

UPWORK PROFILE WORKSHEET & CHECKLIST

FOR NEW FREELANCERS

It is important to create an accurate Upwork profile and 100% complete. You have to have a 100% complete profile to achieve a rising talent and a top rated freelancer on Upwork. Use the worksheet and the checklist below to help you create a well presented profile that get you clients on Upwork.



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FOR NEW FREELANCERS

It is important to create an accurate profile and 100% complete. You need at least 60% complete profile to be able to submit a proposal. You have to have a 100% complete profile to achieve a **rising talent** and a **top rated freelancer** on Upwork. Check the '[Profile Description Writing](#)' and '[Optimize Your Upwork Profile](#)' videos for more tips.

1 Skills

What skills do you want to offer?
What are the popular skills in your area?

2 Research

Have you checked the technical words or keywords?
TIP: Search for on job posts & on top freelancers profiles

3 The Client

What are the problems the client face?
What the goals the client is trying to achieve?

4 You

Why are you the right freelancer? What type of work you do? What are your skills and experience? Examples of past work or previous clients. Add testimonials or reviews

5 The process

Explain the process/ steps to do the work
Add your work tools and the format of the end product. You can add what you need from the client to complete the project

6 The Result

How will you help the client solve their problems and achieve their goals?
What type of projects have you worked on?

- Subscribe to [SMART WEALTH MAKERS](#) channel for tutorials, tips and strategies.
- Comment [HERE](#) your Upwork related questions.
- Use the checklist below to create and optimize your Upwork Profile.



FOR NEW FREELANCERS

1 Photo

Must be your own photo.
(Not a logo,...etc)

Plain and light in color
background

Looking at the camera
with a friendly smile

Crop your photo so only
your full head & top of the
shoulders are shown

High resolution photo

2 Title

Relevant to your niche

Specific not too broad (eg.
'Youtube Videos Editor' not
'Video Editor')

Highlight your main skills

Eye-catching title

3 Description

First sentence should grab
the client attention

Use bullet-points for easy
read

Use keywords

Call to action

4 Skills/ Tags

Add the relevant
skills tags

Add at least five tags
(Adds 10%)

5 Education

Add your education even
if you studied a subject
but didn't graduate (Adds
20%).

6 Work History

Add only relevant work experi-
ence to what you are offering.
(Adds 10%).

7 Certifications

Choose a certification from
Upwork list or add a custom
one. (Adds 10%).

8 Portfolio

Add at least one work example (attach files if necessary). Adds upto 20%.