

# **ITU-TRCSL Training on ICTs for promoting Innovation & Entrepreneurship**

## **How to earn online through Freelancing**

**12-15 September, 2017  
Colombo, Sri Lanka**

**Shahryar Khan , ITU Expert**



# Agenda

- **Why freelancing ?**
- **What is freelancing ?**
- **Types of freelancers**
- **Where to start ?**
- **Getting started**
- **Skills on demand**
- **Your first job**
- **Payment Models**
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- **Pros of freelancing**
- **Tips and tricks**
- **Success Story**
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## Why freelancing ?

- Sky is the limit for your earning potential
- Ever changing technology brings numerous opportunities on daily basis
- Work on your own hours, and on your own price
- Work from anywhere in the world!
- Start today, even now
- No dress code



# Types of freelancers

- Independent contractors
- Moonlighters
- Diversified workers
- Freelance Business owners



## What does freelancing mean?

- Freelancing means working without being committed to a company or based on a contract.
- Usually freelancing is done remotely
- Should be willing to work in client's time zone
- Should be able to manage yourself and hold yourself accountable
- Can work from anywhere
- All you need is a computer and an internet connection
- You have to negotiate your own rates



## Where to start ?

- As the freelancing area is very popular it offers a variety of platforms to get you started and here are some of them :

**upwork**<sup>TM</sup>  
formerly oDesk

 **toptal**

**fiverr**

**99 designs**<sup>®</sup>

 **freelancer**





# Toptal Profile

🔗 developers
toptal.com  
📞 Call us: +1.888.604.3138

Hire the top 3% of freelance developers



## Muhammad S. Khan

Islamabad, Pakistan • Member since May 5, 2015

Khan is an engineer with interest in mobile application development. He has more than 10 years of experience. He took his first iPhone app development class at Stanford University in 2009, and now teaches short courses on iPhone app development.

Objective-C
Xcode
iOS
Swift 2
MySQL
Android

Java
Perl
Agile Software Development
+ 3 more...

Muhammad is now available for hire

PORTFOLIO

SWAM Tech

Objective-C, MySQL

Flash Map LLC (Via Toptal)

Objective-C, Swift, PHP

International Telecommunication Union (ITU)

Java, MySQL, Objective-C

EXPERIENCE

**Object-oriented Programming (OOP)**, 10 years

**Objective-C**, 7 years

**iOS**, 7 years

**Agile Software Development**, 5 years

**MySQL**, 5 years

**Swift 2**, 2 years

**Android**, 2 years

**Firebase**, 1 year







# Upwork profile

## My Profile



Shahryar K.

\$38.00 /hr

Expert In Web/Mobile Development

📍 Islamabad, Pakistan - 120pm local time

JavaScript PHP AngularJS Node.js

Android App Development

[more](#)

[Play video](#)

## Overview

With over years of experience under my belt, I am the perfect contractor for your project. I specialize in handling from small to medium businesses.

Deep professional insight in Mobile And Web, based on almost a years of experience in projecting and developing full-stack, advanced, content-rich mobile and web Applications gained in projects for prestigious clients in the industry.

Also has has a vast experience in mobile game development.

I build experiences that people love, however I am more than that, a [more](#)

[Profile Settings](#)

[View my profile as others see it](#)

100% Job Success

## Work History

3,402 hours worked  
18 jobs  
\$40k+ earned

## Availability

Available  
More than 30 hrs/week  
response time

## Profile Link

<https://www.upwork.com>



CELEBRATING  
**25 YEARS**  
OF ACHIEVEMENTS





# Advantages of using Freelance platforms

- **Trust** is very important factor
- Guaranteed payment
- Availability of lots of projects/clients
- Can easily build your portfolio/ profile



## Getting started

- As all the freelancers did, you will have to build your way to success, so here are a couple of tips to get you started.





## Choose your Skill



- Before doing anything you'll have to choose your area(s) of expertise. However, you may find that your "secondary" skills can offer up freelancing opportunities. For instance, if you are a strong writer, then you have the potential to develop a freelance writing business.



# Digital VS non-digital Skills

Digital Skills	Non-Digital Skills
Programming	Cooking
Content writing / blogging	Driving
Graphics designing	Teaching
ASO/ SEO	Medical Professionals
Social Media Marketing	



# Build a portfolio

- The world of freelancing lacks the red tape of the corporate world. Many prospective clients are not concerned with qualifications; they simply want to see what you have done in the past and judge whether it is the right fit for them
- Online presence is very important
- Create profile on LinkedIn and Upwork
- List your Skills and projects you have done
- Add a professional looking photograph





# Start pitching



- Getting your first project is the most challenging part
- Once you have completed your first project with good customer reviews, you should start pitching for more projects
- Proposal writing is very important



## Skills in demand

- Here are a couple of skills that are on high demand in the freelancing business and also other skills that you have and can use to get started into freelancing.





# Skills which are in demand

- Mobile application Development
- Web Development
- SEO/ASO
- Content writing
- Graphic Designing
- Voice talent
- Social Media Marketing







## Your first job

- As important as your profile is, knowing what to do in order to get your first job is also very important so here are some tips that that will give you an advantage over other freelancers.





# Be patient !!

*good things  
take time..*

- You're full of determination and drive, but your proposals aren't getting a response. Don't think of it as something bad; be patient. You may need a day to get your first response or three weeks; you never know.



## Carefully read the job description



### **PAY ATTENTION**

- Every client is looking for the best freelancer to suit his needs so it is very important to read the description because it will first help you see if the job fits your skill and it will also help creating a great proposal and by doing this you let your client know you are serious about the job.



## Prepare a strong proposal

- The proposal you submit is one of the most important things a client will look closely, avoid using templates always write unique content
- It should be obvious that your proposal is written specifically for them and addresses details they mentioned in their work description
- Write about
  - Your understanding of the project
  - Your proposed solution
  - Similar projects that you have done in the past
  - Always mention your time-zone and availability
  - Ask questions about the project to show your interest in the project



# Payment Models

- In the business of freelancing there are 2 ways of getting paid.
- This can either be by hours of work or being paid a fixed price.
- Pretty much all freelancing platforms allow you to choose which way you like more.
- But before choosing here are some things you should know about these.





## Fixed payment



- This type of payment allow you to set a price for your work with your client. It is a good method because you know exactly how much you will be earning and if the right price is set both you and the client will get satisfied.



## On the other hand...

- This type of payment can sometime turn into a horrible decision because the client may not like the work or need additional changes and revisions that can add hours -- or days -- to your schedule. If a fixed price project escalates, or more elements or issues complicate the job, you could be stuck losing time and money.





## Hourly payment



- An hourly rate is generally most beneficial to the freelancer and should be used when you're not certain of the job's parameters, such as the deadline, revisions or approval process. If you're working in-house, this is the most convenient and advantageous way to bill: You work a set number of hours and get paid your hourly rate for the actual time you spend on the project.





## Methods of payment

- Money is a very important aspect of this job so you should know how you can handle your profit.

**Payoneer**

**WESTERN  
UNION**

**PayPal**



CELEBRATING  
**25 YEARS**  
OF ACHIEVEMENTS



# 5 rules of every successful freelancer

- Be focused on your work
- Be patient
- Don't Hold Back
- Communication is the key
- Do what you know best



## Pros of freelancing

- Flexible Schedule
- Work on projects you like
- You stay connected
- You are your own boss
- Work from anywhere in the world





## You are the boss

- The moment you start working as a freelancer you take upon you the responsibility of being a boss, your own boss.

**RESPONSIBILITY**  
starts with **ME**





# Are you ready for a challenge ?

- It can sometimes be very challenging to be a freelancer as you may have to work on multiple jobs at once and do them right. You'll also have to always be searching for new jobs and this can represent a challenge sometime, so are you up to it ?

# CHALLENGE





## Tips of the trade

- 1. Don't get stuck with only one platform :

A very good way to make money fast out of freelancing is to extend your profile. Don't just stick with one website, go ahead and try more at once.



## Tips of the trade

- 2. Don't be afraid :
- You may find out that you are not sure how to do something or you are not able to do it after you have taken the contract. Well, don't be afraid, talk to your client and try to find a middle way so everything works out both for you and for him.



## Tips of the trade

### 3. Don't be afraid to negotiate :

The money you take on every job represents the skill you have. If you think the price is not high enough for you negotiate or don't take the job. Some clients may put smaller prices because only freelancers who trust and know their skill will negotiate.





## Tips of the trade

- 4. Work with other freelancers :
- A good way to get you started is to analyse other freelancers profiles and see what you can improve on yours. Also most platforms want their freelancers to become better so they will organise webinars, attend those because you can find very good information.



## Success Story

- 19 year old Muhammadu Mifras belongs to small village in Sri Lanka
- Initially he helped his father manage hotel and do daily chores
- He was a bright child and had interest in computers
- His father accumulated a lot of debt and could barely make ends meet
- His first attempt at freelancing was by chance when a friend need help to host a website
- Another friend encouraged him to start freelancing so he created an account on Fiver
- He learned all the technical skills by watching YouTube videos
- After that he started taking web development classes using Udemy
- Later, he started developing Shopify plugins and joined Shopify affiliate program
- Within an year his life changed completely when he became a Shopify expert
- In October 2016, alone he was able to earn 6,000 USD
- Within 8 months he was able to pay all his father's debt (which was around 18,000 USD)
- Since then he has travelled around the world, while still working remotely





# Conclusions

- Freelancing can serve as lucrative source of income if you have the right skills
- Focus on your areas of strength



# Any Questions ?



**I Thank U (ITU)**



# ITU Angelist jobs

The screenshot displays the Angelist job board interface. At the top, there is a navigation bar with links for PROFILE, CONNECTIONS, JOBS, RECRUIT, SYNDICATES, FREE ANDERS, and MORE. A search bar is located on the right. Below the navigation bar, there are filters for the job listing: Mobile Developer, Remote OK, Contract, and \$20k - \$200k+. A 'Save' button is also present. The main content area shows a job listing for Codementor, a company that provides live 1:1 help from expert developers. The job title is 'Senior Mobile Contract Developer' with a salary range of \$80k - \$160k and 'No equity'. The job is located in Taiwan, Farley, and has 1-10 employees. The product description states: 'Codementor (https://www.codementor.io) is a live 1:1 help marketplace for developers. We are making it easy for developers to get instant help from experts via code/screen sharing, video, and text.' The founder, Weiting Liu, is also mentioned. On the left side, there is a sidebar with options like 'Edit Profile', 'Preview Profile', and 'FIND JOBS'.

PROFIL E CONNECTIONS JOBS RECRUIT SYNDICATES FREE ANDERS MORE

SEARCH

Edit Profile

Preview Profile

FIND JOBS

Browse all

Interested in you

Starred 1

Applied

Skipped

Matches 2

Messages 1

How does this work?

Post a Job

Send Feedback

Help - Terms

Mobile Developer Remote OK Contract \$20k - \$200k+ Save

In Network Role Location Job Type Compensation Company Keywords Filters & Alerts

61 startups

NEW Get featured by taking a quick coding quiz Try Quiz

☆ Yes, I'm Interested No, Skip

**Codementor**  
Live 1:1 help from expert developers  
Active this month 48 applicants last week Taiwan, Farley 1-10 employees  
codementor.io

**JOBS** Senior Mobile Contract Developer \$80k - \$160k - No equity  
Contract - Remote OK - United States - Europe - Asia - Mobile Developer

**PRODUCT** Codementor (https://www.codementor.io) is a live 1:1 help marketplace for developers. We are making it easy for developers to get instant help from experts via code/screen sharing, video, and text.

**FOUNDERS** Weiting Liu - Founder  
Founder & CEO of @Codementor - Starred @SoCoIFelix (YC 07, acquired in '08)