

Freelance Profile & Account Optimization Mastery | Upwork, Fiverr & PeoplePerHour

Build a freelance profile that actually gets hired: platform-specific strategy for Upwork, Fiverr, and PeoplePerHour, from setup to your first five clients.

Level: Intermediate Duration: 6 weeks, 4-6 hrs/week Language: English

Curriculum

1. Choosing the Right Platform for You

- Upwork vs. Fiverr vs. PeoplePerHour: How They Actually Differ 18 min
- Matching Your Skillset to the Right Platform 16 min
- Should You Run Multiple Platforms From Day One? 12 min

2. Profile & Portfolio Foundations

- Writing a Headline That Gets Clicked 14 min
- The Overview Formula That Converts 22 min
- Building a Portfolio With Limited Past Work 26 min
- Profile Photos and Video Intros That Build Trust 12 min

3. Upwork-Specific Optimization

- Upwork Profile Setup Line by Line 24 min
- Choosing and Ordering Your Skills Correctly 14 min
- Writing Proposals That Get Opened and Read 28 min
- Connects Strategy: Where to Spend and Where to Walk Away 20 min
- Passing Job Success Score Milestones 16 min

4. Fiverr-Specific Optimization

- How Fiverr's Search Algorithm Ranks Gigs 24 min
- Writing Gig Titles and Descriptions for SEO 20 min
- Structuring Basic, Standard, and Premium Packages 22 min
- Gig Images and Video That Stop the Scroll 18 min

5. PeoplePerHour-Specific Optimization

- Setting Up Hourlies vs. Bidding on Jobs 18 min
- Writing Quotes That Win Without Being Cheapest 20 min
- Building Toward HourlieHERO Status 14 min

6. Pricing Strategy Across Platforms

- Hourly vs. Fixed vs. Package Pricing 22 min
- Pricing to Escape the Race to the Bottom 18 min
- When and How to Raise Your Rates 16 min

7. Winning Your First 5 Clients

- Finding Jobs Worth Your Connects or Bids 20 min
- Proposal-to-Interview Follow-Up That Doesn't Feel Pushy 16 min
- Turning a First Project Into a Repeat Client 18 min
- Asking for Reviews Without Sounding Desperate 12 min

8. Staying Verified & Scaling Safely

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| • Common Reasons Accounts Get Suspended | 20 min |
| • Passing Identity Verification the First Time | 14 min |
| • Running Multiple Platform Profiles Without Burning Out | 18 min |

Pricing

Self-Paced One-time payment, lifetime access	Rs 29,999 (was Rs 52,000)
Live Sessions One-time payment, includes live cohort access	Rs 77,999 (was Rs 138,000)
1-on-1 Per engagement, includes done-for-you account setup & optimization	Rs 215,999 (was Rs 389,000)