

Positioning on Freelance Marketplaces — Workbook

This workbook turns the course into a live, optimised marketplace profile you can publish this week. Work through one section per module: choose your platform with a scorecard, sharpen your niche positioning, rebuild your profile and proof, then write the proposals and tracking that win and rank you over time. Fill in every field and template, because a half-built profile attracts half-serious clients.

Choosing the Right Marketplace for Your Work

Pick the single platform that fits your skill, rate, and ideal client using a structured scorecard instead of hype.

Worksheet: Platform Fit Scorecard

List the three platforms you are considering across the top in your own notes, then score each from 1 to 5 on every factor below and apply your chosen weights. The highest weighted total becomes your primary platform; the runner-up is your reserve. Fill in your weight and your decision for each line.

Platform A, B, C names being compared

Fit with my skill and seniority (weight + scores 1-5)

Rate ceiling buyers will pay (weight + scores 1-5)

Client quality and intent (weight + scores 1-5)

Competition and saturation (weight + scores 1-5)

Time to first client (weight + scores 1-5)

Fees and what I keep after commission (weight + scores 1-5)

Profile control and premium branding (weight + scores 1-5)

Weighted total per platform

My chosen primary platform and my reserve platform

Exercise: Decode Three Platforms by Their Four Levers

For each platform on your shortlist, research and write down its gatekeeping, matching model, fees, and buyer intent. Then answer the prompts to decide which buyer pool you actually want.

- For each platform, what is its gatekeeping, matching model, fee, and typical buyer intent?

- Which platform's buyers most closely match the clients you want, and what evidence tells you so?

- If a platform has low fees but the wrong buyers, why might it still be the wrong choice for you?

- Which platform requires a vetting screen, and are you ready to pass it today or in six months?

Checklist: Platform Commitment Checklist

- I scored at least three platforms on the weighted scorecard
- I chose one primary platform to fully optimise first
- I named one reserve platform to build only after the primary is complete
- I confirmed the primary platform's buyers pay the rate I need
- If my target is a vetted network, I checked the entry requirements and my readiness

Niche Positioning That Buyers Search For

Turn a broad skill into a sharp, searchable positioning mined from the exact words your future clients type.

Exercise: Mine the Job Feed for Buyer Language

Open your primary platform's job feed, filter to your category, and read 30 to 50 recent posts plus the top five ranked competitor profiles. Capture the repeated phrases and pains, then answer the prompts.

- What keywords and skill phrases appear most often across the posts you read?

- What outcomes and pains do buyers describe in their own words?

- What headlines, skill tags, offers, and prices do the top-ranked competitors in your niche use?

- Did you find at least a dozen recent, decently paid jobs for your intended niche, confirming real demand?

Worksheet: Niche and Positioning Statement Builder

Use your research to narrow your niche, then complete the positioning formula. Stack two of industry, problem, and outcome for the sharpest result.

My niche by industry (who I serve)

My niche by problem or service (what I do)

My niche by outcome (the result I deliver)

Specific client I help

Specific outcome they pay for

My service that delivers it

The generic alternative I am better than

My full positioning statement (I help [client] achieve [outcome] through [service], unlike [generic alternative])

Checklist: Positioning Validation Checklist

- My ideal client would recognise themselves in the first five words of my statement
- My statement names an outcome clients pay for, not just a task I perform
- My statement separates me from the generic version of my service
- I confirmed steady demand and acceptable budgets for this niche on my platform
- I have a two-column list of keywords for tags and pains for my overview

Building a Profile That Converts

Rebuild the headline, photo, overview, portfolio, and proof so quality buyers click contact at a glance.

Worksheet: Profile Asset Rewrite Worksheet

Draft each visible and ranking element using your positioning statement and keyword research. Every field must support the one positioning statement from the previous section.

New headline (searchable skill + niche + optional proof)

Overview opening two lines (client pain + outcome, no I am bio)

Three to five proof points or named clients with numbers

What it is like to work with me (process, communication, reliability)

Who it is for and who it is not for

Call to action telling buyers exactly how to start

All skill tags filled with researched keywords (list them)

Specialised profile or category chosen (not generic)

Exercise: Curate Portfolio Pieces as Evidence

Choose six to ten portfolio pieces that prove your exact positioning. For each, write a context-action-result caption rather than a bare image label. If you lack marketplace history, create one or two niche spec projects.

- Which six to ten pieces best prove your specific positioning, and which off-niche pieces will you cut?
 - For each piece, what is the context, the action you took, and the measurable result?
 - Which trust signals can you display now: reviews, badges, completion score, certifications, client logos?
 - If you have no marketplace reviews yet, what spec project or past-employment work will you show as proof?
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Worksheet: Value-Based Pricing Tiers

Design three packages so buyers compare your own tiers instead of comparing you to the cheapest stranger. Price for value, not the bottom.

Standard package name, scope, and price

Plus package name, added scope, and price

Premium package name, full scope, and price

The value or outcome each tier delivers

Trust signals that justify these prices

My minimum acceptable budget (jobs below this I will decline)

Checklist: Conversion-Ready Profile Checklist

- My headline leads with a searchable skill and my niche, no empty adjectives
- I uploaded a clear, well-lit, professional headshot (or a brand mark on a brand-led platform)
- My overview opens with the client's pain and outcome, not my bio
- My portfolio shows results-led captions, not just images
- My profile is 100 percent complete with all tags, certifications, and a specialised profile set
- My pricing reflects value with tiered packages and I refuse to race to the bottom

Winning Work and Ranking Over Time

Write proposals and offers that win, seed your first reviews, and track the funnel metrics that compound your ranking.

Worksheet: Winning Proposal Builder

Draft a reusable proposal skeleton you will personalise per job. Keep the first two lines tailored to each post; that is what lifts reply rates most.

Opening line naming the client's exact outcome (You want X by Y)

One proof line: a near-identical project and its result

Brief plan: two to four concrete steps

Timeline and price or price range tied to value

One closing question that invites a reply

Productised Offer title and fixed price (for Offer-based platforms)

Exercise: Plan Your First-Five-Reviews Sprint

Map a deliberate plan to escape the new-freelancer cold start by banking your first excellent reviews fast. Treat these projects as an investment in proof, not main income.

- Which smaller, well-defined jobs can you deliver flawlessly to bank quick five-star reviews?

- What time-boxed launch offer (introductory price or bonus deliverable) will you give your first clients only?

- How will you over-deliver slightly and then politely ask each satisfied client for a detailed review?

- At what point will you raise prices back to your real rate, and what badge are you climbing toward?

Worksheet: Monthly Funnel Diagnosis

Each month, log your numbers, find the single weakest stage, and commit to one focused fix. Change one variable at a time so you can tell what moved the needle.

Profile impressions and profile views this month

Invitations received and proposals sent

Proposal win rate (contracts won / proposals sent)

Average project value and effective hourly rate after fees

Review rating, review count, and badge progress

Total monthly earnings and repeat-client share

The single weakest stage this month

The one focused change I will make next month

Checklist: Win-and-Rank Checklist

- I apply only to well-fit jobs and personalise the first two lines of every proposal
- I packaged my positioning into at least one fixed-price Offer where the platform allows
- I have a concrete plan to earn my first five strong reviews
- I respond to invitations and messages quickly to protect my response stats
- I log my funnel metrics monthly and fix the single weakest stage
- I protect my rating and on-time stats to climb toward Top Rated or CERT badges

Your Action Plan

1. Score at least three marketplaces on the Platform Fit Scorecard and commit to one primary and one reserve.
2. Mine 30 to 50 job posts and the top five competitor profiles for buyer keywords, pains, and pricing.
3. Write your one-line positioning statement and confirm there is enough demand and budget for it.
4. Rewrite your headline and overview opener to lead with the client's outcome and your searchable niche.

5. Curate six to ten portfolio pieces with context-action-result captions that prove your positioning.
6. Fill every skill tag, set a specialised profile, upload a professional headshot, and reach 100 percent completion.
7. Build three value-based pricing tiers and set a minimum budget below which you decline work.
8. Draft your winning proposal skeleton and one fixed-price Offer, then apply only to well-fit jobs.
9. Run a first-five-reviews sprint with a time-boxed launch offer, then raise prices to your real rate.
10. Log your funnel metrics monthly, diagnose the weakest stage, and make one focused improvement.

