

7 HOOKS UPWORK PROPOSAL

1ST HOOK - FOCUS ON THE RESULT

HI, I CAN SEE FROM YOUR WEBSITE THAT YOU JUST STARTED EMAIL MARKETING. I CAN HELP YOU INCREASE YOUR EMAIL MARKETING CONVERSIONS BY 5X WITH MY PROVEN STRATEGIES AND METHODS. HERE ARE THE PAST RESULTS OF MY CLIENTS. LINK- "..."

2ND HOOK - OFFER A DISCOUNT

HI! I'VE JUST READ YOUR JOB POST. I HAVE A COUPLE OF QUESTIONS, BUT FIRST I'D LIKE TO MAKE YOU AN OFFER. I'M PRETTY NEW TO UPWORK BUT HAVE BEEN IN THE INDUSTRY FOR X YEARS. YOU CAN CHECK OUT MY PORTFOLIO "LINK" AND IF YOU FEEL THAT I COULD HELP YOU LET ME KNOW. I'LL DO THE FIRST JOB FOR A 20% DISCOUNT.

3RD HOOK - ASK QUESTIONS

HI! I JUST READ YOUR JOB DESCRIPTION, AND SPARKED A COUPLE OF QUESTIONS IN MY MIND: "QUESTION 1, QUESTION 2 AND QUESTION 3."

4TH HOOK - PREVIOUS EXPERIENCE:

HEY! YOUR JOB DESCRIPTION CAUGHT MY ATTENTION. WHY? BECAUSE I JUST DID A SIMILAR JOB A FEW DAYS AGO. HERE'S THE LINK - "..."

5TH HOOK - UNDERSTANDING THE CLIENT

HI! I SEE THAT YOU NEED SOME HELP WITH "ANYTHING HE/SHE WANTS". I SAVE YOU TIME BY "". I CAN INCREASE YOUR CUSTOMER BASE...

6TH HOOK - CHEAP SAMPLE

HI! I SEE YOU ARE LOOKING FOR A "VIDEO EDITOR", YOU DON'T NEED TO SCROLL FURTHER. I CAN START OUT WITH A \$5 SAMPLE! I WILL EDIT 60 SECONDS OF YOUR VIDEO IF YOU ARE HAPPY WITH THE WORK WE CAN START WORKING TOGETHER.

7TH HOOK - SHOW EXCITEMENT

HI! I CAME ACROSS YOUR JOB POST AND FOUND WHAT YOU DO VERY INTERESTING. I HAVE EXTENSIVE EXPERIENCE IN "YOUR SKILLS SET", AND I CAN START WORKING ON YOUR JOB IMMEDIATELY.