

The image shows the cover of a spiral-bound notebook. The cover is white with a green spine on the left side. A black metal spiral binding runs along the spine. The title is printed in large, bold, black sans-serif font. The subtitle is in a smaller, bold, black sans-serif font. The author's name is at the bottom in a bold, black sans-serif font.

# a freelance writer's guide to fiverr

A step-by-step guide from your  
first sale to six figures.

EMILINA LOMAS

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The author is not affiliated with Fiverr and this eBook was created on her own accord based on her own opinion and experience using the platform.

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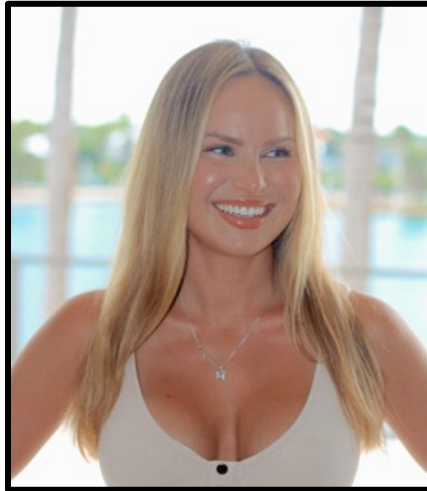
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# Introduction

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Hi! I'm Emilina.



I'm a freelance writer originally from London. I've lived in California for the past five years, and am now back in Europe - Portugal, to be specific. I have created a lifestyle that centers around personal development, learning, and exploration - rather than work. Like many people, I used to work a regular 9-5, with a boss and a salary.

It wasn't working out for me. So I quit, to pursue writing online.

No, I'm not an influencer or blogger. I don't have hundreds of thousands of followers, and I don't write about myself. I write about products, services, and brands. I'm a health and fitness expert that gets hired by brands to create written content for them. It might be sales copy to be used for print advertising, long-form articles that help to improve their website's position on Google or catchy headlines and taglines that shape the way a brand interacts with their customer. I always tell my clients "if it involves words, I can do it."

I love what I do, and I'm happy with my finances. I don't sell courses, and this is the first eBook I'm writing. So I can truthfully say that all the money I earn is directly from writing for brands - this isn't a get-

rich-quick scheme - I write because I love to do it, and there isn't a shortcut for that process.

But after getting noticed by some big publications like CNBC and Business Insider for my success on Fiverr, I have been asked to provide some guidance on how to navigate the platform to make some real money.

It has taken me a long time to agree to this, because like I said, I spent most of my time writing for the brands I work with. Setting aside time to help my competition seemed like a poor use of my time. But I've now gotten to the point at which I'd love to help other people enjoy their careers.

Opening a Fiverr account has been the best thing I've ever done and I'm excited for you to go on this journey too. I wish you all the best in your career and life. Good luck, and enjoy this eBook.

# What is Fiverr?

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“I’ll do it for a fiver.” Five bucks and the job is yours. That’s the premise of the global online marketplace for freelance services. Fiverr’s platform connects freelancers to people or businesses looking to hire. It was founded in 2010 and has since raked in a whopping revenue of 298 million dollars, making it the world’s leading freelancer hub.

A ‘gig’ is the name of the service sellers can offer on the platform. A ‘gig’ can start from \$5 in cost, aka “a fiver”, up to \$995, or \$2,000 if you’re a Fiverr Pro. That might seem like a big price jump, but it depends on many factors:

1. What is the gig?
2. What is the seller’s experience?
3. How long will it take?
4. How customized is it?
5. What is the seller willing to accept?

If you’re paying for someone to build and design your website, for example, the cost will be higher. It’s a time-intensive task that requires a high degree of skill and customization.

In terms of the final point - What is the seller willing to accept? - this speaks to the insane amount of competition on the site. What are you, as a seller willing to accept a job for? If you’re offering a gig for \$20 that someone else can do for \$10 - you’ll be outbid. You need to prove your worth on the site as a seller, because you’re going up against people who’d do the same job, for less.

Sure, you might have more experience, but that’s not something that is appreciated by many buyers. Oftentimes, in my experience, buyers on Fiverr try to find the best job for the best price, which usually discounts a lot of the more expensive gig offerings. You’ve got to price fairly - but we’ll come onto this more later.

Fiverr is used by 3.42 million buyers each year - a figure that grows by the day. With the pandemic changing the way that work is done forever, more people are quitting their job to try and have their go at #freelancerlife. There are 830,000 freelancers on Fiverr offering more than three million gigs in total on the platform. In 2020 alone at least [two million](#) people officially joined the freelance workforce. Many of them joined Fiverr.

Once you sign up, you can immediately create and offer seven individual gigs in absolutely anything. Absolutely anything? Yes. You can hire someone to write your wedding vows, have an astronaut deliver your message from space, or rent someone to text with you for two days straight.

Among the most popular gig types on Fiverr are blog and article writing.

# What Fiverr Doesn't Tell You

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Signing up for Fiverr seems like a no-brainer for freelancers looking to make some more money. But there is a plethora of undeniable downsides that need to be mentioned, including

- Fiverr takes 20% of your earnings
- Buyers have [100% privileges](#), completely neglecting seller rights<sup>1</sup>
- Highly competitive
- Low earning potential
- A buyer can cancel and receive a refund after receiving the work
- No legitimacy of credentials (there are thousands of 'doctors')
- Once an order is completed, the money takes 14 days to be 'cleared' and available to you
- The level system is deceiving

And now, let me explain that in some more detail.

There are over 830,000 sellers on Fiverr, working out of 500 service categories. Each year, there are 3.42 million buyers.<sup>2</sup> How can these buyers choose their freelancers? What makes one freelancer stand out over the other? What makes you special that will give you the edge? That's the question. That's where most people fail. It's hard to get recognized; most are just a drop in the Fiverr ocean. We'll come onto this later.

I have had a few experiences in which a buyer has baselessly decided they either weren't happy with the work or no longer needed it. They then requested a refund, which they received immediately,

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<sup>1</sup> In my personal opinion as a seller on the platform. Not all sellers will have this experience.

<sup>2</sup> <https://backlinko.com/fiverr-users>



despite the hours I put into producing the deliverable. When I reached out to Fiverr, they just stated the terms of the agreement: that the buyer can cancel the work at their discretion.

Despite having over 300 five-star reviews, I have had a few less than four stars. One customer rated me three stars because I wrote in UK English (I am from the UK). The knock-on effect of this was that I was demoted (if you receive a low rating you go down a level in their level system). At level one, I was unable to make any money for a full month until I was promoted again.

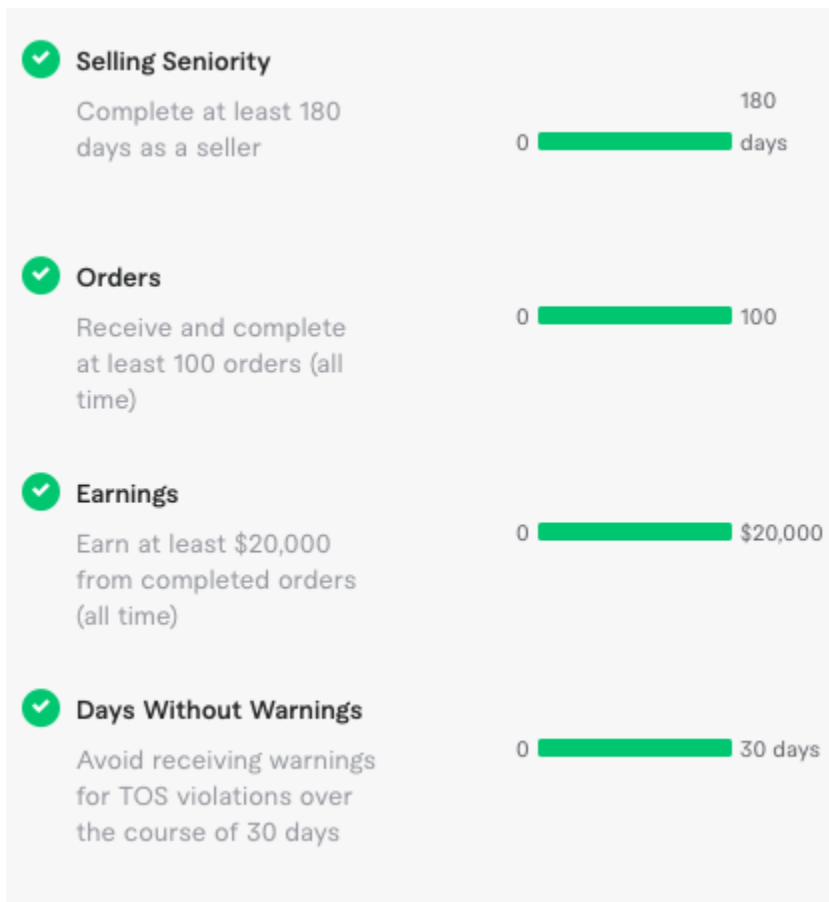
My final complaint about Fiverr comes down to the level system.

*Figure 1: Fiverr's Level System*



Being a top-rated seller is the highest accolade you can achieve on Fiverr. However, the way it is advertised is very deceptive. As you can see in figure one, you would assume that you move from ungraded, level one, level two to top-rated, assuming you complete all the prerequisites (as listed in figure two).

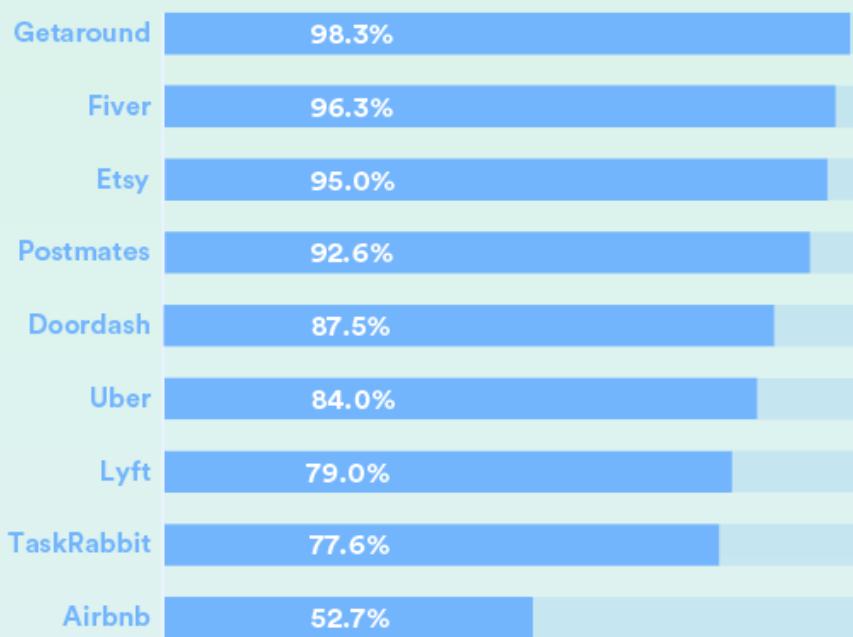
Figure 2: Prerequisites for Promotion



However, that's not the case. After completing all the prerequisites, I expected to be promoted. When I wasn't, I reached out to Fiverr for clarification. I was then told that top-rated sellers are handpicked by the staff at their discretion. So essentially, I had been working towards nothing.

## Most sharing-economy workers earn less than \$500 per month through their platform

PERCENTAGE OF WORKERS ON EACH PLATFORM WHO MAKE <\$500/MONTH



Data is based on tens of thousands of Earnest loan applicants.

Source: *Priceonomics*<sup>3</sup>

According to a recent [report](#) by Priceonomics, 96.3% of sellers on Fiverr make less than \$500 or less per month, with the majority (70%) making less than \$100. As of 2019, there are [830,000 freelancers](#). In short: there's a lot of competition and a low statistical likelihood of earning much.

So why not give up? I hear you ask. Well, overall, joining Fiverr has been a successful business decision for me.

While statistically unlikely, it is possible to earn a good amount of money on Fiverr, and I'm speaking from experience. I'm in the top

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<sup>3</sup> <https://priceonomics.com/how-much-are-people-making-from-the-sharing/>

one percent of earners on the platform. I made \$33,028 on Fiverr in the first two years I joined the site - 65% of which was made in 2020.

Don't get me wrong, it's not enough money to live on. But the platform has allowed me to connect with business owners and brands that catapulted my career. Some brands are so well-known that I'm surprised they're even on the platform, let alone reaching out to me to work with.

If I had reached out to these brands directly, outside of Fiverr, I doubt I would have even got a response. So that's a huge benefit of being on the platform - it opens a door. Moreover, while it's not technically allowed, most freelancers take their clients off Fiverr and work with them directly after a few successful jobs. This way, you don't have to continuously pay the 20% seller fee. Plus, you can build rapport with a brand or company that may eventually even hire you directly. It's happened to me before.

In summary, I know the ins and outs of the app, and how you can leverage your skills to earn a buck. The reality is that if you're just joining the app, you're going to need all the help you can get to make it on there because it's more competitive than ever. More and more people are deciding they want to be #digitalnomads and Fiverr is the platform to do it on.

So if that's you - you've got to pay close attention. I've condensed everything I have learned being a freelance writer on Fiverr into this one eBook. Let's jump into it.

# How to Create Your First Gig on Fiverr

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Want to join the Fiverr workforce? Here's what you need to do, in summary.

1. Sign up and make an account - Duh.
2. Decide what your niche is - This is very important. There are enough article writers on Fiverr to last a century. What can you bring to the table that is different and unique? I'm a health and fitness writer, and I have an academic background and credentials that allow me to perform well within this niche. What are your skills? What is your background? What's your obsession? Write about that. Even if it's very specific, like golf, there's enough work to go around.
3. Create your first gig - There are some key steps you'll need to follow when creating your first Fiverr gig. [Here's my Fiverr gig if you'd like to follow along.](#)

## Step 1: Overview

This is where you give buyers the 411 on your service.

Gig title: Make it short and to the point. It always starts with "I will", so if you're going to be writing articles, throw in a keyword relevant to your niche. "I will write golf articles." Simple, don't overthink it.

Category: Writing & Translation | Articles & Blog Posts

Gig metadata: Here you add in your language, topic, tone, and article type.

Search tags: Add in some key terms like "content marketing" "golf articles" or whatever it is that is specifically relevant to your niche,

plus some more general writing ones. Go for terms that you know a prospective buyer will be searching for.

Keep reading - I've added a section that covers all of the most popular search terms to include in your gig.

## **Step 2: Pricing**

You have three package offerings per gig - basic, standard, and premium. For each, you'll have to decide the gig delivery time, any additional extras that buyers can purchase, and of course - the price.

When it comes to pricing, my best advice is to start by charging a low rate. Once you get 30 reviews and are promoted to a level one seller, you can increase your rate.

Remember that you're going up against sellers from India who have extraordinarily low rates. *The Times of India* published an [article](#) about Fiverr titled '*The things Indians are willing to do for \$5*'. What it comes down to is if you're not willing to do a task for cheap, someone else will.

Of course, **cheaper is not always better**. But if you're starting and have zero reviews, in a buyer's mind - you're not the 'better' option.

When I started, I wasn't going to offer an article for \$5. I first put my price at \$10 for a 250-word writing sample, \$25 for a 500-word blog post, and \$55 for 1,000 words. Luckily this was my entry into the writing world so I didn't know if this was fair pricing and did each task willingly and gratefully.

Once I got reviews and more customers, I put my prices up. Now I charge a minimum of \$125 for a 500-word article.

## **Step 3: Description & FAQ**

Now it's time for you to shine. Highlight any relevant credentials or experience, give a touch of personality, and a guarantee of service.

You'll want to introduce the gig briefly - what is the benefit of a blog post? Then, introduce yourself. Finally, break down what an article written by you will include, and why they should get it.

Remember, you only have 1,200 characters to use for this, so only add what gives immediate value to the prospective buyer.

#### **Step 4: Requirements**

What questions do you need to be answered by your buyer so you can get started on their project? For example, what is their website, product, or goal, and what is the information required to understand the brief fully?

#### **Step 5: Gallery**

You can add:

- Three images
- A single video
- Two PDF documents

To showcase your work.

Do this thoughtfully! Having a picture or video of you is one of the easiest ways to visually introduce yourself to any prospective buyer. So go for a picture of you smiling warmly, or working away at your laptop to create a story without words.

Did you know that according to Fiverr, the gigs that have videos sell [220% more](#) than the gigs that don't? It's time to get comfortable in front of the camera!

In a video, simply introduce yourself and the gig. It doesn't have to be long or complex. Let your personality shine!

# Keywords to Use in Your Fiverr Gig

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Here are just a few examples of popular definitions and terms you might want to consider using in your Fiverr gig description. Remember, customers will search for these terms to try and find the most suitable writer.

You also want to add a keyword for your niche, for example, “health and fitness copywriter”.

The goal is to explain your gig in one sentence using as few words as possible while trying to make sure it gets seen by the right person.

## Types of Writers

**Copywriter** - Copywriting is the act or occupation of writing the text for the purpose of advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

**Content Writer** - A content writer is a professional who writes informative and engaging articles to help brands showcase their products. They write on a range of subjects and are responsible for creating the best possible written or visual content, from blog posts to press releases.

**Article Writer** - Traditionally, an article writer is someone who writes for a periodical, such as a magazine or newspaper. Nowadays, an article writer usually refers to a writer that focuses on creating digital articles and blog posts. This might be about current events, news, or other topics of interest to the publication's readers.

**B2B Writer** - A B2B writer (short for business to business) creates articles, emails, and content for companies that sell to other



companies. This content won't be humorous or colloquial, it requires some marketing skills and a background in the relevant niche. For example, you might be a B2B medical writer that creates copy and papers about a medical device, to ultimately try and sell it to other medical companies.

**B2C Writer** - B2C stands for Business to Consumer. This is typically what is considered copywriting. This type of writing applies to any copy you, as a business, create for your consumers. When you're writing to your customers, you'll be working toward helping them decide to purchase your product or services.

**SEO Copywriter** - An SEO copywriter is a writing specialist that uses the known aspects of search engine rankings to create content that is well-optimized for them. They must deeply understand Google's ranking factors, as well as the best practices to use in a text.

SEO copywriting is the process of pairing standard SEO best practices that drive traffic (like keyword research) with compelling words that entice users to take a specific action, like buying a product or subscribing to an email list.

## **Types of Content**

**Email Campaigns** - An email campaign is a sequence of marketing efforts that contacts multiple recipients at once. Email campaigns are designed to reach out to subscribers at the best time and provide valuable content and relevant offers. Using email campaigns allows you to build deep and trusting relationships with your customers.

**Social Media Copy** - This is content that is designed to be shared on social media platforms like Tiktok, Instagram, FaceBook, Twitter, and LinkedIn. The copy itself will vary depending on which platform it'll be posted on. But generally, social copy is short - usually capping out at around 250 words.

**Short-Form Content** - A blog post consisting of 1,000 words or less is usually considered a short-form blog post. Many short-form blog

posts are 250 words or less. These are often used to describe a product as they typically do not benefit SEO efforts.

**Long-Form Content** - Long-form content is any piece of content that exceeds the 2,000+ word mark. It is content that dives deep into a topic and covers it in great depth. It's the best type of content in terms of SEO as it provides plenty of value for the reader and the space to add a variety of keywords and search terms.

**Listicle** - A listicle is an article that is structured as a list, which is often fleshed out with additional text relating to each item. A typical listicle will prominently feature a cardinal number in its title, with subsequent subheadings within the text itself reflecting this.

**White Papers** - A white paper is an informational document issued by a company or not-for-profit organization to promote or highlight the features of a solution, product, or service that it offers or plans to offer.

# How to Get Your First Sale

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## 1. It's all in the gig description

You've just been given some of the most popular keywords and search terms to use in your gig description, so use them! When advertising your first gig on the platform, you need to walk the line between specific and reductive. The goal is to be specific enough to draw in a customer, but not to be so specific that your skills can't be transferable.

As an example - there are thousands of writers on Fiverr. Many advertise their gig as 'blog posts, 'article writing', or 'content creation.' While this is logical, it also fails to differentiate you. When you're new to Fiverr, that means you just get lost in the ocean of gigs.

So to be more specific, you need to know how to differentiate your skill. For example, 'mental health blog posts', 'long-form fitness articles', 'medical writer' etc. Using more specific key terms helps with SEO.

A prospective buyer may be looking to have a blog post written about pharmaceutical treatments - if they see you are a medical writer, it's clear that your skills are transferable. If you are too specific about what you do, you may put potential buyers off.

Being too specific is the difference between advertising yourself as a 'writer' vs. a 'medical writer' vs. a 'medical white paper writer'. The aim is to find the middle ground to make your gig relevant, specific, and transferable. In this case, it would be to call yourself a medical writer.

## 2. Say yes... to pretty much everything

In the early days of Fiverr, your goal should be twofold: get orders and get reviews.

It's essential to be open to doing other tasks within your skill set, even if you may have never done them before.

When I first started on Fiverr I was just selling meal and workout plans. I was asked to write a blog post about an exercise concept I had included in my workout plan, so said yes and added this as a service. After a few months, it was clear that health and fitness writing was a much more valuable service on Fiverr.

Now I write about everything from packaging copy for a skincare brand, and medical equipment to ghostwriting eBooks about marketing for gyms because I always said YES.

But to be clear: I didn't say yes and then played the guessing game, crossing my fingers that the work would be okay. I said yes and then extensively researched the topic or writing style to ensure I was providing a high standard.

As I got more reviews and customers, I increased my prices in line with my increasing experience level.

If you're desperate for customers like I was, you'll say yes to pretty much anything. You have no reviews or legitimacy on Fiverr, so you don't have the luxury of being choosy. I have worked on hundreds of projects I hated, but they helped me get reviews and \$\$\$, so it was worth it.

### **3. Have a high-quality video**

According to Fiverr, the gigs that have videos sell 220% more than the gigs that don't<sup>4</sup>. Having a high-quality video in the gig description can be a great way to show prospective customers what the gig is, who you are, what your experience and background are, etc.

When you can show your personality, potential customers can connect with you - it's why people often have things like "I love cats

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<sup>4</sup> <https://www.onlinetoolsexpert.com/how-to-get-more-sales-on-fiverr/>

and pasta” in their bios. It’s strategic sharing to make you feel connected.

Try to make the video as high-quality as you can. That doesn’t mean you have to hire a videographer and editor, but it does mean:

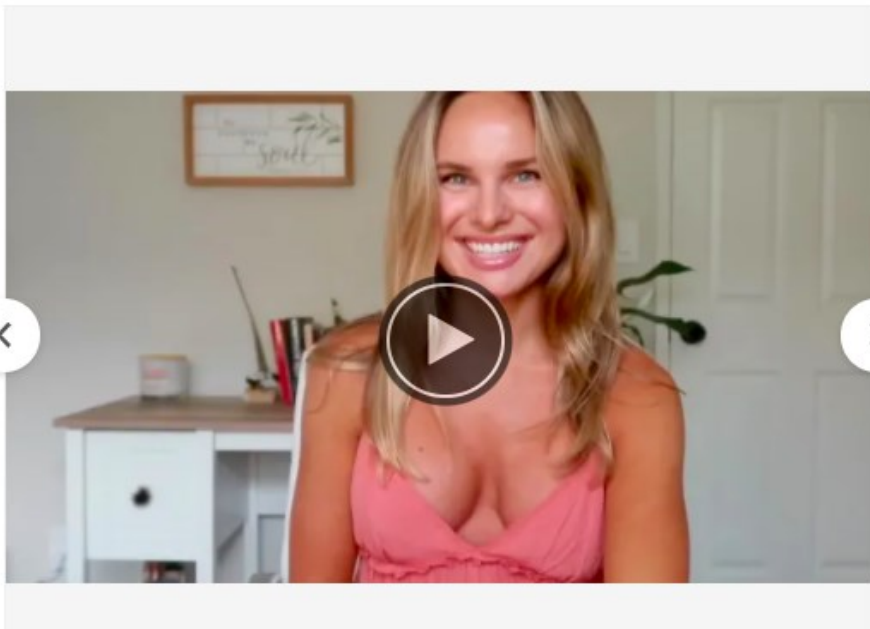
- You’re using a good enough quality camera
- The sound quality is clear
- The lighting is crisp - daylight is preferred
- The background is plain and/or relevant

How you look and present yourself in the video is an undeniable factor that can sway your sales. That’s not necessarily whether you’re good-looking or not, but it’s about looking well put together, smiling, making eye contact with the camera, etc. Imagine how you would act and look in a job interview - do that.

## I will write health and fitness articles and blog posts



emilinalomas Level 2 Seller | ★★★★★ 5.0 (179)



Use the resources available to you to show prospective customers that you are a true professional. For a little amount of effort, a video can bring about big rewards.

#### **4. Highlight your credentials**

There are, no doubt, many successful freelancers on Fiverr that have no credentials or relevant educational background. However, having this does help.

I am a registered nutritionist and personal trainer with two degrees, work experience as a consultant at a Fortune 100 and a solid social media following. This has legitimized me as a freelancer, helping me differentiate myself from the crowd.

If you have the skills but don't have a college degree or relevant work experience - don't worry! This is the joy of the digital age! Go to Grow with Google or Coursera and enroll in some certified courses. Google courses offer legitimate certificates that can help you get a job. Coursera has courses from reputable establishments like Yale, the University of California Davis, Berkeley, etc.

A part of this to consider is the fact that you need to be realistic. If you are attempting to become a medical writer, you need to have studied science, medicine, health, or a related topic before you attempt to write a 3,000-word analysis on diabetic treatments.

But for other niches, your passion might be enough to put you ahead of the crowd, especially if you get some further education like certification in SEO, content creation, or social media. It helps to legitimize your services!

#### **5. Prepare to be patient**

As mentioned earlier, 65% of everything I've learned on Fiverr happened in 2020. When I first joined Fiverr I was charging a low rate for my services and have only increased it this year once I have enough reviews.

Even if you've worked as a writer for 10 years, you can't expect to join the platform and charge your usual rate with no reviews. That's why it's not for everyone, but be patient. If you're consistently working and stacking up your reviews, you'll notice a big jump in your earnings.

## **6. Charge low**

We talked about this already, but it's worth reiterating. You need to start by charging a low rate. It's a differentiating factor - many people aren't willing to cut their prices enough to get noticed and gain traction on the site.

But don't worry, once you get 30 reviews and are promoted to level one, you can increase your rate.

## **7. Be attentive**

One of the major factors in the Fiverr algorithm is how often you are online and how quickly you reply to messages.

Download the Fiverr app and try to go on it on your phone at least once every 30 minutes when you're new to the platform. It may seem excessive but it was one of the easiest ways to connect with new clients because they always saw that my little green availability light was flashing. Plus, how often do you check Instagram? Substitute Fiverr for Instagram for a few weeks and see your engagement soar.

Reply to messages as soon as possible, if you have the mobile app this is easy as you'll get a notification. Even if you immediately reply by saying 'Hi' before taking the time to reply to the rest of the message, this will show the algorithm and your potential customer that you are on the ball. When buyers go on Fiverr, they want someone to do the job then and there. If you take more than an hour to reply, I can guarantee they will have already found someone else.

# Proofing and Editing

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I can't talk about how to succeed on Fiverr without touching on proofing and editing your work. If you're anything like me, proofreading your work is a major drag. Once you've written a long piece you just want to press send and be done with it, especially if your Fiverr is backed up with orders.

But the difference between a good writer and a great *business owner* is the attention to detail. Remember, there are thousands of writers on Fiverr. If your work is filled with errors, a customer is going to

1. Complain
2. Leave a bad review
3. Never come to you again

You want your work to be well-crafted and well-executed. That comes down to how well you proofread and edit your work. Here's the best way to do this, in my experience.

1. Finish the article.
2. Check to see if there is any plagiarism.
3. Leave it alone for at least an hour, ideally overnight.
4. Mentally decompress - go for a walk or watch some mindless entertainment.
5. Print the article.
6. Read the article and highlight anything that needs to be reworded, and with a pen, circle any spelling or grammatical errors.

That's it, pretty simple. But it works. Your process might be a little different and that's fine. The important thing is that you do it.

Here are the two best proofing and editing tools in my opinion. I couldn't live without them!

- Grammarly - You can download this as an add-on to your browser and it flags grammatical and spelling errors as you type. It's free!



For a small fee, you can also have Grammarly Premium make recommendations on your work as you go, like sentence structure, tone adjustments, word choice, formality level, and more.

- Copyscape - For an extremely cheap fee, you can use this software to check for any plagiarism in your work. Any plagiarism immediately calls into question your legitimacy and trustworthiness as a writer, so ensuring you do this every time you submit an article is essential.

Not keen on those? Here's a list of others that I have researched that seem to be good alternatives.

- ProWriting Aid
- Hemingway App
- Ginger Software
- WhiteSmoke
- PaperRater
- LanguageTool
- SlickWrite

# Personal Brand Story

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With 830,000 freelancers on Fiverr, how can you differentiate yourself? You need to highlight your best qualities as a freelancer. This is known as your personal brand story. Remember - people love stories. It's why on sites like eBay, lists of features of products don't sell.

Surprisingly, specific stories about products do. As buyers crave and demand more information, marketing teams are finding unique and captivating ways to give consumers what they want by humanizing businesses and products. Selling with a story is a new marketing approach that uses a compelling narrative to create a personal connection with customers.

You're not a product, as such. But in a sense, you are a service. They're not just paying you for a blog, they're paying you for an entire experience. You can't just attempt to sell, sell, sell. You have to create a story about you and your service that leaves a lasting impression on your prospective clients.

So ask yourself the following questions:

1. What is your niche?
2. What is your experience or expertise in this niche?
3. What personality traits do you possess that make you good to work with?
4. What will the experience of working with you be like?
5. What is one thing you can guarantee your client about your work?
6. What is your best quality as a freelancer?
7. What is your personality outside of work like? What facts or features about your life are intrinsic 'you'?

Once you have written down the answers to these questions, use them to shape a paragraph about yourself that is your personal brand story. For example, here's mine:

“I’m Emilina. I have a bachelor’s and master’s degree in nutrition, and I’m a certified fitness trainer. I have consulting experience, which has provided me with superior attention to detail and time management skills. As a freelancer, I guarantee that my work is creative, insightful, and beneficial for your brand. I do so by using effective digital marketing techniques - I have a certification in SEO and am a trained copywriter. Outside of work, I’m a fitness junkie who loves reading and traveling - I’ve lived in four countries!”

As you can hopefully see, I’m:

1. Validating my competence without over-selling myself
2. Giving you an introduction to what it’ll be like to work with me
3. Sharing an insight into my personality

This is what sells.

# Be a Business

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One thing many creatives fail at is how to be a business. They are too non-talent when it comes to conducting business. On Fiverr, I have encountered CEOs of publicly listed companies, professional athletes, celebrities, global heads of marketing, etc.

These people are used to dealing with professionals in their careers. Just because you're a freelancer, or on Fiverr, communicating through an app, doesn't mean you can't be up to par. I attribute a lot of my success as a freelancer to the way I approach business. In summary, like this:

- Always practice correct grammar, punctuation, capitalization, etc.
- Reply to messages promptly
- NEVER MISS A DEADLINE
- Under promise and over deliver - quote a four day turn around and deliver in two
- Offer to discuss a project on the phone
- Do not add colloquialisms - they are not your friend
- Ensure they are happy with the final delivery
- Respect yourself - if a client is rude and disrespectful from the jump, I don't work with them

You are a professional. Act like it! Show your prospective customer you are offering a professional service from the first conversation through to the deliverable.

# Conclusion

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I want you to succeed as a freelance writer. When you are able to make a living off doing what you love, you find a deep happiness. I now travel around the world and have a great standard of living. I'm my own boss, and I don't work all that much. But it took a long time to achieve that.

Everything I wrote in this eBook is exactly what I did to make it as a freelance writer on Fiverr, and beyond. Before I end, I just want to summarize once more everything you need to do.

## 1. Find a niche

Your niche needs to be your lifelong, die-hard passion. It needs to be something you'd do even if you weren't paid for it. For me, that's health and fitness. Because of that, I'm staying on top of my game; constantly researching, learning, and exploring the industry, which leads to great content.

## 2. Be a business

- Pay attention to detail - No spelling errors, no false claims, no bad grammar, the devil is in the detail.
- Underpromise, overdeliver - If a piece of work is going to take you three days, quote five. When you deliver it earlier than expected, you've already pleased your client. Be professional in every interaction - Many creatives fall short when it comes to professionalism. There are no 'yeah's' or colloquialisms in my emails. To be taken seriously as a writer, you need to assert yourself as a marketing expert, less as a creative writer.
- Never, ever, ever be late - No more explanation necessary; if you're ever late delivering work or attending meetings, they've already fired you.

### **3. Put yourself out there**

It may seem awkward to put yourself out there. You're worried about what your colleagues at work will think, or your friends from high school. Forget them. Put yourself out there. I'll tell you now that you'll probably get rejected by clients many times before your business starts to take off. After a while, you stop caring about what people think or who rejects you. If you love what you do, you won't care.

Put yourself out there constantly, whether it's through ads, social media, or word of mouth. Tell people about your work. Share stories. You never know who might respond.

### **4. Try a variety of freelancing platforms**

Fiverr isn't the only freelancing platform around these days. If you're not seeing any results from Fiverr, try these:

- Upwork
- PeoplePerHour
- Toptal
- Jooble
- Freelancer.com
- Flexjobs
- SimplyHired
- Guru
- LinkedIn
- Behance
- TaskRabbit
- Dribbble

### **5. Be a thought leader**

My passion for health and fitness extends beyond my advice on weight loss or muscle gain. I have strong opinions about nutrition and fitness and I don't shy away from talking about them on social media, forums like Quora, in person, and at events. This deep-rooted

connection I have to my niche appeals to prospective clients who want my insight.

I care about what I'm writing about, and your clients can tell. You might have to do some boring articles that don't ignite your fire, but that's why sharing more about yourself on social media can be a great way to drum up business. Companies want to hire writers that have a genuine interest and drive.

To make it as a successful freelance writer, you need to be an extremely competent and passionate writer. It's not enough to know how to construct sentences, you also need to write in a way that evokes feelings and inspires thought. That could be through humor, insight, or enthusiasm. Be disruptive, and consistent.

Writing on Fiverr or elsewhere takes time before you enjoy success. But you'll get there if you want it badly enough.

Thanks for reading this. I believe in you.

Emilina

Stay up-to-date with my offerings by subscribing to my blog at [emilinalomas.com](http://emilinalomas.com)