

Part Time Freelance Income

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Part 1: Freelancing - Basics

In this lesson, we will begin introducing you to the Part-Time Freelance Income system.

In part #1 here, we will cover freelancing basics. We will help you to understand what types of services you can offer so that you can generate revenue with freelancing. The basics involve you getting paid to work for someone else. A freelancer isn't a regular employee with regular hours.

Instead, you get paid to do work for someone else. You may work for them 5 hours this week and 50 hours the following week. It just depends on the type of work they have for you. Keep in mind, freelance work can be short term. You may do only one short project for someone. You may have 10 projects going at once, and you will need 2 or 3 hours to complete each of them.

Typically, with freelancing, you will work with many clients. You set your hours; you work on your own terms. You typically work from your computer at home or where you have internet access. **Many successful entrepreneurs do freelancing full time.** It is how they make all their income. You can make very good income as a freelancer. In fact, many people have a 6 or 7 figure income from this type of business.

You will find this with those that make good sales copy. They make huge amounts of money. So do those that do well with SEO or with creating websites. The better your work is, the more clients you get and the more money you can earn. This doesn't have to be a means to an end. Instead, it could become your full time work.

The beauty of this is that you can get started with absolutely no money up front. Once you learn some of these methods and things you can do for other people, you can do services for potential joint venture partners. Let's say you created your own project and you want others to promote it, the best thing you can do to get their attention is to do things for them.

Figure out what you can do to help them. Maybe it is updating their website or updating their sales letter. **You can do freelancing to make money but you can also use it to earn credibility and respect.** Then someone can start to do something for you. Think about long term profits. You may not make money right away, but you will for the long term. You may need time to set yourself up to work with potential partners.

To get started, you need to pick the types of freelance services that you offer. I am going to go over each of those that you can offer and services you can provide for others so you know how this works.

- Writing services – e-books, reports, articles, blog posts

- Graphics – PhotoShop services, create e-covers, banner ads
- Video services – recording, editing, screen captures, tutorials
- WordPress – setting up blogs, integrate themes
- Posting content on blogs – want a good writer that can do it often
- Web design – build and update websites
- Social media services – Twitter, Facebook, Linked In, comment, create content
- Forum posting – ask questions, answer questions, get exposure for them
- Consulting – Help with a particular subject or task
- Technical set up – create sales pages, squeeze pages, HTML, payment buttons
- Recruiting JV partners – You can get paid to take care of the recruiting
- Business plan creation – Help them get a loan, expand their business
- Resume writing – find a job, better job
- Tutoring – any topic
- Care/tip advice – coupons, lawn care, golf, etc.
- Travel planning – save money on travel, book adventures
- Critique – Listen to speech, public speaking and give them feedback
- Bookkeeping – Keep the books for a company

Think about what you are good at as the options are virtually unlimited. Think outside of the box. What do you do every day? What Type of tasks do you already do at your job? If you are human resources, you can be good at writing resumes. You can tell people what a business looks for that stands out. Do work that won't violate the contracts of your current employer.

As long as you have the free reign, you can do what you do on your regular job without sharing your employer information, you can do it. You can get started with freelance work from home for extra money or as job.

I gave you some good examples, but check out www.upwork.com and you will see all the different categories. Each of the above mentioned categories have subcategories

that you can look at. **These projects are in demand and people need help right now.** Press release writing is something that people really need help with. PowerPoint development can also be something you make lots of money with.

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You can create videos for people. You may know how to use software for movies and editing. You can become an expert. You can take any of these platforms and learn more about it. Go to Google or Bing and practice. Get advice from people in the industry. Then start selling your services. You don't have to be an expert right now to start out.

Customer service work is a good one – technical support, phone support. Transcription is another very big service. This is to show to you that there are so many different options for you. There is no reason for you to be an expert. Anyone can become a good writer – it is in great demand. Find tips and tutorials online.

Business owners are paying for all types of services through freelancers. You know what you are good at. Most of you can become a great content writer. If you have certain software, use it. You may be good at PhotoShop – use it to make money. You may have QuickBooks that you use daily at the office.

On the weekends, do freelance work and use those skills. The key is to visit this lesson again. Think about what service that you can offer to the market that you can provide them as a value added service.

Decide what you would like to do. If you need to revisit this lesson again, do so. If you need to think about it, take some time. Everyone reading this though can potentially offer services without leaving home.

From the comfort of home with internet connection, you can make money. The purpose is to find something.

You can create reports, articles – anyone can become a good writer. You can make good money doing so.

Now we are going to move to the next part. How to make money being a great freelancer.

Part 2: Freelancing - Websites

There are websites and job boards that offer you a chance to promote yourself and to find those that are seeking help. It is one of the best ways to start finding work and to make money. These high traffic sites connect freelancers with clients.

Basically, you will complete a profile and then you can start bidding on jobs. Some sites will let you post your services for clients to find. We will address that as we move along. The best way to find jobs is to get going and set up on a few freelance sites.

Take the time to complete a good profile before you apply for any jobs. All of the information helps them to verify you as a freelancer and a person. They aren't going to share all of the details from your profile with each potential buyer. However, the website does want to have some basic details to verify you are a real person.

You will need to take a job readiness test so that you can apply for up to 20 jobs per week. That averages to about 80 jobs per month just by completing this free test. That will set you apart from those that don't. It will give you more chances to bid. Any time that a free freelancer site has a free test for you to take, do so. It is good for your continued success.

Another very popular freelance site is www.guru.com.

They have thousands of potential jobs that you can bid on. Read the job description and if it is a good fit for you, click the green apply button. The site is simple to navigate and you can apply for what you would like to do.

Another very popular site is www.freelancer.com, it used to be RentaCoder but they merged to create a large site with so many jobs. It may be the largest freelance site out there now. These are all high powered websites with tons of visitors on there. It is a very similar process for bidding on them for each site.

You will notice that Freelancer allows you to take exams to for various categories. Only take exams for the types of work that you would like to do. The exams will really increase your chances of getting the jobs you apply for. **You are almost 4 times more likely to get hired on this site for a job if you have completed the exam.** It is well worth your investment of the time.

There are paid options on all of these freelance sites, but you don't have to upgrade to them. Start out with the free options first. If you get to the point where you are making money then you can invest to upgrade your account. If you get the chance to write a proposal, do so. It can help you to differentiate your bid from those of other potential freelancers.

Another website to consider is www.peopleperhour.com.

This is a site where you can connect with various business owners that need help. Individuals who are looking for the kinds of services that you offer. You can sell your services or you can sign up for an account on their website.

One of the features at People Per Hour is that **you can post a job and get paid per hour a set amount.** You can write an article and select if it is a daily project, hourly, etc. You can say that you can write 10 articles in a day for \$60. You can say you can write a press release for \$75 for example.

If you are good at writing, etc. you can make money doing this and you can post your hourly rate. Then those that are looking for help can come across what you posted.

A freelance site that is often overlooked is www.craigslist.com. Business owner's actually pay money to this site to post those listings. I have Baltimore as an example but you can use your Craigslist for your area. However, you can look for jobs listed for locations around the world. They are looking for content, websites, etc. that you can create and deliver from home.

For those of you that can do graphic design work, check out www.99designs.com. If you are into writing you can skip this part of the training. Here, you can go bid on designs that people want help with. You will find plenty of work here and you can be creative. It helps to separate you from the competition too. Next thing you know, you may have plenty of job offers coming in based on previous services.

Another website that is related to only writing is www.freelancewritinggigs.com. If you put in your name and email, they will send you emails about new jobs that you can potentially apply for. You can go through and see what works for you. Most of the jobs can be done from home; they aren't looking for someone local.

Another writing only resource is www.iwriter.com. It is a very good resource because you can find writing jobs instantly. There are tons of them, and it is a great option for you. Create an account and you can get started writing content for money. If none of these options work for you, do a Google search for freelancing site. You will find a multitude of them.

Create a profile, sign up for at least one of these sites, and start writing. Get some samples together that you can show people so that you can **get to work!**

Part 3: Freelancing – Best Practices

In part #3, we will discuss the best practices to help you get more business as a freelancer.

In part #1, we talked about what freelancing is, and also showed you jobs and skills you can do for other business owners and people looking to hire you.

In part #2, we covered sites that offer thousands of potential jobs you could be applying for. That is one of the quickest ways to get up and running as a freelancer without any money involved.

Now in part #3, we are going to talk about best freelancing practices. How you can get even better and more money. For starters, we are going to talk about how you can create a winning profile to post on the freelance sites. First, you want to have a winning headline. Try to limit it to one line on the profile page.

Include your position title, number of years experience, and area of expertise. For example:

**Graphic Designer, 3 years, PhotoShop
Writing, 1 year, Blogging**

If you are new to freelancing, add your top qualities. What can you do? What can you bring to your buyers? Include a good image photo to. It should be clean and professional. It can be taken with a digital camera or a cell phone. If nothing else, ask a friend to take one. Look friendly and professional. Make sure it is only you in the profile photo. With a photo, you will gain more business.

Have a strong opening paragraph in your proposal. Open with your qualifications. What sets you apart? What makes you good at what you do? What makes you the right candidate for that job? Another thing to look at is to explore other profiles, as pointed out in a previous lesson. Look at some of the top profiles of those in your niche.

These are people with experience and that get jobs. It will give you a good idea of what to add on your profile. If you have a college degree, make sure you mention it. Use that to your advantage. It isn't the end of the world if you don't have a college degree. If you do, don't neglect to include it.

Always offer samples of your work. You can add a link or you can add a zip file. You can upload screen shots of graphics, documents of articles, etc. Always have samples – even if you are brand new to freelancing. Create your niches and then come up with samples that you can use for each of those niches.

It is important to have samples. Without them, it can eliminate your chances of getting hired. There can be others applying and you need to stand out. Samples show what you can do. Offer several samples and try to show a variety of the types of work you can do. Offer diversity so that they can see you can do many different things and that you stand out. Make an impact.

Always follow the rules of the freelance site. Be careful about what you share in your details. Many of them don't allow you to enter your full name or your email. They will get offended if you offer your direct email or your phone number. You can get warned or banned from the site. You can use the private message features that the freelance site offers.

It is also for your own protection. As soon as you start to do work outside of the realm of the freelance site, there is the risk you won't get paid. The freelance sites help to facilitate the flow and to make sure you get paid for the work you complete. They make it a nice, clean, friendly environment to protect both parties as much as possible.

You do want to follow the rules. You can get plenty of work from the freelance sites. You don't want to get banned for not following the rules or doing something you shouldn't have because you weren't aware of. Always use the message features on the freelance site to connect with potential buyers.

After you win the project, you may find more of your details get shared with the buyer. You see this often on freelance sites. You need to just be careful when you bid and you

want to abide by the rules. Don't get your profile shut down or suspended due to something you didn't intend to happen.

Here are some tips to help you get more freelance jobs:

Have your own website or page online about your services. You can set up a free page at www.about.me if you don't have a website. You will find plenty of professionals with social media with a page like this. They often use it on Twitter. You can post your resume and links to your work as well.

This is a great recruitment tool that you can use. You can have some free business cards printed up with this information on it. You can use www.wix.com and www.weebly.com as well. These resources are all in place to help you create a free website to advertise your services and advertise what you can do. It is a good way to appeal to buyers and to make you appear more professional in their eyes.

Social media accounts are also important. Get active with social media if you aren't already. You will be amazed at how many potential clients are at Facebook, Twitter, LinkedIn, Pinterest, and Google Plus. You will find plenty of business people out there that need help.

Use a semi-professional photo on your social media sites. It should be similar to what you use on your freelancer sites. Mention on your social media site that you are a freelancer. Tell them what you do and what types of work you offer. Mention what you do so that people are aware of it. Use social search on Twitter. You can use it to help you find work that way. Do searches for wanted writers or workers. You can connect with them by sending them an @reply.

Do this every day as it only takes a few seconds to do it and check what is offered.

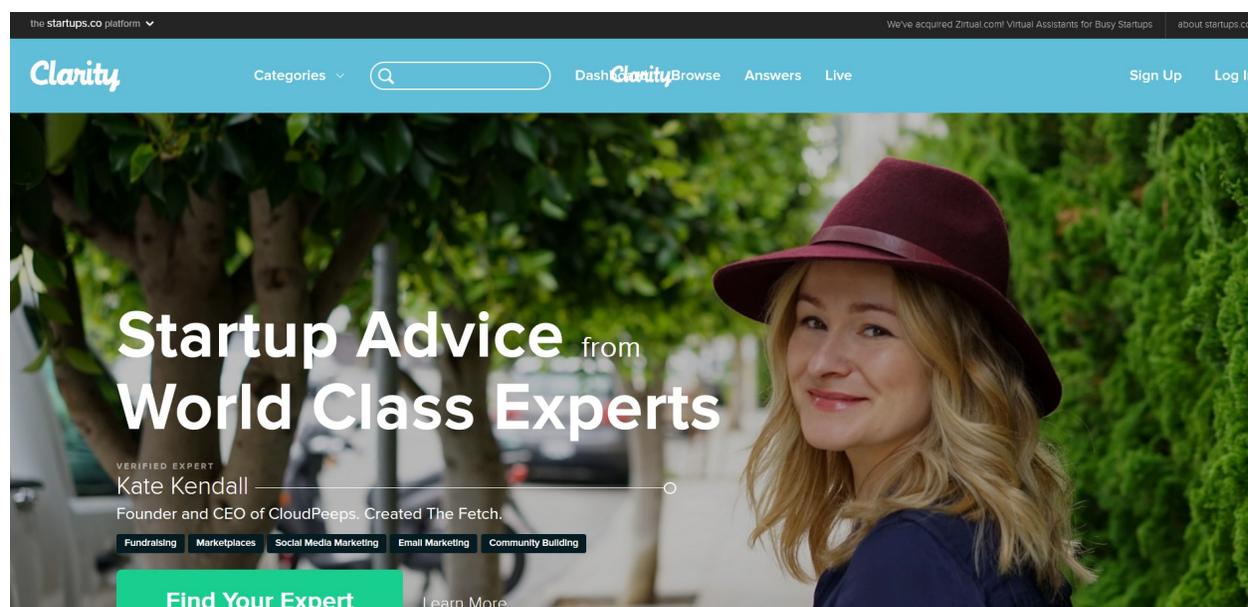
Type in "freelance writer wanted" or any combination of phrases at the top of Twitter in the search feature. Then you can see all the options that will come up. You can utilize such features at all of the social media sites. There is a good chance you will find the types of work you are looking for this way.

Here are some other ideas to help you get more freelance work. Set up an account at www.google.com/alerts. That will enable you to become one of the first to find out about new jobs and opportunities. It also ensures that you don't miss out on any opportunities. You can do your search with various keywords. Then you can create an alert in Google so that they will send to your email as soon as something new comes into play.

You can choose to be alerted immediately or just once a day. You can get the results you want based on the specifics that you choose. You can get unlimited or just a few results. You can always go in and update those settings so that it fits your needs. **The**

notifications allow you to interact and to save time on looking for work. You can be one of the first to find out about that job and to apply for that position.

Partner up with people. Team up with a developer or web designer if you are a writer and vice versa. If you have a good writing project you can send business their way. Graphics experts can help with written materials. A great site is www.clarify.fm and you can provide services to those needing help with a certain issue. You can charge between \$1 and \$10 per minute of your time.



You really only want to do this if you are extremely knowledgeable in a given area. It allows you to tap into the needs within your niche. You definitely need to know your stuff in that market. If you do, that is a great avenue for you to consider. It is going to open up some great opportunities for you.

Here are some bidding strategies for you to consider. When you are bidding on projects, you need to bid correctly to ensure you get the most jobs. On most freelance sites, you have to bid on them. Some of them though are hourly such as People Per Hour. Don't request your highest price to start. **You may need to work for a discount to start to get some feedback coming in.** You have to start somewhere, and those first few bids with feedback are going to be phenomenal for you to benefit from.

Next thing you know, you can get just about any job you want. Your feedback and hours worked will help you to get more jobs. Don't be shy about building up your contacts and your ratings. **You don't have to bid the lowest, but you can't be the highest either when you first start out.** Take advantage of these strategies and get yourself out there to generate more income as a freelancer.

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