of the month] to give you a call. If this is not going to be convenient for you or you would prefer me not to call then please choose a more suitable time or cancel the appointment in my online diary [include link to your online diary].”

The beauty of this type of email is that you are being both polite and courteous, you are giving them advance warning of your intended phone call, and you are also giving them the option to cancel. However, while they can cancel the appointment, they will most likely only do this if they really don't want to chat to you; but if they are undecided or a bit ambivalent, chances are they won't cancel the appointment you have set up, basically because it's a hassle. Now, here comes the clever bit. Though they may not have wanted to talk to you, if they don't cancel the appointment, many will feel obliged to, at least, talk to you because they didn't take you up on your option to cancel it.

It may not sound like the best way to start off a working relationship but, trust me, just getting your foot in the door is a major achievement. Don't expect every call to turn into business, but even if you only manage to convert one in 20, that's work you wouldn't have got if you hadn't made the effort and, at the beginning of your freelancing career, you will spend more time trying to generate work than actually doing it.

As a final example and from a personal point of view, I have been asked to proofread and edit over 200 websites, from architects' websites to those of cosmetic surgeons, all of whom I approached myself using the format provided above. For example, I simply plug 'architects' into Google search and then read through the websites of the first fifteen architects that appeared on the list as I know they are keen to get as high up as they can on search results, and will be more amenable to anything that will help.

7



CHAPTER 7

GETTING PAID



GETTING PAID

AS A FREELANCER, IF YOU do the work and it meets with what the client has requested, then you want to get paid, and you should be paid. So how do you ensure that this is what will actually happen? How can you minimise the risk of not getting paid?

Invoicing

There are a number of options available to you, depending on where and how you have obtained your work. However, before you think about getting paid, you have to think about your invoicing.

This is less relevant on freelancing platforms such as Freelancer.com as the invoicing is done automatically, but if you are going to work independently of such platforms, then you will need to provide invoices for all your work.

Invoices are important both for you and also your client, as they are “evidence” of what the payment is for. You will find that most clients will want an invoice for tax purposes, and when it comes to your own accounts, you need to be able to prove what each payment received is for.

I have already provided reasons in [Chapter 5, Setting Up Your Business](#) and also recommended the free app to keep track of all your accounts and business finances which you will find on Cloud Mango.

Using freelancer platforms

Working through an online freelancing platform such as Freelancer.com is one of the best ways of ensuring that you get paid for the work you have done. Like Freelancer, most of these sites act as a “holder” for the money you will get paid and once the employer has received the work, they can then have payment released to you. Freelancer.com refers to these payments as “milestones”. The employer creates

milestones based on the fees you have agreed and the work you have agreed to do for the fee. The system isn't foolproof, but if you follow the rules and use common sense, it works extremely well. I will cover how to make doubly sure the milestone system works so well in [Chapter 13, Scams and How to Spot Them](#).

Using online payment platforms

So, how do you guarantee you will get paid if you are working direct with a client and you've never worked with them before?

In this scenario, I think I have perhaps been extremely lucky, as I have never had a problem. How have I managed this? By asking for a 50% payment in advance and requesting 50% on delivery of the work.

This is where having your own website, a LinkedIn profile and a Facebook page come in handy as, combined, they all will lead a prospective client to believe (rightly) that you are genuine and are unlikely to run off with their money.

There have been times when prospective clients have refused to pay a 50% up-front fee, and that has never concerned me as I have always felt that it was probably never their intention to pay in the first place, and you have simply saved yourself a lot of grief rather than lost a potential client. If work is slow and you have the time to take the risk, you can do the work without an advance payment, submit your invoice for the complete project, and keep your fingers crossed.

If you are working on a substantial project where the fee is going to be in excess of say £200.00 or the equivalent in your currency, you can suggest splitting the fee up into four sections, with each payment made when you present a quarter of the total work. I have never risked working for a larger fee on a “full payment on delivery” basis unless I know the client well.

Direct bank payment

Many businesses like to streamline operations and invariably have their own payment procedures. This will often involve either waiting for the end of the month or waiting a full month after receipt of your invoice before you get paid. This is life, this is how businesses operate, and there is little you can do about it.

You have to look at this problem from the angle of your client. Are you the only person their company pays? No. Do they process and pay individual requests for payment? No. Are you going to make a nuisance of yourself if you demand immediate payment? Yes.

If you think about it, very few of us get paid at the end of every day, at the end of every eight-hour shift. Most of us get paid at the end of the month when working for someone else, and so does everyone else who works for that company.

When you look at other “suppliers” for a business, does the company settle their accounts the day the goods are received? No. So why should you be any different? The simple truth is, you are no different in the eyes of their accounts department.

If it is going to be an ongoing contract, then once the payments become regular, you won't be affected by a month's delay in payment as you will get paid regularly for the previous billed work.

The easiest and most efficient way to get paid by these businesses is by direct bank-to-bank transfer. If it is within your home country, there shouldn't be any deductions, but if it is an international bank-to-bank transfer, you will be at the mercy of your bank's currency exchange rates, and they may also make an additional transaction charge. Because of these additional charges, it is better to have just the one monthly payment from a client, as that will minimise any bank charges you will incur.

Monthly and quarterly billing

Once you have established a good working relationship with a client, depending on the amount of work you do for them, if they use you on an infrequent "as-and-when-needed" basis, they are not going to appreciate having to deal with an invoice for £20.00 every ten days. If it looks like there will be sporadic work, "hook" them as a long-term client by offering to submit a monthly or quarterly invoice, telling them you are a great fan of reducing admin and don't want to bother their accounts unnecessarily.

I have half a dozen clients I bill quarterly and the account is never for more than £200.00, but it is a nice "bonus" when you get a large payment for what has been a number of small jobs that never take up too much time.

You can also use monthly billing if you have an agreed amount of work to do on a monthly basis – this is fairly typical when employers are looking to outsource work rather than hire another employee.

“Pro Bono” work

Pro bono are just fancy words meaning “for free”. Occasionally your client may want you to do a simple and quick task. Because you are offering a service, sometimes it is worth telling them afterwards that there is no charge on that occasion and that you were just happy to help them out. This is such a rare thing in today’s working environment, and because of that, for the sake of a nominal amount of money, you help to create a much more secure working relationship with your clients. Some call this “looking at the bigger picture”, I call it “playing the long game”, but either way, it’s all about building up your client bank and securing those clients on a long-term basis. One of the best ways of securing a client is making it clear that where you are concerned, providing them with a first-class service comes ahead of wanting to be paid for every little thing you do for them.



Keeping track of hours

Depending on the nature of your work, you may well be charging your clients an hourly rate. The question is, how can you justify the time you have spent on a task, where is the proof? Tracking your time is the best way, and it also helps you keep a track of all the hours you spend working on individual tasks, and as many tasks as you want to include. I use a great free app called [Toggl](#) which enables me to keep on top of the time I spend on certain projects where I charge an hourly rate. I always offer to send the client a screenshot of the time-tracking if required, which they never then ask for, but they appreciate the openness and willingness to do so. When it comes to building trust with your clients, it always pays to be as clear and transparent as possible where billing is concerned.

It is for this reason that Freelancer.com have a “timetracker” app for projects where the fee has been agreed on an hourly rate. The app takes regular screenshots while you are working on a client’s project as proof you were actually doing just that, working and not playing Candy Crush but billing them for your time while doing so!



8



CHAPTER 8

WHY I USE

FREELANCER.COM



WHY I USE FREELANCER.COM

AS YOU WILL DISCOVER IN [Chapter 15](#) on freelancing websites, there are a lot of platforms where freelancers can source work. With such a choice, you may be wondering why I chose to work on the Freelancer.com platform and you may also be wondering if I work on any other freelancing platforms.

My freelancing career began in 2010 on a platform known as VWorker, founded by Ian Ippolito back in 2001. It was pretty basic, but also innovative, and within about nine months, I had begun to establish myself. However, in November 2012, VWorker was taken over by Freelancer.com, which was a much bigger platform. Initially I had my concerns when Freelancer.com took over as I went from being a medium-sized fish in a small pond, to a very small fish in a much larger pond, faced with establishing myself all over again. Over the nine months I was with VWorker, I became aware of other freelancer platforms including Freelancer, UpWork, oDesk and Guru and, when Freelancer.com took over VWorker, I looked more closely at all of them before deciding to which one I was going to 'pledge my allegiance'. As you already know, it was Freelancer I chose as I felt it would become the most successful of them all and, happily, I have been proved right.

There were a number of reasons I liked Freelancer.com, many of which remain valid today:

- It had many more projects on offer, despite there being more workers on the platform as well.
- They were promoting themselves more heavily than other platforms.
- Other platforms weren't expanding through acquisition in the way Freelancer was and I didn't want to be part of another company that was taken over (Upwork took over oDesk a few years later).
- The fees charged were (and still are) reasonable and lower than other platforms, many others charging between 30% and 50% of project fees.

- It may seem a little thing to you, but I actually liked the look of the whole platform and, if it appealed to me, I could see it appealing to many others.
- I felt confident that Freelancer would not just grow, but would become by far the largest online platform for freelancers which, again, has proven to be the case!

I decided that while I would now have to compete against many more freelancers, what I had learned through working on VWorker would save me from making the same basic mistakes and that I would be able to “hit the ground running”, so to speak, as a new member of the Freelancer community.

In addition, I also wondered about “hedging my bets” and working on more than one platform. However, I weighed up what that would mean when it came to establishing myself as a competent freelancer, and I decided that, in the long run, I would be spreading myself too thin.



The problem with working on more than one platform is that it would take much longer to become established on either. The one thing I felt that was important to making freelancing a success was to become established on one platform as quickly as was humanly possible, and then I could review the situation whether or not to use other platforms later on.

To date, I have not felt the need to work on any other freelancing platforms for one simple reason – I have more than enough work coming through Freelancer.com and also my private clients.



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CHAPTER 9

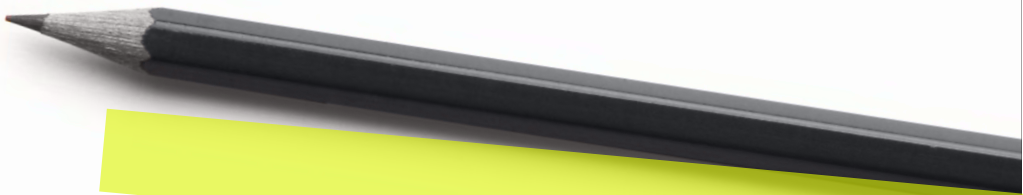
THE FREELANCER.COM

PLATFORM



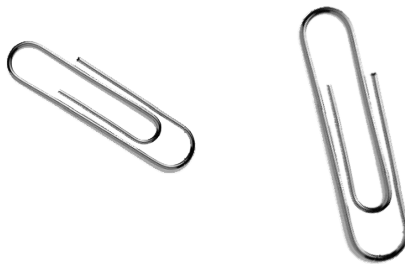
THE FREELANCER.COM PLATFORM

I WILL REMIND YOU THAT Freelancer.com have not asked me to write this book and have not paid me to write this book. The opinions I have and the advice I share with you are all based on my own genuine experiences while working on the platform.



The subsequent five chapters will go into great detail on how you can improve your chances of getting work on Freelancer.com and how to grow your reputation. I will also cover how you can avoid losing money on the site and avoid any scams or “rogue” employers, this latter topic being the reason why many of you may have reservations about using this and other freelancing platforms. Take it from me, you needn’t have any concerns if you fully understand how everything works.

I will admit that the Freelancer.com website itself is massive, and the Terms of Use quite daunting. As a consequence, in your hurry to get started, many of you may misunderstand how everything works or not even try to read everything and, as a result, have a bad, if not costly experience which could easily have been avoided. I was trying to think of a suitable analogy that would help you use Freelancer.com in total confidence, and the following will make everything clear in less than a couple of pages!





Imagine Freelancer as a marketplace. It owns the ground, the stalls and promotes the existence of this market to attract visitors who are looking to have work done.

Anyone can have a stall in the Freelancer marketplace, and you can rent a small stall (basic membership level) which you can use to talk (through project bids) to a limited number of potential customers (employers). The bigger the stall you have (the higher your membership level), the greater the number of potential customers you can talk to (more bids can be made), as well as other benefits.



Step 1.

A potential customer (employer) comes into the marketplace and says: “I need this product”. They do this by posting a project.

Step 2.

Stallholders (freelancers) who offer that product then try to attract the buyer by telling them what they can supply, how much it will cost, and when they can deliver it by (project bids).

Step 3.

The buyer then decides what seems like the best deal for what they want and selects the stallholder they want to provide the product they want (they award the project to one particular worker).

Step 4.

Now, instead of paying the worker direct, the buyer gives the agreed amount of money to the owner of the marketplace (Freelancer.com) for safe keeping (creation of a milestone payment) until the goods are delivered. The market owner checks that the payment is legitimate (payment verification).

Step 5.

Once the payment is verified, the stallholder then agrees to deliver the goods (accepts the project) and the marketplace owner takes a 10% fee for enabling the introduction, and also for promoting and maintaining the marketplace.

Step 6.

Once the goods have been delivered by the worker, providing they match up with the quality of those promised (in the project bid) and meet the buyer's needs, they will then have the payment released to you (release of the milestone).



It is actually that simple and, as a worker, if you do a good job, it won't be long before that employer contacts you again directly through the platform to ask for more help, increasing your Repeat Hire rate, another metric by which potential employers will gauge you...

What I have provided above is a very simplified and stripped-down version of how the Freelancer.com platform works. There are, in fact, many other ways to obtain work on the platform, including:

- Competitions – there are numerous competitions on Freelancer where employers will provide a brief of what they want, and anyone can submit work. The employer then chooses the best work, and awards the 'prize', the fee offered, to the winning entry. Employers have the option to guarantee a prize, or just suggest they may pay that amount if they find a good enough entry.
- Promoting Yourself – you can promote your services on Freelancer through the Freelancer Directory. Employers check out directories if they don't want to go through the process of setting up a project and dealing with all the bids. Employers can hire you direct via the Directory, though Freelancer will charge 20% as opposed to 10% if you are hired this way.
- Recruiter Projects – Freelancer has a 'best of the best' Preferred Freelancer system where only freelancers who have established a reputation for being good at what they do can bid on Recruiter Projects. The fee charged by Freelancer is 15% for these projects, but they are often high-paying projects and you will have the assistance of a Recruiter to help both you and the employer achieve the desired outcome.

**TO LEARN ABOUT ALL
THE WAYS YOU CAN
FIND WORK ON
[FREELANCER.COM](https://www.freelancer.com)**

**I RECOMMEND YOU
TAKE HALF A DAY TO
CAREFULLY NAVIGATE
THROUGH THE SITE AND
READ MANY OF THE
USEFUL ARTICLES YOU
WILL FIND ON THERE.**

10



CHAPTER 10

GETTING WORK —

HOW TO BID



GETTING WORK —

HOW TO BID

THE FIRST THING TO UNDERSTAND is your true worth as a “newbie”. This is perhaps the hardest thing to come to terms with and a failure to fully understand this aspect has seen the downfall of many a prospective freelancer who, early on, gives up using freelancing platforms.

So, what do I mean by your “true worth as a newbie”?

I am referring to the hourly rate you can charge or the fee you can charge for a specific project based on the fact you have very few, or no feedback ratings to show prospective employers you are good at what you do.

It is a fact of life that you can complete your profile on Freelancer.com, make it clear that you have a whole host of appropriate qualifications and that you have worked elsewhere on numerous major projects before, but without those employer ratings and feedback comments, you have absolutely no proof, and that is what most employers look for.



We now live in a price-conscious, ratings-driven society. If you go shopping online, when looking to make an important purchase, the two most important factors are price and reviews, followed by delivery time.

Imagine you are buying a refrigerator and you have two models that appear almost identical in terms of price, size and internal capacity. In fact, the only major difference is one refrigerator has over 100 buyer reviews, all positive, and the other has no reviews. Which refrigerator are you going to buy?

The one where you know you are taking less risk, the one with all the positive reviews. So, what might make you opt for the refrigerator that had no reviews? A significantly lower price to compensate for the fact you may be taking a bit of a risk. It's that simple, and to a degree, the same applies on the Freelancer.com platform, with a few extra twists.

Speed counts

Looking at things from an employer's perspective will help you understand how important it is to get your bid on a project in as soon as possible after a project has been posted.

Many employers want to get the ball rolling as quickly as possible and want the whole process to be as hassle-free as possible.

No sooner than they have posted their project than they will likely receive between five and ten spam bids that all make it clear that the project description hasn't even been read. The employer is now feeling less than impressed.



They then receive your bid a couple of minutes later and although you don't seem to have any feedback, your bid has made it clear that you have read the project description and you understand what is required of you.

Better still, your bid is at the lower end of the employer's budget, so your lack of feedback becomes less critical. Within just a few minutes of posting their project, you are presenting the employer with the opportunity to award their project to someone who seems capable of doing the work, which was what their original goal was. I cannot tell you how many times I have spotted a project that had been posted five minutes earlier, which I then wrote a bespoke bid for, then tried to submit my bid, only to discover the project had already been awarded while I was composing my bid, and frequently to someone with far less experience than I had.

I should state at this point that these projects that are awarded rapidly are not usually complex or high-value projects: the employer is simply looking for someone who appears capable and competent. When it comes to high-value projects, let's say in excess of £250.00, the employer will usually, but not always, check the bids of the most experienced workers, perhaps exchange a few personal messages with them, and then make an informed decision based on numerous factors. It is very rare that higher-value projects are awarded within five minutes of their posting.

So, if you are a newbie, my advice is to constantly have the feed of newly posted projects open on your desktop so that you don't miss any opportunities, and target the lower-value projects, while not ignoring larger ones.

For your first ten projects on Freelancer.com

When you first start out on Freelancer, my advice is not to look at the money you can earn from these first few projects (though every little helps), but see them as an opportunity to get positive feedback ratings and completed jobs under your belt as it is these which will then help you win more projects later on and earn some serious money. I call it the “snowball effect” where, as the number of completed projects increases, so does your chance of winning projects you bid on, and also the amount you can charge.

As a consequence, when it comes to identifying projects to bid on, look for simple ones where offering a very low fee will make you an attractive bidder. To rapidly get ten projects under your belt, my advice would be to steer clear of projects with a budget above £100.00 as they will not only take time to complete, but when sums of money in excess of £100.00 are involved, employers will be more likely to gravitate towards freelancers with an established reputation as they don't want to risk their money. While earnings are included in the Freelancer worker ranking system, early on, completed projects will catch the eye of prospective employers to a far greater degree. So, it makes more sense to do ten simple projects that take the least amount of time to enable you to reach your first goal – ten 5* ratings.



Below is an example of one of my first ten projects which I completed seven years ago. I can't believe I charged so little, but look at the great feedback I got – that helped me for sure when new employers checked out my profile after I bid on their projects: It took me just over a month to complete my first ten projects and I remember being left with a great sense of achievement as far as my career as a freelancer was concerned with only 5* ratings and great feedback comments. However, I will not deny that I was a little concerned at the amount of money I had earned, or rather lack of it.

Need an honest review of Agnostic Spirituality book (I'll Put 3 Chips On God - just in case there is one)

5.0 ★★★★★ **\$3.0 USD** 

David was an excellent person to work with, he's friendly, communicative, clear, sharp, and eager to help. He's very quick as well and I felt as if had his full attention even though mine is a very small project.


- Preeti S.  7 years ago.

For your next ten projects on Freelancer, and the next ten projects...


Once I had ten projects under my belt, I began to increase my rates, though only slightly, as I was no longer classed as a total “newbie”, but I still didn’t have the clout and reputation of some of the more established workers on the platform.

Ultimately, I set myself a target of charging my full rate for work once I had completed 100 projects and had hopefully managed to maintain my 5* rating. In the meantime, each occasion I added another 10 projects towards that target, I raised my rate a little more.


It worked well, and within a year I was up and running as a fully-fledged freelancer who was able to command very decent fees, as you can see from this project I completed six years ago, just two years after I joined the Freelancer.com platform:



Experienced Editor Needed for a Reputable Online Magazine

5.0 ★★★★★ **\$2,402.0 USD** 

I'll hire you again and from now you are one of my team.

- Ahmed H.  6 years ago.

Making your bids stand out from the crowd

Whether you have never placed a bid on a project before or already have a hundred projects under your belt, you want to make sure that any bid you place on a project has the best chance of at least being noticed and then, ideally, accepted.

From the very beginning of my time on Freelancer.com, I have always put a lot of effort into the bids I place, and I still do. To this day I would say that has contributed most to my success.

I have lost count of the number of times employers have awarded me a project, telling me it was: “because you seem to be the only person who bothered to read what I was looking for”. In other words, all the other bids the employer had received were just standard “copy and paste” bids that made it obvious that the bidder hadn’t even bothered to read the project description.

My advice is to look at the situation from the employer’s point of view, to understand what they would like to see in a bid, and create a bid template that you can then adjust according to each project you bid on.

**MAKE SURE YOUR
BID TICKS EVERY
ONE OF THE
EMPLOYER'S
BOXES**

Make sure your bid ticks every one of the employer's boxes

If employers have around 50 bids to consider for their project, they are not going to read every line of every bid. As a consequence, the first line of your bid is the most important. Most employers can instantly recognise if this is a bid from someone who has read the brief, or if it is a spammy copy and paste generic bid. Make sure it is very clear in the first sentence of your bid that you have read the project description. By that I don't mean for you to begin your bid with "I have read your project description" either. One of my favourite openings to a bid is "I see you need someone to help you do XXXX, it would be helpful to also know YYYY...". In asking for additional information it immediately tells the employer you have thought carefully about their project and what is involved. Second, you are inviting the employer to get in contact with you for a constructive reason.

- ✓ Where appropriate, point them in the direction of other work you have done, even if it is just to your portfolio, but make sure it is relevant.
- ✓ If they have set a timeline for the project, confirm you can meet it.
- ✓ Briefly explain what your bid is based on, or make it very clear your bid is just a “placeholder” and that you would like to provide a full and accurate quote once all aspects of the project have been comprehensively discussed.
- ✓ If you and the employer are of the same nationality, point this out, especially if it might help solve any potential language barrier problems they may have with other freelancers.
- ✓ If you and your employer live in the same country, point out that communication will be made much easier as you are both in the same time zone (this will make them less likely to choose someone with more reviews, but who is in a totally different time zone.)

The following is an example demonstrating the thought I put into each and every bid I place on a project. If you look closely, you will also see that not only was my bid accepted, but it was well above the average bid amount. Taking that extra time to carefully craft bids to meet the project description does pay dividends:

Awarded Freelancers

David Dundas @ProWriterHalDog

5.0 ★★★★★ (1095 reviews) 8.5

€560.00 EUR in 7 days

+6

Budget
€250.00 - 750.00 EUR

Bids
42

Average bid
€391.00 EUR

Hello

I have placed a bid to edit a document on entrepreneurial finance, a topic I am reasonably familiar with.

You state that the document is in Latex - my understanding is that this can be converted to Word.doc format for editing (providing one does not alter any coding - fonts, etc) and that once edited, it can be converted back to Latex. <http://editorium.com/archive/editing documents-in-latex/>

I state this as I prefer to edit in Word.doc format so that all corrections can be clearly shown and the author still retains the option to accept or reject the individual changes. It also allows me to put notes in the margin with any suggestions or queries. Once the author has gone through the text, the approved changes can then all be accepted and then the document saved and converted back to Latex format.

My bid is placed based on the size of the document not exceeding 20,000 words in total.

I would welcome the opportunity of seeing a sample of the text before committing to the project just to ensure the quality of English used is understandable.

I have no problem meeting your deadline providing I am giving the text 7 days in advance.

You will see from my profile that I have only 5* ratings with a 100% completion and on-time delivery rating so you are guaranteed top-quality work and total reliability.

Please ask if you have any questions.

Top 6 most common mistakes to make when bidding on projects:

1. Placing standard “spam/copy and paste” bids that make it obvious you haven’t read the project requirements.
2. Bidding at too high a rate based on your lack of proven reputation and feedback.
3. The timeline you have set to complete the project is unrealistic.
4. The bid is more of a begging letter than a professional sounding bid.
5. The bid contains irrelevant and unnecessary information.
6. There is nothing in your bid that shows that you are capable of doing everything asked for and doing it well.

Once you have a better understanding of what is important to employers, and why, you will be far less likely to make easily avoidable mistakes when bidding for work and you should very quickly begin to win those coveted projects and start growing your online reputation.

To give you a clearer understanding of what I am talking about, the following is a project that was posted seven years ago. Back then, my bids were not as professional as they are today, but I did recognise, early on, that it was important to make it clear to the employer that I had read the project description and that I had a reasonable idea of what was expected of me.

You will notice a number of things from the next three images:

1. The first image makes it clear what the project requires.



The image shows a screenshot of a project listing on a platform. The title is "Re-writing/editing/copywriting - repost". Below the title is a navigation bar with tabs: "Details", "Proposals", "Payments", "Files", "Tasks", and "Reviews". The "Details" tab is selected. The project details section includes the price "\$30.00 - 250.00 USD" and a description: "We intend to upload to our website a video presentation which describes our product. We are looking for a copywriter that can go through our text, and help us making it appropriate to sell our product. Check the copywriter. re-write if needed, make sure that the grammer is O.K etc. Enclosed please find a draft of the text.This text will be recorded by a voice studio after we get it right/write:)" The "Skill Required" section lists three skills: "Copywriting", "Editing", and "Article Rewriting", each in a rounded rectangular button.

Re-writing/editing/copywriting - repost

Details Proposals Payments Files Tasks Reviews

Project Details **\$30.00 - 250.00 USD**

We intend to upload to our website a video presentation which describes our product. We are looking for a copywriter that can go through our text, and help us making it appropriate to sell our product. Check the copywriter. re-write if needed, make sure that the grammer is O.K etc. Enclosed please find a draft of the text.This text will be recorded by a voice studio after we get it right/write:)

Skill Required

Copywriting Editing Article Rewriting


2. In the second image, my bid, while short, was the only one of the first five bids that made it obvious I had read the project description as none of the other bids even mentions video scripts, anywhere, and others don't even relate to anything the employer is asking for.

COMPLETED

Re-writing/editing/copywriting - repost

Details
Proposals
Payments
Files
Tasks
Reviews

Awarded Freelancers



David Dundas @ProWriterHalDog 🇬🇧

5.0 ★★★★★ (1095 reviews) 8.5 📈 100% Completion

I write video scripts for two video companies and have a good understanding of what is required. In addition, I am a genuine English writer/editor and back this up with a 98% pass in the US English LEVEL 3 Exam. Additional details sent via PM. Thank you.

Budget
\$30.00 - \$250.00 USD

Bids
20

Average bid
\$88 USD

Other Proposals

Private

4.8 ★★★★★ (2323 reviews) 9.1 📈 91% Completion

My bid is for top quality articles. Being a platinum level expert Ezine author and having 4 years of writing experience (articles, rewriting, blogs, ghostwriting etc.) I am 100% confident that I can deliver you high quality, plagiarism free, seo friendly and error free... [Read More](#)

\$33.00 USD in 4 days

Private

4.5 ★★★★★ (139 reviews) 6.5 📈 83% Completion

ready to start

\$155.00 USD in 3 days

Private

5.0 ★★★★★ (19 reviews) 5.2 📈 73% Completion

Hello, I am extremely interested in completing this project for you. I have extensive experience in editing, proofreading and formatting documentation for a wide variety of disciplines and genre... [Read More](#)

\$144.00 USD in 3 days

Private

4.9 ★★★★★ (4 reviews) 2.9 📈 80% Completion

Hi!! saw your attachment and can work on this away :) I would like to help! See PM.

\$77.00 USD in 2 days

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GETTING WORK - HOW TO BID

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3. My bid, which was accepted, was well above the average bid level.
4. The third image shows the feedback left by the employer, and he states that one of the main reasons he employed me was because my bid made it clear that I had read the project description and knew what the project was likely to involve.

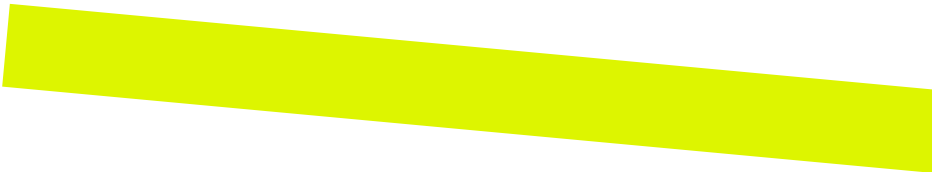
Re-writing/editing/copywriting - repost

5.0 ★★★★★ **\$161.7 USD**

We looked for a long time for the right person for our project. We got a great no. of proposals, but none of them really showed an interest and went deep in understanding what we really needed. We are extremely impressed with the results. It seems that David captured the essence of our business and skillfully turned it into an understandable material, brilliant written, that can be marketed in a very good manner for potential customers. There's no doubt that we are going to use David's services again, and highly recommend him.

- **vw6766860vw** 🇮🇹 7 years ago.

Copywriting, Editing, Article Rewrite



If you are good at what you do, your nationality and location should not disadvantage you.

There is a popular misconception that it is harder for workers of a certain nationality to win projects on Freelancer. There is no question that being an English speaker is an advantage, but this is a website that caters for every nationality of employer and worker.

As a consequence, employers who speak Spanish may prefer to hire a Spanish-speaking worker and speaking English may not be such an advantage after all. Freelancer has a global reach that covers anywhere there is access to the internet, and it is far from the case that everyone in the world can speak English. To broaden its catchment, Freelancer has sister platforms in many different languages to ensure that it reaches as many employers as possible.

If you are not a native English speaker but want to bid for a project in English, my advice is to do your best to make the English as accurate as possible. There are many online translation tools that can help you and having already made it clear that copy and paste bids seldom result in the award of a project, spending that extra time on perfecting the English on an individual bid can, and will, pay dividends.

I never like to make sweeping statements that can't be backed up as, for me, one of the most important aspects of this book is that unlike so many other publications on the subject of freelancing, everything I recommend in this book will work, because I have over 1,000 completed projects behind me as proof.

So, when I say that nationality is not as critical as you may think when it comes to being awarded projects, I have the permission of Arpita G, a young girl from India, to use her profile and level of success as proof that if you are good at what you do, your nationality is not critical.



Arpita G. 
Writer. Designer.

5.0  **199 reviews** **7.0** 

100% Jobs Completed **98%** On Budget
100% On Time **49%** Repeat Hire Rate

 My Rate \$30 USD/hr

 **New Delhi, India**

I'm a designer by training, but have always loved to write. Four years ago, I set out to try my hand at professional writing, and it quickly evolved into a full-time career.

Arpita is from India and English is not her first or native language. As you can imagine, for Arpita, establishing herself as a skilled English writer meant she had greater challenges than a native English-speaking person. Yes, there are many great writers of English in India, but it is not the first country you think of when that is what you want.

However, as you can see from her profile, which is one she can be very proud of, Arpita has been a great success, which perfectly proves that if you are good at what you do, no matter your nationality, you can succeed on Freelancer.

“Sponsored” and “Highlight” bids

When placing a bid on Freelancer, at the foot of the page there are options to sponsor or highlight your bid. Each costs money. Have I ever used these options? Yes, I did when I first began working on the platform, but I was careful how I used them. Sponsoring your bid is the more costly option, so I would use this if I felt there was a particular reason I was a good fit for the project described and I could prove it. I would highlight bids if I felt that the quality of other bids was poor and I wanted to make sure there was a better chance my bid would be noticed, even though I didn't have a lot of feedback or ratings.

And finally... Getting the balance right

If you are not working, you are not earning any money.

Now that seems like a really stupid thing to say as it is obvious, it doesn't need saying.

Well, judging by my own experience, it not only needs saying; it needs underlining. Once I had fifty-or-so projects under my belt and had upped the rates I charged, I made a huge mistake, which lasted for a period of a couple of months and which cost me a lot of money. I was doing a lot of bidding, and I was getting work, but I was not getting anywhere near enough work to fill my day. Of course, in my spare time, I was bidding, but bidding doesn't actually earn you any money, even though it is a necessary part of the whole process. I was beginning to get frustrated as I wanted to grow my profile faster and get more and more projects under my belt, as well as earn more money. I was achieving neither of these goals. Then the penny dropped...

Though I was winning a few projects and earning some money, I became aware of the fact that I was not earning any money for too much of the week. I then chose to reduce my rates for some, but not all projects, and very soon I found that I was picking up more work, even though a lot of it was not as well paid as I would have liked. However, at the end of the first month I noticed that I had added an additional ten low-paid projects to my profile, and there was an extra couple of hundred dollars in my account to show for it.

Now that may not seem like a lot of extra money, but when combined with ten extra projects on my profile, I began to realise the true value of “keeping things ticking over”.

Yes, it would frustrate me at times that some employers would pay me only half of what others were prepared to pay, but 50% of something is a lot better than 100% of nothing.

Curiously, as time went on and my profile had sufficient completed projects for me to command a full fee, almost the reverse of the above happened. When I was busy, I would still keep an eye on new project postings, and I would “cherry pick” one or two to bid on. However, as they weren’t critical to my survival and being awarded them would mean having to work overtime, I would bid at a level higher than my usual rate.

And you know what? I have won many projects where I have bid at a higher level than I might usually and there have been times when I have had to work through the night as a consequence of taking on the extra work. However, when you are being very well paid for the work you are doing, losing a few hours’ sleep doesn’t matter one bit.

So, my advice once you become an established worker on the Freelancer platform is to vary the rate you charge based on your workload. If the volume of work is getting a bit low, then lower your rates, and if you have plenty of work but could always fit in a little extra, then raise your rates.

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CHAPTER 11

MANAGING YOUR PROFILE



MANAGING YOUR PROFILE

THERE IS NO QUESTION THAT your profile is important and therefore anything you can do to help maintain a perfect, or an as near-to-perfect profile as possible has to be worth doing.

| | | | |
|--|---|-----------------------------|--|
|  | British Editor, Proofreader and Published Writer | |  |
| | 5.0 ★★★★★ (1000 reviews) | | |
| | 100% Jobs Completed | 100% On Budget | |
| | 100% On Time | 30% Repeat Hire Rate | |

Completing your Freelancer profile

When you first start as a worker on Freelancer, having a very well-presented profile is crucial. This extends from the brief description you provide for your skills and services, through to your portfolio, which you should refer to if you want to show specific examples of your work that are relevant to the project you are bidding on. When it comes to describing yourself and your skills, be short, concise and to the point. Once again, my advice is to consider your profile through the eyes of a prospective employer. There is space later on in your profile section to include the full details of your qualifications and work experience, so there is no need to repeat yourself in your opening summary.

By all means mention you have a specific degree, but there is no need to include the university in your opening summary. You can show which university you went to in the Qualifications section. Include the number of years you may have worked in relevant fields, but there is no need to go into greater detail.


Concentrate on what employers will be looking for and will want from you as much as telling them what you can offer. Remember to include a call to action – a request for them to get in contact with you, and if you speak more than one language, make that very clear. Your profile automatically shows which country you live in, but because you live in France, an employer may assume you only speak French, completely unaware that you may also be fluent in English and Spanish.



Finally, there has been a lot of debate over the benefit of taking Freelancer exams. Yes, they cost money to take, but I believe that you should use every tool available to back up what you say about yourself. If you claim to be an expert in C+ or Python, it makes sense to take those exams, and not just the basic ones. Take all levels available. As an example, I have taken all English Exams, both US and UK English, as I felt it important to create an instant impression that the English language was my strength.

I should also point out that when you place a bid, the employer will also get to see which exams you have passed. It therefore makes sense to do all you can to stand out above your competitors.




Getting great feedback comments and 5* ratings





Awarded Freelancers



 **David Dundas** @ProWriterHalDog 

\$14.00 USD in 7 days

5.0  (1094 reviews) 8.5  100% Completion 

    +6

The Freelancer feedback system is easy to understand. It is a “blind system” where you cannot get to see what feedback has been left by the employer once a project has been completed until you leave feedback yourself, and vice versa.

The system also leaves you options to rate the worker or employer on a scale of 1-5 stars for a number of project elements, such as speed of delivery, communication, professionalism, etc.

Once both sides have left feedback, it will be published on the respective profiles. There are four other elements to your profile beyond ratings for the work you do:

1. “Jobs Completed”
2. “On Time” delivery of work
3. “On Budget” delivery of work
4. “Repeat Hire Rate”

If you fail to complete a project, then the employer has the right to mark the project as incomplete. This usually happens when you bid to win a project, make unrealistic promises and then, halfway through, realise you can't deliver exactly what was wanted. My advice? It benefits nobody if you lie about your capabilities to win a project. Put yourself in the shoes of the employer first and be honest from the very beginning.

“ON-TIME” DELIVERY IS AN EASY ONE.

**Never promise to meet a deadline if it is
unrealistic and impossible to meet.**

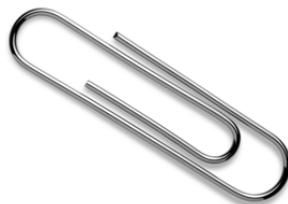


Ensuring you get 5* feedback ratings – the obvious stuff

- Start off with a great, individual bid for the project.
- Make sure everything is 100% clear regarding what you will do and how much the fee will be (and make sure all milestones are in place before accepting the project offer).
- Thank the employer for awarding you the project, for creating the milestones and let them know you are looking forward to working with them. The key is to engage fully with the employer rather than leave them feeling “excluded”.
- Contact the employer regularly, especially if the project is going to last several days, or even weeks.
- If there is an agreed delay before you can actually start the project, let the employer know the day you do start – never leave the employer in the dark, wondering what, if anything, is happening with their project.
- On delivery of the work, NEVER ask for immediate release of the milestone payment(s). This will leave the employer with the distinct impression that you are more worried about getting paid than whether the employer is happy with your work. If there is a milestone in place and you have done the work, then just relax and be professional, you will get paid.



- ALWAYS ask the employer to let you know if they are happy with everything or if they require any changes to be made to the work you have done. Remember, you are providing a service, not a product, so the quality of service is vital.
- Check your work for errors before submitting it. Make sure that what you are providing meets the agreed requirements.
- Respond promptly to any queries your employer has – never keep them waiting for a reply if possible. Poor communication is one of the most common reasons employers don't leave a 5* rating.
- Be willing to do a little extra work and never complain if the employer wants changes made, unless they are asking for a complete change in the overall project objective. Don't always look to charge extra for minor changes – remember, you are also trying to establish a good working relationship so the employer comes back to you next time they want help. Always keep your eye on the longer-term benefits of being super-helpful today.
- Always be polite and never argue with the employer, even though I know that they can be very difficult to deal with at times. Whenever I feel like telling them they are being awkward, I just think to myself “protect your 5* rating”.



Ensuring you get 5* feedback ratings – the not so obvious stuff

So, is there anything you can do to influence the employer in relation to the feedback they give you? The simple answer is plenty, and trust me, it works.

- From very early on, in fact after I had ten 5* ratings on my profile, whenever I bid on a project, I would include a comment such as “Part of the reason I have only 5* ratings for my work is because I never consider a project complete until my client is 100% happy with everything I have provided”. Now a comment like this does a few things. First of all, it introduces the notion of a 5* rating. Second, it tells the employer that everyone else has given me 5* ratings, putting a little psychological pressure on them to do the same. Finally, it also allows you to tell the employer what to expect in terms of service.
- When finishing off a project, I always check with the employer to make sure they are pleased with everything. Once again, I will introduce a comment such as “I value my 5* rating and work hard to protect it by ensuring that all my clients are 100% happy with everything before I make any request for the release of payment”. Here you are telling the employer that they can’t really leave you less than 5* if you are offering them the opportunity to make any final amendments/adjustments and they choose not to take you up on the offer.

- My favourite comment to make when finishing off a project is a very simple, but incredibly effective comment – “It has been a real pleasure working with you and I am looking forward to leaving you a glowing 5* rating for your employer profile”. This is very cheeky as it puts psychological pressure on the employer to do the same.

Please note that I never use all three “tricks” on the same employer as that would be “overkill”, but you will get a feeling and understanding which will work best for you in each situation.

What to do when you get a poor rating

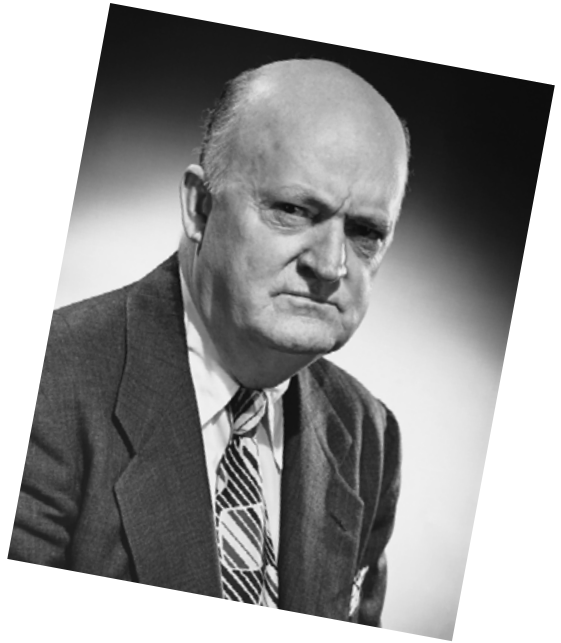
On a couple of occasions employers have left a good feedback comment but a very average rating. On these occasions I simply write a polite note to the employer asking what I can improve on with regard to the work I gave them and apologise that they felt they had to leave such a “poor rating”. However, I was always careful not to complain or ask them to change the rating – this is both unprofessional and confrontational. Mostly, employers don’t realise how critical ratings are, but once they do, and they have already seen you have left them a 5* rating, they will usually ask if they can do anything to change the rating they left if they have no real reason for “downgrading” you. I have always thanked them for such a kind gesture and advised them to raise a ticket with support, saying, and this is important, that “they had made a mistake”, asking for the rating they left to be adjusted, though never telling the employer to what level!

It surprises me when I see good workers with a poor rating for a project, despite a great feedback comment, and wonder if they tried to broach the subject with their employer about changing the rating. I suspect not.

BE... ON BUDGET, ON TIME, ON TARGET

On-time project delivery

If you are late submitting work to an employer, not only will they mark the project as not delivered on time, but they will almost certainly leave less than a 5* rating for the overall experience of working with you. So, while you may want to offer a superfast delivery of work to impress an employer and help convince them to award you their project, never offer a timeline that you can't meet. You will end up letting the employer down, getting a bad rating, and nobody wins.



There are occasions where a project looks like it may take longer to complete – maybe you have had to do some extra research. My advice, rather than remaining quiet, write to the employer, explain what has taken you a little extra time to complete, and ask them if it will cause them major problems if the project was not delivered until X days after initially proposed. If they seem happy, then thank them and explain that your ‘on-time’ reputation is important to you and you are glad that the employer understands you have a valid reason for a slight delay.

On-budget project delivery

This can be quite a tricky one to maintain at 100%, but clear communication with all employers is critical.

The first area where problems can be created is where the employer isn't very clear with their project description and you have to place a bid. Many employers will assume that despite what little information they have given, your bid is what it will cost them. Once you then find out what the full scope of the project is and revise your bid upwards to reflect the additional work, many employers see this as though they are being forced to pay more and will mark the project as not completed on budget, despite creating a milestone for the full amount. To avoid confusion, make it very clear in your bid that without fuller details, you are placing a bid to open up discussions and that you cannot provide a clear idea of cost until the full details of the project are made clear. In the box where you can put a milestone description, I always put "To be discussed".

When it comes to doing extra work on a project, it is your responsibility to discuss additional milestones and to make it clear that while the overall cost of the project may have increased, all milestones agreed are part of an agreed budget, even if the final budget is higher than the original one, to reflect the additional work provided. One thing that employers do dislike is being asked for additional payment before releasing work to them, under the premise that "more work was involved than originally anticipated". That is not the employer's fault; it is your fault for not taking everything into account.

Yes, you can ask for additional payment, but it will cost you in three different ways.

First, you will not get the project marked as “delivered on budget”.

Second, you will be very unlikely to get a good rating for the project and the employer may well leave a warning comment about your unprofessional actions.

Third, you have blown any chance of getting repeat work from the employer.

Unless you have grossly miscalculated, never ask an employer for additional payments if you can avoid it. I have found, on many occasions in the past, that when asked to do a few extra tasks for a project, if I just bite my tongue and respond professionally at all times, the employer recognises that I have gone “above and beyond” what was originally called for and has paid me a bonus without my asking for any additional payment.

Inaccurate Ratings

Occasionally you may see your on-budget or on-time ratings drop for no apparent reason, having delivered all your work on time and on budget. I have found that employers quite often accidentally get that part of the feedback routine wrong, but all is not lost. On each occasion I have opened a ticket with “Support” and asked them to advise me which employers have marked work as not finished on time or on budget.

Once provided with that list, I write to the “offending” employer(s), explain the importance of accurate ratings, and advise them that an error seems to have occurred. I ask them politely if they would be kind enough to contact support, quoting my ticket number, and ask them to request a correction be made.

Repeat Hire Rate

The higher your repeat hire rate, the better it looks to prospective employers. To increase your repeat hire rate, an employer has to hire you a second time for a newly set up project. Please note that if they then hire you for a third project, that does not further increase your repeat hire rate. My repeat hire rate fluctuates between 28% and 32% and is higher than the average, which is a reflection not just on the quality of the work I do, but the employer 'experience'. Even if your work isn't 100% perfect, if you communicate well with the employer and you deliver within the agreed timeline, these are all reasons for an employer to rehire you.

To encourage being rehired, remember to make the employer feel special, valued and appreciated by rewarding them with a 5* review.

When there are many of you bidding on projects and the employer has to choose, ensuring your ratings and feedback are the best they can possibly be will always pay dividends. For me, it is also a sense of great personal pride that after 1,000 completed projects, I have still managed to maintain an impeccable profile.



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CHAPTER 12

WHY FREELANCER

FEEES ARE A GOOD DEAL



WHY FREELANCER

FEES ARE A GOOD DEAL

FREELANCER FEES ARE COMPETITIVE

Currently Freelancer.com charges workers (as opposed to employers) a 10% fee for standard projects and competition winnings, 15% for Recruiter projects for Preferred Freelancers, and 20% for projects awarded through the Freelancer Showcase platform or for projects offered through the Freelancer Directory.

Freelancer Fees are competitive

When compared to other freelancing platforms like Upwork and Fiverr which both charge a basic 20%, the 10% Freelancer fee looks pretty reasonable.

For some reason however, many freelancers try to avoid paying fees, something I have never done. Personally, I think that it is a little short-sighted, especially when you are trying to establish yourself on the Freelancer.com platform.

Why?

Because avoiding fees damages your profile and makes getting more work even harder. The more money you earn through the platform, the more your profile moves up the ranks and begins to separate you from the rest of the pack.

This isn't just important when it comes to bidding on projects. Many employers check out the list of available freelancers who have the correct skills as often they don't want the hassle of posting a project and would rather hire someone direct.

After only a year on the platform when I had just over 100 reviews, paying fees for every project began to pay off through the number of "direct hire" awards I received. As time progressed further, I began to receive more direct offers and found I was spending less and less frustrating time bidding on projects. All this was because each completed project and fee paid moved my profile up nearer the top of the list of most suitable freelancers for many projects.

If I had chosen to try and avoid paying fees for half the projects I had worked on in the first year, I would have probably saved £1,000 in fees, but lost £5,000 worth of work through direct project awards.

Currently, 9% of my work on Freelancer comes from direct project offers and I spend very little time bidding on projects to the point where I now just bid on what I consider to be the best-paying projects. It has been like that for about four years now and it means I waste very little time on bidding and spend much more time earning money.

My decision to never try and avoid Freelancer fees has, and still is, paying great dividends.

Keeping your profile feedback active and up to date

When prospective employers check out your profile and any recent feedback, showing you have only completed a couple of projects within the last three months doesn't exactly convey an impression that you are a very popular choice. Certainly, when it comes to choosing from a shortlist of prospective workers, an employer is most likely going to favour one who has a lot of positive and very recent feedback.

Think about what you are paying a fee for

It's human nature to want to try and save money but, as explained above, avoiding paying fees is very short sighted. However, to help you realise just what good value Freelancer fees actually are, let's look at the general business world.

According to nuphoriq.com, the U.S. Small Business Administration recommends spending 7 to 8 percent of your gross revenue for marketing and advertising if you're doing less than \$5 million.

Many sources suggest that for new businesses, you need to spend between 12% and 20%, and that established businesses should spend between 6% and 12% of gross revenue on advertising and promotion.



While you don't do any advertising through Freelancer.com, Freelancer does an enormous amount of advertising and promotion for you, without which there would be no new employers. Better still, Freelancer knows where to target its marketing, so that money gets well spent.

If you earn £40,000 on Freelancer.com, with fees and membership, you spend approximately £5,000. Now, imagine how much work you would have been able to generate for yourself with a £5,000 advertising budget. The simple truth is that you would not have been able to generate £40,000 in revenue. There is every possibility you could spend £5,000 on advertising and promotion, and earn nothing for it.

So, even if the 10% project fee you pay covered just advertising, look what else you then get for free:

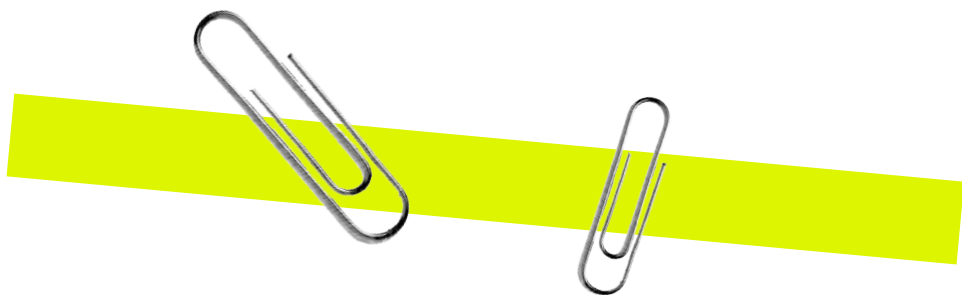
- 24/7 access to employers across the globe.
- Employers have 24/7 access to you from anywhere in the world.
- A continually growing platform that has more and more job opportunities every day.
- The Freelancer.com milestone and Escrow systems which ensure that the money is there before you commence any work.
- Free withdrawal of money from the platform.
- Access to the dispute resolution system if an employer unfairly refuses to release payment for your work.
- A Freelancer Directory and Showcase in which to include your services



Freelancer will suspend, or even close down your account if you try and take work offsite by exchanging direct contact details. This may seem harsh, but when you consider how much the company spends on advertising and promotion each year, beyond anything else, there is a moral obligation to pay a fee for any work you obtain via the platform.

Above that, I have shown that it is actually a false economy to try and avoid paying fees if you intend to use the platform to earn decent money and, trust me, you can earn some seriously good money on the platform.

Finally, as will also be covered in the next chapter, if you attempt to work direct with an employer away from the Freelancer.com platform, there is no guarantee you are going to get paid, as you can't take advantage of the milestone system.



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CHAPTER 13

SCAMS AND HOW

TO SPOT THEM



SCAMS AND HOW TO SPOT THEM

IF YOU ARE NEW TO freelancing and the Freelancer.com platform, some of the following chapter may leave you feeling uneasy and overly concerned.

These problems do not relate to all employers – the great majority are 100% genuine and will be very glad of your help – it is just unfortunate that wherever you go in life, there will always be someone who wants to cheat you, one way or the other. On the Freelancer.com platform, that cheating is by getting you to do work and not paying you for it, or trying to involve you in some form of scam.

If you are a more experienced freelancer, then I am sure you will recognise most, if not all of the scenarios I will cover below. I'd love to say that I was smart enough not to get caught out by any of the scams but, other than the most serious of them, I did get caught out, several times. Armed with the information below, you should easily avoid making the same mistakes as I did.

So, I'm going to divide projects you should be wary of into five categories:

1. Identity theft
2. Money fraud involving PayPal, Skrill, Moneybookers, Bitcoin, etc.
3. Work harvesters
4. Inappropriate or illegal projects
5. Employers who have no intention of actually paying for your work, despite putting a milestone in place



Identity Theft

This is not very common, but I get offered an average of four or five of these a year. After bidding on what appears to be a high-paying project, I will receive a formal-style message from someone saying I have been shortlisted or will be awarded the project, but first I have to provide proof of my identity, including a copy of my passport, utility bills, university degrees and any other useful documents.

Do not even respond to these people, simply report the project and the employer using the “Report Project” link.

There is no project and all they want is to obtain as much personal information as possible in an attempt to steal your identity.

Money fraud involving PayPal, Skrill, Moneybookers, Bitcoin, etc.

Freelancer has done a great job of weeding these projects out, but some still slip through the net. The employer will post a project basically indicating that they are prepared to pay you a great deal more than the value of a payment they want in return using a named money format. They create a milestone, provide you with details of where they want the smaller payment to be made, and that is all you have to do. The problem is, when you try and withdraw the fee from Freelancer, you will then discover that the payment source is fraudulent and the milestone is reversed back to the issuing card, leaving you out of pocket for the payment you personally made to the employer. Invariably the card they use on Freelancer to create the milestone is stolen.

If any project involves exchanging money or making a payment for something, avoid it completely. This can also include projects where the milestone created will cover the cost of an expensive purchase, often a product the employer wants reviewed, or some software needed to complete the project. My advice is to avoid these as well, especially if the employer's payment source hasn't been verified.

Work harvesters

These “employers” are very easy to spot once you know how they work and why they work that way. I call them “harvesters” because they look to harvest as much free work as possible. They most commonly appear when it comes to article writing, translation, editing and proofreading projects, but also look for workers involved across all project categories.



Very often they will pitch the project budget at a very attractive level, and quite frequently they advise this will be an ongoing longterm project. These are all trigger phrases to attract new and unsuspecting freelancers. The premise is that they want to award you the project but to make sure that you can do the job or provide work they like the look of, they will ask you to do a “short free trial”. This, for me, may involve editing 500 words of text or writing a 300- or 500-word trial article. Often these projects will deliberately

target “New freelancers”, “Newbies” and “Freshers welcome to bid” as they will assume that you don’t know about their scam. They prey on new Freelancers who don’t know the system and who are more vulnerable as caution tends to be thrown to the wind when faced with the prospect of getting your first or second feedback rating, or there is the supposed chance of a long-term gig.

I know, because that’s exactly how I fell into the trap.

How did I wake up to what was going on? It happened when I began to realise these projects were never awarded to anyone. The employer will do between 5 and 10 genuine projects to get good employer ratings to hide behind, then start posting “harvesting” projects.

How to avoid these “harvesters” but not accidentally miss a genuine employer who wants a sample is very easy. Genuine employers will either say they would like a trial sample of work from the chosen freelancer, but will include the sample required within their project description. This means it will be the same for everybody. Alternatively, they will happily pay for a trial before committing to the full project, which makes a great deal of sense.

If an employer sends you an individual request to provide a free trial sample on a project where you have placed a bid, and there are thirty other bidders, then alarm bells should start ringing. If you think about it logically, if the employer has a 5,000-word document they want proofread, they can ask ten bidders to provide a 500-word trial

sample, each given a different section. They then get the document checked for free. Similarly, if an employer provides 15 bidders each with a different topic to write a 300-word trial article about, they end up with 15 free articles.

Yes, in theory there is such a thing as copyright theft, but nobody is going to sue someone on the other side of the world for stealing a 300-word article, and these ‘employers’ know that. You also have no immediate proof that this is what the employer is up to, so you can’t report them to Freelancer. They can simply say they weren’t happy with any of the articles they were given.

The other way to spot these harvesters is to go to their profile via the link in the Freelancer email sent to you to say the employer has sent you a message or even awarded you a project. You will then have the option to look at their “Employer Profile”. If you see they have a huge number of past projects, but only a few actual ratings, then that tells you that they aren’t completing many projects they create.

You should also be aware that even if the employer is completing projects, they clearly aren’t leaving any feedback for workers, which, in the early stages of your freelance career, is so frustrating and does your profile no good. There are employers out there with five or six 5* ratings, yet over 500 posted projects, some with over 100 ongoing projects (an awarded project remains ongoing until any milestone is released).

My advice – give them a very wide berth.

Inappropriate or illegal projects

When you first start on Freelancer you have to be aware of certain projects that are illegal or against the platform's policies. Because so many projects get posted on a daily basis, it is impossible for Freelancer to check every single one straight away. Thus, occasionally, you can find that a project you have started working on has been cancelled by the platform, or when it comes to being paid for the work you have done, you can't withdraw your money because the employer's account has been suspended. Unfortunately, the Freelancer platform doesn't tell you if an employer's account has been suspended or closed, so you may only find out when you try to make contact with them.



Here I advise common sense, and also include a good dose of ethical responsibility when it comes to deciding whether or not to bid on a project or accept a direct hire offer. I would also advise that if you have even the slightest suspicion what you are being asked to do is either illegal or could be construed as any part of an attempt to defraud or misinform someone, walk away.

The types of project I would put on the “Avoid at All Costs” list include:

- Hacking, of any sort
- Reverse engineering of an app
- Direct copying of other apps, websites, or other people’s work
- Writing school/university essays for students
- Altering of copies of documents, such as a driving license, utility bill, passport, etc.
- Product or service reviews – it is illegal to post fake reviews on a website
- Setting up accounts on websites in someone else’s name
- Allowing someone else to connect to your PC in order to appear to be working in the same country where you live
- To act as a “front” for someone else’s business
- Selling products on eBay where you use your own eBay account - invariably the employer will ask for their payment from any sales before sending out the products, leaving you liable if anything goes wrong
- Helping employers pass online exams by ‘screensharing’

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CHAPTER 14

GROWING YOUR BUSINESS



GROWING YOUR BUSINESS

THERE ARE THREE MAIN REASONS why you may want to grow your business.

- First, you have reached the point where you have too much work for just one person and now you need some help to deal with the surplus.
- Second, you want to diversify and offer more than one particular service, further reducing any risks associated with having only one skill to offer.
- Third, you want to do less work yourself and employ others to do the work on your behalf.

Expanding your business will always be a challenge, but it is far easier to do today than it was 20 years ago. Why? Because you can take advantage of the same system your current employers do – employ remote workers.

Today, taking on a new team member no longer requires providing a contract and full-time employment, paying for employer's liability insurance and involving yourself in tax and social contributions, as well as pension payments.

When employing a remote worker to join you in your business, there is really only one rule you need to be careful of, depending on which country you, or they are based in. Ideally you should not be their only source of income and like you, they should have other revenue sources. That way they will not be seen as an employee and instead will be seen as being an independent contractor where your local tax office is concerned.

Expanding your business to cope with an excess workload

Finding someone to help you involves a change in focus from worker to employer, which can be fun as it will enable you to experience what every one of your current clients has experienced – offering work to someone you have never had any contact with before. In choosing one or more people to help share your workload, you can't take the risk of involving them with major projects from the very start. You need to begin with smaller "trials" to be able to gauge the quality of their work, as well as their efficiency and reliability.

One of the greatest problems with taking on additional help is that many freelancers are not looking to make a career from their work but are simply looking to supplement their income or to help them pay their way through college or university. Consequently, their level of commitment and reliability may not be as high as your own.

Until they have proved themselves, do not risk providing them with work that is urgent. You have to remember that to begin with, you will also want and need to double-check their work before passing it on to your client, as it is your reputation that is at stake, not the person doing the work for you. Only once you have total confidence in your new team member will they begin to truly prove their worth to your business.

As for where to find someone to help with your workload, well Freelancer.com is a great place to start. If you already work on the platform then you will probably have identified who the better workers are, but that doesn't mean to say you can't check out newcomers.

As I have already discussed, new freelancers can't charge the same rates as established ones, so they can be a real boon if you are looking to expand your business, while helping them to become established on the platform in the process. There is an alternative to adding another person to your team, especially if it is only occasionally that you have an excessive workload.

Strike up a deal with another freelancer that they pay you a 10% introduction fee for any work they do with a client introduced by yourself. It is simple and uncomplicated, and if you make it clear to the person you are providing the introduction to that there will be more to follow, they will be more inclined to make sure they pay you the fee for the introduction. In addition, you can tell them you would be happy to reciprocate on the same basis if they ever find themselves overloaded with work. Freelancing is a great way to create your own community of "helpers".

One thing I have found interesting is that if someone comes to me with a request for work to be done urgently and I can't fit it in, they really appreciate it if I am able to recommend someone else and will often still come back to me next time they need help.

Diversifying your business

How many businesses do you know that offer more than one service? Even from a business such as a launderette which offers ironing and dry-cleaning services, through to a company that sells kitchens that offers a design and also a fitting service, many businesses look to provide as complete a package as possible. Besides being a means to generate additional revenue, diversifying means you can spread the risk by not having “all your eggs in the one basket”. Consequently, if one part of the business gets a little quiet, it won’t affect you so drastically if you have revenue streams from other channels.

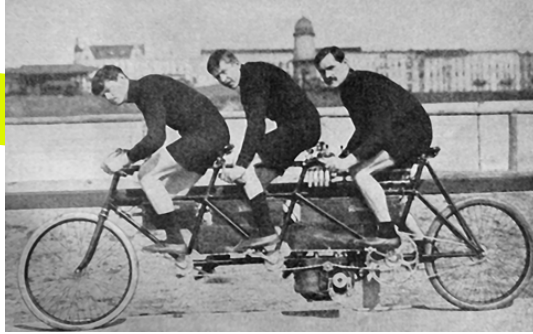
As an example, to begin with I worked as a commercial writer. I was then asked to check over a few documents for a client to make sure they were okay, and I found it an enjoyable, as well as an easy task. The next thing I knew, I had added editing and proofreading to my portfolio of skills. After that, I spent some time researching SEO (search engine optimisation) and then added writing SEO blog posts and writing SEO website copy to my list of services. I have now reached the point where I have no need to add any additional services if I want to remain working on my own as the range I currently offer keeps me very busy indeed.

If I wanted to diversify, then I would look at providing translation services and full SEO optimisation services. I would also look at providing an academic writing service. That, however, would require collaborating with other freelancers as I do not have the required skills to achieve good results for clients.

If you were a website developer, then it would make sense to consider what else a client would want in order to provide a “one-stop-shop” service, so a designer and copywriter would be good people to work with. The same would apply to those who specialise in website design and copywriting.

The ultimate goal in expanding your business

Ultimately, the goal of expanding your business can be to source work and manage the team you have created, but to do less of the work yourself.



How does that help you financially?

Well, depending on the rates you have decided to pay your other team members, you should be able to divide the project fee up into 60% of the fee for those who are allocated the work, 30% to yourself, and 10% for platform fees, such as the 10% Freelancer project fee.

If you have, say, eight members in your team and you allocate an average of £20,000 of work to each of them, your 30% comes to £48,000. Even if you have only four additional team members, you can still generate £24,000 for yourself.

What is important to remember here is that your role is to generate work, which is perhaps the most exciting and rewarding aspect of running a business. Because this is your primary duty, you can further hone those skills you have learned as you became an established freelancer yourself, and use your profile and reputation to further increase your chances of being awarded a project, and also being able to charge a decent fee.

One "mistake" I have seen is for teams to employ a "project bidder" who bids on each and every project that might be appropriate, but each and every bid is virtually the same and employers can instantly see that it is a standard as opposed to individual bid.

I have covered the subject of creating a bid that will stand out among the crowd, so now that you have become a full-time bidder, you will have the time to create a bespoke bid for each and every project, but you should be able to create individually tailored bids for up to 50 projects a day.

If your bids have included questions in an attempt to engage with the employer, then you will likely get a good number of instant messages coming through as well. Because you are not rushing to meet a deadline to return some work to an employer, there is no reason why you cannot instantly respond to that employer, which automatically enhances your professional approach to work and gives the employer a great "user experience". They may contact another worker at the same time, who takes 30 minutes to respond, and another who takes half a day, because they are busy working on another project.

When it comes to making a decision who to go with, the chances they will choose you are so much higher, because you have already fulfilled one of the most important criteria for a successful project – great communication.

Your role as a generator of work also includes another title, and that is 'project manager'. As a project manager, one of your other duties will be to keep in regular contact with your other team members to obtain project updates. In turn, with each update, you should send the project's employer a quick note also updating them on the progress of their project. Aside from providing a first-class service, remember that one of the skills employers will give you a rating for is "communication".

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CHAPTER 15

FREELANCING WEBSITES



FREELANCING

WEBSITES

I MENTIONED EARLY ON THAT this book is written independently of the Freelancer.com platform, so perhaps now is a good time to provide you with a list of alternative platforms that may be of interest to freelancers, especially those of you who are looking to expand your business.

I have already discussed the drawbacks and pitfalls of spreading yourself too thin by registering with too many platforms, and I have also made it clear why, from a personal perspective, I firmly believe that Freelancer.com provides the best opportunities if you are starting out as a new freelancer; and one of the most important things when choosing a freelancing platform is to have confidence in it, to know and understand why it is a “good bet”. There is a British expression that says “the proof of the pudding is in the eating” which, roughly translated, means you don’t really know how good something is until you have tried it. That’s all well and good, unless you’ve got 25 puddings to taste!

However, there are some freelancing websites that are “niche” as opposed to general, ones which specialise in website design, programming, graphic design, blogging, translating, etc. If one of those is your strength, then the sites are worth considering, perhaps as a secondary source of work beyond Freelancer.com. If your skills are ultra-specific then, contrary to what I may have said earlier, registering with more than one freelancing platform may prove beneficial from the very beginning.

I have trawled the web for platforms that fit the freelancing profile, and have come up with a list of 25 platforms that you may want to check out if you have the time, or inclination:

[freelancer.com](https://www.freelancer.com)

How could this platform not be top of the list?

[linkedin.com](https://www.linkedin.com)

I mentioned that creating a profile on LinkedIn was an important move and the platform is also a good source for work if you are prepared to take the time to look. There are no fees to pay as all contact is direct between employer and employee.

[upwork.com](https://www.upwork.com)

Freelancer's biggest rival and which has many projects for a wide range of skills. However, project fees are higher than Freelancer's 10% at an initial 20%, though this can reduce over time. Additionally, Upwork requires you to use up to 6 "Connects", which cost US\$0.15 each, to bid on a project – bidding on Freelancer is free. If you are a new freelancer, you should be placing a minimum 15 project bids a day. That averages say US\$6.00 in connects, which equals US\$180.00 a month in bid fees on Upwork alone, before any project fees are taken.

[peopleperhour.com](https://www.peopleperhour.com)

A well-established platform, but one which does not invest anywhere near as much as Freelancer to attract employers, which is critical for workers. Platform fees are also higher at 20%, though do reduce over time. Only your first 15 monthly bids are free, any more you have to pay for.

[fiverr.com](https://www.fiverr.com)

Another well-established platform but, as the name infers, this is for low-cost projects and, invariably, employers want a lot for their money, despite the low fees.

[flexjobs.com](https://www.flexjobs.com)

All jobs posted are checked and verified, but this is a jobs platform, so not all opportunities are for remote working.

[guru.com](https://www.guru.com)

While this claims to have the lowest fees at 9% and reducing to 5% if you pay a \$49.95 monthly membership allowing you a maximum 50 bids per month, it will cost you \$1,000 if you want your profile to appear higher in employer search results!

[Toptal.com](https://www.toptal.com)

This is a freelancing platform for the “Top 3%” of all freelancers. This is of little use if you are a newbie, but if you have an established reputation, it is well worth considering thanks to its strong vetting of employers as well as workers.

[99Designs.com](https://www.99designs.com)

As the name suggests, this is a melting pot for designers and if you are sufficiently talented and your work can stand out among a lot of competition, it could prove a good additional site to use.

[behance.net](https://www.behance.net)

A playground for designers and photographers, but a large crowd that’s tough to get noticed in.

studio.envato.com

A good platform for creatives and app developers, but it charges a hefty 30% fee for every project payment earned!

www.dribbble.com

A great platform for designers with low-cost membership, but an additional 20% fee taken from all project payments. A useful site for finding long-term remote work contracts.

[truelancer.com](https://www.truelancer.com)

A popular website with Asian freelancers and reasonable fees of between 8% and 10% of project payment depending on membership level.

weworkremotely.com

If you are allergic to paying fees as a freelancer, this site will appeal as employers pay to post jobs. Wide selection of skills catered for.

contently.com

A well-established platform specialising in content marketing strategies, so if that's your gig, it's worth checking out, especially as freelance workers pay no fees.

scripted.com

A platform for freelancers who specialise in top-quality writing. On average, the platform rejects all but 3% of all writers who apply – there is a rigorous set of writing tests.

www.crowdsourcing.com

If copywriting, data entry, content moderation or transcription work are any of your skills, this platform is worth checking out.

www.gigster.com

This is a highly specialised platform for only the best engineers who will become part of teams created to help businesses improve market presence/strength.

voice123.com

The only freelancer platform that caters specifically and solely for voice talent.

workingnomads.com

A good source of work for developers, with other remote working positions for marketing, management, sales and writing.

tutor.com

Got a degree in Math, Science, English, Business or Foreign Languages? Becoming a tutor on tutor.com could give your freelancing career a real boost.

stackoverflow.com

A congregation point for the top tier of tech talent.

awesomeweb.com

A friendly site for designers and WordPress specialists, as well as web and mobile app creation.

seoclerk.com

Are offsite SEO skills your strength? This platform is dedicated to providing SEO services from registered freelancers.

proz.com

This is an excellent platform specially dedicated to freelance language professionals who offer translation services.

You have reached the end of *1000 Freelancer Projects* and I hope you are now feeling full of confidence, ready to take the freelancing world by storm.

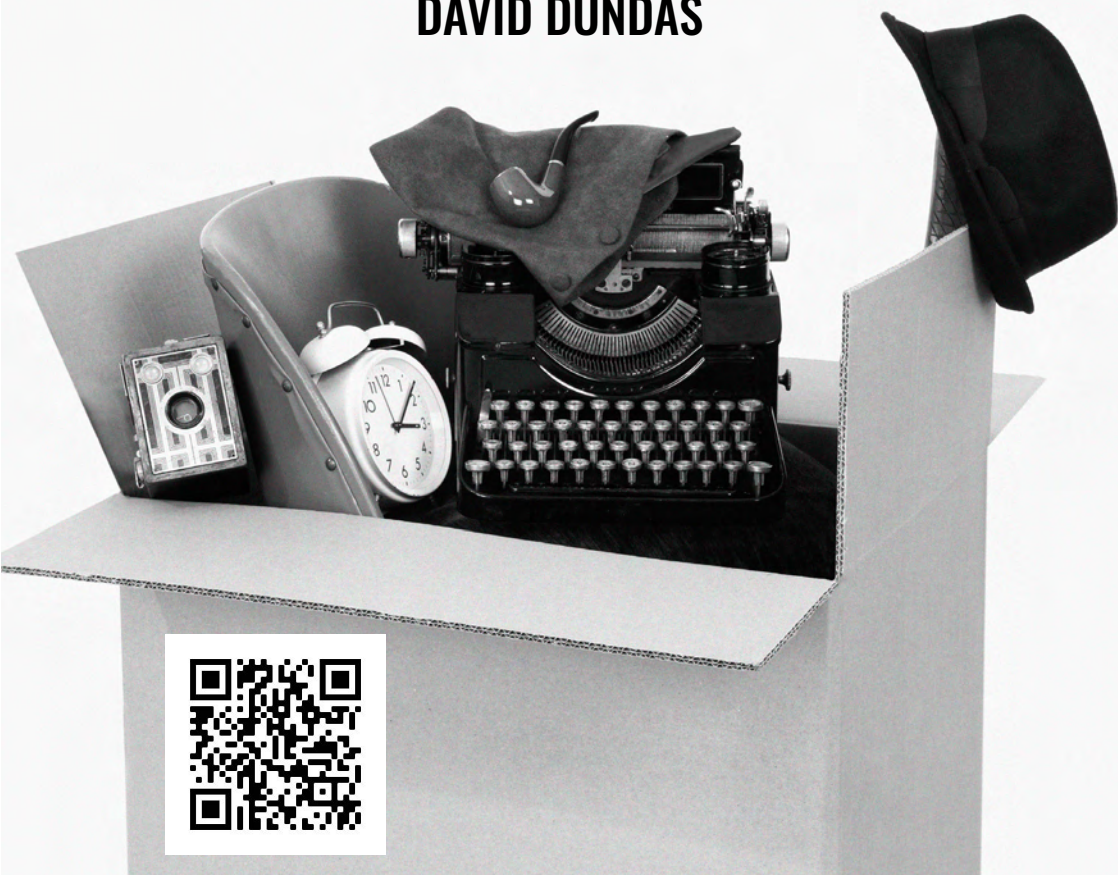
Armed with all the information you need to succeed, and additional information on how to avoid pitfalls, exciting times definitely lie ahead for you, and I personally wish you the very best of luck for the future.



1000 FREELANCER PROJECTS

THE ULTIMATE GUIDE TO BECOMING A HIGHLY SUCCESSFUL FREELANCER

DAVID DUNDAS



This 30,000-word book will leave you feeling reassured that freelancing is a great way to earn a living and that there is little to beat being your own boss, that's for sure. Becoming a freelancer is easy. Becoming a successful freelancer, however, is not so easy.

Through the book's 15 chapters you will learn everything about the world of freelancing, from how to source work to winning projects on freelancing platforms like Freelancer.com. You will also learn how to ensure you get paid for your work and, importantly, how to spot and avoid scams or bogus, fake offers of work.

Armed with all the information contained in this book, you will be in the best place possible to succeed as a freelancer and there is no reason why you shouldn't become an established freelancer in far quicker time than it took me, because you won't make the same mistakes I did!


In case you still have any doubts, I'll leave you to think on this... When I first started out on the Freelancer platform there were ten-times fewer projects to bid on, hundreds of other freelancers with established profiles to compete against, and I had zero ratings.

Today I have over 1,000 completed projects, and counting...
If I can succeed, then believe me when I tell you that you can succeed too...

DAVID DUNDAS



Freelancer.com
The world's largest
freelancing platform

Matt Barrie 
Chief executive, Freelancer.com

David Dundas' 1000 Freelancer Projects is a must read for anyone who either freelances or is considering freelancing. It is an insightful, revealing and incredibly comprehensive guide to embarking on the career of the future. I was so impressed, I bought 1000 copies to give out!



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