

**KAKO POSTATI
USPJEŠAN
FREELANCER?**





1. Šta je freelancing?

3. Kako do prvog ugovora?

2. Kako do kvalitetnog profila?

4. Uspješan freelancer



NERMIN PLOSKIĆ

PROF. MUZIČKIH PREDMETA
FREELANCER – DIZAJNER & RETUŠER
ITACADEMY WEB DESIGNER
nerminploskic@gmail.com



Šta je freelancing i ko su freelanceri?

Freelancing - honorarni posao, nestalan posao;

Freelancer - honorarac, slobodan igrač.

- samozaposleni
- više poslodavaca
- najraznovrsniji poslovi
- izvršavanje zadataka ili upravljanje projektima



O FREELANCINGU



Kada i zašto se ljudi odluče za freelancing?

- *Svi podaci pokazuju da je nezaposlenost problem broj 1 mladih u našoj državi.*
- *Procentualno ona iznosi preko 60%!*
- *Od toga, 13,4% nezaposlenih mladih su nezaposleni manje od 12 mjeseci.*
- *Polovica nezaposlenih su nezaposleni preko 2 godine.*
- *1/5 preko 5 godina.*

IZVOR: Ministarstvo civilnih poslova Bosne i Hercegovine



Kada i zašto se ljudi odluče za freelancing?

Zamjena za drugi stalni posao

Sloboda od tradicionalnog načina rada

Samostalno – više novca

Dodatni novac pored stalnog posla

O FREELANCINGU



Zašto kompanije angažuju freelancere?

- Nedostatak osoblja
 - Nedostatak stručnog znanja
 - Zadaci van fokusa poslovanja
- + Manje troškova
 - + Kvalitetna usluga
 - + Bolja dostupnost



Dobre strane freelancinga:

- 1. Ti organizuješ svoje radno vrijeme**
- 2. Sam svoj šef**
- 3. Više poslova u isto vrijeme**
- 4. Zarada i ušteda**
- 5. Maksimalno ističeš svoj trud i talent**
- 6. Fleksibilnost**
- 7. Napredovanje**
- 8. Novi kontakti**

O FREELANCINGU



„Slabe“ strane freelancinga:

- sami u svom radnom okruženju
- glavni i odgovorni za tok rada
- poslovi uglavnom nisu stalni
- privatni život
- beneficije

O FREELANCINGU



Šta sve možete da radite kao freelancer?

Web, Mobile & Software Dev

- Desktop Software Development
- Ecommerce Development
- Game Development
- Mobile Development
- Product Management
- QA & Testing
- Scripts & Utilities
- Web Development
- Web & Mobile Design
- Other - Software Development

IT & Networking

- Database Administration
- ERP / CRM Software
- Information Security
- Network & System Administration
- Other - IT & Networking

Writing

- Academic Writing & Research
- Article & Blog Writing
- Copywriting
- Creative Writing
- Editing & Proofreading
- Grant Writing
- Resumes & Cover Letters
- Technical Writing
- Web Content
- Other - Writing

Translation

- General Translation
- Legal Translation
- Medical Translation
- Technical Translation

Customer Service

- Customer Service
- Technical Support
- Other - Customer Service

Design & Creative

- Animation
- Audio Production
- Graphic Design
- Illustration
- Logo Design & Branding
- Photography
- Presentations
- Video Production
- Voice Talent
- Other - Design & Creative

Admin Support

- Data Entry
- Personal / Virtual Assistant
- Project Management
- Transcription
- Web Research
- Other - Admin Support

Sales & Marketing

- Display Advertising
- Email & Marketing Automation
- Lead Generation
- Market & Customer Research
- Marketing Strategy
- Public Relations
- SEM - Search Engine Marketing
- SEO - Search Engine Optimization
- SMM - Social Media Marketing
- Telemarketing & Telesales
- Other - Sales & Marketing

O FREELANCINGU



Freelancing u brojkama

VIDEO

6.200.000



8.900.000.

50.000

\$2000/mjesec

10M+

REGISTERED FREELANCERS

\$1B+

WORTH OF WORK DONE ANNUALLY

3M

JOBS POSTED ANNUALLY

4M+

REGISTERED CLIENTS



O FREELANCINGU



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by LINKgroup

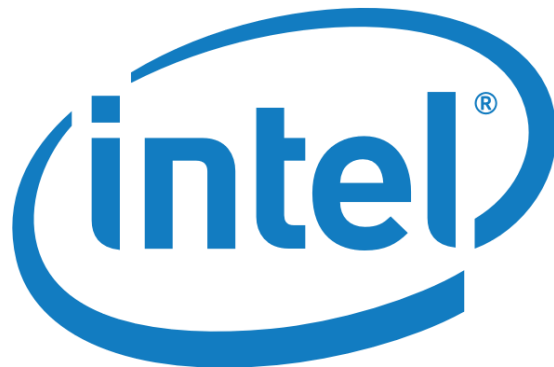
Neki od najpoznatijih klijenata iz svijeta:



BBC
Worldwide



Bloomberg



intel



Nintendo



about.com

O FREELANCINGU



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Najpoznatiji freelance sajtovi:

fiverr[®] **Upwork**  **DesignCrowd**

 **freelancer.com**

 **peopleperhour**


guru.com[™]

O FREELANCINGU



Registracija

First Name
Last Name
Email
Select Country 
Username
Password
How did you hear about Upwork? 
Type the letters below

Unos informacija, potvrda preko e maila,
kreiranje profila

REGISTRACIJA I KREIRANJE PROFILA

What are the main services you offer to clients?



Web, Mobile &
Software Dev



IT & Networking



Data Science &
Analytics



Engineering &
Architecture



Design & Creative



Writing



Translation



Legal



Admin Support



Customer Service



Sales & Marketing



Accounting &
Consulting



Registracija

- fotografija
- naslov profila
- info/pregled
- vještine



Bad photo composition
Poor light / too dark.
Not looking at camera.



Good photo composition
Good lighting.
Facing the camera.



Bad photo cropping
Full upper body.
Face is hard to see.



Good photo cropping
Cropped around face.
Clean background.



Bad photo setting
Too much body.
Cluttered workspace.



Good photo setting
Framed into his face.
Simple background.



Unfriendly face
Not smiling.
Too serious and formal.



Friendly face
Smiling.
Relaxed pose.

REGISTRACIJA I KREIRANJE PROFILA



Registracija

INFO



PREGLED



Nermin P.

\$10.50 /hr

Professional photo editor & retoucher | Adobe Photoshop

📍 Sarajevo, Bosnia and Herzegovina - 6:55pm local time

Adobe Photoshop ✓

Photo Retouching

Photo Editing

Photo Manipulation

Photograph Color Correction

Image Editing

Image Processing

Photography

Adobe Photoshop Lightroom

Overview

I'm professional photo retoucher with years of experience wich includes 100K+ retouched images for various photographers, companies and other clients. From time I worked in big retouching companies, to freelancing - my aim has remained the same - accurate/high-quality service and fast delivery to my clients, all at reasonable price of my services.

Read my full service description including contact informations here:

<https://drive.google.com/file/d/0B13wH2HCkM3iRDFHWtC2UDVROW8/view?usp=sharing>

REGISTRACIJA I KREIRANJE PROFILA



Registracija

1

Introduce Yourself

2

Experience & Education

3

Final Details

English Proficiency

Select your proficiency

Other Languages

No other languages

+ Add a language

Availability to work on Upwork

Please select...

Availability to work on Upwork

Please select...

Please select...

More than 30 hrs/week

Less than 30 hrs/week

As Needed - Open to Offers

Continue

REGISTRACIJA I KREIRANJE PROFILA



Registracija



Rate your Experience Level

ENTRY LEVEL

Starting to build experience in my field of work

INTERMEDIATE

A few years of professional experience in my field

EXPERT

Many years of professional experience doing complex projects

Employment History



Add your Employment History (Optional)

Tell clients about your work experience



Education



Add Education

Tell clients about your education



Certifications



Add Certification (Optional)

Have you earned certifications from Microsoft, Oracle, Zend or another provider

Portfolio Projects



Add Portfolio Project (Optional)

Add visual samples of your work



REGISTRACIJA I KREIRANJE PROFILA



Registracija



Introduce Yourself



Experience & Education



Final Details

Set your Hourly Rate

Billing rate
This is what the client sees

\$ 0.00 /hr

You'll earn
Estimated

\$ 0.00 /hr

Location Information

Your address and phone number will not be shared publicly

Address

City

Country

ZIP Code
(optional)

Phone

+ 63

[Back](#)

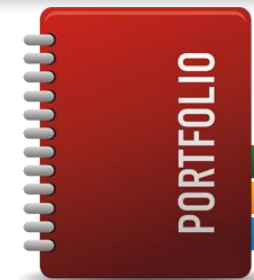
[Save & Continue](#)

[Cancel](#)

REGISTRACIJA I KREIRANJE PROFILA



Napravi svoj portfolio!



My Projects ✕

Project Title

Was this project done on Upwork?

Select a contract ▼

Thumbnail Image

drag or **upload** project thumbnail

Project URL(optional)

Project Overview

Category

Select category ▼

Project Files

drag or **upload** project files

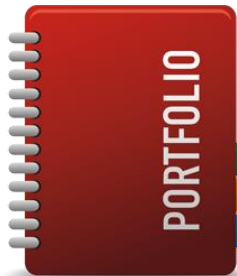
Completion Date(optional)

mm/dd/yyyy

Skills(optional)

Type Here

REGISTRACIJA I KREIRANJE PROFILA



Napravi svoj portfolio!



Model Mayhem .com

Model Mayhem

www.modelmayhem.com/

Model Mayhem is the #1 portfolio website for professional models and photographers.
Create a profile, upload your photos and connect with other professionals.

Portfolio



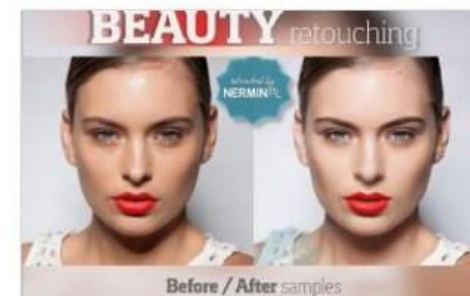
Beauty // Portrait Retouching



Beauty // Portrait Retouching



Beauty // Portrait Retouching



Beauty // Portrait Retouching

REGISTRACIJA I KREIRANJE PROFILA



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by LINKgroup





retouched by
NERMINPL



RETOUCHED BY:
NerminPL

COPYRIGHT/PHOTOGRAPHY BY: © Igor Saevets

PROMO SA



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retouched by
NERMINPL

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NERMINPL



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NERMINPL

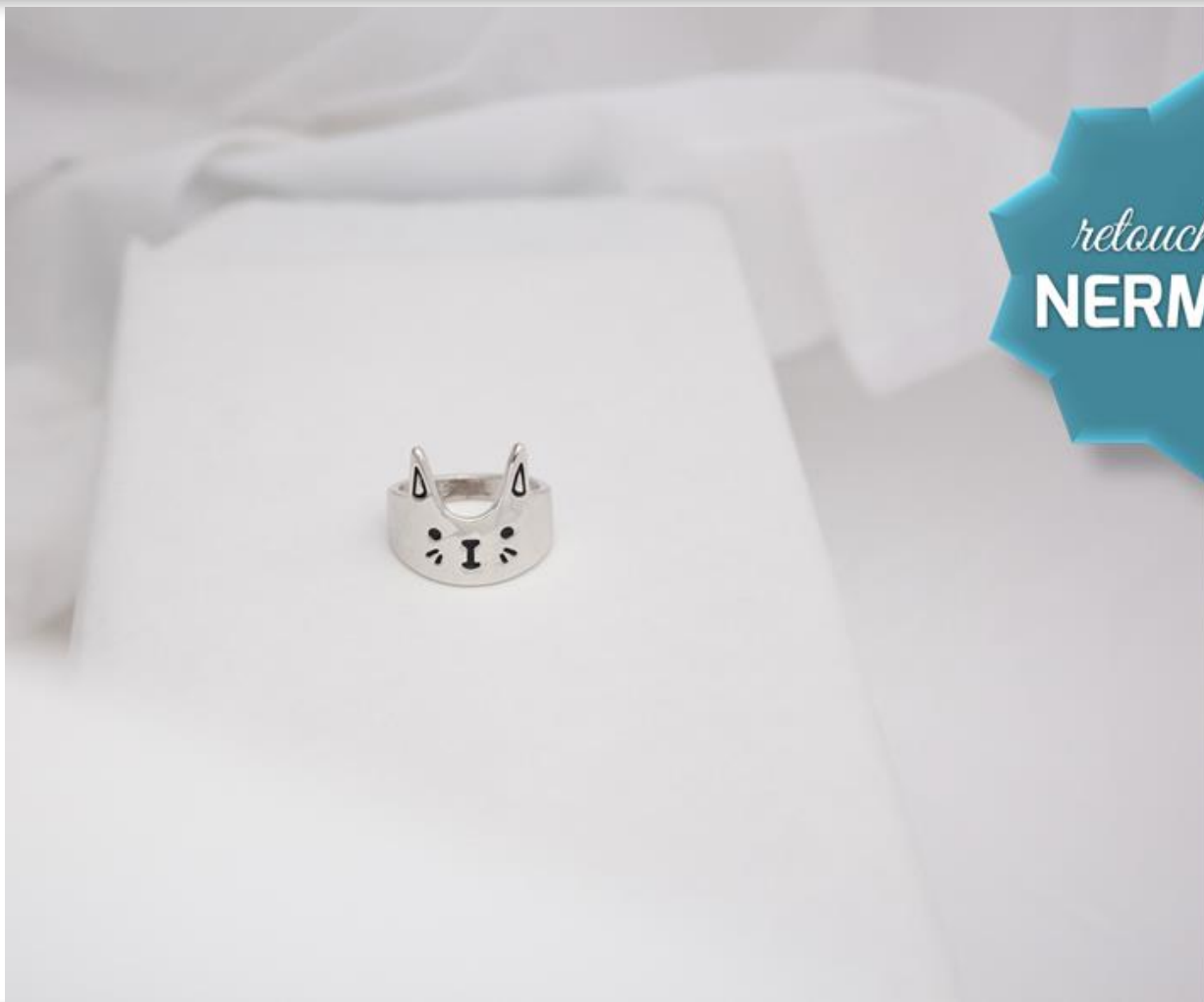


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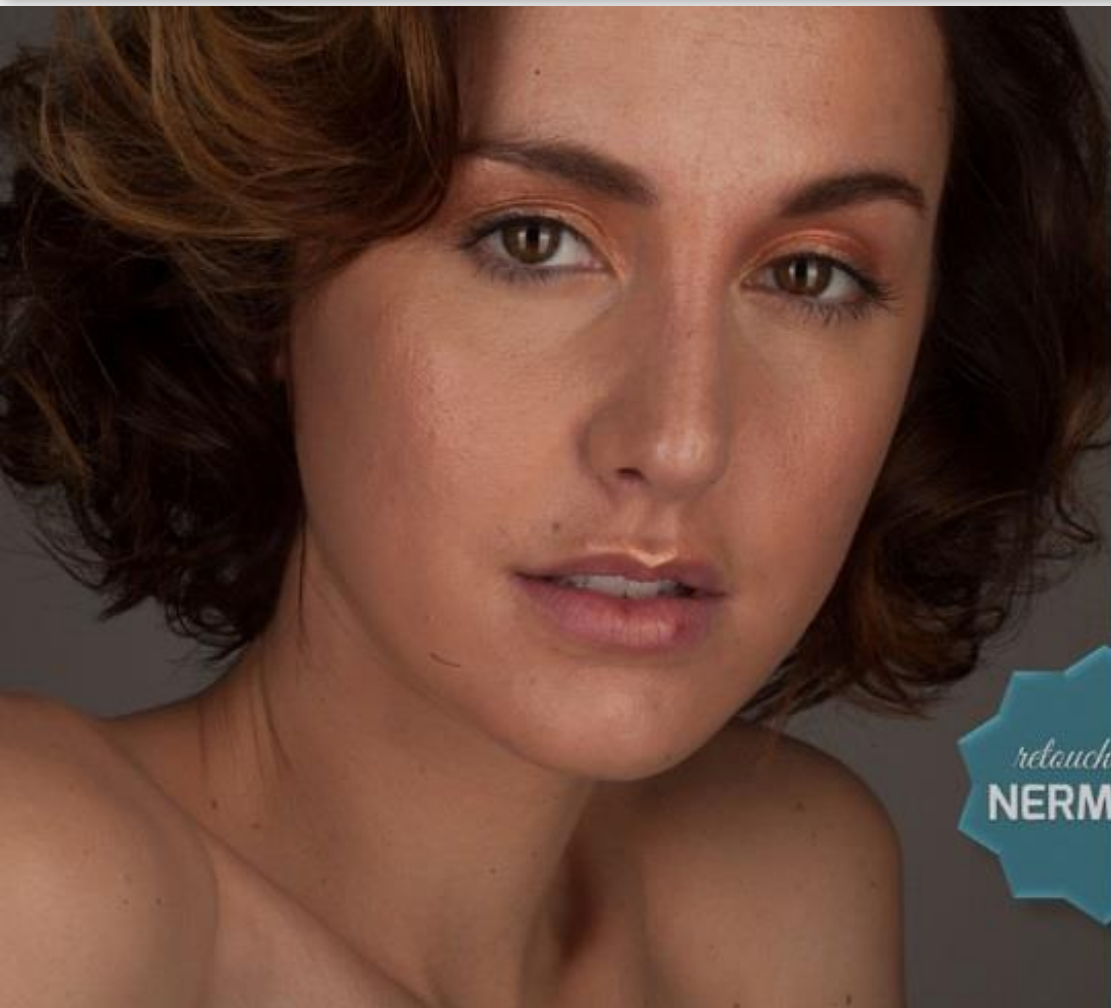
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relaunched by
NERMINPL



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retouched by
NERMINPL



retouched by
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by LINKgroup



PROMO SAMPLE

RETOUCHED BY:
NerminPL



Center for Career Development

by LINKgroup



PROMO SAMPLE

RETOUCHED BY
NerminPL



Popunite profil do kraja!

Slika + Naslov + Pregled + Posao + 2 vještine

=

60%

Edukacija + 10%

Druga iskustva + 5%

Svaki novi posao + 10% (max 30%)

Certifikat + 5% (max 10%)

Svaka stavka u portfolio + 5% (max 10%)



REGISTRACIJA I KREIRANJE PROFILA



Metode plaćanja + mjesečni paketi

Add Billing Method



Credit or Debit Card



PayPal

Freelancer Basic

\$ **0** /MONTH

Current Membership

60 Connects per Month
Connects are used to apply for jobs, with each application requiring 1 to 5 Connects (0 if you're invited or rehired)

Freelancer Plus

\$ **10** /MONTH

[Upgrade Now](#)

70 Connects per Month
Connects are used to apply for jobs, with each application requiring 1 to 5 Connects (0 if you're invited or rehired)

[REGISTRACIJA I KREIRANJE PROFILA](#)



Instalacija dodatnih aplikacija

Track time. Connect with clients.

Easy collaboration and payment protection for logged hours

Download Upwork Team App

REGISTRACIJA I KREIRANJE PROFILA

Select a Contract

Photo edits & watermarkin...

207 Media Inc.

Retouching - Summer Dres...

ClearLife

Retouching - Summer Inte...

ClearLife

Retouching - Summer Men...

ClearLife

Retouching - Summer Wo...

ClearLife

Photo Editing

Impact Realty Services

Nermin Ploskic ^

Fashion Product Photograph... Nineteenth Amendment

0h 00m



Working on:
Prajje



1 day ago

TODAY (THU) +



THIS WEEK



*All times in UTC

Nermin Ploskic ^





Vrste ugovora

Fiksna cijena

Counting white circles on a tan, circular background



Photo retouch an image of a goalie - change the colour, add a logo.



Fixed Price Budget - \$500 to \$1,000 - Posted 1 hour ago

Hourly - Intermediate (\$\$) - Est. Time: Less than 1 week, 10-30 hrs/week - Posted 1 hour ago

Hello! I need a developer to make a simple iPhone application to test a hypothesis. This is initially for an in-house project to determine if this type of technology is robust enough. We are a biotechnology company and our scientists hate to cou ... [more](#)

We will provide a licensed image, colour guidelines and a logo to apply to the Jersey. You will modify the image to our client's satisfaction. Please advise your time estimate.

Client: ★★★★★ Total Hires: 1 Skills:

Client: ★★★★★ Skills:

KAKO DO PRVOG UGOVORA?



Ključni elementi!

- **Pravilan odabir kategorija**
- **Ljubaznost**
- **Konkurentnost u cijeni**
- **Spremnost na prilagođavanje i ustupke**

KAKO DO PRVOG UGOVORA?

Search

Advanced Search

All

My Job Feed



> Photo Editing
Adobe
Photoshop

> skills:(photo
editing)

> Photo Editing

> Image Editing

> skills:(image
processing)

> retouch

> retouching

There are 8 new jobs. [Click to see them.](#)

Organize computer files

Hourly - Intermediate (\$\$) - Est. Time: 1 to 3 months, Part Time - Posted 34 minutes ago

I need someone to login into my computer and organize all of my files. I have clients and each client folder needs has video files, video editing files, images, pictures, logos b-roll video shots, written content and more. ... [more](#)

Client: ★★★★★ Skills: data-entry filing organizational-development

Need a simple CSS Fix for WordPress plugin

Fixed Price - Intermediate (\$\$) - Est. Budget: \$5 - Posted 34 minutes ago

Hi there, I have super quick job I need you to finish now (without breaking my website). It should be a simple CSS edit to anyone who is knowledgable with this stuff. ... [more](#)

Client: ★★★★★

My Profile



100%
[Edit your profile](#)
AVAILABLE for new work
([Change](#))

[View my profile](#)

Proposals

4 active candidacies
5 submitted proposals
60 available
Connects

Photo Editor: Need a photo touched up

Flag as inappropriate

Photography

Posted 2 hours ago



Hourly Job

Less than 30 hrs/week

Less than 1 week

\$\$ Intermediate Level

I am looking for a mix of experience and value

[Submit A Proposal](#)

[Save Job](#)

Required Connects to submit a proposal: 2

Available Connects: 60

Details

I am looking for a great photo editor to edit / retouch a photo to improve appearance (remove / smooth lines on face and remove shadows under eyes), it's just one photo for now, but may be more to come.

Project or Ongoing work: One-time project

Other Skills:

Photo Editing

Photo Retouching

About the Client



★★★★★ (5.00) 1 review

United States

Washington 06:39 PM

10 Jobs Posted

80% Hire Rate, 2 Open Jobs

\$3,583 Total Spent

8 Hires, 5 Active

\$26.40/hr Avg Hourly Rate Paid

138 Hours

Member Since Apr 22, 2009

Preferred Qualifications

Job Success Score: At least 90%

Location: North America

Client Activity on this Job

Proposals: 33

Interviewing: 0

Your Qualifications

Cover Letter

Hello,

My name is Nermin and I will try to present you my work and experience in next few sentences.

I'm professional photo retoucher with years of experience which includes 100K+ retouched images for various photographers, companies and other clients.

If you need a person who's easy to work with, with professional approach and positive attitude, have great editing skill and feeling for details, consistently quick pace and promptly respond on your messages and adjustments, I'm the right person for you. All of these are statements of my previous clients from these online services.

I would be very grateful if you could set aside a minute of your time and take a look at my full service description and before/after samples of my work, which are made for my promotion on this site.

FOR PREVIEW OF MY PORTFOLIO WITH BEFORE/AFTER SAMPLES, YOU CAN CLICK ON THIS LINK:

<https://drive.google.com/open?id=0B13wH2HCkM3iaHRCbUFkMWxLTnc&authuser=0>

Feel free to contact me if you are interested in my services, I look forward to your potential response.

Kind regards,

Nermin Ploskic

3645 characters left

Attachment (optional)

No file chosen

File size should be less than 5MB. Include work samples or other documents to support your application. Do not attach your résumé — your Upwork profile is automatically forwarded to the client with your proposal.



Center for Career Development by LINKgroup

CIJENA

PRILAGOĐAVANJE

BESPLATAN TEST

INTERVIEW

KAKO DO PRVOG UGOVORA?



Rad na ugovoru i nakon ugovora

- Ljubaznost
- Zahvalnost na ukazanom povjerenju
- Kontinuiran rad
- Izvještavanje o napretku
- Spremnost na korekcije
- Feedback



KAKO DO PRVOG UGOVORA?

Feedback

Client's feedback

"Talk about a fast turnaround! Nermin came through and delivered exactly what I needed. He's also very polite and communicative. Will hire again."

Skills	5.0	Quality	5.0
Availability	5.0	Deadlines	5.0
Communication	5.0	Cooperation	5.0

Freelancer's feedback to the client

"Very pleasant and professional client."

★★★★★ 5.00 stars

★★★★★ 5.00
\$7.78 earned
Fixed Price

Retouching Yulya

★★★★★ 5.00

Perfectly done work!

\$14.44 earned
Fixed Price

Retouching Polina

★★★★★ 5.00

Another quick and perfectly done work. thank you!

\$14.44 earned
Fixed Price

Retouching girls from family

★★★★★ 5.00

Thank you for doing so quick and good quality work!!!

\$6.67 earned
Fixed Price

Photo editing

★★★★★ 5.00

Talk about a fast turnaround! Nermin came through and delivered exactly what I needed. He's also very polite and communicative. Will hire again.

\$7.78 earned
Fixed Price



Šta poslije?

- Apliciranje na druge poslove - **UPORNOST**
- Savremena sredstva komunikacije



USPJEŠAN FREELANCER



Šta poslije?

- Servisi za online pohranu i razmjenu podataka
- Reklamiranje



USPJEŠAN FREELANCER



Šta poslije?

- Nadogradnja i ažuriranje
- Gratis/Bonusi

25 Pictures/\$75 editing/retouch/manipulate photos

Fixed Price

★★★★★ 5.00

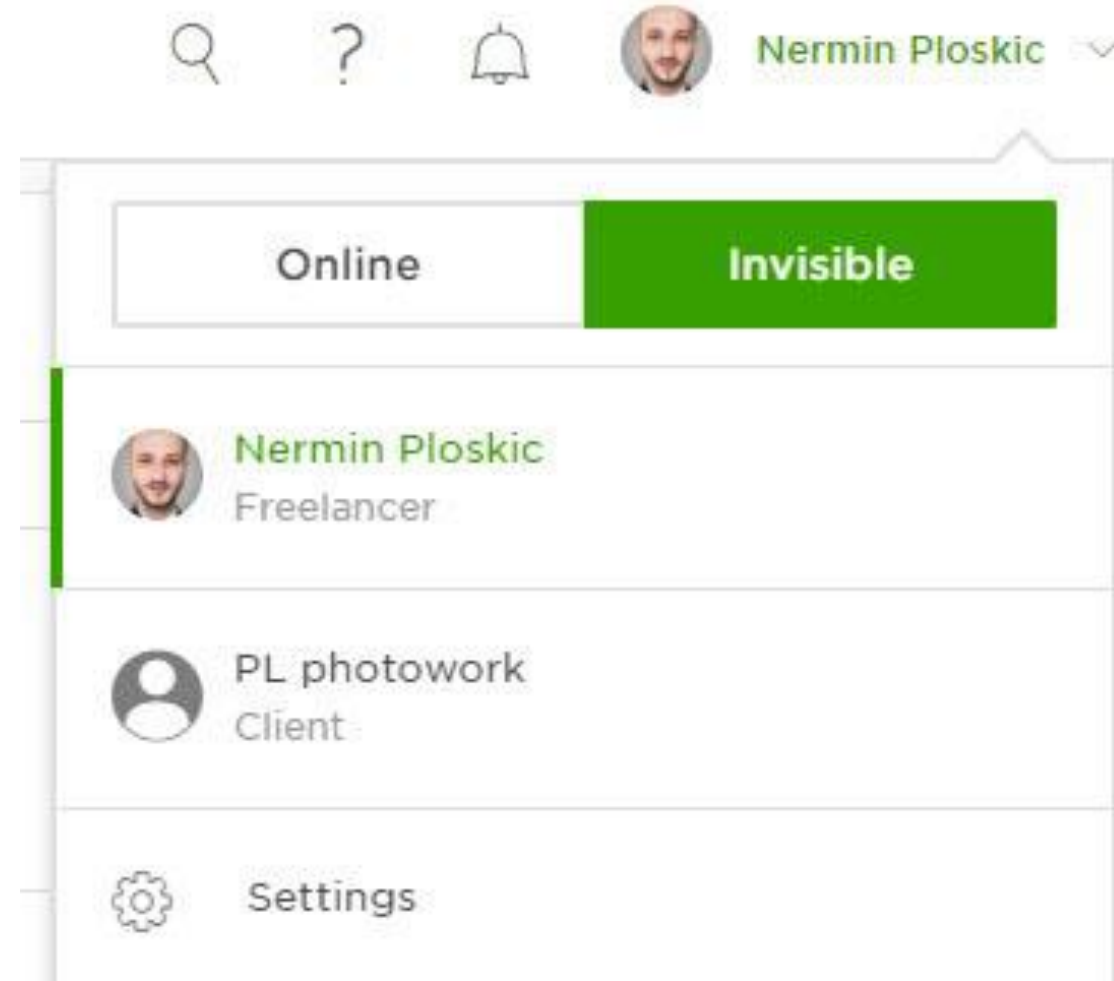
Nermin did a AWESOME JOB!! Did not expect to have my 25 photos retouch, image edited, replace silhouettes etc. in such a short period. He even did extra work, color editing for free on the 25 photos!!!! Very satisfied customer and will definitely send him more work!

USPJEŠAN FREELANCER



Šta poslije?

- Udruživanje sa drugim članovima
- Upošljavanje drugih



USPJEŠAN FREELANCER



Šta poslije?

- Dobra reputacija / preporuke

Professional Head Shot Editing

2012 - 2013

★★★★★ 5.00

Nermin did a fantastic job editing our photos. His quality of work was top notch and he submitted the final project before the due date. We ran across an issue with our files and Nermin was able to jump in and figure out what was wrong on our end and provide a solution. Thank you for going out of your way Nermin.

Fixed Price

USPJEŠAN FREELANCER



Šta poslije?

- Dobra reputacija / preporuke

Retouch Photos

5.00 (100%)

★★★★★ 5.00

Nermin is very easy to work with, editing photos with great skill and a consistently quick pace. We worked together for an extended period of time, and if I ever needed to clarify any instructions, he responded promptly and made any necessary adjustments without pause. He is easy to contact and his communication skills are on par with someone who speaks English as his native language. I highly recommend him and will consider him first for similar jobs in the future.

106 hours

5.00 (100%)

★★★★★ 5.00

USPJEŠAN FREELANCER



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by LINKgroup

**Best Beauty/ Fashion/ Editorial/ Lifestyle Photoshop
Photo edit Expert NEEDED ASAP!**

\$3,464.00 earned

Fixed Price

★★★★★ 5.00

My HONEST reviews CANNOT be bought. For me to leave someone great feedback, they MUST earn it.

I have been working with Nermin for a VERY long time and have been EXTREMELY happy with him each time.

This guy is more than a contractor, he is very professional, knows his job and humble with great heart. If you need someone that will listen to you, take corrections and very creative, then hire him, you will not be disappointed at all.

I will be rehiring him soon for continuous partnership.

Really nice meeting you dear :)



USPJEŠAN FREELANCER



Šta poslije?

- Posebni statusi



USPJEŠAN FREELANCER



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by LINKgroup



North Shore
Pediatric Therapy

Be Warmly Supported. See Change. Blossom!™

NINETEENTH
AMENDMENT

FOR FASHION. FOR DESIGNERS. FOR YOU.



MARKKIT

FORCAST

MIXOLOGY 

Partsroom™

“YOUR **FUTURE** IS CREATED BY WHAT
YOU DO **{ TODAY }**
~~NOT~~ ~~TOMORROW”~~