

# COVID-19

A man with dark hair, wearing aviator sunglasses, a white button-down shirt, and blue jeans with a brown belt. He is standing with his hands in his pockets, looking slightly to the left. The background is dark and out of focus.

Work From  
Home  
and

# Freelancing

A DETAILED LOOK  
AT THE FUTURE OF WORK

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Salam,

I am back with another eBook. This time in English. Although this book is not the translation of Urdu version "SeekhnaSeekho" but it has almost about everything you ever wanted to know about Freelancing and online work.

In the time of COVID-19 Pandemic where everybody is forced to stay at home, people are losing their jobs and God knows what the future is going to look like in the weeks ahead.

I have gathered all important topics that could educate you about the importance of learning Freelancing, learning a skill so you could potentially prepare yourself for a better tomorrow. Tomorrow is uncertain and since this virus is one of its kind the world has seen this century, we literally do not even know the future of work.

I would request you to go through this eBook. Try to understand the concept of freelancing and work from home and start building your online presence gradually.

I look forward to your comments on my social media.

YouTube:

[https://www.youtube.com/channel/UCw3jwyEmeiRdkS22sOjMsSA?sub\\_confirmation=1](https://www.youtube.com/channel/UCw3jwyEmeiRdkS22sOjMsSA?sub_confirmation=1)

Facebook: <https://www.facebook.com/HishamSarwarBeingGuru/>

Wishing you all the best and happy learning.



**Hisham Sarwar**

Co-Founder

Being Guru

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# *COVID-19 – 6 Secrets Of Self-Control To Move In A Right Direction In Life*

Everybody in the world is experiencing a stay at home, definitely the first of its kind ever in modern history. Not allowed to go outside and unable to experience normal daily routine which we are used to is not easy.

Have you ever thought that if self-control is a matter of genetic luck or can it be taught? Recent researches indicate that though all humans are biologically prewired, nature is not as separable from nurture as it was once assumed.

Psychologists have discovered that anyone can take control of the momentary temptations that can distract you from your long-term goals. It is because humans have the capacity to deal with their distractions by managing their self-control.

Following are the few strategies that can help to ensure your efforts to boost your willpower and can keep you headed in the right direction:



## **1- Meditation:**

Your brain is actually a self-control machine. You need to meditate and turn it into an active one and it will help to improve your emotional intelligence. Just committing five minutes a day focus on your breathing and your senses can make you more self-aware and give your brain the ability to resist the destructive impulses.

## 2- Eating healthy:

When it comes to self-control, it becomes hard to control yourself from the sugary food. But the sugary food spikes your sugar for a short period of time and leaves you exhausted afterward. Therefore, if you have trouble keeping yourself away from unhealthy food, then you better opt for something healthy. Healthy food in the form of dry fruit or fresh fruit will give you much more energy and will help you stay fit.

## 3- Working-out:

Doing exercise can help you a lot to keep your impulses under control. Working out for even 10 minutes can help your body to release GABA. While you are forced to stay indoors, you can still do healthy exercises such as pushups. It is a neurotransmitter that makes your brain feel relaxed and keeps you in control.

## 4- Having enough sleep:

Without glucose, your brain cell's ability is highly diminished when you are tired. And without sleep, you are more likely to crave sugary snacks in order to compensate for the low glucose levels. Therefore, it is very important to sleep enough to have self-control over your eating. Keeping your temptations under control can be done best when you are having enough sleep.

## 5- Wait:

When you feel high on a temptation then it is always advised by the experts to wait at least ten minutes before succumbing it. It is because when a stronger wave of temptation subsides, you feel much stronger to bring it under control.

## 6- Learn

Use this time wisely. When the COVID-19 finally comes to an end, you will come out as a different person in a different world but the question is, will you be a better person?. You

could only be a better person if you learn new skills, not necessary tech skills only, soft skills too, that could help you withstand the extreme professional pressure. The world is going to change, are you ready to change yourself too for a better survival?



# *COVID-19 – 7 powerful effects of stress that can help you grow in life*

With coronavirus lockdown, everyone is forced to stay at home. Everyone experiences stress in their life and many of the people try to reduce the effects because they think it is bad for them. But not every stress is bad and can be beneficial for you. Some stress can motivate you to get all the stuff done and achieve what you want.

Upon experiencing stress, you get a flood of emotions or hormones to prepare yourself for taking action. The effects of stress can be beneficial in situations where you need to be more alert, focused, and energetic. A balanced amount of stress can spark the drive to achieve more and improve your quality of life.

Here are some ways stress can be beneficial for you:



## **1- Moderate stress boosts immunity:**

If you think about your stress response, it is basically designed to protect you from threats. These are the threats that are even posed by bacteria and microorganisms which make stress to help you to fight off infections. When you experience a moderate amount of stress, it gives a boost to your immune system.



## 2- It makes you creative:

When you feel stressed, you change your path because of the uncertainty that surrounds you. Stress actually pushes you to change, to fight, to grow, and adapt to the occurring changes. It is very often that a moderate amount of stress helps you come up with an unusual but creative idea for dealing with the challenges.

## 3- Good for mental health:

Studies have proved that a moderate amount of stress can strengthen your mental health. The experience of your moderate stresses can help you confront the stressful situations in your life. According to the researchers, people who have a history of some lifetime adversity reported better mental health and well-being outcomes as compared to people with a high history of adversity and people with no history of adversity.

## 4- It helps promote child development:

Studies have proved that normal everyday stress does no harm to unborn children. If the stress levels are moderate, children can develop motor and development skills by age two as compared to women who remain unstressed.

## 5- Motivates you to succeed:

Stress pushes you to get your job done and achieve what you want in life. When you keep a deadline for completing a project, the stress you face when it approaches near makes you work productively. The stress creates pressure that actually drives to attain your goals in life and succeed.

## 6- Develop a physical and psychological sense of control:

Dealing with everyday stress makes your body strong and enables you to deal with stressful situations easily. With practice, stress helps your body to develop both physical and psychological sense of control in case of stressful events.

## 7- It improves your cognitive power:

Moderate stress helps to improve your brainpower because it strengthens the connections between neurons in the brain. When faced with a threat, the stress brings changes in your brain that result in an improved memory as well as a boost in the attention span. So, if you experience a moderate amount of stress then it isn't bad. But it is very important to know what level of stress you are experiencing because it can easily increase from moderate to high levels of stress which can harmful effects.



# *COVID-19 – Take care of these 6 things to schedule your day for maximum success*

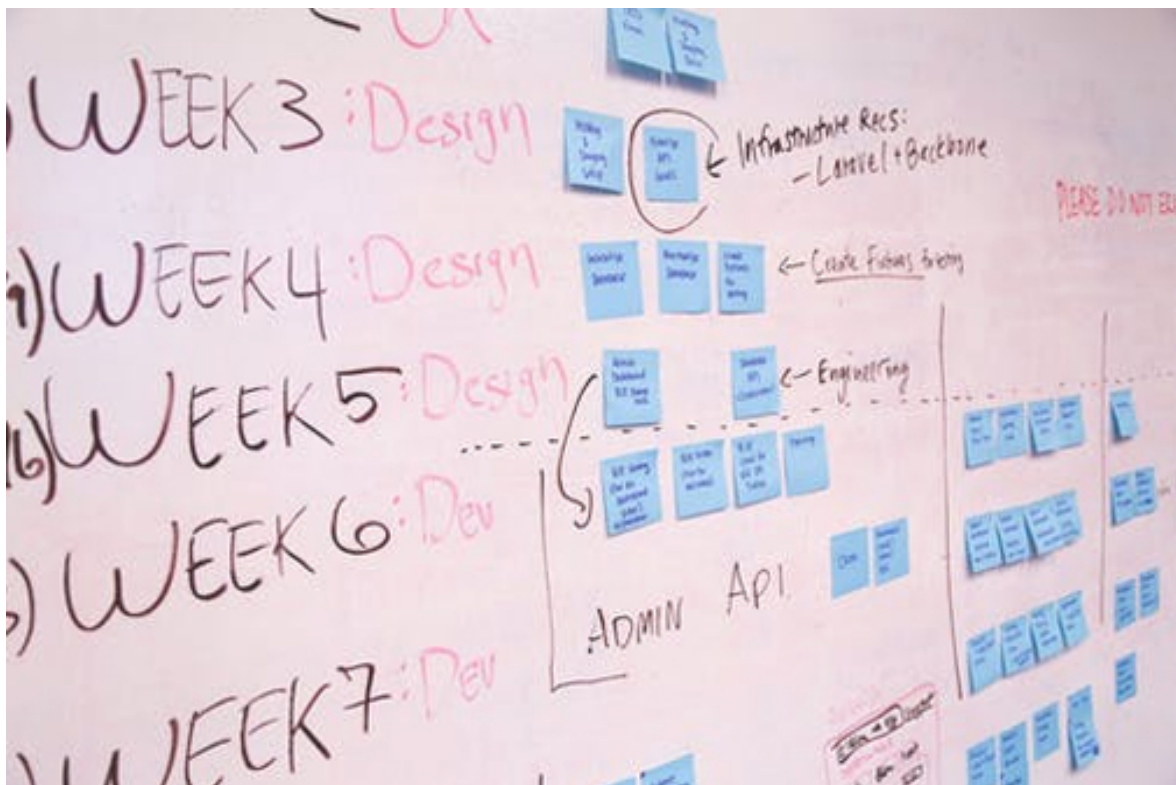
The most valuable finite resource a man could have is time, yet many people get so much caught up in the whirlwind of life that days pass haphazardly. This results in inefficient tasks and wastage of every important minute that can play an important role in their lives.

On the other hand, ultra-successful people are aware of the importance of time and schedule their days strategically, maximize their productivity, and enhance their wellbeing outside of work.

Thankfully, because of the availability of plenty of science-backed solutions allow you to do the same, especially, in the time of crisis as the world is experiencing lock-down amid COVID-19 fear.

Working from home is not easy. Remote working requires discipline.

These 6 strategies can help you to squeeze the most productivity out of your day.



## 1- Write your to-do list:

Most of the people waste a lot of time deciding what is urgent and what is important. This is the time that can be used to completing the tasks. Therefore, before you even get started with your work, plan out your day in advance. Take some time out to write your to-do list every single day and make an effort to get done with every task. This will not only help you get most things done but will also allow you to ensure the work you are doing is valuable for yourself or your company.

## 2- Focus on getting three big tasks done:

The future is uncertain and you do not know what is going to happen the next day. Therefore, plan to focus on just three tasks that are a part of your bigger goals. These are the goals that you should write on the top of your to-do list and get them done no matter what happens. If you accomplish them successfully then pay attention to what else needs to be done.

## 3- Don't avoid the difficult tasks:

Most often you think that being busy means avoiding the few critically important but difficult tasks and complete the rest. But this is not the right thing to do, it is better to eat the frog first. This means that instead of worrying about a difficult task all day, get that done in the beginning.

## 4- Schedule your time in 90-minutes chunk:

According to the leadership mentor Michael Hyatt, an individual's mind can focus deeply for a limited amount of time. Therefore, you must devote it to your most critical thinking. Research has also proved that productivity and performance are at a peak during an uninterrupted 90-minutes interval and after that, you need to take a break. Therefore, schedule your time in 90-minutes chunks and during that time; avoid all kinds of distractions to concentrate on one a task.



## 5- Do not multitask:

You may consider multi-tasking as an ideal thing to do but in reality, it wastes more of your time and energy. Instead of trying to get a lot of things done at the same time, group similar tasks together and get those done in a chunk of time.

## 6- Take breaks throughout the day:

No one can stay productive throughout the day because the brain needs to rest too. The efficiency of your brain improves when you take smaller breaks in between and prepare yourself to get more things done efficiently.



# *COVID-19 – Six Ways To Prepare Yourself For A Better Tomorrow*

Employees are working from home, some are being laid-off from their jobs. We are living in the strangest time of our life. Classes are canceled, exams are postponed as everything is locked down. As the COVID-19 pandemic takes the world by a unique storm that forces everybody to stay at home, it is not easy to cope with this new situation. Your best comes from your habits, practice, growth, setbacks, accomplishments, and information that you have collected over the years.

*“The world will resume someday, it surely will when this whole corona virus outbreak finally comes to an end.”*

Today, in order to prepare for a better tomorrow, you have to commit to the tasks today so to lay the foundation for the future. Many of your tedious tasks can be hectic and time-consuming but with the right mindset, you can transform your efforts into achievements. This can happen only when you commit to investing in yourself for your dreams to come alive. Following are the few things you can do today to make sure that your tomorrow turns out to be great:



## 1- Get a clear perspective:

You must take out time from your busy schedule to think and prioritize your long-term goals. It is because once you have a clear picture in front of you, you will be able to plan better and stay on track. When you have a bigger picture in mind, it becomes easier to stay on track.

## 2- Get rid of negativity:

For preparing yourself for a better tomorrow, you need to get rid of all the negativity. Negativity is something that wastes your energy without you knowing. Therefore, quit paying attention to overly critical thinking about people who don't matter much and stay focused on things that make you happy.

## 3- Visualize things coming to you:

This is something I have been doing for the past few years and remember it all the time. Visualize your tomorrow and think of doing everything perfectly. It is because of the attitude and perspective with which you will go ahead will help you create a better future.

## 4- Be Grateful:

Always remember to show gratitude towards life in whatever situation you are. It is a great way to recognize things that make your life easier but you take them for granted. Be thankful for opening up your eyes every new day and to be able to breathe and move freely.

## 5- Push your limits:

You will never be able to know your abilities if you don't push yourself. Do something you fear and embrace the unknown. Once you push yourself to another level, you will become comfortable with your boundaries and will not be afraid to try new things. Spend your time in learning new skills. Spend it wisely by making efforts to enhance your knowledge so when the normal life resumes, you come out as a better person, one who is well learned,

improved and has acquired more wisdom. Read and train yourself. Bill Gates & Warren Buffet read 50 books in a year. Readers are leaders.

## 6- Let go:

You become happy in the real sense when you let go of things of the past. Learn to forgive your own mistakes as well as the mistakes of other people. Make sure not to repeat things that brought trouble for the first time and learn from them.

There is no good that can come by setting aside which can be completed today. If you put off things for tomorrow, it will still exist and soon enough you will face another fear. Minimize your life on fears and focus on your highest objectives through purposeful action.





## *Surround yourself with these 5 people in 2020.*

Whether you are trying to become an accomplished writer, entrepreneur, businessmen, or simply a better person, the road to achieving success is rough. The journey is tough and the time is limited, clichéd but that is a fact.

On the road towards success, you will experience many ups and downs or highs and lows. In such challenging times, it is always good to surround yourself with people who do not hesitate to lend you a helping hand. These people should be the ones who contribute to your struggles in a positive way and add value to whatever you are trying to achieve.

You are the product of your surroundings and the kind of people you surround yourself with. It makes you think and act in a similar way to the people you spend most of your time with.

This is why you should surround yourself with people who challenge you, encourage you, and lift you higher.

Following are the five types of people you must surround yourself with:



## 1- The inspired:

You must surround yourself with people who create an urge in you to actually do something in life. It is because these are the kind of people who inspire you to develop a state of mind that is empowering. Just being with them sparks curiosity in your heart and mind that leads to a higher quality of life.

## 2- The Motivated:

Most of the time people feel to achieve their goals because they don't feel motivated. Surrounding yourself with motivated people helps you to have a strong vision and stay motivated towards your goals. They show you how to cultivate motivation from within and set examples for you to stay right on the track that leads to success.

## 3- The Grateful:

Living with grateful people makes you live in the present moment and appreciate everything you are blessed with. Their presence around you makes you relaxed and you catch the calm energy they carry with them. Just because of grateful people, you get to see the positives in life as opposed to the negatives.

## 4- The Open-Minded:

Living with narrow-minded people makes it hard for you to accept new ideas yourself. But when you surround yourself with people who are open-minded, you easily expose yourself to new ideas, places, experiences, and even people. They encourage you to break from your comfort zone and do things that seemed impossible previously.

## 5- The Passionate:

People, who have goals, want to accomplish them no matter how their outer circumstances are. No matter what their field is, they never waste opportunities to excel in it. Surrounding yourself with passionate people infects you with their ability to become passionate. This makes you reflect on your own levels of passion and curiosity.

## *Corona virus outbreak lockdown. Make money by investing in yourself- learning new skills*

Corona virus has taken world by storm. Its effect is escalating all over the world. With little precautions, you can save your self and the people around you. Europe and the rest of the world is experiencing lockdown. People are losing jobs and who knows, we might be on the brink of a great world's economic depression. While you are required to stay at home, this probably is the best time to learn new skills that could help you in making extra money.

Over the past five years, the dramatic changes in global economies have impacted education, workplace, and individual's personal lives. It is a fact that the world is continuously evolving and there are new discoveries happening in almost every single industry. Every single discovery is changing the view of the people. For instance, take the impact of the internet and social media. The effect it has made on communication and marketing in recent years is beyond imagination. The bulky fax machines of the past have been replaced by emails with attachments. This kind of drastic change has greatly impacted how a business is viewed by different people. Without adaptation to these changes, there are great chances that people will be left behind. Therefore it is extremely important to learn new skills.



In order to survive in this changing environment and make money today and in the future, you need to get out of your comfort zone, learn new skills, and deepen your knowledge by understanding the perceptions around different areas. In order to do that you must understand why is it so important to keep learning new skills.

Learning new skills can add value to the marketability of any business. It is because, for every new credential earned, you can adopt a new business strategy that will help you make money.

When you keep on doing the same thing with the same process, your results will also remain the same. This makes your personal and professional lives boring, therefore, it is important to keep learning new skills and stay ahead.

Discover made in the health and psychology industry is done basically to know how a person deals with a different situation. Learning a new skill increases your understanding and utilization of coaching in a corporate atmosphere.

By learning new skills, you can easily achieve your goals and make more money. When you gain knowledge, it breeds excitement for more knowledge. This leads to a more ambitious outlook. This is something that motivates you to seek greater challenges. For a business, new skills can broaden the scope for available clients. For example, if you learn a new language, it can bring new clients for your business that were previously not able to communicate due to speaking a different language.

By learning new skills, it is easy to keep up with new trends and developments. You can stay updated with the latest insights and can increase your business efficiency. With new skills, you can advance your problem-solving skillset. It gives you a greater sense of accomplishment and confidence in life.

The constant learning of new skills can improve performances and help you become rich. This is what today's businesses are looking to achieve. Learning new skills should start when you are in school because it takes time to develop them. For students, the journey into modern life begins after school but learning lifelong skills can help them learn, work, and live better.

In schools, students can learn the soft skills that will help them to connect with people and the world around them. It also helps them to build relationships in real life. Learning skills at

school level helps kids in many ways. For schools and workplaces, focus on developing creativity helps children to be able to compete in the global market. For entrepreneurs, it helps them to design and present their products in aesthetically pleasing ways.

As students, children learn to develop the skill to communicate their passion and ideas to the people around them. The ability to think is something that is developed in the early years. In schools, students should be taught to think critically, independently, responsibly, and productively. The process of critical thinking guides younger children how not to get overwhelmed by different situations.

## It's All About Skills Now – Google, IBM, Apple No Longer Require a College Degree.

The more you develop life skills individually, the more it affects the world in which you live. It helps you to become culturally aware and makes international cooperation easier. It makes you respect diversity which allows creativity and imagination to develop a more tolerant society.





## *Freelancing in the time of Coronavirus*

The Coronavirus outbreak has escalated in Europe and other countries. People in the U.K, union leaders are rooting for support for freelancer movie makers, TV workers. Many domains are at risk of losing their jobs if the outbreak continues for over a longer period of time.

Italy, China, and the U.K are hard-hit with the virus outbreak battling a rising number of infections.

The situation of employees being laid off is actually getting from bad to worse. In Ireland alone, around 140,000 workers laid off due to coronavirus. The number consists of restaurant workers, pubs and bar staff and other small industries such as childcare workers. The minister of social protection has already revealed that it may take a “number of weeks” before employers are reimbursed for paying their workers @£203 per week incase the companies have to cease trading after Covid-19 measures.



In this time of crisis where employees are being laid off, freelancing could potentially take a new shape, making ways for bread and better of more people all over the world.

In the times of major lockdowns, one should spend their time constructively. They can still make money by staying home and using their computer, laptops as a freelancer. All one needs to learn is a new skill, signup on any freelance marketplace and start bidding on the projects.

It seems like freelancing work will grow in this time of the Coronavirus outbreak crisis as more companies would be looking to get the jobs done by hiring remote workers who could work from home for a competitive price without compromising on work quality.

Want to become a freelancer?. Take a look at the “freelancing” category on our blog. You can learn every tiny detail about how to work online and get started as a freelancer. This will let you make some handy money, even if you are laid off from your job.

In the future, if your freelance work plate grows, who knows, you may never have to go back to full-time employment anyway.

For Urdu//Hindi readers, this [YouTube course](#) by me will kickstart your freelancing career right away.

Happy freelancing everybody. Stay home, stay hydrated and make money.

# *The Amazing Benefits of Work From Home*

Remote working is a very detailed endeavor. Some people absolutely desire it while others consider doing the routine of going to the office. Remote work with the right talent is just as effective for raising productivity and completing a job for both workers and businesses. There are clear pros and cons on both sides of why certain businesses prefer remote work.

The key benefit of remote work is increased independence. Telecommunications provide employees the opportunity to complete their work without constant reminders, direct supervision, and office distractions. greater freedom and independence create a foundation for greater fulfillment and output. it gives the user a level of self-control key to overcoming home distraction.



## Increased savings

Remote work enables employees to have less need for formal clothing which amounts to savings. They also do not incur transportation charges and can save on lunches. More saving leads to boosted income which is a key to high morale

## More flexibility

This depends on the job you have but telecommunication often lends itself to flexible hours, meaning if you have something you need to do during the day like going to the bank or pay utility bills you can. If you are more productive at certain hours you can adjust your schedule accordingly to meet your needs.

## Balance Between Work and Life

Working remotely provides employees with a greater sense of work-life balance which leads to a more productive, happier and healthier life. Telecommunication is good for mental health as it lowers stress levels and gives employees a way to tailor their work through a customized plan.

## Time

Work from home folks are happier, earn more than 9 to 5 job persons. Remote work enables employees with more time with physical activities and staying fit. A recent Gallup report found that remote workers who have time on their side are more engaged and productive in their jobs and feel more connected to the company than their office counterparts. This provides stability in work and life.

Here is Work from home Potential trade-offs.

## Less Likely to be Promoted

According to most studies, remote workers are less likely to receive positive performance reviews than office employees which can be attributed due to supervisors. However, this depends on the company for which you are working. The best advice will be to call your boss to catch up every couple of days and call co-workers to get their input.

## Lack of routine and No Social Life

Remote work can struggle with the lack of schedule, finding it difficult to feel motivated at the same time have less social interactions. This is linked with distractions which basically entails that remote workers will struggle with switching off from work while others have trouble switching on. Remote work means all of the distractions of your personal life this is where being self-motivated and disciplined comes in.

In summary, We at BeingGuru feel that remote work is the future irrespective of any potential tradeoffs. People who are not self-motivated, need supervision and thrive on being in the office should continue to work onsite. It takes a special kind of employee to work on his/her own pace.

Everyone has a unique work style and preferences the real takeaway is to know how to work and where to work which is a key component to remote work.





## *Freelance jobs online is encouraging people to work from home*

The digital nomad lifestyle or professional freelancing is on the rise and millions of individuals are reaping its benefits all over the world. When we talk about freelancers, it is generally thought that they are linked to freelance jobs online such as writing, editing, and advertising. Although these areas are full of opportunities for freelancers who want to work from home, they are far from being the only options that lend themselves to the freelance life. There are options for almost anyone in almost every trade to find freelance work.

It would be fair to say freelancing is a deep sea with huge opportunities. With many people getting familiar with freelancing concept and its definition, It is estimated that the [future of freelancing](#) be blockchain based as it will become a huge factor in freelance work life.



Currently, around 60% of Americans who left their full-time jobs and opted to freelance, earn more than full-time traditional jobs. Freelancing gives freedom as one can work at their own pace, be their own boss and the amount of money they can make directly depends on their ability to work.

Freelancing covers almost all fields in the modern age. If you are a DJ, performing at a private party as a freelancer is a high paying job. Same goes for lawyers, financial and insurance services and many other fields.

Similarly, for online services, freelancing is high in demand. If you know a skill, you can offer that skill as a service on different freelance marketplaces and can make good money. The basic service is, if you can think creatively and write well, you can make good money as a writer. As a service provider willing to make a career online as a freelancer, learning how to do effective freelancing is very important. One needs to learn how to project their skill effectively on major freelance marketplaces. There are many attributes to winning freelance jobs online. to begin with, a proposal on project placement should be very attractive and to the point. A freelancer must present their years of experience for a particular job and provide their portfolio of similar work done in the past. A freelancer needs to learn, what are the top secrets of becoming a successful freelancer on UpWork & Guru?

There are a lot of high paying jobs online on for freelancers to work from home and make a good living. Some are as follows:



## Graphic design:

Because of their ability to create visually stimulating images, the demand for graphic designers has been on the rise. Agencies like to hire them for publishing, advertising, public relations, and other related fields. As reported by the U.S. Department of labor, in 2010, there were 279,200 graphic design jobs were available. This number is expected to increase by 13 percent in 2020 that will create additional 37,300 jobs.

As a graphic designer, you can not only offer your services online but can also make good money by selling your designs online

## Online Tutoring:

With the advancement in technology, the popularity of online tutoring has increased exponentially. According to reports, the number of online tutoring services is expected to double in the coming years. The web-based tutors meet their students online and provide one-to-one assistance and can pick \$15 per hour for tutoring in any field. See how this personal tutor earns \$1,250 an hour.

This is a great option for freelancers who have a strong grip on any subject and want to work from home.

## Software Development:

This is also an excellent option for freelance workers. It provides them with the opportunity to work as a full-time worker for any company from home. All you need is a degree in computer science and proper computing equipment. This can help you to earn \$38 per hour working as a freelance software developer.

## Web Design and Development:

According to research, about one out of four web developers are working by being self-employed. It requires you to have an associates' degree and you can easily earn up to \$33 per hour. The salary of web designers in India and Pakistan could surprise you. it shows how much this niche is in demand and by learning how to design and develop good websites, one can make good money as a freelancer.

## Mobile App Development:

As a freelancer, you can develop mobile apps for your clients. It is a very demanding job nowadays as this is becoming a very popular field among freelancer workers. You must have developed apps for MS Windows and Apple iOS to thrive in this field.

## Search Engine Optimization:

This is one of the most popular freelancing jobs and can easily be completed from home. It requires you to rank your website as high as possible in search engines such as Google with keywords related to the content available on your website.

The above list is just a few of most-in-demand freelance skills online. There are many more. You can get a fair idea about the skills that are required in order to make a career as a freelancer by visiting these freelance websites.





## *Work-From-Home increases productivity, improves performance*

Earlier this year, Google introduced work from home opportunities in its job section. Work from home patron is gaining huge popularity all over the world and there's a reason why this model is encouraged worldwide.

Rather than having an employee commute to the work each day, piercing through piles of traffic lined up every morning on the way to the office, work from home model has many advantages.

There's no operational cost and an employee is expected to deliver the work assigned to them by the end of a day, reach their targets.

It encourages flexibility, freedom, and work at your own selected work hours. Many studies have already highlighted the psychological effects of travel to work, linked it to reducing productivity.

Here are three key factors that prove work from home improves performance, raise productivity.





## 1- Improved Performance and higher Productivity:

According to a study done at [Harvard Business Review](#), some call center employees were given an option to work from home for 8-9 months. Half of the workers availed the opportunity while the remaining half preferred to work at the office each day.

The study found out, work from home employees completed 13.5 percent more calls than the staff who worked in the office.

Another study from [Gallup](#) revealed that workers who work from home three to four days a week are 33 percent more likely to “feel engaged”. They are 15 percent less likely to feel “not engaged” than the employees who come to the office each day on the week i.e, Monday to Friday.

## 2- Job Satisfaction:

Employees who are given choice to work from home are reported to have much higher job satisfaction making their productivity beyond expectations. The answer lies in the flexible work hours, being able to work freely without worrying about getting up on time, dressing up, and driving.

In abstract, the commute time is never accounted for in the employee’s work hours but the truth is, the time is spent (two-ways, from work to office and back) to render the service. By eliminating the commute hours, a non-noisy mental peace attributes to better performance, job satisfaction.

## 3- It lowers operational costs:

When employees work from home, they are less likely to require privacy. This eliminates a need for private offices. Open offices murder productivity and it’s proven through many types of [research](#) results. Work from home is the best way to inculcate higher productivity in an employee and also lower the facility costs. This also results in fewer leaves, fewer sick days because of fatigue to go to work, combat extreme weather.

The smartest strategy today is to allow employees to work from home. This increases their productivity and results in organizational growth too.



## *Work from home folks are happier, earn more than 9 to 5 job persons*

The possibility of emailing or calling someone from anywhere has given rise to different working conditions. Working remotely is becoming the norm of today. This kind of work allows plenty of spontaneous interactions with colleagues along with great focus and productivity. According to the professor of Stanford Graduate School of Business, [Nicholas Bloom](#) the office environment has become somewhat outdated. Set up during the Industrial Revolution, that system is not flexible enough for absorbing today's sophisticated communications methods which are not helpful for firms as well as employees. Working from home is a future-looking technology which has an enormous potential to absorb futures technological changes.

In order to verify his claims, China's largest travel agency Ctrip was studied by Nicholas Bloom which has 20,000 employees working for it and a market capitalization of about \$20 billion. The company has its Headquarter in Shanghai and the leaders there were interested in knowing the impacts of working from home. For a study, the solicited worker workers volunteered in which half worked from home for about nine months, visiting the office once a week whereas the rest worked only in the office. The study was carried out by Bloom over a period of two years. The results showed a massive improvement in the performance of the workers i.e. 13% improvement in the employees' performance who worked from home. Bloom also found out that an office may be considered organized but it actually is a super noisy place. People who work from can concentrate better. Moreover, there was a 50% decline in the resignations when people were allowed to work from home. The benefits of working from home were not limited to employees only; managers also gained a lot by spending less of their time on advertising, training, recruiting, and on promoting. The experiment led Ctrip to provide the option of working from home to all employees which made the company gain \$2,000 more profit per person at home.

According to Bloom, this study is going to help to remove the negative impression regarding work from home. The employees who work from home are productive, happier, and the firms can make more profits by spending less on the recruiting and training people. There are a lot of ways to work but working remotely is a good tool to have in the mix.

This post originally appeared at [Insights by Stanford Business](#). and [QZ](#)



## *6 Productivity hacks for working from home*

Working from home has become extremely common for many people. Technology has played a vital role in making it possible to communicate and stay connected from every place. An increasing number of jobs in the economy are being performed at home now. But even though people love to work from the comfort of their home, but there are some who point out towards the less probability of accomplishing the actual work. It makes a lot of difference when things cannot be getting done as planned. It usually happens because of the shining distractions while working at home. If you do not plan properly, work from home can turn into a curse. Therefore, following are the productivity hacks that can be performed on a routine basis to enjoy the benefits of working from home.



## Get to know your productivity hours:

The secret of working from home is to recognize the hours when you are most productive. If you cannot figure out when you are good at doing your work then ask yourself two questions:

When you have more energy to work and concentrate?

When there are fewer interruptions while you work?

*“Identify one to three periods of 90 minutes when your productivity is at its peak and schedule your work accordingly.”*

## Learn keyboard shortcuts:

Learning keyboard shortcuts may not seem a lot attractive but these can save a lot of time and boost productivity. When you are writing on a routine basis, these shortcuts can improve efficiency and can prevent your arms from getting tired,

## Set specific times for checking emails and social media:

Checking of social media accounts and emails can waste a lot of time. Therefore, set specific timings for checking your emails and social media accounts. Choose either to check first thing in the morning, during your lunch break, or at the end of your day.

## Two-minute rule:

Writing down tasks is good but if they take less than two minutes to complete, you should not waste time in even writing them. Complete them immediately and save your energy and attention for bigger tasks.



## Flexible schedule:

When you are working from home, you can manage time by yourself. Do stick to the schedule you have created for work. But if you need to take a break for some reason, make a flexible schedule and put in more hours the other day.

## Schedule meetings:

Meetings can sometimes prove as a waste of time. But scheduling proper meetings can be a quick way to solve your problems. Instead of wasting time in waiting for the reply of an email, schedule a meeting and discuss every issue in it.



# *Freelancing Definition And Benefits*

In today's world, self-employed individuals and small business holders have become crucial for contributing to national economic performance in any country. When it comes to the categories of business without employees, you can easily distinguish the freelance workers. Many people often wonder what is freelancing definition?. Freelance is one of the terms that are being used to refer to the type of workers who work on their own. Their usage is strongly associated with occupational and industry contexts.

## Defining the freelance workforce:

The term freelance is used by people in a range of work settings. A freelance worker is defined as a skilled professional who neither an employer nor an employee, supplies labor on a temporary basis under a contract of services for a fee, to different range of clients.



## What is freelancing?

There are many terms that are thrown around a freelancer. A common question is, Who is a freelancer and what is freelancing?

A freelancer is a person who delivers services to clients and these are not necessarily the ones that are offered to businesses. Individuals who are freelancing offer their services to clients directly without involving any third-party resources that often take a cut of the

income. When it comes to the opportunities offered, nearly all kinds of services that are required by businesses are provided by freelancers. The services include graphic design, marketing, accounting, bookkeeping, project management, teaching, tutoring, virtual assistant, web designing, development, social media manager, and writing. There are some freelancers who focus on specific industries such as the real estate niche etc.

## Freelancing in America:

Upwork has issued a detailed [infographic](#) explaining Freelancing stats. During 2018, approximately 56.7 million Americans were found to be involved with freelancing. Upwork, one of the world's largest freelance marketplace has issued the most in-demand skills in q4, 2018. This was much greater than the number of Americans in 2014 which was 53 million. It has also been estimated that Americans are spending more time on freelancing as their hours on freelance work per week have increased.

In 2015, 998 million Americans were working as freelancers. This has been increased with 72 million hours per week. In 2018, 1.07 billion individuals were spending more time on freelance work. Here is an answer to a common question people often ask, What Are The Top Secrets Of Becoming a Successful Freelancer on UpWork & Guru?

Also, it has been found that more and more people are choosing to work as freelancers. The percentage has increased from 53 percent in 2014 to 61 percent in 2018. This has also revealed that people are prioritizing their lifestyle over their earnings. There is 84 percent worker who is working as full-time freelancers and 64 percent who work as full-time non-freelancers. These 5cs of freelancing can help you understand freelancing better and get started on your own.

Once people start to do freelancing things change, they become hyperconscious of how much money they are making, unlike an office job where they know that their income is fixed. Their non-working hours because as a freelancer who works from home do not measure up to the same value and it causes them to suffer from anxiety but freelancing brings them a better balance as well. According to reports, 63 percent of the individuals feel anxious about everything that needs to manage whereas 77 percent attain a better work-life balance. About 42 percent of the freelancers revealed that freelancing provides the flexibility to work which they cannot get by working under a traditional employee.

Also, when it comes to freelancing, skilled workers are valued over the ones who have formal education. About 93 percent of the skill-related college education is more helpful for freelance workers. Moreover, freelancer workers are more politically active as their participation in politics involved 34 percent non-freelancers and 53 percent full-time freelancers. With the advancement in technology, freelancing is getting a major boost. In 2018, it has been revealed that 64 percent of the freelancers found work online which is much greater than in 2014. In 2014, only 42 percent of the freelance workers were able to access the online work.

Freelance economy rise, an opportunity for everyone. It involves a great responsibility when it comes to working in the gig economy as a freelancer either it's negotiating your pay, searching for insurance, or paying taxes. But if you are someone who loves the freedom and flexibility then freelancing is an ideal situation for becoming independent.



## *What is freelancer and what is freelancing?*

Today, freelancing has gone mainstream as employers rely more on independent workers to sustain and grown their businesses. But these are particularly different kind of workers from the current cubicle crowd. In the cubicle world, workers are given assignments to complete and chase the next assignment. Freelancers never stick to just one task, they network and market to find work, complete it, and then bill for it. Gears are switched once the freelancers get paid for their work and they become professionals.

This fluid work medium of freelancing rewards nimbleness and flexibility.

*“There is no better feeling when it’s working well. But for growing and thriving in the freelancing business, you need to have the essential information at your fingertips. “Hisham Sarwar”*





## Definition of Freelancer:

A self-employed person who offers services to multiple clients while operating as his own boss. A freelancer sets his own service menu, prices, and targets the clients market. It's just a myth that a freelancer refers to people who work for free. In many cases, freelancers earn more than their office counterparts.

When it comes to flexibility, freelancers are free to set their own hours. They can choose on working full-time or part-time on the projects of their choice. Freelancers work similar to independent contractors. For freelancers the continuity of work might be different. Some freelancers might work with the same clients over a number of years and some may higher freelancers just for one project. In the world of freelancing, it is easy to build a community that is far more than a professional network. It is where the freelancers can share their knowledge, resources, and encouragement with other freelancers.

No doubt freelancing is a profession that is on the rise, but like everything it has some advantages and disadvantages.

## Advantages of Freelancing:

*Perks of freelancing include...*

It is fast to get started with. If you are aware of your skill to offer, getting hands on the first client is actually the beginning of your career.

Freelancing can be started any time as it's very easy to start. You can use your network to find a client for work.

It is extremely affordable. With the service to offer to clients, you must be having the necessary equipment for delivering your work. You can promote your service through LinkedIn. You will only be required to invest in business building tools such as websites.

There is a huge demand for freelancers in the market. In the competitive market, the demand for reliable and quality freelancers is growing. Also many businesses prefer to have freelancers as their workforce instead of hiring typical employees.

Freelancing offers flexibility in choosing one's own working hours and place of working.

In the beginning, you may have to work for any client who chooses you. But as you grow, it's your own choice to pick the clients you want to work for.

While you are required to deliver the work in the way client asks, but as a freelancer it's all your choice how you complete the project.



## Disadvantages of Freelancing:

*The disadvantages involve...*

Setting a freelancing business takes time. Getting enough clients that can make it a business to support you and your family is not just a matter of few days.

Freelancing is not like the traditional office jobs. There can be an irregularity in the work flow of freelancers. Sometimes there will be plenty of projects to work on whereas some days will pass without even a single project.

It can be pretty challenging for freelancers to manage multiple clients and projects. It is not easy for many people to keep track of deadlines and deliver good quality work on time.

You may be paid low when starting freelancing. Beginning with lower rewards may be needed by freelancers but it's essential to charge your worth as early as possible.

## Difference between a freelancer and a home-based service business:

There is not much to differentiate between the two as both work as self-employed individuals, work for multiple clients, set their own schedules, and abide by the same self-employment tax rules. But there are few things that are different between home-based service businesses and freelancers. A business owner works under a business name whereas a freelancer works what whatever name he/she has. Usually a freelancer works according to the requirements of the market whereas a home business owner finds different ways to fill the gap in the market.

## Getting started as a freelancer:

Building a freelancing career can be as easy as finding work from a freelance website. Clients can be found by networking with contacts and other spheres of influences. But before you begin, you have to decide upon few things including:

## Decide what you want to offer:

Beginning with freelance work requires you to decide upon the services you want to offer to clients. Freelance work includes writing, graphic designing, web designing, social media management, marketing, photography, bookkeeping etc.

## The target market:

After deciding upon the services, it is time for you to think about your brand and unique selling propositions. It is up to you to either specialize within a specific niche of your service such as copy writing or WordPress web design or within a specific market.

## Online portfolio:

A social network such as LinkedIn is a good place to start with career networking. To promote your services you need to build an online portfolio. Even setting up a website will be helpful in offering you get more customization and flexibility than LinkedIn.

## Setting prices:

Always be sure to charge prices for your work that can not only cover your expenses but also help you to earn a respectful living.

## Reach out:

You can connect with potential clients with the help of your network. Freelance websites such as Freelancer.com, fiverr, Guru or Upwork can help you finding work. For experience, testimonials, and referrals these websites are a very good source.

Freelancers have to learn, adapt, and grow with the experiences throughout their journey. Becoming an intentional freelancer is a choice that should be made consciously as it gives peace of mind when you know you can afford the life you are living.



# How to get started and make money as freelancer

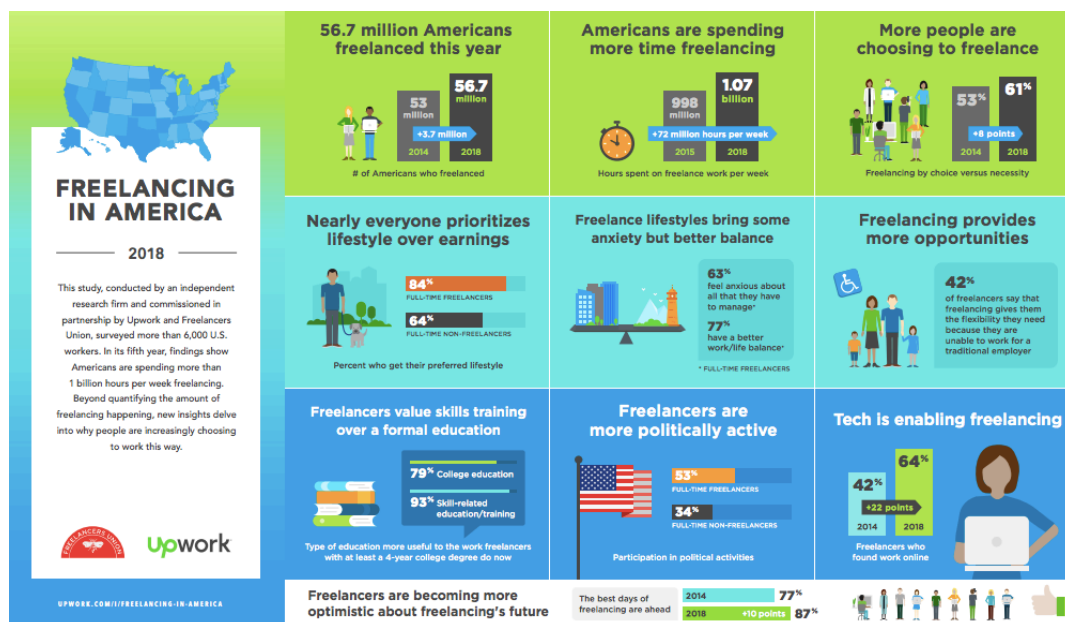
The freelancing movement is picking up the pace all over the world. According to an [infographic](#) released on one of the world's largest freelance Marketplace called Upwork, in a survey done over 6,000 U.S workers in 2018, 56.7 million Americans Freelanced. About 1 billion hours were spent on freelancing work per week.

61% of people chose to freelance and there were 84% full-time freelancer and 64% full-time non-freelancers.

Freelancing Lifestyle offers a better life-work balance. Freelancing provides more opportunities as you are in control of getting projects and making more money. You can work from home and offer your services at your own pace and chose your work hours.

One interesting fact about freelancing is people prefer skill education over a college education. This is a very interesting insight into our education system and a new work model. It clearly depicts that the future is about skills and perhaps college degree would not be needed anymore for freelancers.

According to the stats, 93% of people preferred getting skill related education and training because tech is enabling freelancing, 64% of freelancers found work online on different freelance marketplaces.





In order to become a successful freelancer, you need to follow this checklist and get started.

- You need to identify your skill. There are many skills offered online such as web developer, graphic designer, content writer, software developer etc.
- Practice that skill. The freelance marketplace is the survival of the fittest and the smartest.
- Work on your communication skill. In my two years of experience as a seasoned freelancer, I have learned, skill alone won't make you successful. You have to learn soft skills too, communication and business development, in particular, are two must learn skills.
- Remember the customer is the king and in freelancing work, the burden of proof falls on freelancer as the client is paying you the money.
- Go the extra mile to satisfy your client. Do not be cranky for small project additional tasks that will not consume your time. Be flexible. A satisfied client is a goldmine in the future.
- Focus on client retention. A happy client not only comes back with more business but they feel confident in you and refer new clients your way.
- Your success as a freelancer is dependent on your client retention. You can not win new projects every day.
- Work on your marketplace profile. A profile is like a front face of any brick and mortar store. A nicely presented profile attracts clients
- Upload one and half minute video on your profile. Remember, your client may well be seven oceans apart, therefore, a video is a perfect way to show your face, communication skill and command over your skill. A nicely created video attributes a long way in your hiring.
- Your proposal to the client's project placement should never be a canned response. Every project requirement is different so your response has to address the project. Follow my bidding rules.
- Talk about your skill and services on your social media. Once your freelance profile is shared, you never know who may contact you for a job.
- Here is how your Gig on Fiverr can attract new orders and how you can win projects on Upwork and Guru.

Get started folks, you do not want to miss this great money making opportunity. Freelancing is the future and you can take complete control of your life and live your dreams.

# *Stop dreaming success as a freelancer if you do not possess this once ability*

54 million Americans worked as independent contractors in 2016 and the number has substantially increased ever since. By the year 2020, 43% of U.S workforce will be freelancing. With the average price for a good online worker, especially a software developer touching \$1k, many people are encouraged to learn the technical skills and offer their services as a freelancer on different freelancer marketplaces.

Freelancers in the U.S alone contribute 1.4 trillion to the economy every year and the worldwide stats could be well speculated based on these numbers only.

Freelancing is freedom, the very idea of being self-employed and work from home at your own pace is unparalleled. With the growing success of being empowered by working from home and raising your efficiency, many big [companies](#) in the world are also encouraging work from home model as it has multi-facets to maximum productivity.

As a freelancer who has been self-employed for almost about two decades, I have observed many success and failure stories. I have seen freelancers failing and quitting who were well destined to reach the top and I have also seen Freelancers aching the game even though I tipped them off as a complete failure at the beginning of their career.

When I started observing the freelancing patron and behaviour of freelancers closely, I realized, it is not only the skill which makes you go places.

Truth be told, skill is just one attribute and of course, you have to be talented enough to be skilful to get a job done but freelancing is far beyond the skills-set to have, I mean — as far as tasting success is concerned.

In a cold winter night of 2010, I was having a conversation with one of my clients on Skype who wanted to talk to me in person and see how I converse.

His perception was, the people from Asia are usually poor people as they belong to third world countries, English is not their first language and he did not want to waste his money on hiring someone who would find it extremely hard to apprehend the project requirements and get the job done.

Within a couple of minutes of our video call, he brought my attention to my communication skill. He was impressed, to say the least, and told me why he was sceptical to hire someone from my country amid lack of knowing, speaking English.

With that worry set aside, his next observation was my communication skill and in no time, I was complimented not only for my accent but also for my ability to convey 'how I plan to get his work done', timeline and other nitty-gritty details about the job.

I want to make a confession here. I was never a great or talented graphic designer by any stretch of the imagination. If you ask me, honestly, I was not even close to being an average but the one attribute that stretched my freelancing career this long was my 'communication skill'.

It was my ability to communicate with my clients that enabled me to prolong my career and make a living from freelancing.

Communication skill not only fetched new clients, but it also helped a long way in retaining old clients too, which I believe, is 60% of your success as a freelancer. You can't find new clients every day, nobody can. But, if you can satisfy your clients by communicating regularly with them, not only you can convince them to pay you top dollar by signing monthly contracts but they also get the confidence to refer more clients your way.

According to a Harvard University research, it was revealed that client retention is extremely necessary for business growth. You can only do good work, retain clients if you have good communication skill. Your technical skill is secondary, even if you do not have a proper skill set, you can hire the best people to work for you and get the jobs done.

This is one solid reason why successful people like Jack Ma always hire people who are smarter than him.

So, if you want to become successful online, as a freelancer or in your business — raise your level of communication, work hard on this skill only and the chances of your success will increase tri-fold.

# *The 1-Step Formula to Land More Freelance Clients*

Let me start off right away – you want to know how to get more freelance clients.

I'm going to give you the exact recipe that I have been using for last five years.

My friends, I'm an ordinary blogger who patiently worked hard from 2012 to 2014. Those three years were the toughest time that I have seen in the pursuit of following my passion.

You opened this blog post because you're a freelancer who wants to know how to get clients or you want to become a freelancer. Either way, it's good.

Let's cut to the chase.

## 1-Step Formula: Get Consistent

*What does "Get Consistent" mean?*

It means that you must be ready to give 3 to 5 years to something you really love and care about, and want to pursue to build a career in it.

Consistency is this when Thomas Edison [says](#) to a reporter, "I didn't fail 1,000 times. The light bulb was an invention with 1,000 steps."

Consistency is this when Michael Jordan [says](#), "I've failed over and over again in my life. That is why I succeed."

Tony Robbins says in his book "Unlimited Power" that, "People who have attained excellence follow a consistent path of success."

If you study any successful person's success story, you'll learn that how he or she fought through the tough times and kept on going.

I emphasize a lot on finding the strength, which means that you can't be good at something you don't love. So by finding your strength, you'll be putting in all your effort in the right direction.

## How to Get Consistent

Let's say, you believe me for 8 seconds, then you might think: how to get consistent

Bummer!

### Right ?

I've got this covered for you.

Here are some steps you should be considering to achieve consistency in your life:

**Identify Your Strength** – Start off with finding what you like to do and can do for the rest of your life. I know that I can blog for the rest of my life. It could be something you're passionate about or the skill that makes you stand out from the crowd.

**Define Your Path** – Once you've figured out what you want to do, set a clear path to follow. You may have to correct it over time, but don't move forward pointlessly. The clarity matters in every process. You want to land more freelance clients, so don't switch from one service to another. Stick to something that is clearly your strength.

**Set Short-term Goals** – Everybody will tell you to shoot for the stars and land on the moon. Well, if you didn't get it, then do this: set short-term goals that unfold the possibilities of achieving your long-term goals. For example, if you deeply in love with website designing then give yourself one year to learn website designing, and spend six hours daily thinking, learning, practicing, and honing your website designing skill for the next 365 days.

**Celebrate Small Victories** – Stop dwelling on your failures and start thinking about whatever is working for you. If 232 people follow you on Facebook other than 400 friends, then need to start talking to them, sharing good content with them, telling them what you're up to, either through the live video, audio, or writing the status. In other words, celebrate and be happy about whatever you learned and earned so far.





**Build Positive Habits** – I’m not the expert of building habits, but I can tell you that good habits shift our mindset towards the right direction. I decided back in May 2014 that I’m going to write a few articles every month on my personal blog; thanks to that decision, I’m so proud in 2018 that it changed my freelancing writing career altogether. It was just one small decision, and then it became a habit.

## Conclusion

So these are the few traits that you need to be consistent.

And, let me be honest with you, consistency isn’t a difficult thing to achieve.

All you need is to have a mission to accomplish it.

I’ve tried many strategies to land freelance clients, not all of them worked for me, but a few did help in the process. A hire me page on my blog contributed a lot to my freelance career success. If I had not created that page, things would have been different now.

So whether you started putting your illustrations on Behance, or you're uploading your music on Soundcloud, or you're trying to get your podcast on Stitcher; my friends, you need to be consistent with it. It's my first-hand experience that consistency works.

Are you willing to take this one step to succeed in freelancing?

#### *About Hassaan Khan*

He is a blogger and freelance writer. He is very much interested in content marketing. In fact, he has helped many companies in creating written content for them. Besides doing YouTube vlogs, watching Netflix, and playing with his dog, he reads books and blogs. You can [download his free eBook guide to building a blog](#). Connect with him on [Twitter](#) and Facebook



# *What Are The Top Secrets Of Becoming a Successful Freelancer on UpWork & Guru?*

36% of the US workers (57.3 million) are freelancers who are self-employed and work from home. They collectively contribute \$1.4 trillion to the economy every year which is a 30% increase since the year 2016 which has resulted in rapid growth in freelancing.

According to [UpWork](#),

*“Freelancers predicted to become the U.S. workforce majority within a decade, with nearly 50% of millennial workers already freelancing, annual “Freelancing in America” study finds”*



Europe is already watchful of the skill set and the think tanks believe that One-third of skills (35%) that are considered important today will not be in high demand by 2020.

It is absolutely clear that the demand for freelancers will only grow as this seems to be one of the sustainable models for the future. World's biggest Freelance marketplaces for online



work are destined to succeed in a short as well as in a long run providing jobs to hundreds of thousands of freelancers across the world.

As a seasoned freelancer from Pakistan who has been doing Freelancing for almost two decades and also a Freelance instructor for the Government of Pakistan's program [Digiskills.pk](http://Digiskills.pk), people ask me; what is the secret recipe of acing freelancing on freelance marketplaces?.

I love this question! I believe everybody gets a fair shake at these freelance marketplaces but those who have something substantially extraordinary about them suffice this growing, saturated competition.

Let me clear one thing, I wholeheartedly believe that I was lucky enough to make [one million dollars](#) by doing freelancing in the last decade because I did not face aggressive competition as the freelancers face today and yes, I was fairly good as what I was offering and kept upgrading the skill set that was constantly changing and in demand by the clients, particularly from the USA.

Upwork and Guru.com are one of the largest freelance marketplaces in the world. The former is a merger of Elance and Odesk and has the largest number of projects posted. The website also has the most number of clients as well as freelancers. Upwork has also filed for IPO and looking for Net \$100 million.

*“The world’s biggest Marketplace currently has over 2 million unique projects. It accommodates 375k earning freelancers and has around 475k billing clients. These freelancers represent 5000+ different skills in the freelance marketplace, said UpWork CEO Stephane Kasriel in an interview with [CNBC](#).”*

Upwork and Guru, Both freelance marketplaces are working on directing bidding model which essentially means, clients, post the projects and freelancers bid on these projects.

Here is what I have learned in my career of almost 20 years about how to ace the freelancing at these two Godzilla portals.

## 1. Learn a skill first.

You are expecting to catch fish in the sky or perhaps finding birds under the water if you do not have a command over a skill. Learning a skill, mastering it is a pre-requisite of freelancing. Imagine a potential customer comes to your brick and mortar store and does not find a product they are looking for. Will they ever buy from you?. The answer is simply no, if you do not have what the customer is looking for, you can not sell.

It is very important to learn a skill and then continuously polish that skill to get better at it. There are many in-demand skills but take a look at the most wanted as UpWork releases 20 Fastest growing Freelance skills in Q3, 2018.

## 2. If you can't understand and write English, you can't survive.

The basic reason why the majority of freelancers from Pakistan, India, China, Philippines, and Russia fail is because of the communication problems. They are unable to understand the requirement put forward by the client and can not explain a solution in return. Clients typically hesitate to select a freelancer as they fear the communication problem if a project is awarded. For freelancers to get into a slightest of the chance of acing freelancing, learning English is mandatory and that does not necessarily mean written but spoken too.

## 3. Get rid of the perception that the lowest price is a guarantee of being considered for a job.

Freelancers believe that bidding low (low price) on jobs is one way of getting the client's attention but that is not exactly true. As a matter of fact, I have done projects worth over \$10k and the client's initial budget was ranged between \$500 to \$1000.

If you are confident of skill that is demanded in a project and you can provide a value proposition to the client then do not be afraid of pricing the project even if it exceeds the



client's expected budget. At times I have observed, if you bid too low, clients think, you are cheap and do not know the skill.



## 4. Use this cookie cutter 7 Rangi formula as your bid to get a response from a client.

Let's assume you know a skill or two, you can understand and write English. This formula which I have accidentally discovered a few years back could help you in getting a response from the client.

As a freelancer, the first challenge is to convince the client to open a PMB (project message board). Only the client can initiate the discussion if they want to. It is highly recommended to use a different and customized response to each bid, never used canned responses.

You may want to use this 7 Rangi Formula (seven paragraphs) in your next bid and see if it works for you. It surely has done wonders for me and many others whom I have taught this amazing trick

**1 – Greetings** (Hello, Respected, Dear)

**2- Restating employer project** (In your own words, re-state the project)

**3- Introducing yourself** (Your brief intro, industries you have worked with, years of experience (if you have otherwise do not talk about it), Your brand name.)

**4- What can you do for the problem stated in the project** (talk about your skillset, the software you will use and how will you do the task). Also, try to answer these three questions in your proposal even though, your client may not have asked for it.

*4a- Can you complete my project*

*4b- Are you an easy person to work with*

*4c- Do you care about helping me make this project successful*

**5 – Portfolio** (If you are a fresh freelancer and do not have a portfolio, offer your service 'Free' to 5 different people from 5 different walks of life. This is an investment towards a goal and the goal is to create a portfolio to show the client in your bid. Trust me, it does wonders in the long run)

**6 – Magic trick up your sleeves** (As a freelancer, I do not see the harm in providing free samples/mockups to your client. Also, try asking a question in your proposal that may prompt the client to open PMB give an answer to your question. For example, do you have hosting and domain name acquired?.)

**7 – Closing of your pitch** (use words like looking forward to your positive response, thank you)

All throughout my freelancing career, I have understood one thing. It is a pure test of your skill, character, and patience. If you are lacking these 3, go and build them first. Freelancing is a serious business and you have to be seriously equipped enough with soft/technical skills to survive.



## *What is the best way to get clients as a new freelancer?*

Freelancing is the new way of work. People are already choosing freelancing over a full-time job because of the empowerment it gives in the short and long term. Freelancing gives freedom and you can choose your own work hours.

As a freelancer, there are some things that attribute largely towards success. Those who wish to do freelancing, without paying heed to important guidelines, often end up reverting back to full-time jobs when they fail.

Like any profession, a freelancer needs to work regularly to find new works, get the projects done. The freedom of work hours does not mean you can relax every single day. Instead, the burden of responsibility of self-empowerment has its own drawbacks. It demands your time, energy and continuous efforts to upscale your work and go up the ladder.

For acing at freelancing, factor in these 3 things.



## 1- Learn how to communicate:

The first and foremost element of freelancing. If you want to win, equip yourself with tools that can aid you in the competition.

Without good communication skills, you are a wanderer in a no man's land who is clueless about the next step. English is an international business language. Freelancing demands proper English writing skills. A freelancer's profile, proposals are written in English.

If you do not know how to communicate when a client initiates communication through the message board, you will be dropped immediately and the client will move to the next available freelancer.

Learn how to write and most importantly learn how to communicate effectively as you've to impress a client on a freelance marketplace who you would probably never meet in person.

## 2- Learn a skill:

You are passionate about swimming, love it to the core but if you do not learn how to swim, you can't swim. It is the same for freelancing. Freelancer offers a skill as a service on different projects. If you do not know some good technical skills, your chance of success is solely dependent on your luck which often doesn't last long.

Websites like YouTube are full of tutorials. Pick a trending skill, learn it hard, start practicing it and then offer that skill on freelance websites.

## 3- Learn how to sell yourself:

Learning good communication skills is one thing and equipping yourself with technical skills is another but, if you do not know the art of persuasion, you can't sell your service to the client. This is where learning the art of pitching weighs in heavily.

Your bidding, sales pitch needs to address the problem the client is facing. It should also provide a solution to the problem concisely without going at length with a big response.



As a freelancer, a response on projects often known as bid needs to be to the point and provide a solution to the provider while highlighting; why the client should move forward with you?

To summarize the question what is the best way to get clients as a new freelancer?. The answer lies in the above three elements. Each compliments one another.

Start learning, start training and learn how to sell if you want to become a successful freelancer.



# *How Do You Make Money With Blogging?*

It is 2019 and the online world is changing quickly. Skills that were in demand just over a couple of years ago are not wanted anymore. They have been replaced by new skills and services. Freelancing is a new growing phenomenon and people are choosing to work as a freelancer over their full-time employment. It is estimated that about 50.9% of the U.S. population will be freelancing in the next 10 years.

Freelance jobs online are preferred by people because they can work at their own pace and make unlimited money. It is believed, many freelance skills which are in high demand will be replaced by the new skills soon. With such tough competition, there is one niche which will survive the future and that is data. Data is the new 'OIL'. Those who have access to the data will always be in demand.



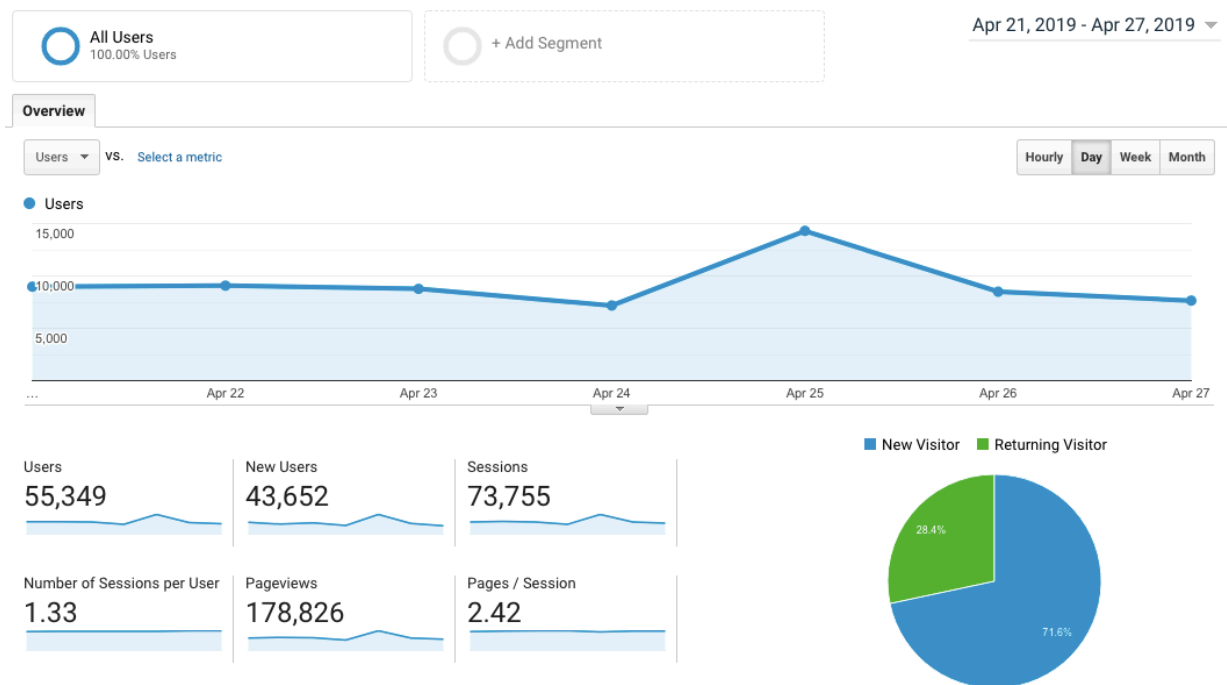
Freelancing does not necessarily mean offering services as a web developer, web designer or a video animator. It means you can work as a freelancer by running your blog too. All the content on your blog is no less value than the oil, the data has a huge price and demand. Search engines need data, people need information and awareness through content, therefore, the importance of blogging can never be undermined. It will only grow in the

future and now is the best time to set up your blog, start writing, build traffic and make money.

As a blogger, you can choose many niches for your blog. You can write about health, politics, entertainment, science, etc. You should choose a niche you are comfortable writing about and have authority, command over that subject. For example, [Tech Crunch](#) is one of the world's largest technology blog. It is huge because it has the resources and authority to cover the latest technology news from all over the world and people trust the news. If your audience is misled, you can be fined for wrong information as this Australian blogger found out 2 years back.

The traffic on the blog primarily comes from the search engines only if proper keywords in the post are used. When you write a lot on your blog about a particular subject, search engines, Google, in particular, begins to take you as an authority for that subject and begins to rank you for your business related keywords. Without traffic, the blog has no value because the content on a blog is only meaningful if people are reading it.

In this post, I am going to cover every nitty-gritty detail you ever needed to know to set up your blog, bring in the traffic and start monetizing it. Here is a glimpse of weekly organic, search engine driven traffic on Being Guru blog.



Alongside search engines, the traffic also comes from social media. It includes Facebook, LinkedIn, Twitter, WhatsApp, and Instagram. Through social media, people begin to resonate a value with your blog and eventually build brand loyalty with your blog.

On social media, if you are able to provide a value proposition and engage your audience, they begin to visit your blog daily and eagerly wait for new content on the site. That engagement once materialized, helps you make money from your blog. The essence is to provide good content by writing good, create good engagement, and money will begin to follow automatically.

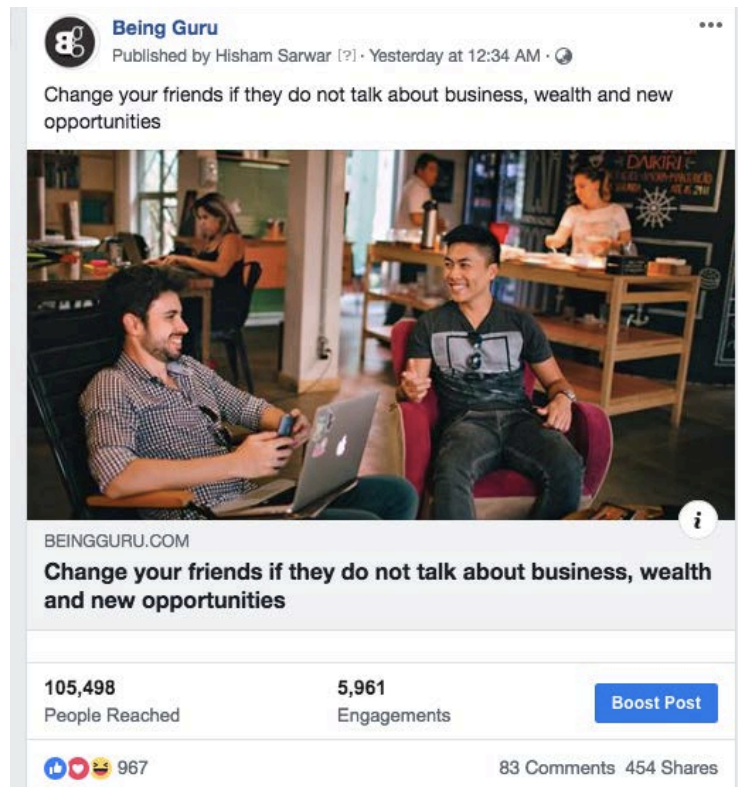
I have tested and tried all social media connections for my blog's promotion. I have learned that pictures and videos posts related to your blog niche followed by a post link do resonate well with your target audience and then they engage with the content.

Here is a typical inspiration post on Being Guru [Facebook page](#), notice the engagement here.



After posting some pictures and videos related to the blog theme, I typically post a blog post with a link and it creates a great impact. There is one important thing every [blogger](#) needs to understand, you cannot use your social media to post blog links only, there has to be a balance. A moderate approach of mixing content such as pictures, videos, and blog links suffices for better engagement. Take a look and one of a typical blog post link on my page.





If you own a Facebook page, you will instantly figure out from the above pictures that both posts engagement is organic and no money is spent on marketing and advertisement. You can only experience such engagement if your audience finds value in your content and they are compelled to share it with their network.

By now we have established 3 basic guidelines for starting a blog.

1. It needs to have great content for audience engagement
2. It should be picked by search engines
3. it should have good social media engagement

I am in the business of telling you that blogging is not easy instead of making you believe that all you need are some tools to just start doing it. You can have all the tools you need but, if you are not aware of using them correctly, or are too stressed, too angry or don't have enough patience, success would be a far cry.

This is why most bloggers quit when they realize how difficult blogging is because they are unable to strike a perfect balance between the content and the audience. As a blogger, when you feel like giving up, stop complaining and instead, work on finding the power in your words, it is the essential key to engage your audience, bring more traffic.



*“As a blogger, you have to provide your audience with the content and value they are looking for rather than providing them with a content you want them to see.”*

It isn't hard if you do a bit of blogging each day, write, edit, read other blogs, and take part in conversations that will help feed your brain with information. Blogging is something that you can do from home and it does not put any limit on how much money you can make. But it is better if you understand first how to actually begin with the process:

- Set up a blog
- Begin by creating useful content
- Search your audience
- Build engagement with the audience
- Start making money from the readership



## Start your blog:

When you think of making money through blogging, of course, it requires you to actually have a blog. The process of starting a blog might be overwhelming but there are a number

of steps that can get you started. Beginning with choosing your blogging platform and then configure your blog.

These two websites are the best way to start your blog

1. [Blogger](#)
2. [WordPress](#)

Once you do that then comes the step for designing it. With a blogging platform, you can get your content on the web as the blog is set up online and you need to signup, create your account and write the blog post and publish it.

WordPress is by far the most popular blogging platform for many bloggers and I would give priority to WordPress too. My blog is created on WordPress. It gives you the freedom to have your blog user interface and design the way you want, it has built-in security features and more can be added with plugins. For a WordPress blog, you need web hosting to host it along with a domain name. You can buy the hosting and domain name from GoDaddy, BlueHost, Fatcow or any other service provider you are referred to.

For setting up your WordPress blog on the hosting server, do not do it yourself if you do not know how to publish a blog on a live server. I would suggest going to a freelance marketplace and post your project, find a freelancer and get this service done within 24 to 48 hours. This way, you do not have to worry about things that are not relevant to you and can focus on building content for your blog.

If you do not want to start your own blog right now and want to offer your services as a writer, these [websites](#) can help you land a writing contract and make money.

## Create useful content:

Obviously, when you have a blog, it contains content. But this content should not be of poor quality. You need to focus your attention on creating useful content because a powerful content creates engagement. A good writer should use proper English. It is better to create content that changes people's lives in one way or another or provides them with useful information about a topic. With quality content, the audience is engaged, they find value in it

as they trust you as an authority over a particular subject. It is the only way to bring continuous traffic on your blog and make money.

If you want to find those keywords your potential reader is searching on Google, the best and a beginner's resource is on a famous internet marketer Neil Patel's [website](#).

The screenshot displays the Neil Patel UberSuggest tool interface. At the top, the header shows 'NEILPATEL | EN'. Below this, a search bar contains the text 'how to make money' with a language dropdown set to 'English' and a search icon. The results section is titled '162 Keyword Ideas' and includes a 'Filters' button. A toggle switch is set to 'SUGGESTIONS'. Below this, a table lists keyword suggestions with columns for Keyword, Vol, CPC, PD, and SD. The first row is highlighted in orange, and the second row is highlighted in yellow. At the bottom, there are two buttons: 'EXPORT TO CSV' and 'COPY TO CLIPBOARD'.

|                          | KEYWORD ?                      | VOL ?  | CPC ?  | PD ? | SD ? |
|--------------------------|--------------------------------|--------|--------|------|------|
| <input type="checkbox"/> | how to make money              | 60,500 | \$1.10 | 44   | 37   |
| <input type="checkbox"/> | how to make money online       | 74,000 | \$1.96 | 66   | 47   |
| <input type="checkbox"/> | how to make money home         | 49,500 | \$1.19 | 65   | 39   |
| <input type="checkbox"/> | how to make money fast         | 40,500 | \$1.56 | 57   | 35   |
| <input type="checkbox"/> | how to make money from youtube | 40,500 | \$3.50 | 15   | 22   |
| <input type="checkbox"/> | how to make money from home    | 40,500 | \$3.50 | 15   | 22   |

This website is a preliminary tool to search for keyword ideas for your blog. As you grow as a freelancer, you will come across many advanced tools such as Google Keyword Planner and lot more but to begin with, Neil's Uber Suggest would suffice. I find it a perfect resource to search for business related keywords for my blog.

The suggestion tool has a near to perfect AI bot that suggests you the keywords used on Google. In the picture, I have used the keyword 'how to make money' and the website gives

keyword suggestions based on the search volume, keyword difficulty (lower the number, higher the chances of ranking that keyword).

A blog without a good picture is a house without a roof. A picture is worth a thousand words. As a blogger, you need to use pictures which are royalty-free and do not need any credits given to the photographer. One such great resource is Pexels. It has hundreds of thousands of royalty free images which you can use on your blog. Remember, a picture should reflect the blog post. A blog post about the importance of eating healthy food using a picture of deserted summer road would be a perfect mismatch.

## Search for your audience:

For making money from your blog, all you need to do is to be great with your content and start to promote it. Growing your blog's audience can be done in a number of ways but you should not just be looking for "more traffic" but for actual readers who understand what the blog is about. You can create great value with your blogs, focus, podcasts, social media accounts, and webinars.

You have to build your presence, add value, and foster relationships that you build through your readership. Remember, greater the content and powerful words used in your blog, higher the chances of engagement, social media sharing, and building brand loyalty. The most effective way to search for your audience is the Google search engine, use keywords in your blog post people are looking for, do inbound linking with your other blog posts and outbound linking with external authority websites who have also written a blog post about that particular subject.

Want to get FREE and unlimited traffic on your blog, try these 5 free and creative ways to get more traffic.

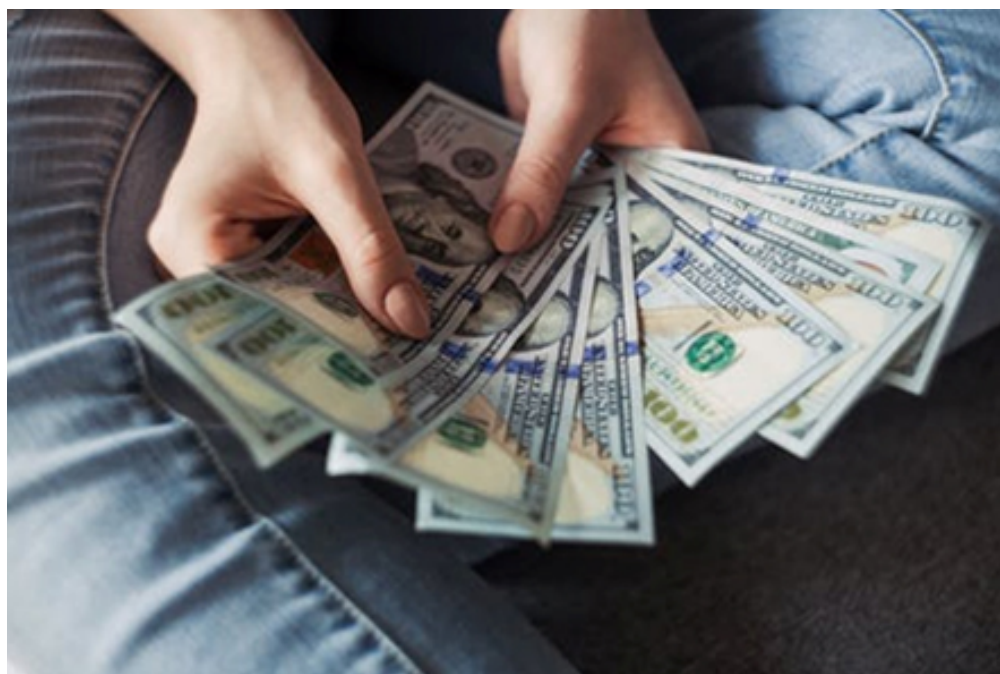
## Build engagement with your audience:

When you start creating a good quality blog, you begin to notice people who visit your blog and engage with the content you have created. This is when you need to engage with your audience by responding to comments, reach out to readers personally who show concern, and do everything that makes them your regular visitors. On social media, creating polls,

asking your audience questions gives them a sense of ownership to the brand. Not only their engagement to the post increases but they also invite their friends to voice their opinion. Another way of building engagement with your audience is by offering a newsletter on your blog. When people give you their email address it means, they trust you, want to hear more from you and receive your email. If they like the content in the newsletter, they share it in their circles which increases your viewership. If you are using WordPress for your blog, you can easily install Newsletter plugin or ask your web developer to do it for you.

## Make money from readership:

After creating good quality content, finding readers, and building an engagement with the readers, give yourself the chance to start making money from your blogs. It is because this is the foundation that you need to set for making money from your blogging business. You are required to work continuously for your blog and experiment with different strategies to keep your readers curious for more content. There are many websites which offer best CPM advertising for bloggers but my pick is Google AdSense. It is Google's partner program which you can signup on their website. The formula for earning is very simple. Advertisers are looking for an audience to watch their ads and if they can find good traffic on your blog, you get paid well. When people click on ads on your website, you earn money. This is about everything you would need to make money with blogging. Good luck.





## *Here is how you can win freelance jobs online?*

You have just got over the most difficult obstacle of making a decision to unleash your true potential and enjoy freedom by choosing to freelance. It is the most authentic, safest way of making money online and statistically speaking, the future is full of freelancers as almost every one out of three individuals will be self-employed.

To become a successful freelancer, you have to go through the master's manual of pushing the best foot forward and building a solid base in order to beat the competition. Your competition is tough, extremely sharp and could well be ahead of the curve already. The skills in demand change every quarter, it is the survival of the smartest online.

To win freelance jobs online, you need to pay heed to these 8 actionable tips. They've worked for me, could well change your life.



## 1. Focus on learning a skill and becoming a master.

It is the survival of the fittest. For an average skill with mediocre expertise, the chances of long-lasting presence on any freelance marketplace are dim. In my two decades of a freelancing career, I have not seen someone who is a master of a particular skill and still struggling in the online world or failing to say the least.

Although it is a tough competition, however, if you can polish one skill and become the best, you stand a good chance of winning freelance jobs online. More you polish your skill, learn every nitty-gritty detail about it, better the chances of you winning new projects and making freelance money.

## 2- Focus on your profile.

Freelancers focus on bidding and push hard to convince the client to talk to them. The importance of a good profile cannot be ignored and should be addressed before bidding on the projects.

Your freelance profile is your resume. It's a gateway to the job and if the profile is not presentable, the chances of you winning many projects are extremely low. A good profile is a perfect combination of the following elements.

- Nice profile picture.
- Your work description that highlights your skill.
- All Information about you, a brief introduction about your academic background.
- Portfolio, it is as important as a brick and mortar store with products on the rack. If there are no products for sale, there is no sale.
- Video, a YouTube link embedded in your profile. Appear in the video and introduce yourself for 1:30 minutes. I have observed, profiles with videos get more project leads and invitations. The video should be made in a proper light, proper sound.

### 3- Focus on bid quality over quantity.

In the excitement to send out many proposals on different sites daily, sadly, you are not doing justice to your time. Quality bids, addressing the client's project placement directly get a better chance of being noticed over a canned response.

A good freelancer focuses on the projects that match their expertise. They are selective. They only place their bids on the projects if they feel comfortable in successfully completing it. Don't send canned responses to every project, instead, filter the ones you have a feel for, place your bid smartly and address the client's problem mentioned in the project placement.

### 4- Focus on addressing the client's project problem.

When you bid on a project, you should look for a problem stated in the job post. If they have posted a project, they need something. Figure out their need and explain what you can do to address that issue and how will you do it.

Your 'HOW' weighs in a long way. If you can explain the action plan of addressing a problem and clearly identify the timeframe to get it done, your bid gets noticed.

*When placing bid focus on these 7 points.*

- Greetings.
- Rewriting the project in your own words.
- Introduce yourself and your expertise.
- What can you do to address the problem?
- Provide portfolio related to the project. Try avoiding stuffing your bid with your complete portfolio.
- Give an offer, a free sample or a mockup helps clients in making a decision.
- A call to action such as 'looking forward to your response'

### 5- Focus on a value proposition.

One of the major mistakes freelancers from Asia make, they plead in their bids in order to get noticed. It does not help them a bit. If you beg for the work, the client would rather prefer moving to a freelancer who is confident about their work and has a clean proposal specifying the action plan.

Sorry folks, there no place for mercy here. It's a professional world. Prove your mettle and win the projects based on your expertise.

If you focus on proving a value, you will be noticed.

## 6- Focus on sending a contract after you are awarded the work.

Freelancers make a mistake of jumping directly to the work without taking care of documentation. I believe, a contract is very instrumental in a sound, worry-free relationship with a client.

The contract should clearly specify the do's and don'ts so there is no hidden cost or surprises from both parties.

A good contract typically mentions project description, deliverables, timeframe, additional cost (if any), price of the project and a maintenance period.

## 7- Focus on convincing your client for ESCROW.

You do not want to do all the hard work only to find out that client rips you off in the end. If you want to avoid any last-minute headache, ask your client to deposit money in Escrow right after a project is awarded. This protects not only your interest as a freelancer but also protects the client interest as well. Once the money in escrow, both parties can go into dispute if things do not go along well at any particular point.

## 8- Focus on client retention.

Acquiring new client is hard, it's an uphill task but retaining the existing one is easy.

Freelancers ignore the importance of client retention. An existing client can pay you better in a long run because they have tested you with the first job. They know your commitment level, they understand you and feel comfortable working with you over hiring someone new for their next job.

A good freelancer focuses on client retention. My 70% of freelancing success is attributed to existing clients.







# *How to make \$1000 and more doing freelancing every month?*

Ever since humans came on planet earth, they have been wondering how to survive. The post barter system era has been a real struggle for survival because of financial units introduced worldwide. If you have money, you survive and live and if you do not, well, you've got to figure out how to get to the money.



## **Why Freelancing?**

Luckily, we are living in an ERA where the internet has made life easier. If you are passionate about using the internet to your best advantage and willing to learn 'how to make money online', not only you have a chance of survival but you can actually leverage the advantage from blooming gig economy and make a good living

Freelancing is the most popular way of making money in the modern era. It is estimated that in the future, 1 out of 3 people will be self-employed. Freelancing gives you freedom, a freedom to be your own boss and work at your own pace and chose your own working hours.

If you are a night owl, you can work using a computer and the internet, offer your service and make money. Freelancing has opened great earning avenues for females too,

especially in Asia where in some parts, it is still taboo to work alongside men or step outside the four boundaries of the house.

## Who am I?

As a freelancer who has been self-employed for almost two decades and have made a [name for myself](#) and got a fair bit of recognition too in the world, I am a big advocate of self-employment, especially online. By learning a skill, mastering it and offering that service as a freelancer on different freelance marketplaces, you have a great probability of earning good and making a decent living.

## Is Freelancing Legit?

Many people are confused about what actually is freelancing. Is it legit? They ask this because they have been scammed on the internet by many Ponzi schemes, ripping them off their hard earned money.

Let me clarify, Freelancing is not even close to that. It is a legit way of providing your services and making money. For providing a service, you have to know a skill first.

Many skills such as content writing, web development, graphic designing, software development, mobile app development, financial services are high in demand on freelance websites. Following are the most popular skills on Upwork in the 1st quarter of 2019.

## How to get started as a Freelancer?

The process is very simple if you want to make money as a freelancer.

1. Signup (Free) on freelance marketplaces like Upwork, Guru, Freelancer.com, Peopleperhour or Fiverr.
2. Create your profile and tell about the service you want to offer.
3. Present your experience and portfolio. If you do not have a portfolio as a beginner, I would suggest offering your services FREE to the people around you and create your portfolio. You will be doing a great favour to yourself by investing your time

towards a goal. A goal is to be presentable on a marketplace with a portfolio to showcase.

4. Create an introductory video about yourself and your skill. A good one and half minute video could do wonders. In an online world, the only way your potential client can see you is by watching you and your services on a video. You do not get a chance to see your client in person and convince them over a coffee table to hire you. Video is the only way to convince them and If the video is nicely created, you are in for a big chance to win a good contract.

Once you have created your profile, you need to focus on your communication skill because, in the freelance marketplace, you have to convince the client about why you are the right choice for their business.



## Freelancing Profile

The process is called 'bidding'. The client posts their project requirement. If you have the skill to get that job done, you put your bid on the project and that does not only include the price only but also a nice proposal explaining who you are and what you can do to get this job done.

*“Remember in the proposal, the focus should be ‘you’ not ‘me’. It means, don’t brag too much about your qualities and experience, instead, focus on the ‘you’ part which is your client. You need to talk about the client and their requirement, what you can do to get their work done.”*

Your words in the proposal matter a lot. As Tony Robbins says, 80% of your success is psychology, I actually agree with him, Your success online is hidden in your selection of words. A strong proposal is key to win the client’s confidence and convincing them to award you their project.

## The 7 Rangi Bidding Formula that works 1 out of 4 times

Here is one cookie cutter proposal that could help you win your next job as a freelancer. Mind you, this needs to be modified to every project. A good proposal typically has 7 parts to it and here is the breakdown. I call it '7 rangi formula'. It has done some amazing tricks for me over the years and has helped me winning projects as big as \$10k.

Imagine there is a project posted on Guru or Upwork needing a graphic designer to create a logo. Since I am a graphic designer and I have the skill to create an eye catchy logo, My proposal will include the following.

### *1- Greetings (Hello, Client Name)*

### *2- Restating Employer Project*

I understand you are looking for supplements/dietary/vitamins logo design. You like black colour with gold touch and need a vintage look.

### *3- Introduce yourself*

I am a graphic designer with 10 years of designing logos, brochures and different artwork. I take a lot of pride in my design work. I create a sketch on paper first and then produce it on Adobe Illustrator and do the final touchup on Photoshop.

### *4- What 'I' can do for an employer?*

I can create a state of art, eye catchy logo design within 3 business days. To give you options, I will offer 3 different logos to chose from based on your requirement and preference. Once the work is completed, you will get all source code that will be completely editable. Your satisfaction is my priority and if selected, I will not disappoint you.

### *5- Portfolio*

You can watch my diversified portfolio at <http://infomist.com/portfolio>.

### *6- Free mockup/Question*

Now, this is a magic trick I often use to attract the client's interest. Usually, they are inclined to take up this offer.

A typical offer goes like, I would like to offer you FREE mockup design of your logo so you can see my design ability. Are you interested?

### *7- Closing (With a solid statement) and providing your contact information.*

Looking forward to your response and doing business with you.

Thanks,

Hisham

Infomist Services

[www.infomist.com](http://www.infomist.com)



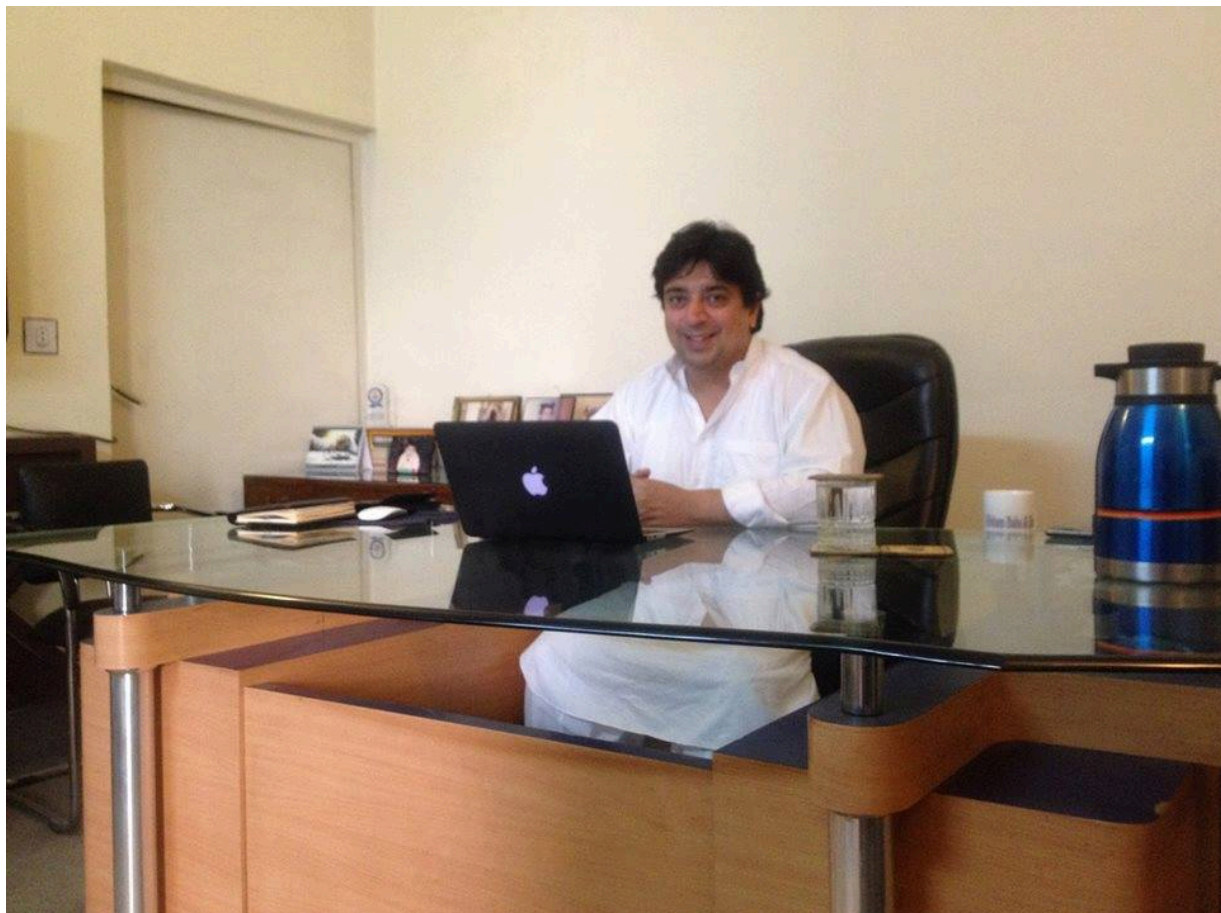
## The guaranteed and only way of survival as a freelancer

If you look after your clients, they will keep coming back to you. This is the only way of making regular money every month, all throughout the year.

*“70% of my success is attributed to client retention.”*

Customer service is the key, you have to go an extra mile to facilitate your client and make them comfortable so they do not have to look elsewhere. In my case, I make sure, I talk to them personally on skype or even phone to give them comfort that I am 100% real, I am accessible and I care for them and under no condition, I will leave them high and dry. As a successful freelancer, building trust with your client is the key to success.

Do not take your client as a one-off opportunity, instead, see how you can leverage this opportunity and convince them to keep coming back at you with more business.



## *How to get orders on Fiverr?*

World's workforce is going freelance. It is freedom, you have the liberty to pick your own work hours and can make unlimited money. Self-employment is a dream of everybody. Who does not want to be their own boss and work hard to build a secure career where they can be financially independent?

The popularity of freelance sites is on the rise. In a freelance competition where all major sites are promoting direct bidding model, Fiverr, a freelance marketplace focuses on selling services like products on an eCommerce website.

Buyers come on the website, they search for what they are looking for, see different Gigs. When they like a Gig which is basically a service showcasing pictures, description, price and a timeline, they buy that Gig by placing an order. The freelancer whose service is purchased, just like an eCommerce product, delivers the work and gets paid.



The difference between Fiverr and other freelance marketplaces such as Upwork or Guru is control. On these direct bidding sites, client post a project, freelancer places a bid and if the client likes the proposal, selects a bid, awards the project and work begins.

As a freelancer on Fiverr, you do not have much control over your Gigs. However, If you do certain things right, your Gig gets promoted and possibly purchased.

So the million dollar question is, what are those attributes which make a gig look promising, promoted and attract orders?.

Let's dive in deep and look at those elements essential for highlighting a Gig and get orders.

## 1- Title & Tags:

Here is what you can do to get started.

1. First, choose your Keyword for the category you want to create a Gig for.
2. Search on Fiverr and make sure that the results are sorted by "Relevance".
3. Open the Gigs that are on Top (choose at-least five).
4. Write the title of all five Gigs in a notepad.
5. Write Tags by copying from all gigs in notepad.
6. Notice what is the common thing/element in all of those Titles.
7. Repeat the process for 'Tags'
8. (Shortlist five best/most used/common tags and you will get a shortlisted Tags and Titles list)
9. After the analysis is done, now carefully create your own Title.
10. Select your category, subcategory.
11. Now it comes to Tags. Write the Tags that you have shortlisted above. There is no need to change anything here, do not re-invent the wheel. The idea is to pick the footprints of successful Gigs and reproduce.

Click on Save & Continue. You have completed the basic but most important phase.

## 2- Packages:

1. Again, search your Main Keyword on Fiverr.
2. This time make sure that the results are sorted by "Best Selling".

3. Open 10 random Gigs.
4. Read their Packages thoroughly and carefully.
5. Analyse what is the common thing in all of those packages.
6. Pick those elements, reproduce it and also reproduce similar “Extras”
7. In short, Create Packages by looking at those successful Gigs that are already doing well on Fiverr.

### 3- Description:

My recommendation for Gig “Description” is as follows:

1. The first line will contain my main Keyword. I would typically adjust it and write in my own way.
2. In a new paragraph, I write what I will do basically – Very short answer and a previous result of a project.’
3. In a new paragraph, “Call To Action“, I will ask a question and provide a path for the buyer to reach out to me. It is very important.
4. Need to describe my working structure, how I work, and then an irresistible offer.
5. A detailed explanation of my service (key points should be in bullets)
6. Reasons to choose me. The ‘Why’ is very important in attracting a view on the Gig.
7. What will the client get in the delivery?. Source files etc.

### 4- Images/Videos:

Whatever you have done for point number 2, repeat this for images. The images used in a Gig should be nicely created, eye catchy, attractive. An attractive image attracts the clients and they click on your thumbnail. So an attractive, nice looking thumbnail is a key here.

In the Gig, the importance of video cannot be ignored. If you look at success patron of high ordered Gigs, you will observe they have videos, well, most of them do.

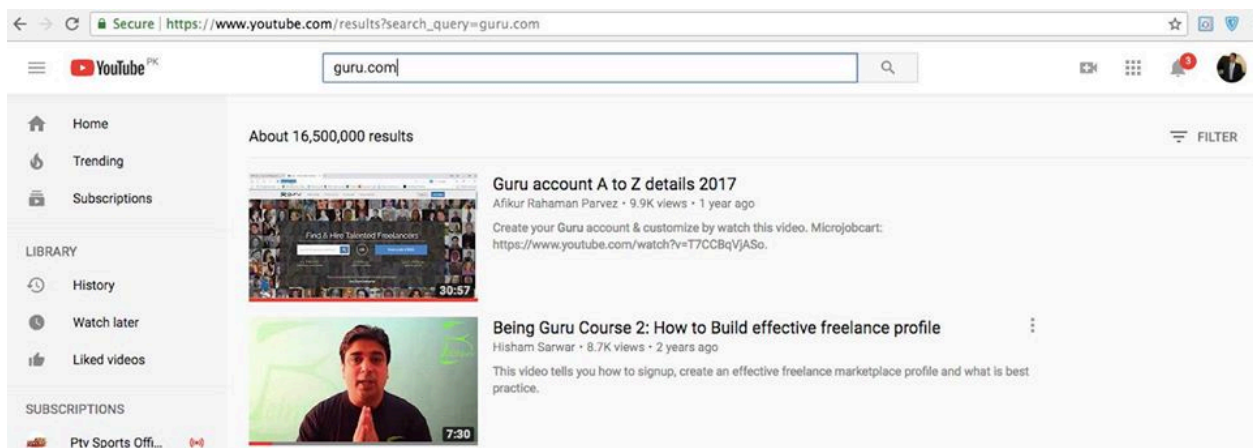
### 5- Promote Your Videos:

Now that you have created your Gig, one important step is to promote is in your social media. I would suggest using Facebook page, Instagram, Twitter and LinkedIn. These

platforms let you make a public post (FREE) and use hashtags to reach out to different categories, for example, if you are a content writer, you can use #writer or if you are a graphic designer, use #graphicdesign.

The best way to choose a hashtag is, type in # and then write a word i.e graphic. The platform will automatically give you all suggestions related to that keyword. Pick the one you feel fits best and use it.

In the post, use the link of your Gig. I would advise you to shorten the URL, many websites offer this free service. Use a nice image, write a little story about your service, use hashtags and publish. You will see the difference in your Gig views within a few days.





## *Why am I not getting orders on Fiverr?*

Fiverr is one of the largest Freelance marketplaces. People prefer Fiverr because unlike other freelance marketplaces, they do not have to bid on the projects daily. Instead, on Fiverr, you put a GIG showcasing your service and hope it gets an order.

As a freelancer who has been doing freelancing for almost 2 decades, one question I am asked a lot is 'Sir, why am I not getting orders on Fiverr?'

I am going to explain every single factor that is very important, ignored or perhaps overkilled resulting in lack of orders on your Gig.



## 1- Lack of English/Communication Skills:

Your gig is your resume and it can't have serious English blunders such as:

- “I am delivering a top-quality working service with 100% missile accuracy.”
- “I have worked at 200+ projects in many other marketplaces. I'm a champion so don't confuse about my skills please.”
- “Before you ordering -Please please please, talk to me and brief your task project details”
- “I am the best, you try – I deliver”

About English blunders, I could go at length but I will stop with 4 basic examples that get you rejected right away. A native English speaking client would not pay heed to such Gigs.

## What's the solution?

I understand, English is not your first language if you are an Asian but at least, one can try to improve it. One of the best ways to improve English is by reading a lot of English books, watching TV and conversing with someone in English. With practice, you will get better.

## 2- Your Price doesn't make any sense:

\$5 for 2 hours—that's \$2.50 per hour. \$40 for 10 hours—that's \$4 per hour. The larger the order, more is the price per hour. This is not attractive pricing. You've to understand, the pricing should be standard.

## 3- Stop praising yourself:

If your Gig is all about you, how excited you are, how interested you are to get the new order and waiting for a response or perhaps, you are new on Fiverr but you have 10 years of experience. All of this doesn't work, stop doing this!

Instead. shift the focus to the client. Tell them what you can do for them.

In my opinion, the above three elements are very important for creating an attractive Gig. Summarizing them again for you.

- Clean up the English. Use Grammarly widget on Chrome. It corrects your spelling mistake and fixes grammar issues.
- Put a pricing program that makes sense. Don't charge at will.
- Explain what you can do for the client.

## You Should Also Do This:

1. Optimize your Gig description. Spend some time by looking at what others have done on their Gig. A Good Gig is friendly, to the point, concise, uses correct categories and keywords tags. It is very important to break apart keyword phrases when you create tags
2. Create all possible Gigs you are allowed. This is basic, common-sense advice. The more Gigs you have, the higher the chances of getting an order. What is the point of not utilizing this offer?
3. Create similar Gigs with slightly different types of services. It is often noticed that when one Gig gets sold, others already begin to rank higher. Having more Gigs with a specific keyword tag helps to get more orders. A specific keyword tag will help a seller rank well for that term.
4. Promotion is very important. This is what you call 'dirty job' and have to spread out the word about your Gig. You can do it through word of mouth advertisement, using social media, email promotion.

## How to get orders on Fiverr?



by **Hisham Sarwar**

Twitter | Facebook

May 25, 2019, 4:52 pm

4.1k Views

FREELANCING  
MOTIVATION

## Submitting Offers to buyer requests:

Buyer offer is similar to projects posted on Upwork on Guru. Client posts a project for Fiverr freelancers to place an offer.



When buyers can't find what they are looking for in a Gig, they submit a Gig request often know as Buyer offer. If your Gig matches the subject of an offer, you see the offer request and can respond directly. For example, if a client is asking for 20 video testimonials for a project, you offer video testimonials in your Gig, you will see the buyer's Gig (offer) request.

Note: Misuse of the Buyer Request feature by advertising your services as a seller leads your account to suspension (disabled)



## *Meet Internet Millionaire, Fiverr Super Seller Aaliyaan Chaudhary.*

*“You cannot change your destination overnight, but you can change your direction overnight”. Jim Rohn,*

This quote seems to fit in well with people who make money online as they usually go off the beaten path. Their strategies for succeeding are different than an average person. Moreover, technology has sorted out that for young entrepreneurs; success is dependent on hard work, determination, and choosing the right career path. In Pakistan, Aaliyaan Chaudhary is one such person, who brought a change to himself by tripling his revenues.

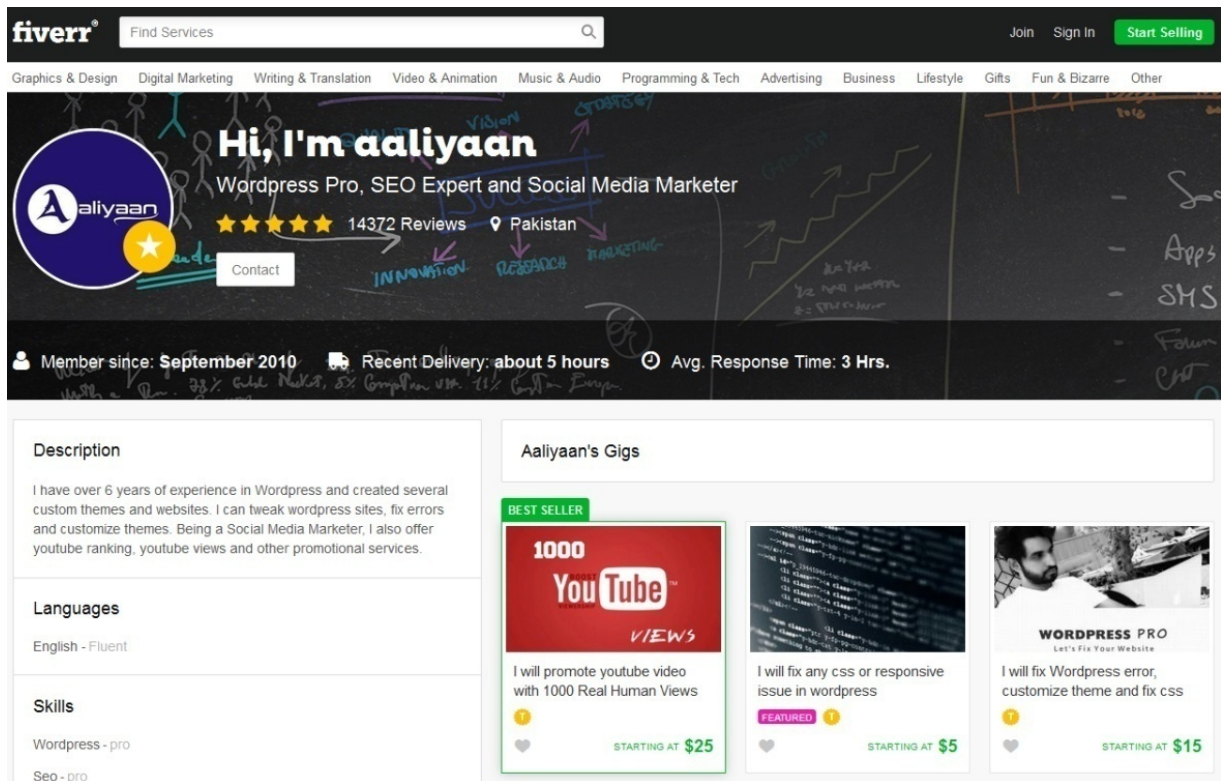
### **His Education:**

Aaliyaan has a degree in business administration but is mainly focused on WordPress development, design, YouTube SEO and Social Media Marketing.

### **His Experience:**

Aaliyaan Chaudhary is an expert in WordPress development, has created over 100 custom themes and plugins collectively. He has an experience of more than six years and worked with over 23,000 clients worldwide with a 100% positive feedback. He is also covered on [Fiverr official blog](#).





## His Journey:

Aaliyaan created his first Gig in YouTube promotions and started offering different services to people. He developed strong coding skills and created WordPress Gigs. The success didn't come at once, it took him some time to flourish, but he became the number one WordPress and a Top rated seller on Fiverr as a Freelancer. He is also running bunch of viral blogs as a hobby which receive over 3 Million Monthly hits. Throughout these years, he worked all alone without a team. He used his name and fame as a branding and recently started his own company [aaliyaan.com](http://aaliyaan.com)

## Giving Back To The Community:

He strongly believes in giving back to community and empowering youth and encourages them to go for self learning and self independence.

He also started a project 'The Logical Pakistan' where he aims to high light social issues in a creative way, create awareness among people and promote youth icons and inspirations. It's his dream to take this project to a next level and making image of Pakistan a little brighter in front of the World.

His Advice:

*“Focus on quality rather than quantity. Always over-deliver to make your buyers want to come back to you over and over. I have never had to promote my Gigs because the exceptional quality of my work makes my clients happy to recommend me to their friends and other companies they are connected with.”*

For beginners there is a lesson to learn, success comes not only when you offer something new. It comes when you stop waiting for some miracles to come knocking at your door, it comes with pursuing the right path. He is also hiring talented and deserving people from the market who have skills in WordPress development, creative writing and designing. You can contact him through his [Facebook Profile](#).



# *How To Cancel An Order On Fiverr?*

Fiverr is one of the world's largest freelance marketplace. Its uniqueness of enabling freelancers to find work in an unorthodox way has fetched the platform huge popularity in recent years. Getting orders on Fiverr requires following footprints of successful service providers by watching and reproducing their Gigs in a better way. Sometimes, you get an order which does not match your expertise and you are not able to deliver. It's a tricky situation. You do not want to lose a client and hurt your Fiverr profile.

On Fiverr, many elements affect your Gigs ranking. These elements include the following:

1. Reviews.
2. Your Average Selling Price.
3. Your orders in Queue.

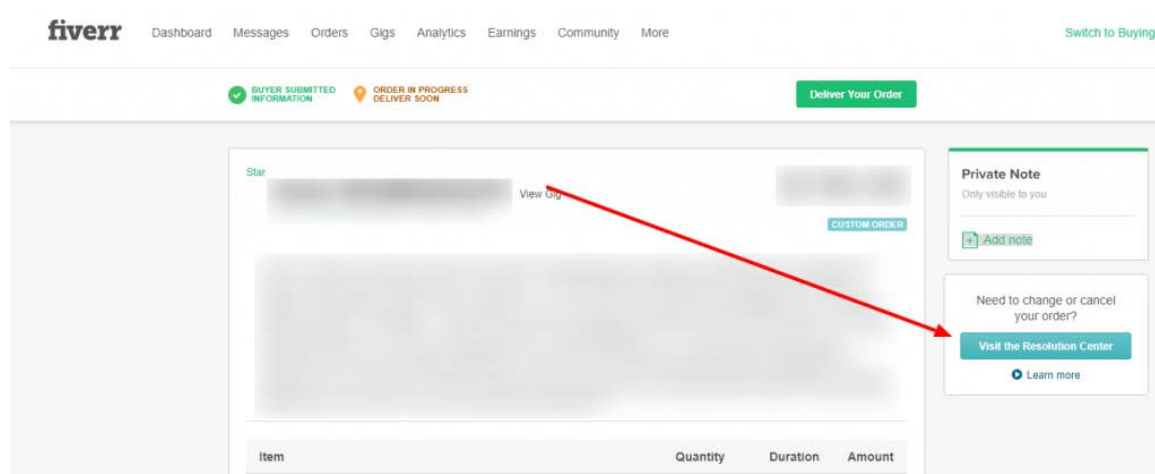
However, the most important and critical factors are:

- Bad reviews can ruin not only your ranking but also your profile.
- Cancellation rate can affect your Gig ranking but it won't ruin your profile in any way. You can easily recover the loss.

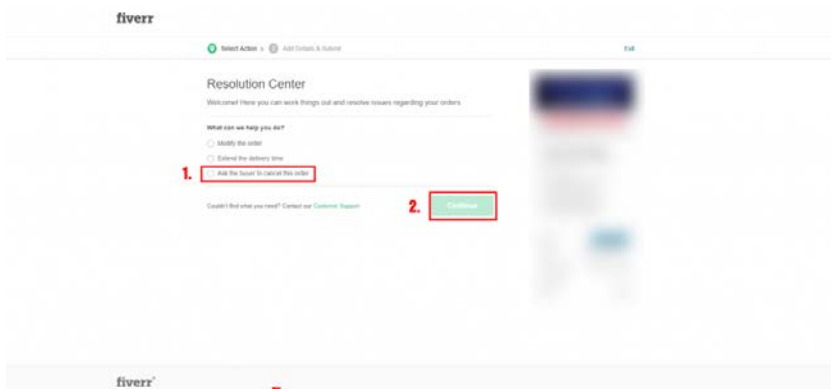
In such circumstances, without suffocating your profile, here is what you need to do.

## [A step-by-step guide to cancel an order on Fiverr.](#)

First of all, Go to your dashboard. Open up the order page of order that you want to cancel. On the right sidebar, there will be a button with text "Resolution Center". Click that.



You need to click on last one – Ask the buyer to cancel this order.



After clicking, you will see some more options. As shown in the screenshot

Select Action > 2 Add Details & Submit

## Resolution Center

Welcome! Here you can work things out and resolve issues regarding your orders

---

**What can we help you do?**

☐ Modify the order

☐ Extend the delivery time

☒ Ask the buyer to cancel this order

**Can you give us more detail on why?**

☐ The buyer is not responding

☐ The buyer will order again

☐ I'm too busy for this job

☐ We couldn't agree on the price

☐ I'm not able to do this job

☐ I didn't receive enough information from the buyer

☐ Due to personal/technical reasons, I cannot complete the work

☐ The buyer requested additional work, which wasn't in the scope of the original order

☐ Other

NEVER SELECT A RANDOM REASON  
HERE. SELECT MOST APPROPRIATE!

Couldn't find what you need? Contact our [Customer Support](#)


Continue


Do NOT select any random reason to get rid of the order and quickly cancel the order. This can create future problems. Your information populated here is kept as meta information and could affect the gig rank so you have to be careful.

For example, if my buyer has been responding to my queries or instructions, then there is absolutely no point to choose the reason “The buyer is not responding”. This is misleading and will result in your Gig rank fall.

A lie makes the client angry, a good reason for you asking for a poor review.

If you don't find your reason in the list, click on “Other” and then explain the exact reason in below box.

☒ Other  If you don't find your reason above. Click here.

Please explain the issue you are having 

---

Couldn't find what you need? Contact our [Customer Support](#)

Continue

At last, click on the “Send” button and you will be redirected to your order page. There you will see that the dispute is opened by you and you are waiting for the client to either accept it or reject it. If the client accepts it, your order will be cancelled mutually.



## Request Cancellation

You can ask the buyer to cancel this order.

Explain to the buyer why you would like to cancel this order

Type your message here...

This message you write here is shown to client, so clear everything here.

0/2500 Characters

Cancelling this order might affect you in the following ways:



### Loss of revenue

Cancelling this order means you'll lose \$150.



### Weaken Order Completion Rate

Cancelling this order might hurt your business.

Learn how to improve your order completion rate [here](#).



### Listing placement could change

Your listing may appear further down in the search results.

Couldn't find what you need? Contact our [Customer Support](#)

[Back](#)

**Send**

Remember, a mutual cancellation does not hurt your Gig or profile in any way. Be transparent when you provide the reason for cancellation. If you cannot do it, you have to explain why you cannot do it.

Always communicate with your buyer before taking action. Taking them into confidence is key for successful freelancing on Fiverr.

## *Fiverr Super Seller Aaliyaan Chaudhary answers three important Fiverr related questions*

Fiverr Champion and superseller, Aaliyaan Chaudhary answers three frequently asked questions about Fiverr. His answers will clear a lot of confusion about Fiverr, orders and Gigs.

1- What to do if the buyer cancels the order. Does it affect the GIG? If yes, how to recover from this setback?

*Answer: Cancellation creates the biggest impact when it comes to a gig ranking. If you don't control cancellation within 60 days, your gig will eventually start doing down in search resulting in low sales and may never come back again.*

2- All of a sudden, GIG views go down and orders stop coming. Why does this happen?

*Answer: A Gig's performance is no more based on lifetime stats. Only stats from last 60 days count. A Gig with 10k positive reviews may show on the third page versus a gig with 100 positive reviews if that gig is performing better than yours. Gig ranking is also not permanent anymore.*

Gigs keep on shuffling around based on their 60 days performance and competition. Hence, Working on Fiverr is a continuous effort now in order to survive and sustain.

### 3- How to recover from negative feedback on a GIG?.

*Answer: If a gig is receiving positive feedbacks regularly, negatives don't really impact the performance. In fact, few negatives are better to make a gig look more natural. Never ever try to get rid of negative feedback by contacting the buyer unless you wish to receive an account warning.*

If you want to give it a try (getting rid of negative feedback), go through Customer Support.

Want to learn more about Fiverr? You can follow Aaliyaan on Facebook.



# *15 skills to learn and get running in 2020*

In the 4th industrial revolution, the importance of skills can not be undermined. With so many emerging technologies, computer skill was never in such high demand in history before.

Bill Gates predicted in his book *Business @ the speed of thought* that in the future, every household will have at least one computer. Today, the computer is everywhere. It's on our phone, cars, homes. The technology has evolved over the years with the emergence of AR and AI.

If you are a fresh college graduate or want to succeed in the online world as a freelancer or a career. Here are the top 15 tech skills you need to watch out for 2020 and beyond.

|                                     |
|-------------------------------------|
| 1. Website Development              |
| 2. Communication Skills (English)   |
| 3. Software Development             |
| 4. Affiliate Marketing              |
| 5. SEO (Search Engine Optimization) |
| 6. SMM (Social Media Marketing)     |
| 7. Graphic Designing                |
| 8. Cad/Cam Engineering              |
| 9. Quick Books                      |
| 10. eCommerce                       |
| 11. Mobile App Development          |
| 12. Data Analysis                   |

13. Financial Forecasting

14. Game Development

15. Administrative/Legal Support

If we look at the importance of becoming successful in every field, the importance of communication can not be ignored. English is an international business language and it is one of the prerequisites of acing the game of offering services online.





# *You need to have these ‘Two’ abilities if you want to become successful in life*

All successful people were able to achieve their goals because they had two qualities. It is not necessary that you are born with these 2 characteristic traits, you can develop them by changing your mind. If we look at the success habits of people, we come to know that their habits change with time but the following two abilities help them go places in life.

1. Come out of fear
2. Make a decision in life

## **Break your fears:**

No one has ever achieved anything in life if they can't break their inner and outer fears. Fear holds back your progress in life. If you want to do something in life and when you pay heed to the outer voices telling you 'it can't be done' or 'you can not do it', you will not be able to do it.

Similarly, inner voices that inject fear in your mind and heart are the results of a series of incidents that took place when you were growing up. You were stopped from doing certain things, made afraid of dire consequences — causing fear in the subconscious.

If you want to put yourself on the path of success, the first thing you need to let go is fear. Get over it before it continues to hurt and halt your progress further.

When we look at the life patron of successful people like Warren Buffett, Bill Gates, Jack Ma, Steve Jobs, we see that they were not afraid of bad results, poor consequences and people's opinion about their passion and dreams to achieve something in life.

Jack Ma says

***“Fearless, Optimistic People Create The Brightest Future”***



Breaking fear comes with a strong mind. If you have trained your mind to accept the challenge and attempt a task, your body follows the mind's lead.

In a famous Harvard research called '[Power Positions](#)', it is explained how you can change your mind by bringing in physiological change in your body and that eventually changes the biochemistry of the body resulting in a better feeling, coming out of fear and most importantly resulting in mental strength.

### Make good decisions:

Taking a good decision, at the right time and place is very important but you can only take good decision if you have the ability to make a decision.

Good decisions are a result of having made some bad decisions in life and learning from those experiences. If you have an ability to chose, take a pick and decide, you are in a position to take a lead.

Decision-making skill is probably the most important skill if you want to become successful in personal and professional life. Warren Buffett is famous for making investments in the stock when he feels the time is right. A decision taken at a wrong time won't yield good results so the timing is very important. This ability comes with practice. Some times you make bad decisions and they backfire but you have to understand, it's a learning process.

Jack Ma, was rejected from many jobs and opportunities in the early part of his life but that did not stop him from making decisions. He decided to make an internet company and today he is the richest man in China because of one decision that changed his life.

We all know about the most popular decision of Bill Gates to drop out of college to create a software and in the years to come, he was the world's richest man for many years and no wonder why, he was able to break the barrier of fear and take a decision that changed his life.

What are you going to break your fear and make a good decision in your life?



## *Sorry, Skill alone will not make you rich and here is why*

I am a freelancer who successfully transformed his freelancing journey to entrepreneurship. I have done freelancing for almost two decades of my life, made some money, built some reputation, formed a company and was able to look around for further business opportunities.

Everywhere I go, every time in my webinars, whenever I do Facebook live, one question that is always asked of me without skipping a beat is, 'What is the top paying skill I should learn to become a millionaire in the future'?

My answer with a smirk on my face is, don't worry about discovering which skill pays you the most, focus on what is your talent and by using your talent what value you can deliver to the client.

Let me explain this in detail. To put it into perspective;



I am sorry, the skill alone will not make you a millionaire.

I can tell you so many skills and each one pays over \$100 per hour but what is the point?.

These are the most demanded skills on every freelancer marketplace but if you are a musician or an insurance agent what is in it for you?.

You do not want to leave your field you are obsessed with and go for the most in-demand skills. Your chances of learning these skills and offering them successfully online are far less than someone who loves doing these work, has a feel of it and knows how to do it effectively.

If you are looking for the highest paying skill despite the fact that you know, this is not what you want to do in life, is similar to searching for diamonds by digging your own drive through. It is like, 'he that apes others will never be himself'.

You do not want to forget your identity. The chances of people following their hobby, passion and becoming successful in life are far more than forcefully picking a shiny skill and wasting years learning that.

## Have you ever asked yourself a simple question?

What if you spend years learning a skill you don't like at all but doing it because it pays well and eventually end-up quitting?

Who is going to be responsible for the loss of precious years? Time is money and it cannot be reversed. Remember, money is a byproduct of success. If you can deliver true value, the money will automatically follow.

Every skill is high paying, you only need to find what value you can give to the client and you will automatically be successful as a service provider. You need to ask yourself, what are you good at, ask yourself what are your strengths, ask yourself where do you see yourself in the future in the next five years.

Trust me, the answer to your every question lies within you. You only have to be open enough in seeking the answers and identifying your talent, moving forward to offer that service and become successful.



## The digital age and people struggling to make money.

This happens when you are not aware of what works on the internet or do not have any interest in making a presence online. Either way is fine, but only for now because in the near future, if you do not have an internet presence, the survival is going to be next to impossible. Today, digital skills are in high demand and they pay well too. In the future, their importance would grow more as more people will be connected on the internet. The emergence of eCommerce websites, dropshipping and freelance marketplaces has given everybody a leveled field to make money.

*“In the future, it is not the survival of the fittest, it is going to be the survival of the smartest.”*

Future is for those who know the internet, those who know how to present themselves using their talent and offering that skill. It is also for those who learn digital marketing for better outreach to potential customers.

*Future is digital, have you identified your talent yet?*



# *Why UpWork is the best freelance marketplace?*

The GIG economy is reshaping the job culture in the world. Employment is undergoing dramatic changes, the future of work is freelancing. It is estimated that half of the workforce will be freelancing in the future. There is a thin line between opting for freelance work and quitting your hectic nine to five job and become successful at freelancing.

It is evident, the model of employment is being replaced by freelance marketplaces that showcase the talent and allows them to offer their services to clients all over the world. According to this [research](#) presented in an infographic, Americans are spending more than 1 billion hours per week freelancing, 56.7 million Americans did freelancing in 2018 and 61% Americans are choosing to freelance as compared to 53% in 2014.



In today's world, the advice of never put all eggs in one basket is holding true. The current economic crisis, inflation, and growing prices are demanding everyone to step into a GIG economy and make money part-time to earn extra cash. Everyone is good at something, Even if they are not, it is never too late to learn a skill and offer that service to make some extra cash and also head for a potential future freelance career. If your work plate grows, you can choose to quit your full-time employment and go freelance.

In the future, half of us will be a part of GIG economy one way or another. It's a lifestyle that may have anxiety but it's balanced at the end of the day with extra cash in hand. You've got to meet ends, you can only do that with money in hand.

Despite the fact that freelance lifestyle brings more anxiety, people still love it because it offers a better balance. Freelancers acquire skill training in lieu of current market trends and in-demand skills. The rapid growth of the internet in the world is prompting freelancers to choose to freelance over full-time employment.

The abundance of freelance jobs online is encouraging people to work from home. Freelancing is fun, it is freedom. It allows you to work at your own pace, choose your own work hours instead of strict office timings and it enables you to unleash your true potential. If you have a skill that is in demand, you are organized and know how to get a job done, you can become a successful freelancer.

## Who can be a freelancer?

Anyone with a digital skill can choose freelancing. If you know how to design and develop websites, write content, do video animation, develop mobile apps, know QuickBooks or AutoCAD, you can make good money offering these and many other services in demand on different freelance marketplaces.

The process is simple. A freelancer typically searches for contractual jobs on freelance sites. If they find a project placement matching their skills, they bid on that project. If the client likes their proposal, they hire the freelancer, both agree on the payment terms mutually. Once the project is completed, freelancer hands over the project files, get paid for the work and in the end, the client gives feedback about their experience of work with the freelancer.

This model of work started in the late '90s with the emergence of Elance and IT Moonlighter. Elance later joined hands with another freelance marketplace called ODesk before eventually becoming one freelance marketplace called Upwork. IT Moonlighter changed its name to Guru and is still in business. With the y2k bubble, the demand and popularity of GIG economy was rapidly rising and it was evident, that is going to be the future of work.

## Why UpWork is the best freelance marketplace?

Upwork (a merger of oDesk and Elance) is by far the largest marketplaces for projects. It has projects posted about almost any expertise and skill. The website features big projects as well as small projects known as short-term projects. UpWork is a perfect leveled playing field for new freelancers as well as seasoned freelancers who have been freelancing for years.

As a freelancer, one needs to understand how to bid on the projects and present their service. Bidding is a response to a project placement which typically shows the solution to the client's problem, how long it will take to complete a project along with the previous portfolio.

As a freelancer who has done a lot of projects on different freelance marketplaces, made over one million dollars in sales, I believe Upwork is the best freelance marketplace.

My opinion is purely based on the balance between the number of projects and freelancers. You do not find thousands of freelancers bidding on every project as it is typically the case with other freelance websites. Because of so many projects posted every minute, the website strikes a perfect balance as a matchmaker, giving equal opportunity to every freelancer. If you have a particular skill the client has requested in a project placement. If you are backed by a similar portfolio as mentioned by the client, you are in a chance of being contacted and eventually hired for a project.

All you need to know is how to create an impressive profile on Upwork, how to bid and win projects on Upwork. The formula varies from client to client and from project to project but eventually, it all gets down to your skills and your portfolio. If a client likes your proposal and your portfolio, you are all game. The website has a great help desk, customer support services and also has a mobile app to keep you in instant touch with your clients and their messages.

## What puts UpWork Ahead of the curve?

In a vow to make UpWork the best website for finding projects and talent, UpWork is going to introduce some changes in May, next month. Starting May, 'FREE' accounts will no

longer be given mandatory 60 free Upwork Connects. Freelancers will not be able to bid on the projects as a basic member without paying a fee. It is a great step, it will ensure the quality of the website and only serious freelancers will be offering their services. The price of a single UpWork connect will be 15 cents (US\$0.15).

Freelancers with the badge 'rising talent' or 'top rated' will be given some free connects to bid on the project. This is a reward for their freelancing skills and ability to win projects. Once you are an established, successful freelancer on UpWork, if invited to bid on a project, you won't be charged for that bid.

One of the challenges of freelancers on the freelance marketplace is an inability to win a project in a highly saturated cat race. On UpWork, the new pricing system will protect clients from an onslaught of time-wasting, bad job proposals and only qualified freelancers will run in for the competition.

This is a win-win situation for both stakeholders and eventually, a talented freelancer will not only cement their place in the marketplace, grow their profile but they will also be able to make good money too.





# *UpWork releases 20 Fastest growing Freelance skills in Q2, 2019*

Upwork.com is the world's largest and arguably the best freelance marketplace where contractual freelance jobs are posted. The site has a list of huge projects and a great number of expert freelancers from all over the world.

The company releases most in-demand fastest-growing freelance skills every quarter of the year. "In booming cities like Boston, Denver, San Francisco, and San Jose, the unemployment rate has fallen below three percent, which makes finding qualified and highly-specialized talent more challenging than ever before," said Stephane Kasriel, CEO of Upwork.

"As a result, for more and more skills, businesses are relying on nontraditional talent sources to effectively engage the best workers, no matter where they live." Stephane further added.

The Q2 trending skills are little different from freelance skills in Q4, 2018. We have seen a shift in demand for skills from one quarter moving to another as can be seen from Q1 2018, Q2 2018, Q3 2018.

## The top 20 fastest-growing skills, Q2 2019:

|  |
|--|
| 1. <a href="#"><u>Service Now</u></a>            |
| 2. <a href="#"><u>Da Vinci Resolve</u></a>       |
| 3. <a href="#"><u>Social video marketing</u></a> |
| 4. <a href="#"><u>Highcharts</u></a>             |
| 5. <a href="#"><u>PyTorch</u></a>                |
| 6. <a href="#"><u>Keras</u></a>                  |
| 7. <a href="#"><u>Caspio</u></a>                 |
| 8. <a href="#"><u>LearnDash</u></a>              |
| 9. <a href="#"><u>Kendo UI</u></a>               |
| 10. <a href="#"><u>Technical recruiter</u></a>   |
| 11. <a href="#"><u>Neo4j</u></a>                 |
| 12. <a href="#"><u>Statistical modeling</u></a>  |

|   |
|---|
| 13. <a href="#">Sales force Lightning</a> |
| 14. <a href="#">Relational databases</a>  |
| 15. <a href="#">d3.js</a>                 |
| 16. <a href="#">Motion graphics</a>       |
| 17. <a href="#">MATLAB</a>                |
| 18. <a href="#">Packaging design</a>      |
| 19. <a href="#">SEOMoz</a>                |
| 20. <a href="#">Microsoft Azure</a>       |

## COMPARISON Q1 2019 VS Q4 2018

The top 20 fastest-growing skills, Q1 2019:

|     |   |
|-----|---|
| 1.  | <a href="#">U.S. Taxation</a>                     |
| 2.  | <a href="#">Hadoop</a>                            |
| 3.  | <a href="#">Robotic process automation</a>        |
| 4.  | <a href="#">Explainer videos</a>                  |
| 5.  | <a href="#">Computer aided manufacturing</a>      |
| 6.  | <a href="#">Financial planning</a>                |
| 7.  | <a href="#">Urban design</a>                      |
| 8.  | <a href="#">Software documentation</a>            |
| 9.  | <a href="#">Salesforce Commerce Cloud</a>         |
| 10. | <a href="#">Geospatial</a>                        |
| 11. | <a href="#">Julia development</a>                 |
| 12. | <a href="#">Kubernetes</a>                        |
| 13. | <a href="#">Magento</a>                           |
| 14. | <a href="#">Employee training</a>                 |
| 15. | <a href="#">Shopify templates</a>                 |
| 16. | <a href="#">Certified Public Accountant (CPA)</a> |
| 17. | <a href="#">Vue.js framework</a>                  |
| 18. | <a href="#">Leadership development</a>            |
| 19. | <a href="#">Architectural rendering</a>           |
| 20. | <a href="#">Podcasting</a>                        |

The top 20 fastest-growing skills, Q4 2018:

|     |   |
|-----|---|
| 1.  | <a href="#">Hadoop</a>  |
| 2.  | <a href="#">Dropbox API</a>   |
| 3.  | <a href="#">Genetic algorithms</a>  |
| 4.  | <a href="#">Microbiology</a>  |
| 5.  | <a href="#">Computational linguistics</a>                                   |
| 6.  | <a href="#">Certified Information Systems Security Professional (CISSP)</a> |
| 7.  | <a href="#">Digital signal processing</a>                                   |
| 8.  | <a href="#">Intercom</a>  |
| 9.  | <a href="#">Interactive advertising</a>                                     |
| 10. | <a href="#">Invision</a>  |
| 11. | <a href="#">Employee training</a>   |
| 12. | <a href="#">Kubernetes</a>  |
| 13. | <a href="#">OAuth</a>   |
| 14. | <a href="#">Autodesk Revit</a>  |
| 15. | <a href="#">App store optimization</a>                                      |
| 16. | <a href="#">App usability analysis</a>                                      |
| 17. | <a href="#">Vue.js framework</a>  |
| 18. | <a href="#">Learning Management Solution (LMS) consulting</a>               |
| 19. | <a href="#">3D scanning</a>   |
| 20. | <a href="#">React.js framework</a>  |

# COMPARISON Q2 2018 VS Q3 2018

The top 20 fastest-growing skills, Q2 2018:

|     |                         |
|-----|-------------------------|
| 1.  | Blockchain              |
| 2.  | Google Cloud Platform   |
| 3.  | Volusion                |
| 4.  | Risk management         |
| 5.  | Product photography     |
| 6.  | Rapid prototyping       |
| 7.  | Google App Engine API   |
| 8.  | SCORM                   |
| 9.  | GitLab                  |
| 10. | Go development          |
| 11. | Apple UIKit             |
| 12. | Enterprise architecture |
| 13. | Tensorflow              |
| 14. | Atlassian Confluence    |
| 15. | Apple Xcode             |
| 16. | eLearning               |
| 17. | Customer retention      |
| 18. | Articulate storyline    |
| 19. | Node.js                 |
| 20. | Scala development       |

The top 20 fastest- growing skills, Q3 2018:

|     |                            |
|-----|----------------------------|
| 1.  | Dropbox API                |
| 2.  | Equity research            |
| 3.  | Molecular biology          |
| 4.  | iPhone UI design           |
| 5.  | Salesforce Marketing Cloud |
| 6.  | Genetic algorithms         |
| 7.  | Vue.js framework           |
| 8.  | Kubernetes                 |
| 9.  | Social customer service    |
| 10. | HR consulting              |
| 11. | Google Cloud Platform      |
| 12. | Oculus Rift                |
| 13. | Microsoft Power BI         |
| 14. | Proposal writing           |
| 15. | Vuforia                    |
| 16. | Instructional design       |
| 17. | Lesson plan writing        |
| 18. | Google App Engine API      |
| 19. | React.js framework         |
| 20. | TensorFlow                 |

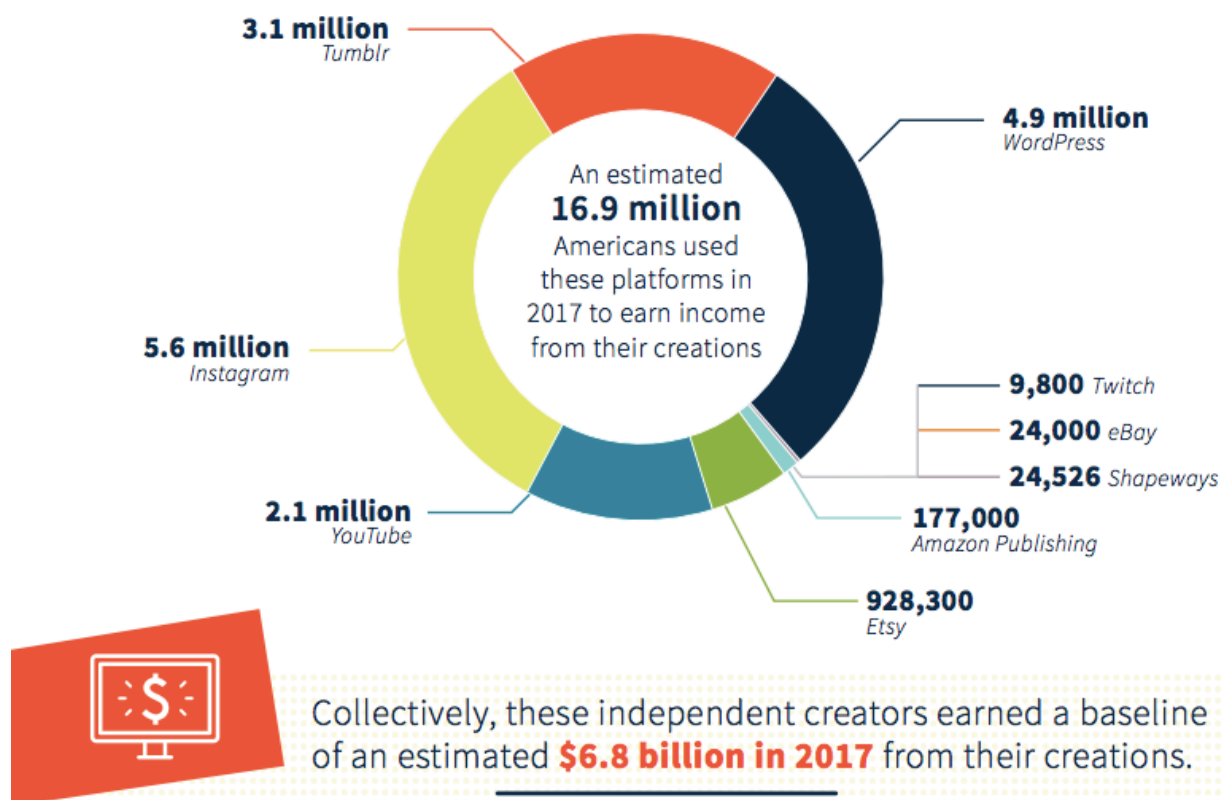
# Online Content Creators Made Huge Money Working On These 7 Websites

A [research paper](#) by Recreate talks about the growth of America's new creative economy. The company estimates that around 17 million people in the U.S. made money while posting content online in 2017. In contrast, there were only 12 million manufacturing workers in the same year.

Driven by constant innovation and desire for entrepreneurship, the internet expands its outreach by empowering more people online.

## Summary of the Study's Principal Findings

### Number of U.S. Creators Earning Income In New Creative Economy



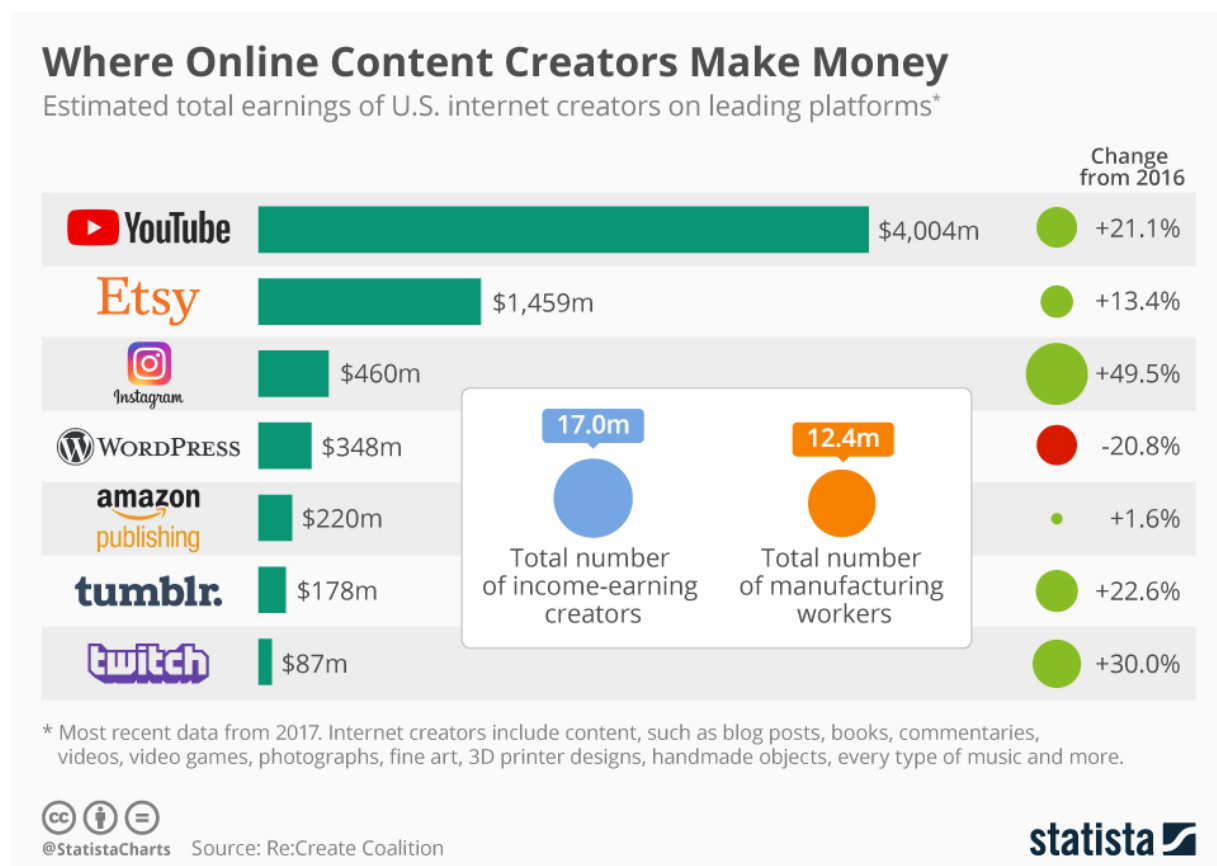


The data is compiled for these 7 websites

1. *Youtube*
2. *Etsy*
3. *Instagram*
4. *WordPress*
5. *Amazon Publishing*
6. *Tumblr*
7. *Twitch*

The content creators earned the most from YouTube, making around 4 billion in 2017 in the U.S alone. Next big is Instagram, The money that content creators earned on Instagram grew by 50 percent year-over-year.

Here is the chart compiled by Re: Create Coalition.



Are you using any of these websites to publish your content and making money?.

# *101 Websites To Earn Money*

The freelance economy is rapidly rising. It is taken by many as the work of mode for the future. Many people in the USA are quitting their full-time job and have opted to freelance. It gives them the freedom to work at their own pace and make money.

One in three [Americans](#) is freelancing. Based on the 'Bureau of Labor Statistics' estimate, 53.7 million people are doing freelance work (part time, full time) in the USA which says a lot about this working model.

People are getting familiar with the definition of freelancing and the advantages of working from home. Freelance work has increased because of the introduction of online freelance marketplaces that does the matchmaking between clients who are looking to hire a contractor and a freelancer who is looking for work. Freelance websites have given a lot of freedom to the service providers who can quit their full-time job and offer their services online, win contracts and make good money. The skills in demand change frequently with market demands so freelancers have to learn the new digital skills to match the demand of the market

## **Major Freelance Marketplaces:**

Here is the list of major freelance websites in the world. There is a lot of Freelance work out there. making money online has just got easier if you are skilled, talented and are willing to sit for hours and get the job done. You need a lot of determination and patience initially and with each day passing, one becomes successful.

1. [\*Upwork\*](#)
2. [\*Guru\*](#)
3. [\*fiverr\*](#)
4. [\*Freelancer\*](#)
5. [\*99 Designs\*](#)
6. [\*Peopleperhour\*](#)
7. [\*Toptal\*](#)
8. [\*Craigslist\*](#)
9. [\*Damongo\*](#)
10. [\*Wonolo\*](#)
11. [\*Demand Studios\*](#)
12. [\*SimplyHired\*](#)
13. [\*Fourerr\*](#)
14. [\*Aquent\*](#)
15. [\*Gigbucks\*](#)
16. [\*Peer Hustle\*](#)
17. [\*We Work Remotely\*](#)
18. [\*Skillbridge\*](#)
19. [\*MeFi Jobs\*](#)
20. [\*Greatlance\*](#)
21. [\*Hirable\*](#)
22. [\*Gigdollars\*](#)
23. [\*Crew\*](#)
24. [\*IMGiGz\*](#)
25. [\*LinkedIn\*](#)
26. [\*College Recruiter\*](#)
27. [\*Findeavor\*](#)
28. [\*Gun.io\*](#)
52. [\*Behance Job\*](#)
53. [\*TopCoder\*](#)
54. [\*WordPress\*](#)
55. [\*Computer Assistant\*](#)
56. [\*Coroflot\*](#)
57. [\*Dice\*](#)
58. [\*CrowdSpring\*](#)
59. [\*SEOClerks\*](#)
60. [\*WPHired\*](#)
61. [\*Joomlancers\*](#)
62. [\*Folyo\*](#)
63. [\*Workhoppers\*](#)
64. [\*Authentic Jobs\*](#)
65. [\*RapidWorkers\*](#)
66. [\*Working Nomads\*](#)
67. [\*Tutor\*](#)
68. [\*Bark\*](#)
69. [\*Short Task\*](#)
70. [\*Taskr\*](#)
71. [\*Staff\*](#)
72. [\*Matchist\*](#)
73. [\*Localancers\*](#)
74. [\*Envato Studio\*](#)
75. [\*Problogger Jobs\*](#)
76. [\*Freelance Writing Gigs\*](#)
77. [\*Editorial Freelancers Association\*](#)
78. [\*Government Bids\*](#)
79. [\*Morning Coffee Newsletter\*](#)

29. *Just Answer*
30. *LocalSolo*
31. *JobBoy*
32. *OnSite*
33. *Microworkers*
34. *Sologig*
35. *The Creative Group*
36. *FlexJobs*
37. *Crowded*
38. *Freelanced*
39. *iFreelance*
40. *Genuine Jobs*
41. *CrowdSource*
42. *Smashing Jobs*
43. *HireMyFriend*
44. *Mechanical Turk*
45. *YunoJuno*
46. *GigScribe*
47. *Gigblasters*
48. *Project4hire*
49. *Help Cove*
50. *Krop*
51. *Zeerk*
80. *TenBux*
81. *Journalism Jobs*
82. *Funds For Writers*
83. *Triond*
84. *TheShelf*
85. *Online Writing Jobs*
86. *The Market List*
87. *TextBroker*
88. *RedGage*
89. *Task Army*
90. *Scribendi*
91. *Dribbble*
92. *Art Wanted*
93. *Project4Hire*
94. *Gigster*
95. *Programmer Meet Designer*
96. *Crowdsite*
97. *Get A Coder*
98. *DesignCrowd*
99. *JavaScript Ninja Jobs*
100. *Writer Bay*
101. *Duotrope*

# *10 Websites that Will Pay You to Write, Instantly*

A year back we looked at some websites that pay well to the writers. As a freelance writer, you can make good money by offering content writing services on different freelance marketplaces as well as on other websites that are constantly looking for quality writers.

Let's take a look at 10 new websites that are looking for content writers and pay well too.



## [#1. Scotch](#)

Scotch is a blog focused on web development and hired contractual writers to contribute articles, tutorials. They accept different tutorials focused around web development related projects. They pay \$150 per article.

## [#2. Music Tuts+](#)

If you are a writer with passion and love for music, you can get paid \$50 for every article.



### [#3. Code Tuts+](#)

Focused on web development tutorials. If you can write on PHP, Ruby on Rails, Java, HTML5, etc, they pay around \$100 to \$250 depending on the quality of your article. The maximum price of \$250 is for contributors who cover in-depth tutorials.

### [#4. Bitch Media](#)

They are looking for both online, print magazine writers and pay around \$150 for articles.

### [#5. Tenderly](#)

Their target audience consists of vegetarians, vegans, and lifestyle. The company claims to pay \$200 per article if it is accepted.

### [#6. B. Michelle Pippin](#)

It's a business blog looking for writers to write about making money online. They pay \$50-150 per accepted article.

### [#7. Back to College](#)

They pay writers to write about education for older students, adult learners for back to college. They pay \$55 per accepted article.

### [#8. MoneyPantry](#)

They pay writers to write an article about money, saving it and investments. They pay \$30 to \$100 per accepted article.

## #9. Better Humans

Got a flair for self-development, write for Better humans. They pay up to \$500 for a quality article they accept.

## #10. Vector Tuts+

This website is designers galore. If you are a designer who loves writing. This website pays you to write articles, tutorials for designing such as Adobe Illustrator, Adobe InDesign, Inkscape, Sketch app, and CorelDRAW.

They pay up to \$200 for an accepted tutorial on designing.



# *Affiliate marketing for beginners: 6 steps to making money*

There is so much available on the internet that covers various aspects of affiliate marketing in depth. But for those who are new to the concept, they need to know the basics of affiliate marketing. The process of affiliate marketing is the practice of recommending companies' products or services to potential customers, generating a sale, and earning a commission in return. Affiliate marketing generally involves four parties. It has the affiliate website, the affiliate network, the advertiser, and the buyer.

The idea behind affiliate marketing is that it promotes other people's products often through an affiliate network and actually earns a commission. The process is based on revenue sharing i.e. if you have a product and want to sell more, through the affiliate program you can offer promoters a financial incentive. If you want to make money without a product, then you can promote a product and earn income as an affiliate marketer.

In order to help you make your first affiliate marketing sale and making money, following are the things that you need to do:

## Select a niche:

First of all, you need to decide which niche you want to select for your marketing. It is no doubt one of the most overwhelming steps but once you do it, it is much easier to go forward. If you have not decided yet then identify which topics are you passionate about? The area you are interested in has the ability to provide you with enough money? Or is there more money in the selected nice?

## Research affiliate programs:

The second step requires you to find out what is out there in terms of programs and products to promote. Now, you need to dig a bit deeper in your niche and choosing an affiliate program. It will take some work but choosing the right program will make it worth your while. When you are choosing an affiliate program, you want to make sure what type of

merchants use the program and the other similar sellers using the network. You need to know how much commission you are likely to make from the products. So, sign up for programs that are profitable and generate sufficient return on investment. Websites such as [Clickbank](#), CJ and [Amazon](#) pay well to get the banner codes and put on your website and make money on each sale.

## Build a site:

Once you get done with the first two steps, now you need to put all your research into action. Fortunately, because of the technological advancements, building a website isn't as complicated as it was in the past. The easiest way is to start using WordPress for setting up a website. After that, you must buy an address for your website i.e. the domain. If your domain is on address then purchase and set up hosting. Choose a reputable provider because your entire affiliate marketing business depends on it. Even if you buy the domain from a different company and the hosting from another, you need to link the two together. Then install WordPress, install your theme, and create content.

## Produce great content:

Once your website is all set up and has joined an affiliate program, all you need to do is to produce good quality content. You must aim for establishing your website as an authority site in your niche which only is done by creating high-quality content. For example, if you want to become an affiliate of selling good sneakers, your content should be focused on the pros/cons of different brands, comparing them with one another and telling your audience everything they would ever want to know.

## Build an audience:

Now, it is time to build your audience and the best way to do that is with the help of social media. You can choose from Facebook, Twitter, Instagram, etc. based on your niche and build up an interesting following. Social media is a great way to build relationships and promote your products to them.

## Promote affiliate offers:

Once you have gone through all the steps, now it is time to continue adding value by promoting products that will be helpful for your audience. Promote your offers by writing real reviews about products. Remember that your audience relies on your opinion so build up trust by being honest.

You don't just have to point out the positives of a product and ignore the negatives ones. Mention about useful features with compelling images but also reveal the bad ones. The product review can then be linked to the page where your audience can actually make a purchase this is when your first sale will be made.





## *Importance of body language in communication that can improve your life*

More than half of our personality's impact depends on our body language. We probably have control over the words we speak, but have we ever thought about the control on our body language? There are many types of body languages and understanding body language is very important as it weighs in heavily in communication.

Our body language comprises of our gestures, stance, and facial expressions. These become of utmost importance when all the eyes are upon us.

A strong and positive body language is extremely helpful in building credibility, expressing emotions, and connecting with listeners. It is the most intelligent tool to use for making listeners focus more intently towards us and whatever we are saying.

Studies have shown that people with an effective body language project a stronger image and audience responds to them better. It helps them to build a personal connection to their words. A positive body language helps a person in the following ways.



## It improves your emotional intelligence:

People who master the art of good body language are the most successful and envied people on earth. It gives them the power to combine natural intelligence with emotional intelligence which can practically make them unstoppable.

## It makes you more likeable:

Body language of a person plays a huge role in how a person is perceived. It is even more important than what a person says and the voice tone he/she uses. It is a good way to make people like and trust a person.

## It changes attitude:

A positive body language changes the attitude by bringing a strong impact on hormones. A constant effort to make it more positive can help improve the attitude and make a person feel more confident.

## Competence:

Have you ever thought what a body language communicates to others about a person's competence? Stripping off the fears with a positive body language can make a person feel the power to bring one's full, spirited self to any difficult situation.

## It decreases cortisol:

A stress hormone named cortisol is considered to create long-term negative effects and hampers performance of an individual. A positive body language decreases cortisol and minimizes stress. This helps them to perform better in complex situations.

## *How to become confident and improve your communication skills?*

Whether it is understanding NLP or paying importance to the 7% non-verbal communication principle or understanding the Importance of body language, the fact remains — communication is the most important thing that can make you go places in life.

If you do not have good communication skill, the chances of your success in life are dim. However, you do not necessarily have to live your life with poor communication skills. You can improve it by following simple hacks.

It is a skill and there is no age to learn a new skill.



If you look at the success footprints of successful leaders, you will find that almost all of them have some great communication secrets at one level or another. One of the downside attributes of poor communication is, it puts the other person off and you are unable to

convey the message across clearly. This typically results in loss of opportunities and even parting in relationships.

In order to improve your communication, you need to do these three things and repeat them regularly without skipping a beat. This will also make you more confident.

- Read.
- Watch Videos.
- Engage in conversation.

A good verbal communication is necessarily a combination of good vocabulary, concise sentences and of course, a pleasant body language.

*“One of the primary reason for my success as a freelancer all over the world is communication.”*

At a very early age, I paid heed to how I can write English and speak better. It took a little time but with lots of reading, writing and recording my own videos using smartphones doing funny things I improved myself.

To improve my communication, I've done many fun things such as recording a video as an actor who has just won an OSCAR or being interviewed after winning a man of the match award in a cricket game. By recording my videos, watching it and learning from my shortcomings for words, my confidence gradually grew with the passage of time.

In the following video created for Indian and Pakistani audience, I've highlighted the importance of good communication skill and how recording your own videos on the smartphone, repeating the process could make you more confident.

[Watch the video:](#)

## *You are a “CO” of your life. The buck stops at you*

In the rat race of survival on this planet, most of us do not chase their dreams. We are caught in a terrible vicious cycle of life. Sadly, we do not realize that the only barrier in our growth is none other than ourselves.

Our life's journey begins from a family environment that stops us from exploring and experiencing new things at a very young age to our adulthood where we are pushed against the wall to make ends meet and provide for our family.



It is the journey of eating, sleep, playing, study, going to work, worrying about money and then a horrific realization. A realization that you are too old to start all over again. Neither the body nor the heart has the energy to allow us to chase your dreams.

For most of us, this journey of life between childhood and adulthood reels in a typical course of events that empowers us to do anything in life but grow.



Going through the motions day in and day out as if we are a mechanical clock that “needs the wind” to regulate its activities is the story of almost every second individual on this planet.

Unable to live life as they’ve always wished is also one of the regrets of dying.

People believe they are not meant to test their wings because, in their childhood, they were told — “they can not do it”, “they are good for nothing”.

Fast forward, the other side of the story does not hang in balance either. It’s the story of a worn out soul with no energy left in their body to go and get what they always wanted, to be able to pursue their goals. This is a story of an older us who has lived all his life in a struggle to “survive”.

If we look at the footprints of successful people, we find that they did not hesitate to test their wings at a very early age. I am not going to convince you to drop out of college as some successful western entrepreneurs have done. Trust me, it’s a bad idea. Education is very important but if we take a leaf out of their books, it depicts their fearless attitude towards life and work.

They were able to break their mental barriers because they knew, they are the one who is a stumbling block in their aspirations to achieving anything in life.

*“Progress is progress, no matter how slow it is.  
Instead of waiting for tomorrow to start all over  
again, lay down the foundation of your dreams  
today.”*

What matters the most is, the progress is regular, without skipping a beat. If we keep making an impact, soon we will be able to strike the difference with our continuous efforts.

We have only one life to live, why not make the best use of it. Break the shelters created around us by realizing they are not the shelters, instead – they are the barriers that do not let us extend ourselves to step outside and explore life.

Be the crazy one, the courageous one who does not pay heed to the outer voices telling them “you are crazy”.

Remember, crazy ones make a difference in this world. Don't be shy, create your story.

Make the world sing your song and dance on your beat because you were able to break the norms and most importantly, you lived your life the way you wanted to live.



## *Success is dependent on your willingness to show up daily.*

Everyone wishes to become successful in life but very few actually muster up the courage and do what it really takes to get there. There is a fine line between an ordinary and extraordinary life and to cross the line, requires you to love, show up at work and do it repeatedly, again and over again without skipping a beat. If we look at the life pattern of many successful people, we see that all of them typically have this one attribute in common. They loved their work and kept doing it repeatedly without worrying about the results.



Nelson Mandela is respected all over the world as a “leader” of modern times. People like Bill Gates, Jack Ma, Jeff Bezos, Mark Zuckerberg, and Steve Jobs stayed put to their work

because they loved it the most. Bill Gates has even said he did not take a vacation in the early days of Microsoft because he wanted to work hard, build his future and make a difference in this world.

*“Regularity is the key.”*

If we take a leaf out of every successful person and start showing up at work, our gig or business, regardless of the time it may take, eventually, we become successful and cross over the line rather than staying stationary on crossroads, wondering why the life treats us the way it usually does. Pursue your passion regularly. Don't miss a day. Sleep thinking about the next day's work and wake up excited and charged up. Always be raring to go at your day's goal.

*“Either you run the day or the day runs you, said Jim Rohn.”*

Keep moving, keep progressing and never stop. Pains are temporary so are the worries. They are the weaknesses sold to you by “fear”:

Never stop. That alone is the key to success!.



## *Can you survive your life on Freelancing work?*

I have been freelancing for over 2 decades now. It is not a smooth ride. Some days are good and some days are not so good, average to say the least but one thing is noteworthy here. I've been self-employed and I did not feel the urge to look for a full-time job ever since I've been working on the internet and working as a freelancer.

The Internet is a great medium. Very powerful to say the least. The stories such as Singles' Day sales of Alibaba convince me that the best is yet to come. I can see more opportunities coming on the internet with the introduction of 5G all over the world. The spectrum lays down huge and equal, leveled playing field for those who are willing to cash it with both hands.

As a freelancer, one of the most important things that pave a long way towards your success is time management.



Self-employment is not easy, it requires the same level of commitment of time and effort as one is required for a 9 to 5 job.



Staying on the clock, following a time table could be tough, especially, when you are on your own in your home office with no other individual to support you for work. It requires discipline to continuously hunt for new projects, communicating with clients, managing time for completing existing projects on time while staying on the budget.

I've observed, another prime reason why some freelancers are compelled to go back to full-time jobs is that they get the projects done but they do not deliver them on time.

The time lag weighs in heavily in disrupting the bad schedule and then you get caught in a vicious circle of poor project management. This happens because you win new projects but you are unable to deliver the old ones on time.

A freelancer can make a living on freelancing alone. Yes, they can. I've been there, done that.

Here's what freelancing demands from you if you want to become a successful freelancer.

- Learning technical skills.
- Learning communication skills. Written English is very important.
- A good sales pitch to win projects.
- Quick response to the client's messages. Remember, communication is the key.
- Maintaining a timetable for the project and make sure it is followed closely.
- Don't over promise and under deliver. Reverse it.
- Do not show tantrums in your words. A nice, easy message shows your flexibility as a human.
- When you get the job done, ask for payment. Don't feel shy
- Except for Fiverr, gently ask your client to review your work and give feedback.  
Fiverr hates this question somehow.
- Spare time for yourself in a day. Work out
- Weekends are your family time. Hang out with friends and family.
- Don't overeat at work. Maintain a balanced diet.

- Get a minimum of 7 hours sleep
- Do not sit continuously on your seat for over 30 minutes. Take a 5 minutes break.  
Take a walk or walk a talk.
- Listen to your favorite thing before you start your work.
- Write notes when you wrap up the work at the end of the day. See what have you accomplished from overnight notes and what is pending. Prioritize pending tasks the next day.

When we look at the career earnings of successful freelancers. Someone who makes \$30k or above in a year is making good money. The chances are, they are self-employed but there is also a chance they balance their money.

One of my favorite books Rich Dad Poor Dad sweats great lessons. You should save some money for the rainy days and also never put all the eggs in one basket. It means, you should invest — so the same money comes in handy in the future.

Remember, you can't freelance yourself all your life. There will come a point when you won't have the same drive to progress towards work as you probably had in the beginning.

The fire in the belly beings to diminish as the years wear on. It is very important to form a team that could take care of your work and at the same time, it is equally important to invest in other businesses so you can enjoy the profits down the road.

Yes, freelancing could help in making some serious money. Yes, you can survive your life on freelance work but you have to be smart enough to schedule the process.

The bottom line is, planning is the key!



## *Continuity comes from regularity and here is how the regularity comes from*

It is true that success is dependent on your willingness to show up daily. The fine line that parts successful people from struggling people and makes an ordinary life extraordinary is regularity. You become regular if you continuously thrive towards your goal. The regularity in life comes from self-discipline. It is also very important to understand that you can only adapt self-discipline in life if you are determined.

Here is how the successful life cycle is formed.



**Continuity > Regularity > Self Discipline > Determination.**

If we look closely, all 4 parameters behold a paradigm link to one another. They are not predominately different from one another but weigh in heavily toward assisting one another.

For success, these 4 factors are as important as Water, Food, Sleep and Oxygen are for survival. Life is the best teacher. Those who assess their setbacks, analyze the reason for their lack of success end up prospering in a long run over those who do not realize and never work on the reason for setbacks. Failure is not bad but if not assessed, it is as dangerous as a scam on the surface that eventually spoils the whole water.

## Respect Yourself:

We must respect ourselves and the best way to know your value is by start respecting the time. We need to formalize self-discipline in our life and stay determined by continuously follow an action plan to pursue goals of life. Little by little one travels far, bits by bits you build a block but continuity is a pre-requisite and determination is the key.

Keep doing it. Don't pay heed to naysayers putting your down. They oppose you because they are not able to match you. It's true, they were unable to do what you are aiming to achieve in your life.

Every individual possesses similar characteristics but the difference is, their approach towards life. Another striking difference is, how determined one is to push themselves without stopping and continues moving forward.

## Those who don't stop are the winners:

People told the Chinese richest man Jack Ma in the '90s, you're a failure. You will never succeed. His own life experiences were full of disappointments and rejections. He believed in himself. One idea about the internet and by regularly working on his dreams, he was able to achieve no other man could ever do in China.

The winner is a loser who probably just tried one more time. Take inspiration from successful people like Jack Ma.

Do not stop, do not give up on yourself. You've got a chance!



# *Why Should Your Business Website Choose WordPress*

There are hundreds if not thousands of platforms out there that you can choose to base your website on. What makes things difficult for business owners is that they don't know which platform suits their needs, whether that's due to a lack of website management experience or simply because there are too many to choose from. WordPress, however, [should be one of your first choice options](#). Read the linked article to find out about these 15 reasons to love WordPress.

## **It's Cost Effective**

WordPress, along with many other Content Management Systems (CMS) out there, is very cost-effective to implement. WordPress is free to use, easy to set up, and very easy to manage, it makes running an online business very efficient. There are no costs involved when it comes to creating a WordPress blog (unless you're paying a small monthly fee for web hosting) and it's going to save you a fortune when compared to implementing a custom website solution.

## **It Has Everything You Need**

Even some of the biggest online businesses opt for WordPress because it's easy to manage and has all the features you need to create a full-scale e-commerce platform (or a website for any other reason). WordPress is also very popular among developers which mean you have instant access to all the popular plugins and themes to make your WordPress-based website look like it was custom built.

## Security is Easy

It's also very [easy to secure your WordPress website](#) thanks to the features that WordPress can provide to you. Simply activating a few plugins and using a strong password could be all it takes to increase security through the roof. You may find that, with other platforms, they have overlooked many security issues and that has had a severe impact on some businesses. If you're worried about website security and keeping your customers' data safe at all time, choose WordPress and you'll not regret it.

## Search Engines Love WordPress Sites

WordPress is very search engine friendly. Developers have made it their priority to provide a CMS that can do well in the search engines, for whatever the website owners use. Having a good presence in the search engines these days is highly important and, if you have one, you're going to have higher converting visitors thanks to the organic traffic they provide.

## Easy to Customize

You don't need a lot of website management experience to be able to customize WordPress to suit your needs. Of course, should you want to delve further into backend programming, you'll find that the open source features that WordPress is based on will make programming a lot easier to learn. Thanks to the many plugins and themes available in the free database, you'll find it very easy to get a website online to suit the exact needs of your business.

WordPress is used by more than 75 million websites worldwide and that's [for the above reasons](#). If you haven't yet had a chance to look at all the features that WordPress possesses, it would be wise to have a look to see what the platform has to offer – it certainly won't disappoint.



# *Three Ways to Improve Your WordPress Blog*

For personal bloggers and business bloggers alike, WordPress is a great platform on which to build a blog. It's cost-effective, it boasts a powerful content management system (CMS), it grants users the chance to tweak their site on the go, it has convenient syndication, and it comes search engine optimisation (SEO) ready.

If you're to truly maximise the potential of your WordPress blog, however, you cannot rely on all of these features that come as standard. If you want to take your blogging platform to the next level, you're going to take matters into your own hands. More to the point, you're going to have to put the advice laid out below into practice.

Here are three ways you can improve your WordPress blog:

## Know your WordPress terms

Before you go ahead and join the 75 million bloggers worldwide who are currently taking full advantage of the benefits that WordPress offers, you need to brush up on your WP terminology. Well, how are you going to enjoy the platform's 'convenient syndication' if you don't even know what syndication is?

*Here are some of the WordPress terms that you need to know:*

**Action Hook** — a feature that is added to a WP core file and gives users the chance to insert extra code

**API** — [Application Programming Interface](#) is a codebase that allows users to interact with one or more systems at a time

**Metadata** — data that provides information on other forms of data

**Post type** — refers to different types of content

**Syndication** — the transfer of control or management from one host to another

## Choose an optimised WP host

Should you ever feel the need to take your WordPress site to another level, you should consider the possibility of having a host. By taking such action, your WP site will be sure to enjoy faster speeds, enhanced security, and improved usability features.

If you want your users to be impressed by your blog, it's imperative that you choose a host that offers a specific [WordPress Hosting](#) package, such as Krystal. Their triple-redundant 100% NVMe SSD architecture is designed specifically for WP, meaning they can deliver blog speeds that are a whopping 300% faster than other standard web hosts.

Some of Krystal's most impressive and prominent WP hosting features include:

- Daily backups
- Scalability
- High-availability (HA)
- Super-fast speeds
- Free staging
- Integrated SSH
- Install a publishing calendar

If your WordPress blog is to engage your audience, you need to be producing valuable and insightful content on a regular basis. To help you keep up with the demand of having to

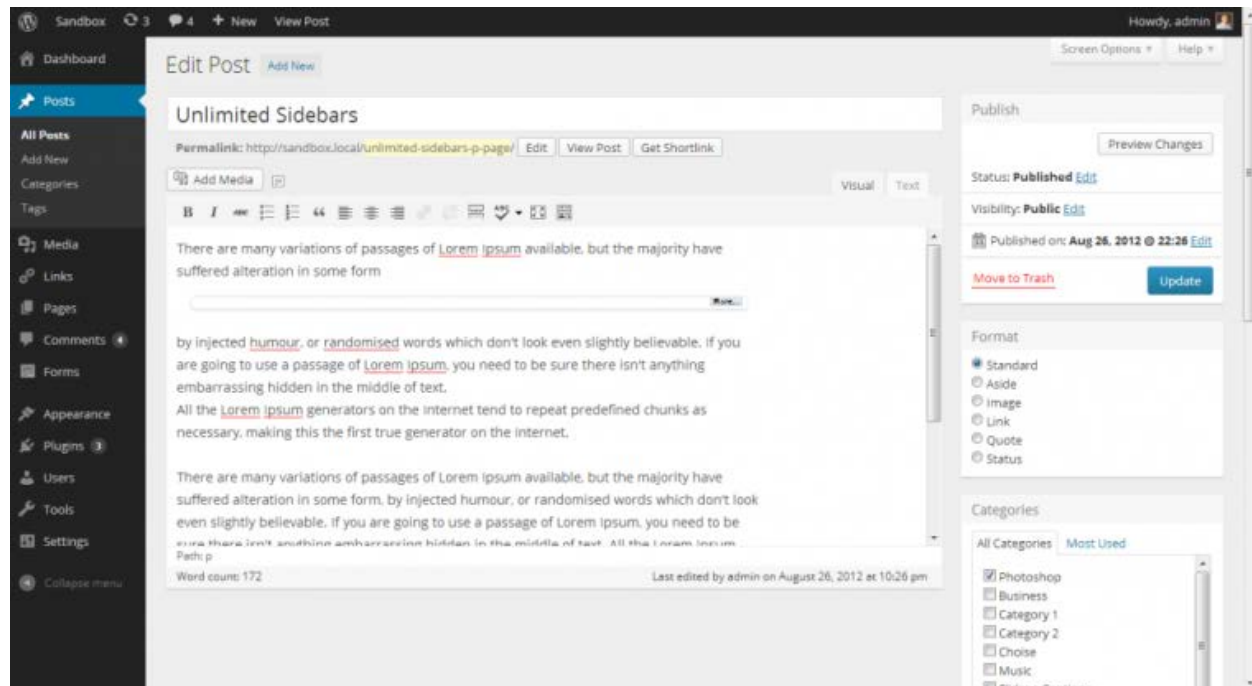


upload posts consistently over a sustained period of time, you should be sure to install a publishing calendar onto your WP site. This will allow you to schedule your content upload schedule well in advance, meaning you wouldn't ever have to worry about missing the important publishing deadlines that you set yourself.

If you want to take your WordPress site to a whole other level, it's essential that you put the above advice into practice.



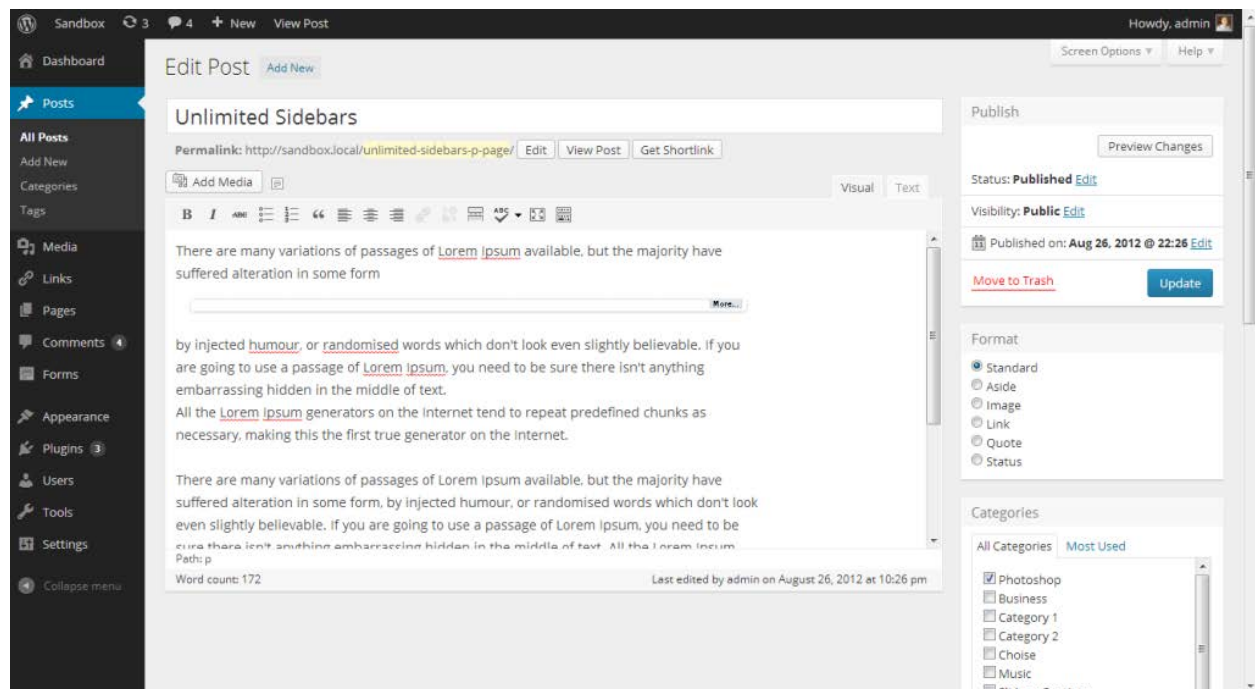
# *WordPress lets you write and collaborate in Google Docs*



WordPress lets you write and collaborate in Google DocsWordPress is used by millions of people for writing posts for their everyday blogs. A person who earns a living by writing in WordPress, the inability to edit and the possibility of losing drafts makes it difficult to work with and sometimes make it less preferable in the user's eye. Google Docs is considered much more powerful as it allows users to edit the same document at the same time. Whereas it becomes difficult if a person has to copy and paste a draft into WordPress. The images also need to be uploaded to WordPress and are reformatted for the post before publishing.

But users need to fret no more as with the collaboration between Google Docs and WordPress, this problem has been solved. Users can now write on WordPress and publish their documents from Google Docs. Editing together with colleagues with no fear of losing the work to bugs, has been made much easier with this new integration.

The company has recently launched a new integration of Chrome that allows users to write, edit, and collaborate in Google Documents. They can then save their work effortlessly and publish straight to the blog. This will prove useful for writer and bloggers who depend on WordPress for publishing their drafts. The new feature offers to use both at the same time. For this purpose, users are required to install a [Google Docs extension](#) which is [open source](#). The extension can be opened by adding Adds-on menu in Google Docs.



Users can move on once the WordPress site is associated. After this, users can write a post in Google Docs, incorporate images, links, and headers. Once this is completed, the draft can be saved into WordPress. All the documents in the Google Drives accounts will not be accessed by this extension.

Only those documents for which the WordPress integration has been used can be viewed by this extension. With JetPack plugin, this works with any of the WordPress websites.

The advantage of getting this extension is that it notifies users if the post has been modified in WordPress since the last time it has been opened in Google Docs and the draft can be

updated multiple times from Google Docs. For those who have been using the default WordPress back end, everything works the same way. They will just allow a writer to write and publish posts on WordPress in a slightly different manner.

## *Add a free SSL certificate to your website*



The faulty security that has led to numerous credit card numbers being shared publicly has made many consumers wary about shopping online. Without a consumer's confidence that comes from a secure site, there is a lot of potential for the sale to be stopped dead in the tracks. As e-commerce expands, customer trust is essential for the financial success and business growth. This is the reason; people are deciding to purchase SSL Certificate for their online security. Purchasing a SSL certificate is the most important part for organizations as well as individuals because it not only creates secure, encrypted connections but also indicate the legitimacy of a website and the company behind it.

Following is the guide for installing a free SSL certificate to your WordPress site by using [Let's Encrypt](#). Below is an explanation of what a SSL certificate is and why you need to install it

## What is a SSL Certificate?

Over the internet, information is shared through the HTTP protocol which is unencrypted by default. This means that this information can easily be interrupted. This is where the Secure Sockets Layer is required i.e. SSL. An AAL is a collection of protocols that is designed to encrypt the transmission of data. By combining the two, users get a secure way of accessing and interacting with a site. The SSL certificate confirms that the site customers are interacting with are both encrypted as well as authentic. Let's Encrypt, CAcert, and DigiCert all are the certification authorities that work in the back to validate site ownership at various levels. These authorities then, issue the most suitable certificate. After the certificate is installed, the data encryption between user's browser and the site's server is enabled.

## Why is there a requirement of a SSL certificate?

All those people who are running an online store, they are most required to be using HTTPS because

**It helps to accept payments securely:** While shopping on the website, customers make purchases by entering their credit card information, it is important for them to be assured that their sensitive information will not be shared publically.

**For securing web forms:** It usually happens that online stores ask for customer's personal information by asking them to fill in web forms. This secures the information from being leaked to hackers.

**For protecting the login information:** It is important to keep the user login information secure and encrypted. All WordPress sites are the database-driven sites with protected password back-end access.



In the past, the costs of implementing SSL certificates have been costly for the site owners. WordPress has recently announced that it will recommend hosting companies offering SSL by default. For ordinary website owners, Let's Encrypt has introduced an easy solution in order to benefit from the SSL process.

## Let's Encrypt:

Operated by the Internet Security Research Group, Let's Encrypt is a new certificate authority. The basic purpose of this authority is to enable everyone to be able to use the SSL certificates. It provides full support to IDN, ACME DNS challenge, ECDSA signing, and IPv6. It helps the common people to set up an HTTP server and have it obtain a browser-trusted certificate. The best thing about Let's Encrypt is that it is open-source and helps developers to stay in a position to fix it, add to it, and even update it.

## Adding a Free SSL certificate to your WordPress site:

There are two main ways to get a SSL certificate from Let's Encrypt.

### Step 1:

This is the first route to do it manually. For this purpose, users need to follow the official documentation by Let's Encrypt for getting started. The installation options are now included by many popular hosts in the admin panels. Three steps are involved in this process

User portal login

Approach the website-name>SSL> Add certificate> Get Let's Encrypt

Selection of domain for which HTTPS is required

## Step 2:

As a SSL certificate is successfully installed to the WordPress website, this means that the site now applies the HTTPS protocol rather than using just the HTTP protocol. The URLs of the WordPress site need to be changed for actually benefitting from SSL.

## Update WordPress URLs on new sites:

For configuring SSL on a brand new WordPress installation, it is necessary to update the URLs. The process requires users to start to head up to setting>General from the WordPress admin panel. Then scroll down to the WordPress Address (URL) and the Site Address (URL) sections which would be similar to the image given below

For using HTTPS, users need to update both fields in the text fields of both sections and replace http with https.

For continuing, it's important to tap the save button. All the sites URLs must be updated by now.

## Upgrade WordPress URLs on prevailing sites:

Installing a SSL certificate to prevailing WordPress site have the chances to be indexed by search engines. As links are probably shared with the website using http in URL, users need to confirm that the entire traffic is directed towards the new http URL.

The process includes directing to plugins> Add New from the WordPress site's admin panes. Then search for the Really Simple SSL plugin. After installation and activation, your website will automatically be configured to run over HTTPS by updating the .htaccess file or running a JavaScript code.

### Step 3:

For the users who have installed Google Analytics on their WordPress site will also be required to update the setting by adding the new, https URL. For getting started, users need to login to their Google Analytics account and navigate to Admin>Property Settings.

By clicking on the drop-down menu, users can update the Default URL from http:// to https://

The settings will be updated once the Save button is clicked.

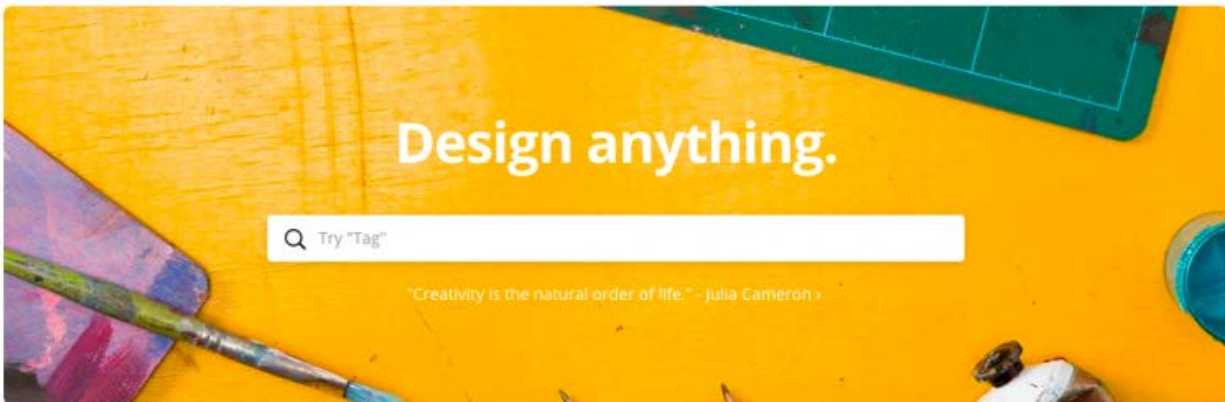
### Conclusion:

Personal information will be allowed to be transmitted once the connection between visitors' browsers and your site has been encrypted. It will enable to accept payments and protect the user login information without getting it leaked. Let's Encrypt makes it possible for ordinary users as well as developers to move towards a secure HTTPS protocol by installing an automated and free SSL certificate. Just keep three steps in mind that are essential for installing a free SSL certificate from Let's Encrypt: With the help of your current hosting provider, you need to install a free SSL certificate.

Updating the WordPress Site's URLs. And updating the Google Analytics settings for your WordPress site.



## *You can create free exciting graphics for your social media posts*



With Canva, You can create free and exciting graphics for your social media posts.

You must have heard this adage, a picture is worth a thousand words. It means a picture can attract the viewer. For social media experts who do not have access to premium graphic designing tools or a graphic designer, Canva takes away this worry.

It is an online website that lets you create exciting, eye-catching graphics for almost anything. The website offers a wide range of free to use ready-made templates that can be customized. Starting from logo design to brochure, from flyer to posters and even videos, Canva offers everything. It takes literally five minutes to create a decent looking graphic for your social media. Take a look at this graphic I've just created for my Facebook, YouTube video.

Exciting, isn't it?

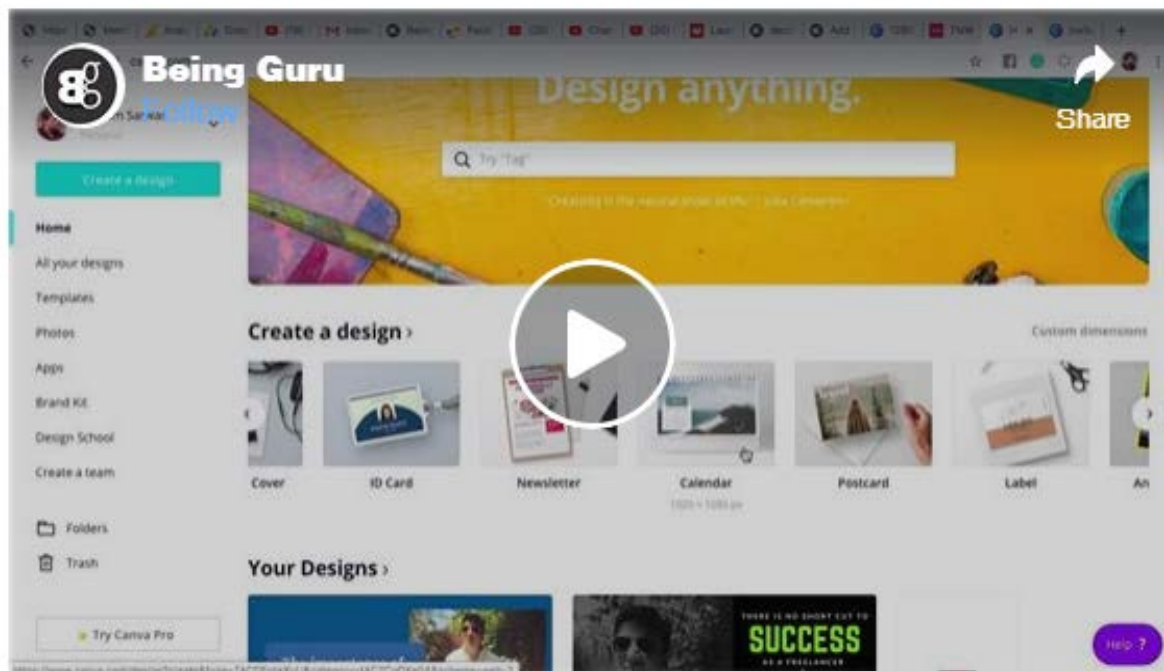




## How does the site work?

Using Canva is easy. All you need to do is sign up using any social media account and use pre-made templates, customize them according to your requirement and save the output to use on your social media.

[Watch the video:](#)



# *Why do freelancers fail? – A deep dive into the world of freelancing*

Freelancing is a buzzword almost everybody is familiar with but it is going to be the most prominent profession years ahead. With so many people preferring work from home and choosing to be their own boss, it can be safely predicted that one out of 5 people will prefer freelancing in the future.

About 56.7 million Americans freelanced in 2019. This number suggests, Americans are spending more time freelancing. People prefer freelancing because they prioritize lifestyle over earnings and this lifestyle brings balance in life and provides more opportunities. Freelancers prefer getting skills training over a four-year college degree and that makes sense too. Freelancing is all about skills and with the help of technology, freelancing has just got easier and more effective for online workers. More people feel secure with freelancing than ever before.

According to a report of [Freelancers Union “53 million”](#) report, here are some interesting insights into freelancing.

- Freelancers contribute an estimated \$715 billion in freelance earnings to the US economy.
- Twice as many freelancers have seen an increase in demand in the year 2018.
- It is estimated that 80% of non-freelancers are willing to do work outside their full-time job to make extra money.
- Earning extra money with work-schedule flexibility is the top driving force for freelancing.
- 69% of freelancers give credit to technology for making it easier to find freelance work on freelance marketplaces such as Fiverr, Guru, Freelancer.com, and UpWork.
- 77% of freelancers believe, best days are yet ahead for freelancing.
- 65% say, freelancing as a career is far more respected today than it was three years ago.

## Why do freelancers fail?

Freelancing requires both soft skills and hard skills in order to succeed. Many freelancers, especially in the subcontinent, struggle to ace at freelancing because they acquire good computer skills such as graphic designing, web development, content writing, and many others but they lack communication skills to express themselves and sell their services. Because of the lack of communication skills, they are topped off by their competitors who can speak well and sell their services.

According to my 2 decades of [freelancing experience](#), freelancing is all about communication skills. There must be a reason why this soft skill has always been in demand and ranked as one of the top 5 skills in 2019 and 2020 according to a LinkedIn.

### [Watch the video:](#)

Freelancing requires the art of persuasion, it requires one to communicate effectively to provide solution to the problem stated in the client's project placement. It requires an effective selection of words to convince the client; why you are the right choice for selection.

These 5 books are highly recommended by the world's famous millionaires to learn the art of communication.

Freelancers fail because they are unable to communicate effectively. If you want to become a successful freelancer, learn how to write, how to talk, chose your words wisely and learn how to sell your services.

# *Future of freelancing is skills not a four year long college degree*

Freelancing is becoming extremely popular recently. In countries like India, Malaysia, Pakistan, and China, people are preferring freelancing curtesy huge gaps between industry and academia.

Freelancers are self-employed. They work from the comfort of the couch at home. They are responsible to find projects, win them and deliver on the agreed schedule and get paid.

For the Freelancing, there are many niches in demand. These skill sets are relatively new and have surfaced after the birth of the internet. The skillset such as web designing, web development, mobile app development, and many administrative jobs are high in demand and continue to grow in the modern times.

For an employer, choosing a freelancer over a full-time employee is more beneficial. They do not have to pay their insurance fees, monthly salary and other benefits a typical job requires.

For skilled resources, freelancing is pure freedom. It demands to excel in a particular field, learning a skill and offering that skill on different freelance marketplaces and make money.

In order to become a successful freelancer for computer-related jobs. You do not require a 4-year college degree. All you need to master is a skill-set and ability to communicate effectively in order to sell your services online.

College degree for computer-related skill-set does not teach you all emerging, trending skills in demand by the industry. As a freelancer who has been freelancing for over 2 decades, I have seen kids starting freelancing before getting an admission into college and also making good money.

The reason for their success is attributed to their ability to master a skill to perfection and also work on their communication skills to do effective business development.

The Internet is full of education. Websites such as YouTube, Lynda, and Udemy offer comprehensive courses to learn the emerging, trending skills online and pursue a career online.

In short, if you want to become a successful online freelancer, you do not necessarily need a 4-year college degree. Learn a skill, master it to perfection. Learn the art of communication and business development and you are better destined to become successful.



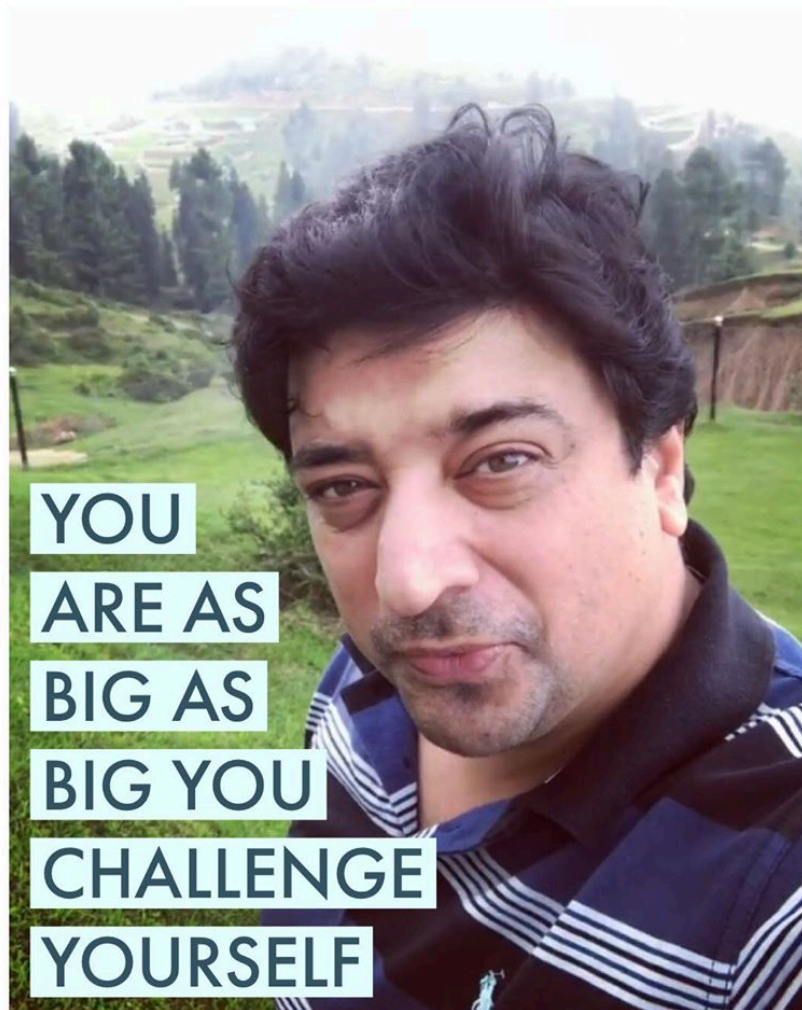


## *You are as big as you challenge yourself – Hisham Sarwar*

Sometimes, life has a cruel way of testing us. We get stuck in difficult circumstances and surrounded by the people who put us down. The continuous course of bad events effects us mentally. The first and foremost key to break the traditional mental barriers is to strengthen the mind.

People do not take a risk in thinking big, in building a business or life relationships because of fear and it makes one weak and stay uncomfortably content with their current state.

*“80% of success is psychology – Tony Robbins”*



It is the presence of fear that does not encourage us to think out of the box and act for change, a chance to reshape our life for a better and prosperous future. Generally, we are so afraid of people voicing their opinion and being judgmental that every new thought process just stays inside our head and does not become a practical reality.

If you can co-relate to where I am going to, read on...

We have 'fear' installed in us as our primary response/defence line by default. But, letting go of fear is the only way we can live a true life, chase our dreams and eventually become successful in our life.

## Sounds bookish, how do we do that?

The amazing life story we hear every day about Bill Gates, Steve Jobs, Mark Zuckerberg, Elon Musk and my all-time favourite Jack Ma tells us that 'impossible is nothing' and only if we step up to break our mental barriers and act on doing something, we can improve and become successful.

Those who have tasted success, made money have always been the one who stepped up to the challenge and worked. It is not necessary to work your ass off, work smart is the new silver lining which could make one go places and become successful.

## About Me:

Hi, My name is Hisham Sarwar and I am Co-Founder of Being Guru. I am a Freelancer who started with a single computer 20 years back, a broken chair and a very weak internet connection but with the aim to reach high and become boss of my own, today, I own a medium-sized company and run three successful Silicon valley backed startups.

I am also the first Asian who has been rewarded with a testimonial space on Guru.com website home page, one of the world's largest freelance marketplace and those who do freelancing know how hard it is to get featured with your website address on a freelancer website homepage.

I started this blog post by saying ' life has a cruel way of testing us' and I have experienced that a hard way. When I and my co-founder talked about starting a Motivation, Technology blog – we got all the best possible flag from people around us voicing their opinion such as 'Why would someone see your work, there are so many other blogs and pages out there with cemented place for decades' and the list goes on and on.

I always had this clear understanding of myth in my mind even before I started doing freelancing decade back.

*“Don't just think, get off your bed and act now.”*

It is better to fail after trying rather feeling sorry 'only if I had done it'. On a personal note, give me a thousand lives, I will still try and do what I think feels right and I will try with all my heart out. Bottom line is, "I will do it".

Yes, I have lost more money and time in other startups than most of the people who have not even got started but, those experiences have taught me invaluable life lessons and eventually improved me as a better individual who could bring a change not only in his life but also others.

## Do you know why do we feel sorry about work, relationships in our life?.

It is because we just don't get started and have the courage to act. Action speaks louder than words, if something feels good, break your mental barriers and go for it with all your energies and best efforts.

It's okay you may lose but at least you won't repent on your death bed asking yourself a very important question "I did not live my life to the fullest"

Remember, you are as big as you challenge yourself.





*Happy Learning*

*Hishan Sen*