

FREELANCE
SAY BYE BYE TO
TRADITIONAL EIGHT TO
FIVE WORK

Bećirbašić Atif

08.08.1996

Započeo freelance karijeru 2012 god

Upisao se na PMF 2015 god.

Ispisao se sa PMF-a 2015 god.

Toptal developer od 2017 god.

Saradivao sa :



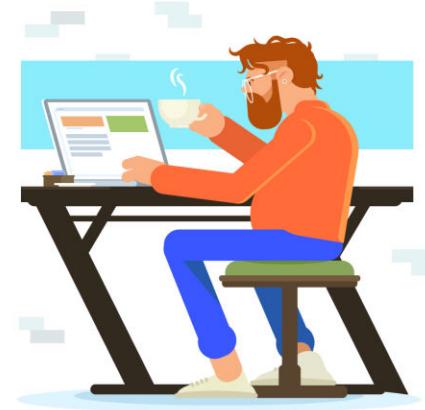
THE ULTIMATE FREELANCER

SURVIVAL GUIDE

RELIABLE ADVICE FOR GROWTH

Šta, kako, gdje? Jel se to

- **Freelancer** predstavlja svaku samozaposlenu osobu koja sama pronađuje i odrađuje poslove.
- Upuštanje u freelance sferu preporučujem svim ljudima koji su skloni kvalitetnom izvršavanju zadataka iz date oblasti.



Koje su to najbolje freelance mreže?



Kojim metodama doći do klijenata van freelance mreže?



WEB STRANICA

Potencijalni klijent može doći i putem Vašeg weba. Uz dobru SEO optimizaciju, valuable content...



CONTENT

Content je i dalje apsolutni kralj marketinga. Kvalitetan blog ili postovi na fb/instagramu uveliko pomažu generisanju klijenata



PLAĆENI OGASI

Plaćenim oglasima dolazimo još lakše do klijenata i target skupine. Nudimo svoje usluge pažljivo odabranoj publici.



COLD E-MAIL/CALL

Pronašli smo e-mail adrese ciljane publike i kontaktiramo ih prvi put. Šaljemo im e-mail ili ih zovemo da im ponudimo svoje usluge

Koji je kranji cilj?



Center for Career Development

by LINKgroup



Prednosti i mane freelancinga

| PREDNOSTI | MANE |
|--|--|
| Rad od kuće | Nesigurna/neredovna primanja |
| Slobodan odabir projekata | Sve, apsolutno sve, radite sami! |
| Mogućnost rada sa stranim klijentima (korigovanje cijene) | Osiguranje – nepostojanje istoga |
| Mogućnost putovanja uz rad | Razdvajanje privatnog od poslovnog (work – life balance) |
| Bolje upravljanje privatnim vremenom (bolji work/life balance) | PENZIJA? ZDRAVSTVO? IDEL TI STAŽ? |
| Ne gubljenje vremena na putovanje do posla i nazad. | |

Da li je freelancing za mene?

Preduslovi

- Odgovornost
- Ažurnost
- Sklonost obavljanju više obaveza (računovodstvo, ugovori, papirologija...)
- Aktivno govorenje, pisanje i komuniciranje engleskog jezika
- Samokontrola

Kako početi?

- **upwork.com** (napraviti profil)
- Portfolio sa slikom projekta i detaljnim opisom
- Obrazovanje koje ste prošli
- Navesti sva bivša zaposlenja Sve certifikate koje imate relevantne za tu oblast koju ste naveli na profilu
- Summary (Kratki opis) mora biti originalan, nipošto kopirati tuđi !

Primjer dobro sredenog profila



**Kimberly R.** 📍 **Alhambra, United States** - 8:05 am local time - 9 hrs behind**100%**

Job Success

TOP RATED**Profiles****General Profile**

Web Design

Front-End Development

Expert Web Designer & Developer with Wordpress & Squarespace specialty

I am a web designer & front-end web developer skilled in HTML, CSS3 & Adobe Creative Suite as well as template platforms including Squarespace, Shopify & Wordpress. My extensive experience & background in graphic design allow me to bridge the gap between design & development to create the most beautiful, & highly functional, websites.

I draw inspiration from my background in 3D design disciplines (including interior, fashion, and fine arts) and instill this awareness of physical space and interactivity into all of my digital and print projects.

Working freelance for a diverse clientele, I have gained experience throughout all stages of the design process, including conceptual design, information architecture, branding, marketing, animation, art direction, and development. I have blended these experiences as both a designer and developer into an enhanced understanding of interactive design - from the inside out.

In addition to decaf digital, I am the owner & designer of decaf plush, a vintage inspired children's clothing company featuring my own retro animal & fruit illustrations, crafted in felt & appliquéd.

I am currently the lead creative director (REMOTE) for a technology company based in Los Angeles, CA, as well as the owner of decaf digital, an independent design consultancy.

After studying architecture for 2 years, I earned my BA in Environmental Design from Art Center College of Design in 2000. [less](#)

\$115.00
Hourly rate**\$90k+**
Total earned**33**
Jobs**1,484**
Hours worked

Core Connection Wordpress Redesign

X



Homepage

< 1 of 4 >

UX/UI Design Deliverables:

Components Design Mockup

UX/UI Design Skills:

Visual Design Graphic Design

UX/UI Design Software:

Adobe Illustrator Adobe Photoshop

Website Builder Platforms:

WordPress

Project description

Client requested a re-design of her existing Wordpress using DIVI theme, so she could continue to maintain the site using a platform she is comfortable with. This project was a complete design + build, including all development including plugin installation.

<https://www.coreconnectionpt.com/>

Skills

HTML5 CSS3 Adobe Illustrator Adobe Photoshop Squarespace Shopify
WordPress Adobe InDesign Adobe Dreamweaver

Employment history

Creative Director | decaf plush

January 2008 - Present
I am the owner & designer of decaf plush, a vintage inspired children's clothing company featuring my own retro animal & fruit illustrations, crafted in... [more](#)

Consultant | decaf digital

January 2008 - Present
Working freelance for a diverse clientele, I have gained experience throughout all stages of the design process, including conceptual design, information architecture, branding, marketing, animation.... [more](#)

Creative Director | Info 2 Extreme

January 2006 - Present
In my current position as creative director at i2x I oversee all aspects of the creative direction of a wide breadth of web-based projects. Despite... [more](#)

Education

Bachelor of Arts (B.A.), Environmental Design | Art Center College of Design

1997 - 2001
My time spent at Art Center focused on 3d design disciplines including interior design & furniture design, with a minor in graphic design. While at... [more](#)

Architecture | Tulane University

1993 - 1995

Upwork članstvo



- 0\$ / mjesecno
- 20 connecta
- Default URL



- 14.99\$ / mjesecno
- 70 connecta
- Unikatan URL za Vaš profil
- Mogućnost da sakrijete svoju zaradu
- Mogućnost da vidite konkurencijski „bid“ na posao.

Kako do prvog klijenta na UpWork-u?



Analiza klijenta

Odakle je, koliko je potrošio, feedback od ostalih freelancera sa kojim je surađivao...

10

Najviše 5-10 „proposala“

Da bi povećali šansu dobijanja posla, gledamo koliko je ljudi već apliciralo za isti. Trudimo se da šaljemo ponude na poslove sa najviše 10 proposala.



Payment Verified

Jako bitna stavka. Payment verified znači da je potvrdio svoju payment metodu te da ste Vi zaštićeni od bilo kakvih malverzacija.



Pisanje winning proposalsa

Najbitniji dio freelancinga. Kako uvjeriti nekoga da ste baš Vi ti koji će odraditi posao onako kako klijent očekuje?

Primjer potencijalno dobrog klijenta/projekta

Advanced 3D Animation in Cinema4D/Octane needs Converted to Website Code

Full Stack Development

Posted 42 minutes ago

Specialized profiles can help you better highlight your expertise when submitting proposals to jobs like these. [Create a specialized profile.](#)

We have an advanced 3D Animation that needs translated to code for website implementation. We are a design agency and are looking to moving more 3D animations into our client sites.

Please see attached animation. The original render was in Cinema4D, Rendered in Octane, and some animation effects in Adobe After Effects.

We've made 3D renders and converted them in After Effects via BodyMovin previously. But this animation is more advanced (see attached).

We're open to your choice of implementation: Three.js, WebGL, or whatever you can do. But we're really trying to limit the loading time for the user and also don't like using just the .mp4 to play it.

PLEASE NOTE: We are open to slight modifications if needed - some of the effects might not be able to be converted to code but obviously would like them to be.

Anyone capable of this? Please write "I read this" in your cover letter. Would love to work long term with a candidate that can deliver.

Thanks!

⌚ Hours to be determined
Hourly

📅 Less than a month
Project Length

\$\$\$ Expert level
I am willing to pay higher rates for the most experienced freelancers

Attachments (3)

- ④ [BAD9435F-D6FC-4128-8B7C-416052A1D536.MOV \(15.1 MB\)](#)
- ④ [4E71DAED-D9AE-4401-A760-93EB84EOC3B6.png \(1.9 MB\)](#)
- ④ [52CEB1D8-060C-4B8F-8DOA-EABE112004AC.png \(1.2 MB\)](#)

[Submit a Proposal](#)

[Save Job](#)

[Flag as inappropriate](#)

Required Connects to submit a proposal: 6 

Available Connects: 0

About the client

 **Payment method verified**

 5.00 of 2 reviews

United States

Fort Worth 05:27 am

5 jobs posted
80% hire rate, 2 open jobs

\$2k+ total spent
8 hires, 5 active

\$31.19/hr avg hourly rate paid
96 hours

Member since Jan 20, 2019



Primjer potencijalno lošeg klijenta/projekta

Psd to html with responsive

Front-End Development

Posted 41 minutes ago

Specialized profiles can help you better highlight your expertise when submitting proposals to jobs like these. [Create a specialized profile.](#)

I am looking Front end developer. per psd to html will be 5\$ i have more then 20 psd files . if you are interested welcome.

Thanks

 \$5
Fixed-price

 **Intermediate level**
I am looking for a mix of experience and value

Project Type: One-time project

Skills and expertise

Bootstrap CSS HTML

Activity on this job

Proposals:  15 to 20

Interviewing: 1

Invites sent: 0

Unanswered invites: 0

Upgrade your membership to see the bid range 

Submit a Proposal

 Save Job

 Flag as inappropriate

Required Connects to submit a proposal: 2 

Available Connects: 0

About the client

 Payment method verified

 4.74 of 94 reviews

India

Indore 11:27 am

261 jobs posted

54% hire rate, 3 open jobs

\$3k+ total spent

164 hires, 8 active

\$2.63/hr avg hourly rate paid

437 hours

Member since Apr 13, 2013



Savjeti kako napisati winning proposal?

Prva rečenica mora biti takva da
pokaže da ste Vi ustvari pročitali
job description!



(The typical client's face after reading yet another proposal starting with, "Hi, my name is _____ and I _____.")

- Pišete o njihovom poslu i njihovim potrebama, kako im možete pomoći i šta planirate uraditi.
- Predstavite projekte slične njihovim koje ste radili (Kroz linkove ili attachment file)
- Postavljate pitanja vezana za projekt čak i ako Vam je sve jasno. (Povećavate šansu da Vam klijent odgovori na proposal)
- Kažete da se radujete njegovom odgovoru i zahvalite se (Best Regards, ime prezime)

Greške koje trebate izbjjeći pri pisanju **proposala!**

- 1) Kilometarski proposal
- 2) Copy/paste jednog te istog „template“ proposala na različite poslove
- 3) Pišete o sebi previše (Već sve informacije o Vama su dostupne na Vašem profilu)



Koliko dug proposal treba biti?

- Mojih zadnjih 5 uspješnih proposala sadržavali su : 83, 91, 87, 116, 87 riječi. U projektu to je **93 riječi** za uspješan UpWork proposal. Kada pogledamo, 93 riječi čine kratak proposal, no bitno je da je *straight to the point*.
- Klijenti dobijaju **50+ proposala** u prvih 8 sati od objave posla. Mislite da želite čitati ogromne Kilometarske

Primjer dobro napisanog proposala

Details

We need someone to be our SEM / SEO consultant that can manage our Adwords marketing campaigns for all of the new cloud based products and services we will be introducing.

 Only freelancers located in the U.S. may apply.

Skills Required:

- Search Engine Optimization (SEO)
- Google AdWords
- WordPress
- Search Engine Marketing (SEM)
- Facebook Marketing

The Cover Letter

Cover Letter

Hello [REDACTED]

Thanks for the job invite. It's a pleasure to meet you. Can you please tell me more about your cloud based products and services? Also, can you send me a link to your site? What web platform are you using for your site? Do you have a monthly budget in mind for PPC advertising?

I am google adwords search certified. I have done adwords work for clients from all over the world in a variety of industries including the following: hospitality, marketing, real estate, retail, and tech.

Best regards,
Justin **less**

Details

Looking for a copywriter to write a high-converting sales copy for our crowd funding campaign, that makes potential backers fall in love with our product! Freelancers previously experienced in writing content for crowdfunding campaigns desired, although not a requirement.

Project Type: One-time project
Other Skills: Copywriting, Creative Writing, Marketing Strategy, Sales Writing

★★★★★ (4.45) 2

United States
Stamford 04:27 AM

7 Jobs Posted
100% Hire Rate, 1 Open

\$6k+ Total Spent
11 Hires, 6 Active

\$34.42/hr Avg Hourly
Paid
195 Hours

Member Since Aug 12, 2013

The Cover Letter

Cover Letter

Hello,

Thank you for your invitation.

I saw that you are the creators of [REDACTED] so I recorded a 5min screencast with some comments about the copy on your website and options for the future crowd funding campaign. I think a few changes in the message flow could dramatically increase your conversion.
<https://www.screencast.com/t/ADSogRvF5Xdi>

Otherwise, I'm very fond of your products, both the community and [REDACTED]. I know first hand how life-changing it is to have real support and train oneself in positive thinking. I've been using Happify app for almost two years and I think it's important to have more such apps, products, and communities dedicated to increasing personal and overall happiness.

Here is an example of copy I wrote that goes immediately to the main benefit and the product description itself. [REDACTED]. But the copy message and style depends first and foremost on the language and profile of your audience. Know your customers and you will find your true voice.

If you want to collaborate with me lets discuss it in more detail over the chat.

Kind regards,
Natalia Nowakowska [less](#)

OK, Klijent me je
kontaktirao, šta sad?

- Nakon incijalnog kontakta, ostvarili ste huge step forward da baš Vi dobijete taj posao. Klijent gotovo uvijek kontaktira minimalno 2-3 različite osobe, tako da bi bilo dobro da nakon što dobijete e-mail/push notifikaciju da ste kontaktirani, budete online i odgovorite na poruku što prije.
- Tokom konverzacije sa klijentom, fokusirajte se iskljucivo na posao koji trebate obaviti, opišite na koji način bi to uradili, te se potrudite da na njegova pitanja odgovarate direktno, bez puno okolišanja.
- Vrijeme potrebno za izradu projekta izračunavate kroz formulu :
Otprilike vremenski period koji Vam treba za izradu * 30% = broj sati/cijena projekta.
- Ne radite ništa dok Vam klijent ne pošalje „offer“ i ubaci novac u escrow, ukoliko se radi o fixed price projektu. Ukoliko se radi o hourly projektu, skinete UpWork tracker, uključite ga i počnete sa radom.

Koliko vrijedi moj sat vremena?

- Na samom početku Vaše freelance karijere novac treba da bude na zadnjem mjestu. Mnogo Vam je bitnije da dobijete što Više pozitivnih feedbacka (5*)
- Vaš sat vremena ne bi trebao da prelazi **10\$** na samom početku.
- Nakon svaka 2 do 3 odrađena projekta dižite satnicu za **2-5\$**, dok ne dođete do cijene po satu gdje ćete biti maximalno zadovoljni.
- Nakon 4-5 odrađenih poslova (Pod uslovom da imate sve po 5*) UpWork dodjeljuje RISING TALENT bedz na profilu koji olakšava pronađazak poslova u budućnosti.
- **KONEKCIJE/NETWORKING = NOVAC**

Ne smijete . . .

- Spominjati bilo kakvo plaćanje van UpWork platforme. Bilo kakvo „odvlačenje“ klijenta i pokušaja da se zaobiđe njihov sistem, kažnjavaju trajnim banom.
- Praviti više profila
- Mjenjati cijenu projekta nakon što se dogovorite sa klijentom i projekt počne.
- Slati previše proposals, a ne dobiti barem jedan-dva posla.
- Prekršiti bilo koji od njihovih **Terms and Conditions** (Bilo bi jako dobro da ih pročitate prije nego što počnete raditi na UpWork-u)

Kako doći do klijenata van freelance platformi?



http://



WEB STRANICA

Potencijalni klijent može doći i putem Vašeg weba. Uz dobru SEO optimizaciju, valuable



PLAĆENI OGLASI

Plaćenim oglasima dolazimo još lakše do klijenata i target skupine. Nudimo svoje usluge pažljivo odabranoj publici.



CONTENT

Content je i dalje apsolutni kralj marketinga. Kvalitetan blog ili postovi na fb/instagramu



+



+



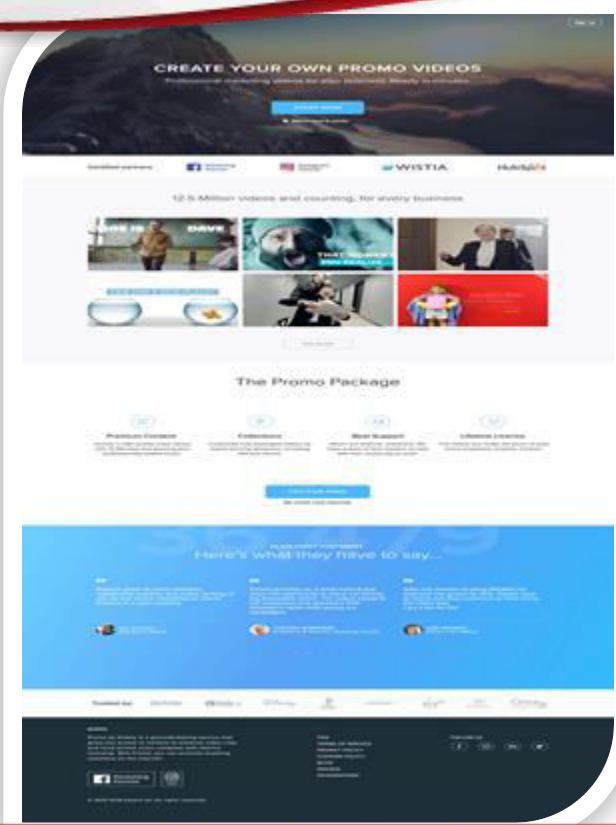
COLD E-MAIL/CALL

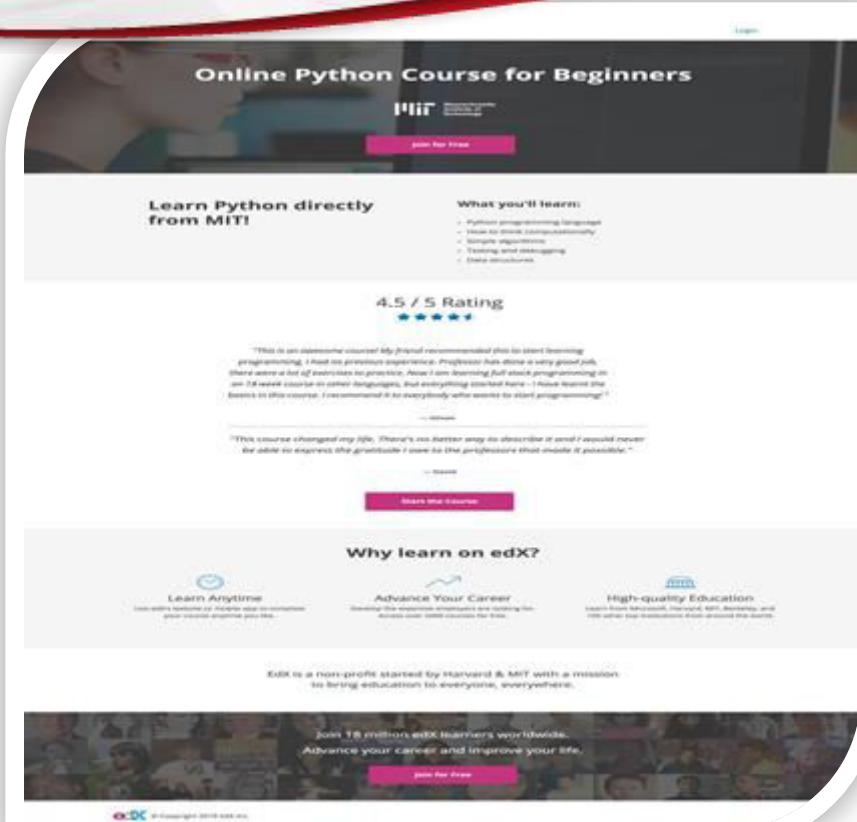
Pronašli smo e-mail adrese ciljane publike i kontaktiramo ih prvi put. Saljemo im e-mail ili ih zovemo da im ponudimo svoje usluge

Webstranica

- Kreirati Vašu novu web stranicu uz gotovo minimalno znanja možete putem WordPress-a, koristeći već neki predefinisani template. Naravno, bilo bi bolje kada bi imali neki appropriate budget, pa platili programeru da Vam napravi istu.
- Vodite blog
- Povežite Vašu stranicu sa fb pixelom/google analitikom
- Pratite metrike
- Jasno odredite ciljeve

Primjeri dobro uradjenih web stranica





The screenshot shows the course landing page for "Online Python Course for Beginners" on edX. At the top, there's a banner featuring a person's profile and the course title. Below the banner, a large button says "join for free".

Learn Python directly from MIT!

What you'll learn:

- Python programming language
- How to think computationally
- Simple algorithms
- Testing and debugging
- Data structures

4.5 / 5 Rating

Reviews:

"This is an outstanding course! My friend recommended this to start learning programming. I had no previous experience. This course is very good job, there were a lot of exercises to practice. And I am learning full time programming on my 18 week course in career designer, but everything started here - I have learned the basics in this course. I recommend it to everybody who wants to start programming!" — [Reviews](#)

"This course changed my life. There's no better way to describe it and I could never be able to express the gratitude I owe to the professor that made it possible." — [Reviews](#)

Start the course

Why learn on edX?

Learn Anytime
Study at your own pace and convenience, whenever and wherever you like.

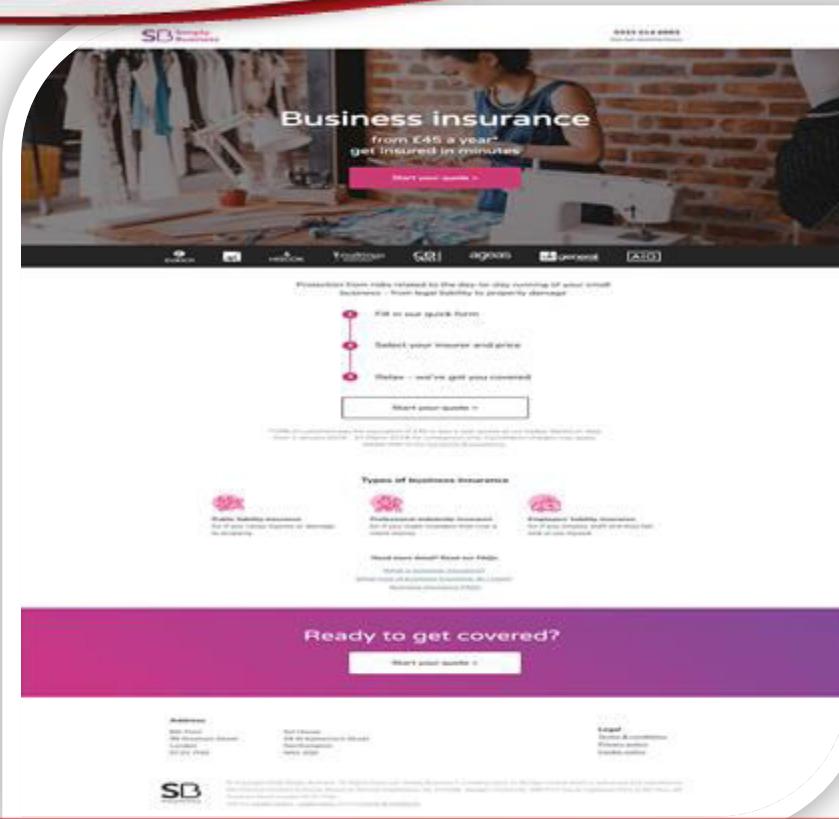
Advance Your Career
Gain the skills you need to advance your career or start a new one.

High-quality Education
Teach yourself or take courses from leading institutions and other top educators from around the world.

edX is a non-profit started by Harvard & MIT with a mission to bring education to everyone, everywhere.

Join 18 million edX learners worldwide. Advance your career and improve your life.

join for free



The screenshot shows a web page for business insurance. At the top, there's a banner featuring a woman working at a desk in a workshop setting. The banner text reads "Business insurance from £45 a year get insured in minutes" and includes a "Start your quote" button. Below the banner, there's a step-by-step process for getting a quote:

- Fill in your quote form
- Select your insurer and price
- Review - we'll get you covered

Below this, there's a "Start your quote" button. Further down, there are sections for "Types of business insurance" with icons for Public liability insurance, Professional indemnity insurance, and Employment liability insurance. Each section has a brief description. At the bottom of the page is a pink bar with the text "Ready to get covered?" and a "Start your quote" button.

Content

- Pišite tekstove na raznorazne teme iz oblasti kojom se bavite. Time jasno dokazujete svoj nivo znanja te privlačite pažnju ciljane publike.
- Učinite Vaš content zanimljivim
- Savjetujte Vašu publiku sa „How to...“ postovima.
- Pratite šta je trenutno najpopularnije u Vašoj oblasti.
- U content ubacite i linkove na druge postove/članke koje ste napisali.

Primjeri zanimljivog/korisnog contenta



Buffer Social

Search Social

Get started with Buffer

How to Create Engaging Short Videos for Social Media (Including 7 Excellent Examples)

When was the last time you watched a video on social media? Videos are becoming increasingly popular on social media, especially on mobile. Over the...

By Alfred Lusa

Read more

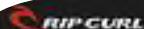
Social Media Marketing

A Simple 6-Step Framework for Running Social Media Experiments (with 87 Ideas Included)

Experiment with ideas. Test and see which works better. Analyze your data. These are phrases we often use on this blog. To us, social media...

By Alfred Lusa

Read more



Shop Rip Curl

Join The Search

English

Français

Português



THE SEARCH

HOME

LATEST SEARCH TRIP

THE SEARCH HISTORY

PRODUCTS

SHOP NOW



Latest Search Trips

Anytime, anywhere. Enjoy the latest stories from The Search.



The Typhoon

Tom Curren, Mason Ho and one week spent scouring the coastline of a wave-drenched, storm-ridden island in the North Pacific.



Explore The More

Join professional wakeboarder Daniel Grant on his own personal Search, scouting massive dam drops and winch spots through the stunning countrysides of New Zealand, Ireland and beyond.



No Sudden Movements

Luke Hynd and Kipp Caddy jump off the grid and into an uncharted world. From snakes to elephants, to a vast coastline of empty lineups and endless swell.

Plaćeni oglasi na socijalnim mrežama

- Facebook + Instagram + Google Ads
- **NE KORISTITI PROMOTE NOW BUTTON!**
- Optimizacija oglasa
- Kreiranje target audiencia
- Kreiranje savršenog kupca

Cold e-mail/call

- Pouzdana metoda dolaska do novog klijenta
- Neka naziv Vašeg e-maila privuče njihovu pozornost
- Pošaljite ga na početku ili na kraju dana
- Neka poenta bude kratka
- Potaknite osobu na poduzimanje daljnih koraka
- Pročitajte svoj e-mail naglas
- Provjerite pravopis i gramatiku

VRSTE (STRATEGIJE) I PRIMJERI DOBRO NAPISANIH COLD E-MAIL-a

BEFORE-AFTER-BRIDGE

BEFORE - Trenutno stanje

AFTER - Kakvo bi stanje bilo kada
bi riješili njihov problem.

BRIDGE - Način na koji doći do
riješenja.

Zašto ovo radi? Prema bihevioralnim
psihologizma, ljudi su motivirani na djelovanje
pomoću dvije stvari: užitka i boli. BAB formula
koristi ovaj univerzalni okidač da bi primorala
čitatelje da odgovore.

Gently Knocking



Cole D'Mailer

to Yesware Yeti



[Log to Salesforce](#)



Before →

If you're like most companies, sales transactions increase significantly in Q3/Q4, yet most executives have no way of knowing the ROI of their commission spend.

After →

Xactly's compensation platform allows you to customize sales plans that cut errors in payments and eliminate the pain of calculating and adjusting commissions for your reps.

Bridge →

If you are willing to give us 15 minutes, I can show you how on average our customers see a 19% lower sales turnover, 5% more reps hitting quota and 37% faster sales cycles.

What's the best way to earn your ear for a few minutes and share how your peers are leveraging incentive pay to drive corporate strategy?

PROBLEM-AGITATE-SOLVE

PROBLEM - Identificirati „bolnu“ tačku

AGITATE - Agitirati tu bolnu tačku.

SOLVE - Ponuditi riješenje

Zašto ovo radi? Bol je još više motivirajuća nego zadovoljstvo. Ljudi žele izbjegći gnjavažu, probleme i nepotrebna opterećenja.

Hi Cooper,

Problem → I noticed on your careers page that you're looking to hire a Sales Development Rep who diligently keeps track of their activity in Salesforce.

Agitate → I would love a few minutes to discuss how Yesware removes this burden.

Solve → Yesware helps clients like [MassChallenge](#), [Fitbit](#), and [Groupon](#) to aggregate and automatically sync activity data in Salesforce.

This means:

- Reduced manual Salesforce entry by 1 hour/rep/day
- Increase rep productivity by 30%
- Increase booked meetings by 10-15%

Would you be open for a call next week to see how Yesware could help your team?



OSTALE COLD E-MAIL STRATEGIJE

- 3) But you are free
- 4) Star-Chain-Hook
- 5) Attention - Interest - Desire - Action (AIDA)
- 6) Star-Story-Solution
- 7) The Reader's Digest Model
- 8) The 3-B Plan
- 9) Praise-Picture-Push
- 10) Awareness-Comprehension-Conviction-Action (ACCA)

4 COLD E-MAIL SUBJECT NASLOVA KOJI IMAJU OPEN RATE OD +35%

- 1) "[Introduction] [name]" or
"[Introduction] [your
name/company] <> [their
name/company]"
- 2) "quick request"
- 3) "Trying to connect"
- 4) "[Name of their company]"

OLAKŠAVAJUĆE OKOLNOSTI FREELANCINGA U
NAJPERSPEKTIVNIJOJ ZEMLJI NA SVIJETU





You get nothing.

- 1) Zakon o freelancingu nije još uvjek jasno definisan
- 2) Freelancati možete kao pojedinac, obrt ili firma
- 3) Koji god pravni subjekt imali, račune (ne)morate izdati
- 4) Payoneer račun - banka u oblaku
- 5) Ako se stvari „zakotrljaju“ , firma ili obrt imaju itekakvog smisla.

HVALA NA PAŽNJI