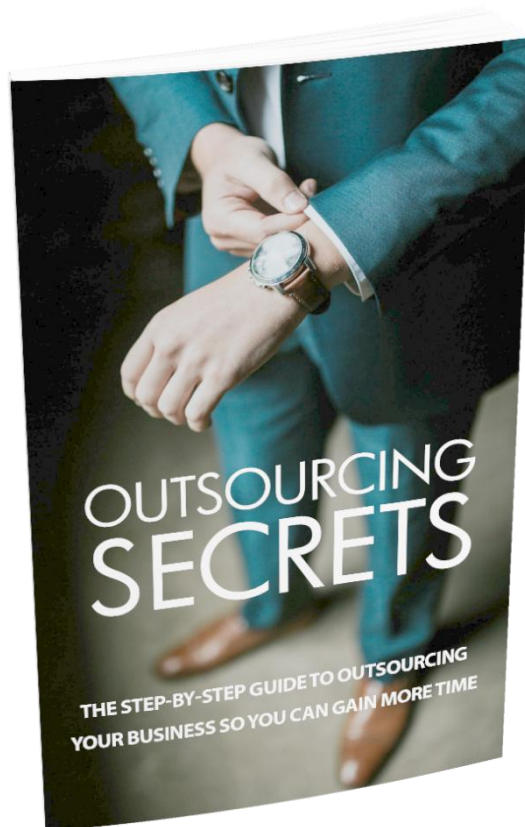


HOW TO USE UPWORK  
TO OUTSOURCE JUST ABOUT  
ANYTHING IN YOUR BUSINESS

# TOP RECOMMENDED GUIDE:

## Outsourcing Secrets

How To Outsource Your Business So You Can Gain More Time



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A growing trend among small business owners today is outsourcing their non-strategic business tasks to freelancers around the world. Many small business owners have begun to realize that they can't take on every responsibility of their business.

Luckily there are hundreds of thousands of talented contractors and freelancers who can help them complete many of their business processes at a fraction of the cost and time.

With its ability to free up time and save money, it's a wonder that more business owners aren't taking advantage of outsourcing their business processes. For many business owners feel that they can do a better job than anyone they can hire. For others, it's a simple matter of not knowing how to get started with outsourcing.

For the first group of business owners, those that think they can do everything better than someone else, there is not much you can do to convince them otherwise. For the second group, getting started with outsourcing is as easy as creating an account on the most popular outsourcing site, Upwork (<http://upwork.com>).

# How Does Upwork Work?

UpWork is an extremely popular outsourcing site where businesses can find highly-qualified candidates to complete projects in a variety of fields and industries. Finding the perfect candidate for completing various projects in your business is as simple as signing up for an account, searching for candidates, hiring the right candidate, completing the project, and paying the freelancer.

So, if you're ready to begin outsourcing various tasks in your business, here are the steps you need to complete to hire your first freelancer.

## Sign up for Upwork Account

The first step in starting a successful outsourcing campaign and building a team of virtual workers is to create an account on Upwork's signup page.

(<http://upwork.com/signup/>).

When you get to this page, you want to click on the green hire button. You will need to provide your first and last name, as well as a work email address to get started.

Once you've completed this step, you will be taken to your dashboard where you will enter the details of your job.

Before you can begin entering the details of the job you are looking to fill, you'll have to verify your email. To verify your email address, click on the link that was sent to you. After clicking the link, you will be asked to set up a couple of security questions in case you have to reset your password.

Once your security questions are set up, you will be asked to enter your billing information. Until you enter this information, you won't be able to hire candidates for your project.

As an employer on Upwork, you are required to pay a service fee for using the site. There are two different types of fees that are offered, depending on how much work you plan on completing through the website.

If you don't anticipate doing a ton of outsourcing through Upwork, you can choose to pay the low, 2.75 percent processing fee on all the payments you make to freelancers.

If you plan on doing a ton of work through the site, you might want to consider opting for the steady \$25 a month fee.

# Post a Job

Once you've created an account, verified your email address, and entered your billing information, you can post your first project.

To do this, you want to head back to the homepage. Click on the green Post Job button in the upper right-hand corner of the page to get started.

## ***1. Choose a Category and Subcategory***

The first step to posting a job on Upwork is deciding the category and subcategory of the work that you need to complete. Some of the main categories that you can choose from include:

- Web, Mobile, and Software Development
- IT and Networking
- Data Science and Analytics
- Engineering and Architecture
- Design and Creative
- Writing
- Translation
- Legal
- Administrative Support
- Customer Service

- Sales and Marketing
- Accounting and Consulting

Each of these main categories has half a dozen or more subcategories that you can choose.

## ***2. Create a Job Title***

After you've decided on the category and subcategory of your job posting, you need to name the post. This part is easy as all you have to do is enter precisely what you need.

This ensures that freelancers who are browsing for a particular category aren't wasting their time applying for a job they won't do for the price that you've set. Here is an example job post title that tells potential freelancers precisely what you are looking for.

### **Writer Needed to Write 500 Word Blog Posts for \$10/blog**

It is vital that you are upfront and honest about what you need and what you are willing to pay for the services. Be prepared to receive tons of applications with bids that are higher than what you are willing to pay. The best part of doing work through Upwork is that you can quickly dismiss these proposals.

### ***3. Describe the Work***

The next thing that you need to do is create a detailed description of the work that needs to be done. You want to be very clear about the work that needs to be completed. It is important to tell them exactly what you are looking for and how the process will work.

You want to be as detailed as possible when creating the job description as this will ensure any candidates that apply know precisely what they will be tasked with doing.

One thing that you may want to do is include a code word or phrase that the applicants must include at the beginning of their application. This will help you quickly eliminate candidates that aren't able to follow instructions.

### ***4. Determine the Type of Project***

Upwork provides you with the option of setting up a one-time project or an on-going project.

Selecting the on-going project is a good idea because this shows freelancers that you are looking for someone to form a long-term working relationship with, so you don't have to worry about spending time posting jobs and interviewing new candidates.



## ***5. Set the Number of Freelancers You Need***

While you may only need one freelancer for this project, you should pick the “I need to hire more than one freelancer,” option. When you choose this option, potential candidates will see your ad and believe that they will have a higher chance of being hired because they think there is more than one slot to fill. This encourages more people to apply to your posting.

## ***6. Decide on Your Budget and How You Will Pay***

When it comes to deciding on how you will pay the freelancer, its best to choose the fixed price option. Paying by the hour can end up costing you more than you budgeted. What you think someone can get done in an hour is NEVER what they actually get done.

Plus, you may end up hiring someone who tries to drag out the work to increase their pay. As for the budget, it isn't set in stone, so you can create a placeholder budget, and change the rate when you decide to hire someone.

## ***7. Desired Experience Level***

There are three different levels of experience that you can set, entry level, intermediate, and experienced. The

experience level you choose will be determined by what you need to be done as well as how much you want to pay. You will have to pay significantly more for experienced and intermediate freelancers than for entry-level freelancers.

Now that you've filled in all the vital information regarding your job, you can now post it to the site. Once the job posting is live, you should start to receive applications within a few hours.

## **Review the Applicants and Hire a Freelancer**

As the applications begin to come in, you will want to start sorting through them. The best way to do this is by eliminating candidates that don't:

- Include the code word
- Provide examples of similar projects that they've completed
- Have a job history on the site
- Have a feedback threshold of 4.0 or better
- Possess the specific skills that you need

Once you've gone through your first round of eliminations, you can begin to take a closer look at the remaining applicants and narrow your choice down to 3 to 5 qualified candidates.

After you've narrowed down your choices, you want to begin interviewing the candidates to get a better feel for them and their ability to complete the job successfully. The interview process should include a small, paid test so you can get a feel for the skills they possess.

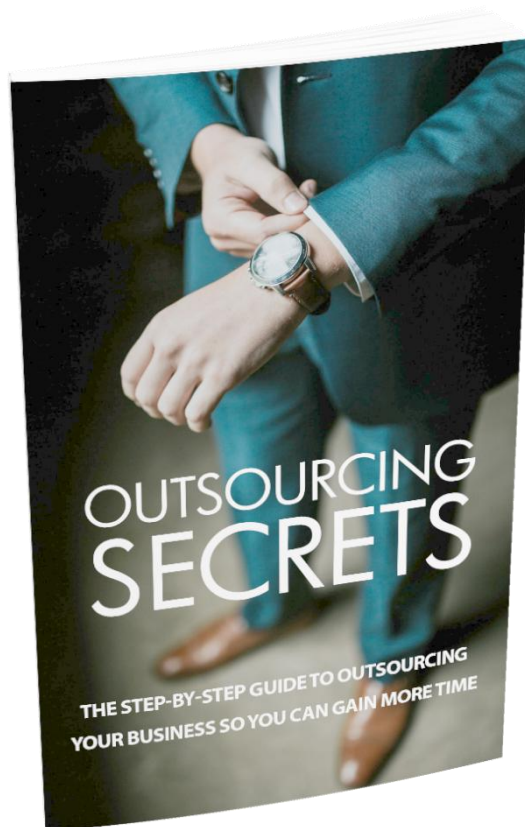
When you've interviewed all the possible candidates and narrowed down your choice to one freelancer who is the best fit for the job, you can send them an offer for the project and get started working with your new remote team.

When you first begin outsourcing your business processes, it can be a headache, but with enough practice, you'll learn how to interact with your virtual team, and the process will start to flow smoothly, and you will begin to find success with outsourcing.

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