

# Upwork Masterclass

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*Course outline*

## Introduction (Course overview)

## About the instructor

## Lecture 1: Upwork - The leading Freelance Marketplace

## Lecture 2: Goal setting

- Career goal
- Earning goal
- One man army or a team player?

## Lecture 3: Important things to know about Upwork

- Upwork community
- Must know some rules

## Lecture 4: Creating an Upwork profile from scratch (Part 1)

- Application rejection!
- The tricky valid solution!
- Initialization - Keyword analysis, Essential documents

## Lecture 5: Creating an Upwork profile from scratch (Part 2)

- Choosing the right category
- Professional profile picture & title

## Lecture 6: Creating an Upwork profile from scratch (Part 3)

- An informative and valuable overview
- Introducing video

### **Lecture 7: Creating an Upwork profile from scratch (Part 4)**

- Pre-packaged projects
- Testimonials
- Skills

### **Lecture 8: Creating an Upwork profile from scratch (Part 5)**

- Certifications
- Employment history
- Education
- Other experiences

### **Lecture 9: Creating an Upwork profile from scratch (Part 6)**

- Upwork Specialized Profile
- Create a stunning Upwork portfolio
- 100% profile compilation
- Upwork Readiness Test
- Identity verification

### **Lecture 10: Marketing & sales (Part 1)**

- Short-term job or long term job? - An effective plan
- My job feed customization
- Uses of RSS feed

### **Lecture 11: Marketing & sales (Part 2)**

- Advanced Upwork Proposals
- Finding the ideal client
- How Most People Write Proposals (The Wrong Way)
- The Key Elements of the Winning Job Proposal

## **Lecture 12: Marketing & sales (Part 3)**

- Price Negotiation tips
- Analysis of Click-Through Rate
- Interview
- Get in touch with previous client

## **Lecture 13: Key factors to get tons of job Invitation at Upwork!**

## **Lecture 14: Relationship with clients**

- The First Warning Signs of a Potential Problem with the Client
- Identify fraud clients
- How to Deal with an Unresponsive Client
- How to Get Great Feedback From a Client And Why It's Important
- How to Convert a One-Time Gig to a Full-Time Job

## **Lecture 15: Upwork payment protection system**

- Upwork fees
- Escrow system
- Difference between fixed price and hourly jobs
- Withdrawal methods

## **Lecture 16: Upwork Membership & connects**

## **Lecture 17: Upwork Agency**

- What is an upwork agency?
- How it's works
- Benefit of an agency

## **Lecture 18: Other stuffs**

- Upwork badges
- Time tracking
- Upwork direct client
- Upwork private talent cloud
- NDA

