The 'Freelance Fortune Formula' Paycheck Checklist
Winning Your First Jobs on Upwork

With over 60,000 jobs posted every week, **Upwork** is the biggest single source of freelance jobs and projects worldwide. And now you have an unfair advantage in the race to win lucrative projects.

Here are the hottest tips and most valuable Insider secrets direct from Upwork top-rated seller, **Sam Palmer!**

Use Sam's **Paycheck Checklist** to collect regular payments from **Upwork**, the world's biggest freelance jobs marketplace.

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Step 1: Doing Your Research

To succeed on **Upwork**, you need to lay the right foundation. Do detailed research to identify the best opportunity for you:

1. **Check there's a market for what you want to do**
2. **Look at what the best freelancers are doing**
3. **Find any niches you can focus on**
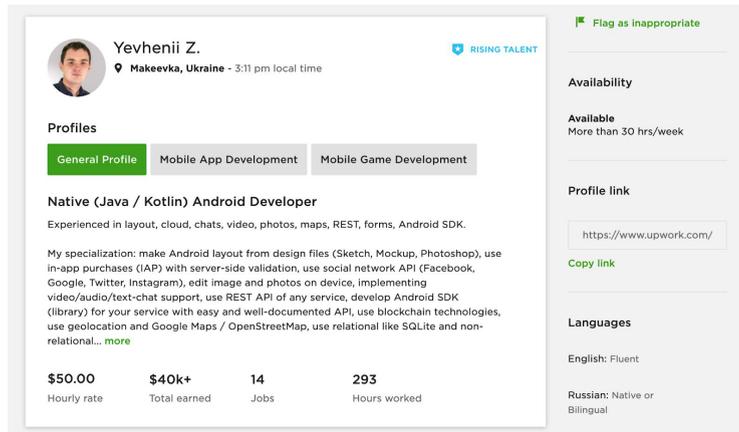4. **Make sure Upwork is right for you**

Step 2: Getting Accepted

ACCEPTED

To get accepted as a freelancer on **Upwork**, you need to present yourself professionally. If at first you don't succeed, try and try again!

1. **Complete every possible part of your profile before you apply**
2. **If you don't get accepted right away, keep applying**
3. **Still no luck? Adjust your profile to a different niche with more demand and fewer freelancers**

Step 3: Building a Great Profile

Creating a strong profile is a critical element in achieving success on **Upwork**. Here's how to exceed expectations:

1. **Pick a niche and specialize**
2. **Upload a good photo**
3. **Tell the story of why you're perfect for the jobs you want**
4. **Write a headline that's specific and relevant to the job you're applying for**
5. **Make your whole profile client-centric (NOT a resume)**
6. **Complete relevant skills tests**
7. **Update regularly to match jobs you've recently applied for**
8. **Create a portfolio that's relevant to the jobs you want**
9. **If you don't have portfolio items, create them!**
10. **Upload portfolio items to a website or cloud service (so you can share them directly with a link)**

Step 4: Preparing Winning Proposals

A great **proposal** will give you a huge head start on winning a job. Here are some tips to help you stand out from the crowd:

1. **Check the client isn't a 'difficult' person that gives bad reviews**
2. **Personalize your proposal by looking for their name and preferences in their reviews**
3. **Make the proposal client-centric (talk about their problems and goals and how you can help)**
4. **Write an attention-grabbing 1st sentence**
5. **Address every point in the job description**
6. **Show how you can add value to their business**
7. **Put direct links to your relevant portfolio items**
8. **Make them an offer (I'm new on Upwork, I'm offering...)**
9. **Make talking to you seem fun and valuable, even if they don't hire you**
10. **Tell them to message you (through Upwork)**

Step 5: Completing the Job

Got the job? Great. Now you need to impress the client by **exceeding their expectations**…and then some!

1. **Always go above and beyond**
2. **Communicate often, even to just keep them in the loop**
3. **Never risk a bad review**
4. **Always ask for a review**

Step 6: Make Your Freelance Fortune on Upwork

Now you have all the information you need to become an Upwork top earner like Sam. But nothing will happen unless you take action.

So don't just sit there! Head on over to **Upwork** and [create your account now.](#) Then put Sam's **Paycheck Checklist** into action and start pulling down lucrative freelance projects.

[Join Upwork](#)