

No Cost Freelancing

Part 3: Best Practices

No Cost Freelancing – Winning Profile

- Have a good headline.
 - Limit to one line.
 - Include position title, number of years experience, specialty.
 - Graphic Designer – 3 Years Experience – Photoshop
 - If you are new to your profession include your top qualities.
- Use a professional photo.
 - Blank wall with good lighting of just your head.
 - Look friendly and professional.
 - Make sure it is only you in the picture.
- Have a strong opening paragraph.
 - Open with your qualifications.
 - Tell them what makes you a good candidate.

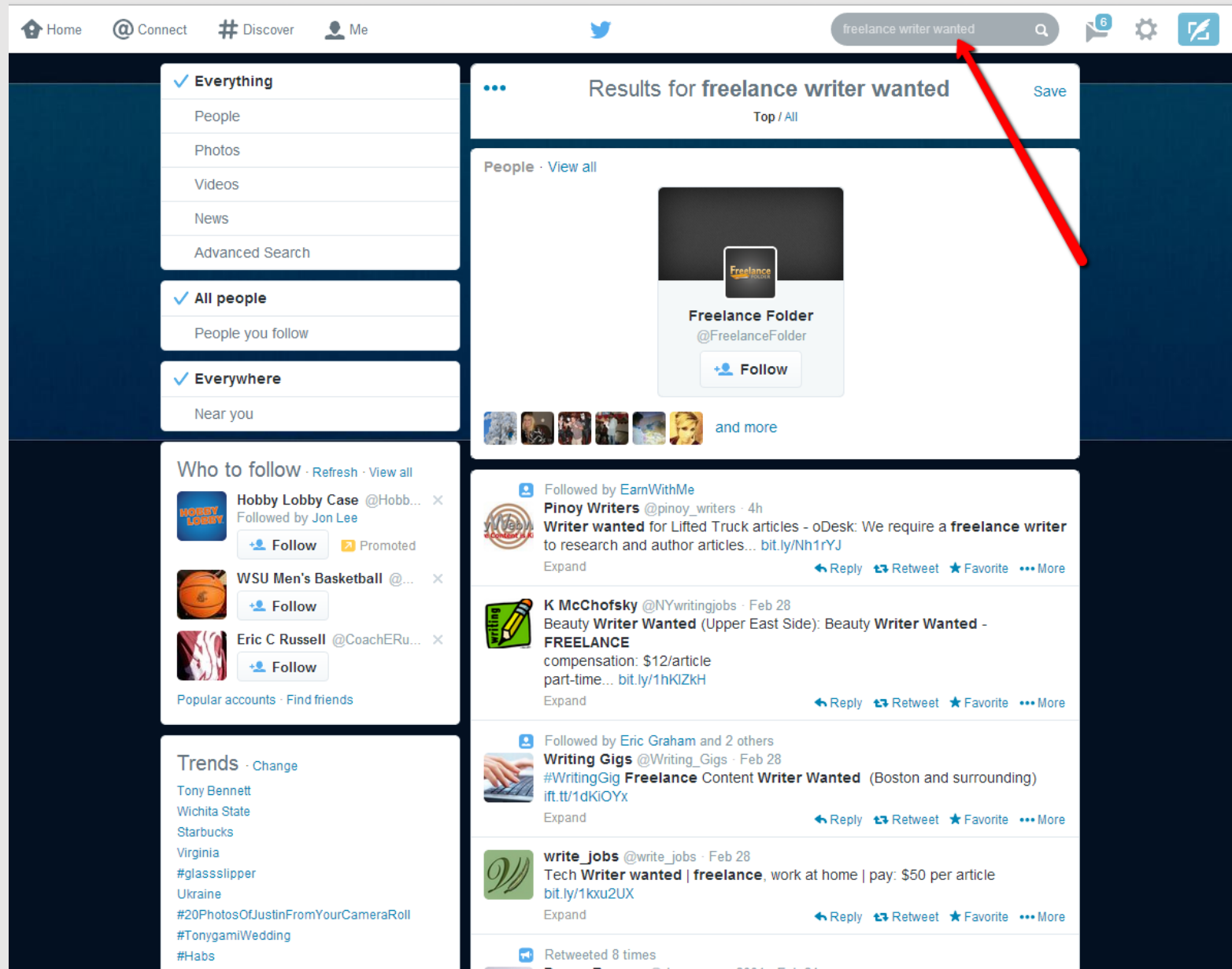
No Cost Freelancing – Winning Profile

- Discuss Your Academic Background If Applicable
 - If you have a college degree or advanced degree mention that.
 - Not the end of the world if you do not.
- Use Samples Of Work
 - Have links to samples of your work in your portfolio.
 - Some profiles let you attach work samples.
 - Writers provide multiple articles you have written.
 - Designers use links and images of designs you have done.
 - If you are new this is your chance to stand out.
- Follow Rules On Freelancing Sites
 - Be careful about posting your full contact details in your bids and posts.
 - Some freelancing sites do not allow this.
 - Use their messaging feature in that case.
 - After the project is won by you, they typically give up full contact details.
 - You don't want to get your profile shut down or suspended unintentionally.

No Cost Freelancing – Get More Freelance Jobs

- Have your own website or page online about your services.
 - Use www.about.me to setup a free page online.
 - Post your resume and links to examples of your work.
 - Use www.weebly.com for a free website.
- Social Media Accounts
 - Get active on social media.
 - Facebook, Twitter, LinkedIn, GooglePlus, Pinterest
 - Use a semi-professional photo on your social media profiles.
 - Mention you are a freelancer on your profiles.
- Use Social Search On Twitter
 - “freelance writer wanted”
 - “freelance writers wanted”
 - “freelance writer needed”
 - “freelance writers needed”

Social Search Twitter – “freelance writer wanted”



The image shows a screenshot of the Twitter web interface. At the top, the navigation bar includes 'Home', 'Connect', 'Discover', and 'Me'. The search bar at the top right contains the text 'freelance writer wanted' and is highlighted by a red arrow. Below the navigation bar, the left sidebar contains filters for 'Everything', 'All people', and 'Everywhere'. The main content area displays 'Results for freelance writer wanted' with a 'Top / All' filter. The first result is a 'Freelance Folder' (@FreelanceFolder) with a 'Follow' button. Below this, there are three tweets related to freelance writing jobs. The first tweet is from 'Pinoy Writers' (@pinoy_writers) asking for a freelance writer for Lifted Truck articles. The second tweet is from 'K McChofsky' (@NYwritingjobs) advertising a 'Beauty Writer Wanted' position with a compensation of \$12/article. The third tweet is from 'Writing Gigs' (@Writing_Gigs) advertising a 'Freelance Content Writer Wanted' position in Boston. The bottom of the page shows a 'Trends' section with various topics like 'Tony Bennett', 'Wichita State', and 'Starbucks'.

Home Connect Discover Me

freelance writer wanted

Everything

People

Photos

Videos

News

Advanced Search

All people

People you follow

Everywhere

Near you

Who to follow · Refresh · View all

Hobby Lobby Case @Hobb...
Followed by Jon Lee
Follow Promoted

WSU Men's Basketball @...
Follow

Eric C Russell @CoachERu...
Follow

Popular accounts · Find friends

Trends · Change

Tony Bennett

Wichita State

Starbucks

Virginia

#glassslipper

Ukraine

#20PhotosOfJustinFromYourCameraRoll

#TonygamiWedding

#Habs

Results for freelance writer wanted

Top / All

Save

People · View all

Freelance Folder
@FreelanceFolder
Follow

and more

Followed by EamWithMe

Pinoy Writers @pinoy_writers · 4h
Writer wanted for Lifted Truck articles - oDesk: We require a **freelance writer** to research and author articles... bit.ly/Nh1rYJ
Expand Reply Retweet Favorite More

K McChofsky @NYwritingjobs · Feb 28
Beauty **Writer Wanted** (Upper East Side): Beauty **Writer Wanted** - **FREELANCE** compensation: \$12/article part-time... bit.ly/1hKIZkH
Expand Reply Retweet Favorite More

Followed by Eric Graham and 2 others

Writing Gigs @Writing_Gigs · Feb 28
#WritingGig **Freelance Content Writer Wanted** (Boston and surrounding) ift.tt/1dKIOYx
Expand Reply Retweet Favorite More

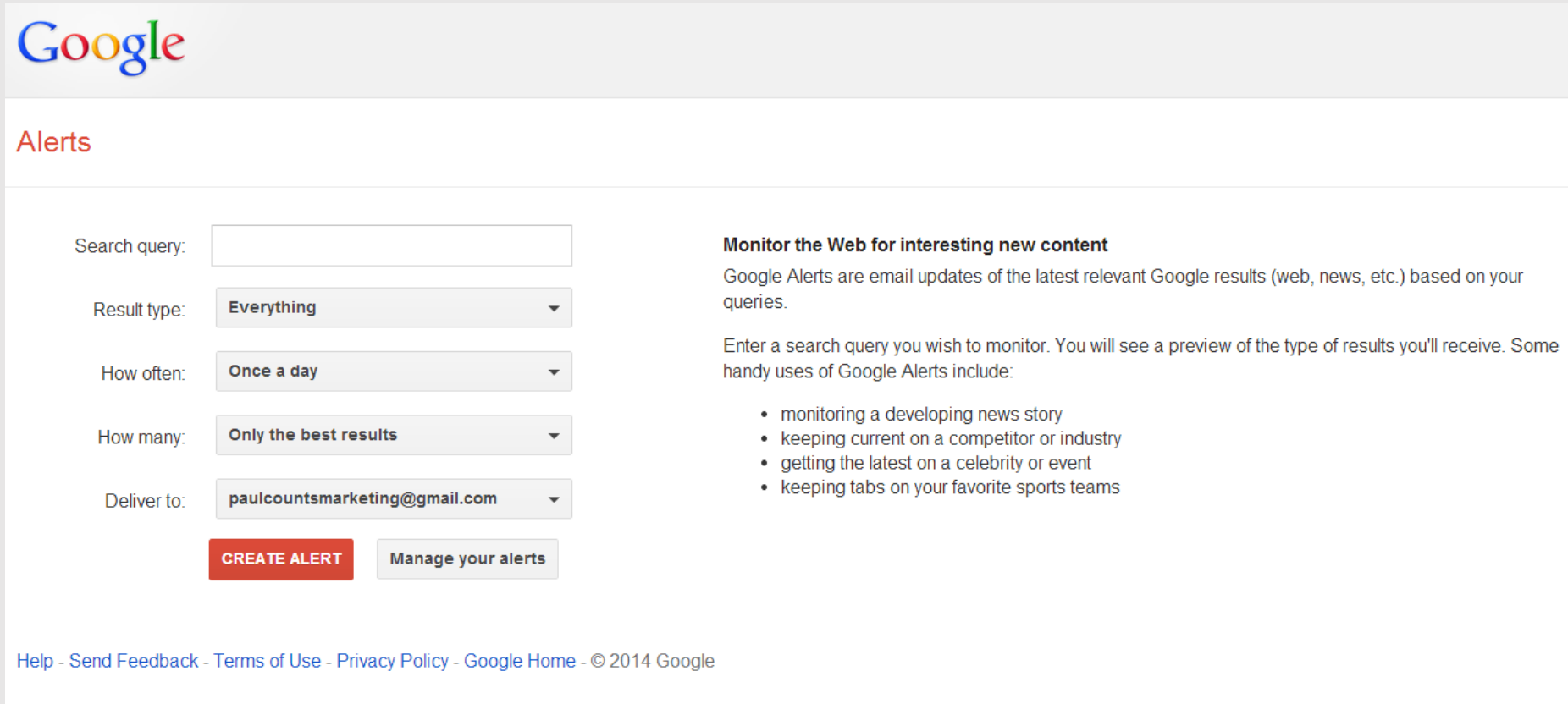
write_jobs @write_jobs · Feb 28
Tech **Writer wanted** | **freelance**, work at home | pay: \$50 per article bit.ly/1kxu2UX
Expand Reply Retweet Favorite More

Retweeted 8 times

Danny Rogers @dannyrogers2001 · Feb 24

No Cost Freelancing – Get More Freelance Jobs

- Setup Google Alerts – www.google.com/alerts
 - You Are the first to know about new jobs or opportunities.
 - Ensures you don't miss any opportunities.

A screenshot of the Google Alerts setup page. The page has a white background with a light gray header containing the Google logo. Below the header, the word "Alerts" is written in red. The main content area is divided into two columns. The left column contains a form with five rows: "Search query:" followed by a text input field; "Result type:" followed by a dropdown menu showing "Everything"; "How often:" followed by a dropdown menu showing "Once a day"; "How many:" followed by a dropdown menu showing "Only the best results"; and "Deliver to:" followed by a dropdown menu showing "paulcountsmarketing@gmail.com". Below the form are two buttons: a red "CREATE ALERT" button and a gray "Manage your alerts" button. The right column contains the heading "Monitor the Web for interesting new content" in bold, followed by a paragraph explaining that Google Alerts are email updates of the latest relevant Google results. Below this is another paragraph encouraging users to enter a search query and providing a list of four handy uses of Google Alerts: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams.

Google

Alerts

Search query:

Result type: Everything ▼

How often: Once a day ▼

How many: Only the best results ▼

Deliver to: paulcountsmarketing@gmail.com ▼

CREATE ALERT Manage your alerts

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

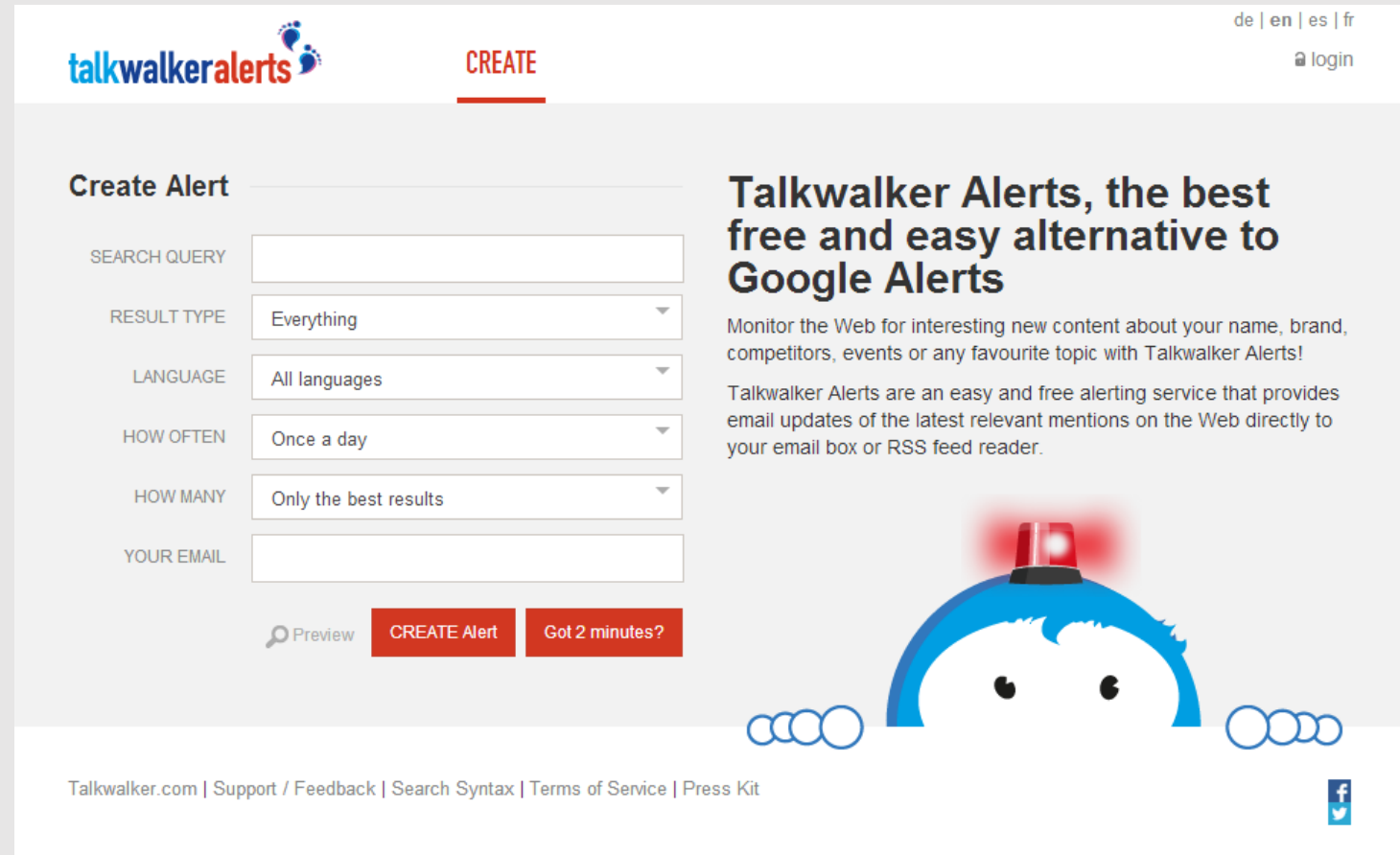
Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

[Help](#) - [Send Feedback](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#) - © 2014 Google

No Cost Freelancing – Get More Freelance Jobs

- Setup Talkwalker Alerts (Google Alternative)
- www.talkwalker.com/alerts
- Monitor web for keywords:
 - “freelance writer needed”
 - “freelance writer wanted”
 - “freelance designer needed”
 - “freelance designer wanted”



The screenshot shows the Talkwalker Alerts website interface. At the top, there is a navigation bar with the Talkwalker Alerts logo, a 'CREATE' button, and language options (de | en | es | fr) and a login link. The main content area is titled 'Create Alert' and contains a form with the following fields:

- SEARCH QUERY: A text input field.
- RESULT TYPE: A dropdown menu with 'Everything' selected.
- LANGUAGE: A dropdown menu with 'All languages' selected.
- HOW OFTEN: A dropdown menu with 'Once a day' selected.
- HOW MANY: A dropdown menu with 'Only the best results' selected.
- YOUR EMAIL: A text input field.

Below the form are three buttons: 'Preview' (with a magnifying glass icon), 'CREATE Alert' (in red), and 'Got 2 minutes?' (in red). To the right of the form, there is a section titled 'Talkwalker Alerts, the best free and easy alternative to Google Alerts' with a brief description of the service. At the bottom right, there is a cartoon character with a blue body, white face, and a red light on its head. The footer contains links for 'Talkwalker.com | Support / Feedback | Search Syntax | Terms of Service | Press Kit' and social media icons for Facebook and Twitter.

No Cost Freelancing – Get More Freelance Jobs

- Partner Up
 - Web designers and developers need content writers or copywriters.
 - Marketing consultants need graphics experts.
- Talk About Your Expertise
 - www.clarify.fm
 - Let's you charge between \$1 and \$10 per minute of your time.
 - Only do this if you are an expert.
 - May open up additional opportunities down the line.

No Cost Freelancing – Bidding Strategies

- Bidding On Jobs
 - On most freelance sites you bid on jobs.
 - Don't go for your highest rate when you start out.
 - You may need to work for a discount to get feedback.
 - Your feedback and hours worked will make new jobs much easier.
 - Work on smaller projects to build up a client base.
 - Make sure you have samples to present regardless of your expertise.

Start Getting Yourself Out There