



How to get your first CLIENTS WITH WORKANA

[Freelancers Guide 2019]

Hi there!

Here in Workana, 2 million freelancers, be them creators, dreamers or visionaries, but ultimately workers from all kinds of places are connected with something in common: to work, and through it, to transform - once and for all - the way we live.

We are the leading freelancing platform in Latin America and now in SE Asia. More than 30.000 projects are

published on our website every day. We are the complement to enhance your freelancing potential.

We are the bridge to connect, communicate, to make better business, and to be in the vanguard of an ever-changing world, we are here for you to be your best self at what you do and enjoy your life fully.

————— Workana —————

Benefits

since you open your profile

Find the best jobs for you

Within our marketplace you'll find the best clients, projects and gigs.

Work safe

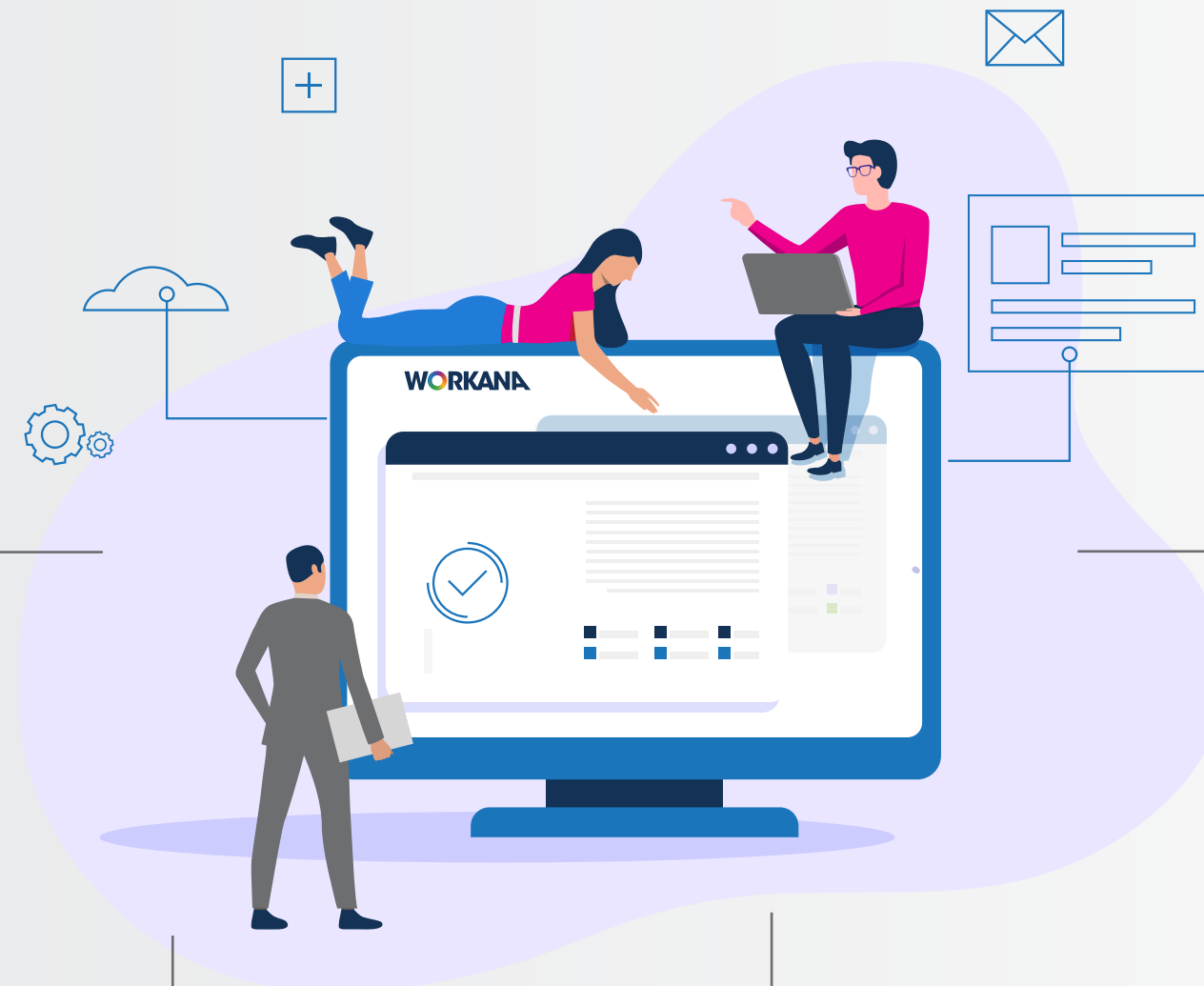
With the guarantee deposit your time and work done are always protected.

Find stability

With long-term relationships within the platform, you will get staggered commissions that benefit you.

Organize your routine

Manage your projects, keep track of your incomes, and use other tools to enhance your freelance career



PERSONAL MARKETING AND FREELANCING

This is how you get your first clients in Workana

Starting as a freelancer is not an easy task at all: nobody knows you yet, and you probably don't know where to find potential clients. Just those simple facts can be very discouraging.

In fact, when I signed up to Workana three years ago, I knew that I liked writing and that I wanted to leave the corporate world; that was it.

I didn't have any type of experience in commercial writing, I had no idea about what the clients needed and I couldn't even give a straight forward definition of key terms such as "content marketing", "inbound" or "lead magnet". My only weapons were an impeccable orthography and a clean writing. Everything else, I learned along the way.

Today I take up quite complex projects about digital marketing, give specialized consultancies and am the writer responsible for more than ten corporate blogs, besides being a proud collaborator in **Workana's blog** as well.

If someone were to ask me how I made it, I would say the obvious: with hard work and a healthy dose of stubbornness. But that isn't the only secret for success; there are many talented and committed professionals who don't get enough clients on their own.

Why? Well, because they don't carry out appropriate personal marketing.

I'll tell you here how I managed to promote my skills and get my very first clients. It doesn't matter if you are just starting or if you are already doing it for quite some time, consider all the tips I give you as I'm sure they will be very useful.

How to promote your work when you are starting as a freelancer?

When I signed up to Workana, the platform had little more than 500.000 registered users and was growing with full steam. For the first four months, I was unable to get a single project even though I was sending all the bids I could.

But I was firmly convinced, and through testing out different approaches I found a series of strategies that helped me win my very first project. After just three months, I was already earning enough to quit my job and dedicate myself 100% to freelance writing.

I recommend you to follow these **seven steps to speed up your beginning as a freelancer.**



Seven steps to speed up your beginning as a freelancer.

.01

Optimize your profile

.02

Invest in a Workana membership plan

.03

Don't be afraid

.04

Remember that each connect is very valuable

.05

Keep a record of everything

.06

Look for a sensei

.07

Encourage long-term relationships with clients

.01 Optimize your profile

A very frequent mistake that I see among new freelancers in Workana is that, they basically attach their resume to their profile and expect to draw clients just with a list of companies they have worked at before. The reality is that those clients looking for freelancers are not interested in reading a very long resume. They want specific abilities and to see a great disposition for a job well done. But, when you still don't have any project reviews it's quite difficult to earn their trust.

In the beginning, you literally depend on what you say on your profile. And, every word counts: you need a powerful introduction that goes straight to the point and that keeps the attention from your potential client, as well as a list of abilities that showcases exactly what your knowledge and expertise is.

For example, when I started I only put "orthography", "writing", and "text correction" as my abilities, and my description said something like this:

"Hi! I am Assul, a psychologist by profession, and passionate about writing. I am looking for the opportunity to show the quality of my work and to begin gaining reputation as a freelancer. What I offer you is an impeccable orthography, a fresh and persuasive writing style and, an unlimited learning disposition. If you are looking for a trustworthy collaborator to begin with simple writing and editing projects, I assure you that I am an excellent alternative."

Today my profile is very different because it has evolved with the abilities I have learned along the way. To be honest and straightforward, it was definitely a fundamental element that made my first client give me the project.

.02 Invest in a Workana membership

Yes, I know I sound like a salesperson, but I say this with absolute honesty. Those 4 USD I invested in my first month of a plus membership helped me send many more proposals, certify abilities and to access the chat service with potential clients, which is very useful and makes communication a lot more efficient.

In fact, I got my very first project just a little after that, because the 20 extra proposals per week allowed me to tilt the statistical balance in my favor. I think I would have still won projects sooner or later without the membership, but it would have definitely taken longer.

It will always be your decision if you want to make this investment or not. But just consider that it would be less money than what you would spend in two coffee drinks at Starbucks.

There are more complete memberships; the professional and the Premium, but I recommend those memberships to freelancer with a bit more experience, and we will talk about them in the second part of this article.

.03 Don't be afraid

The fact that you do not perfectly master a particular subject should not stop you from still bidding on a project that you are really interested in and that implies skills you do have. The important thing is to have the permanent capacity to learn and to investigate. Nowadays, everything is on the internet.

I am not saying that we should invent knowledge we don't have towards the client in order to win a project. What I am trying to say is that if you have the main required skill (for example: writing), you can acquire the surrounding skills along the way (for example: writing about a specific subject). It worked for me.

Remember to be always honest in regards to this. You can say something like: "I have plenty of talent writing and, even though I don't have experience writing about this specific topic, I consider it's a topic that I can investigate and learn quite easily".

Your client should always be aware if there is any part of the project that you do not know perfectly. In this way, he will be able to give you enough time to research about the subject and offer him the solution he needs.

.04 Remember that each connect is very valuable

On the other hand, it is also very important that you take care that your connects are professional and viable. A connect in Workana is a contact with a new client through the proposal you send for their project. Remember that depending on the plan you have, you have a certain amount of connects available per week, so you should seize them to the fullest.

When I quit my job to become a full-time freelancer, the concern of having enough work took me to bid in an irresponsible way to projects where I had neither the proper tools nor the experience.

One of them ended up being mine and even though at the end I delivered everything in a timely manner, developing it implicated mental and emotional energy that did not compensate with the pay at all.

Avoid bidding to projects that are definitely out of your specialty areas or that exceed your current capacities, because, in the best scenario you will make the client waste time, and in the worst scenario, you could end up with a penalization or a bad review.

.05 Keep a record of everything

After contacting all the clients that seemed interesting, you finally win your first project. Congratulations! No matter how small it is: always keep a backup to start building your work portfolio.

I made the mistake of sending the deliverables without saving evidence of the work I had done, and then I couldn't find the URLs or they were taken down and I had no way of using them to demonstrate the quality of my writing with finished projects.

I soon realized that when a client is interested in your profile the first thing they ask you is: "do you have any examples of your work that we could see?". After that, I obviously began keeping a record of everything.

With time, I had enough examples to build a presentation according to the client's needs, which drastically increased my probabilities of getting the project.

.06 Look for a sensei

One of my first clients was a writer with plenty of experience in the commercial area and whose amount of projects was now exceeding his work capacity.

So, he decided to start working with new writers like me: in exchange of a preferential price which allowed him to stay with a small commission, he always had work for me and he shared a lot of knowledge and tools of great relevance.

It really isn't a bad idea to look for someone with more experience to learn with while you are still growing. Just make sure that it truly is a work relationship that benefits both of you.

.07 Keep a record of everything

Finishing a project with a five star rate is very satisfying, but even more satisfying is that the same client is so happy with your work that they keep looking for you over and over again.

As a freelancer, you achieve long-term relationships by:

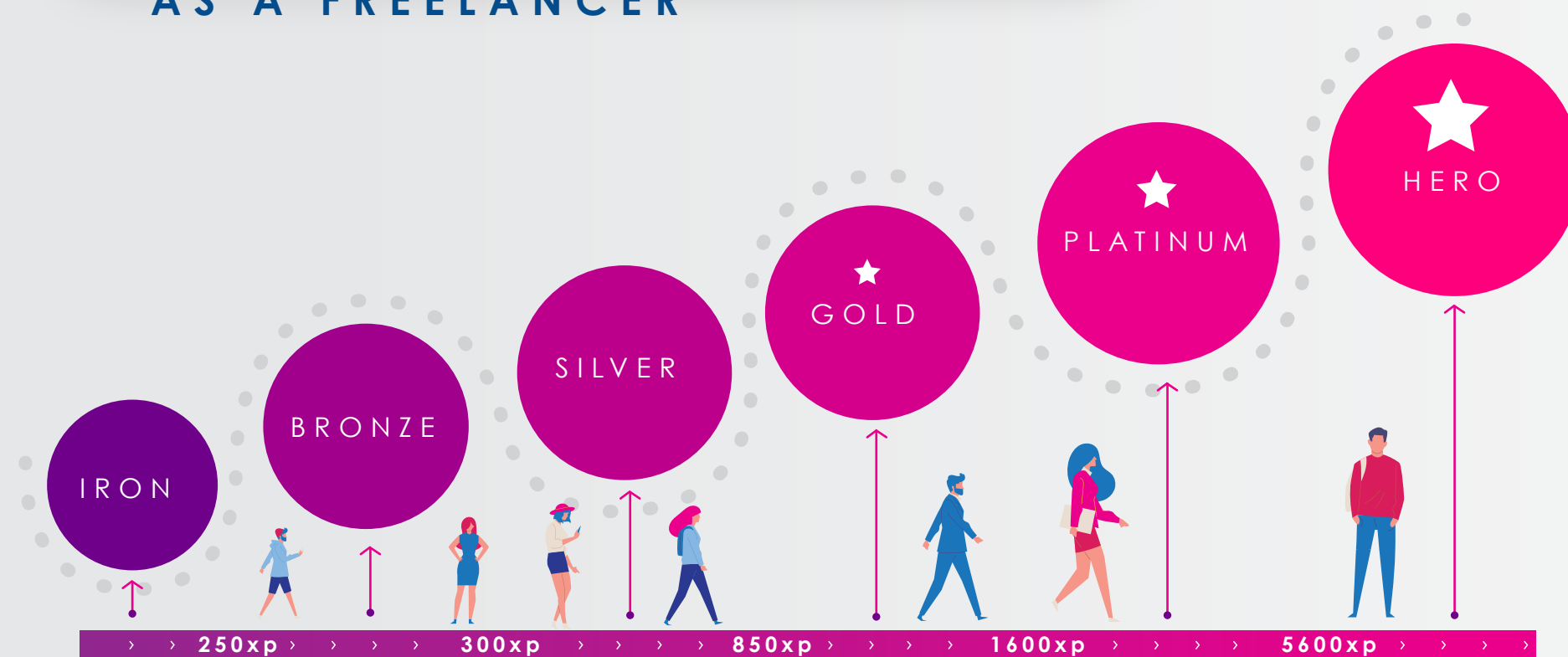
- Delivering quality work in a timely manner.
- Charging a fair price.
- Being flexible, communicative and attentive.
- Always giving an unexpected "extra" to the client.

On their behalf, Workana helps to keep long-term work relationships through their system of staggered commissions, since the more you work with the same client, the lower the commission rate will be for both.

This is a big motivator for a client to keep hiring you, because in the long run they can invest just 5% of the commission while still enjoying of all the guarantees of the platform, and so do you.

Your way to success

AS A FREELANCER



HIGHLIGHTS

Even though the beginning is never easy, with the appropriate self-promotion strategies and a huge disposition to learn, you will start to open the doors you need to create a reputation as a freelancer and to reach more potential clients each time.

Every month more than 100.000 freelancers sign up to **Workana**, and the platform is currently close to 2 million registered users, which shows without a doubt, that the freelance lifestyle is now a reality for many.

WORKANA



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