

●● HOW TO START ●●

Earning on
Upwork in Pakistan
Beginners' Guide

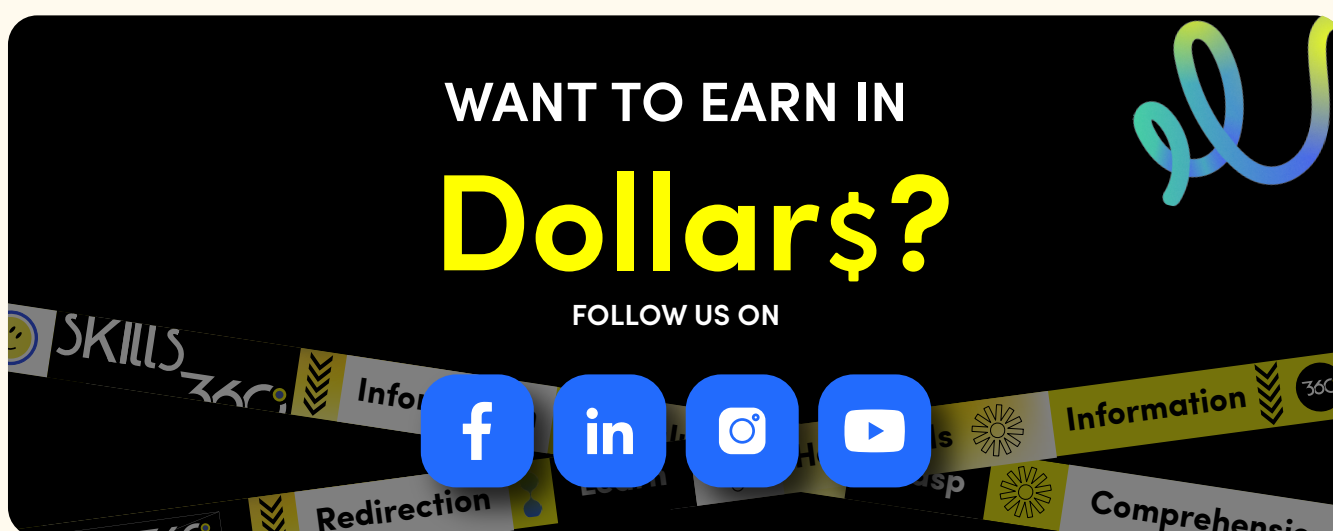
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Freelancing in Pakistan is growing in popularity contributing \$400 million to the country's economy. With 240 million people in Pakistan, every individual is freelancing one way or the other to earn a stable living. Freelancing has several benefits out of which the most prominent advantage is working on your own time and pace.

In addition, earning dollars in Pakistan is the key to growth and upgrading your living standards, because our currency is depreciating year over year and as the inflation rate increases based on dollar value, it's safer to earn in a currency that keeps valuing higher and higher.

Most Pakistanis aren't well-versed in freelancing or don't understand the concept of earning from home or through digital means. The idea of making dollars while in the comfort of our homes is alien to us and our parents. Convincing them, that you can make a lot more than a regular job through your freelancing career isn't easy. That's because we've been fine-tuned by the system to believe that our earnings are justified when we step out of the house and look for it. The core belief in our society is that nothing of value comes while sitting at home. With this mental sentiment of our society, it's hard for young individuals to even consider earning online let alone search for "how to start freelancing in Pakistan" This dilemma has destroyed many dreamers and has kept us in the chicken's coup where we all patiently wait to be slaughtered by our growing needs under the burden of rising inflation rates.



Today, Pakistan has so much to offer through freelancing and in all industries per say. That's because our currency value is significantly lower than the global currency (US Dollar). While most people aren't able to reap the benefits and turn this negative situation into a positive income generation idea, the entrepreneurial mindsets of our country are taking full advantage of rising dollar prices.

Since we're an agricultural economy, wheat, barley, and rice will always remain cheaper if we earn in dollars. Grocery bills will become easy to afford and electricity bills won't break the bank if you start earning in dollars through freelancing. Investing in property and buying luxury items like cars and cell phones becomes a breeze when your income currency changes to the most dominant currency in the world. This is what we call "swimming with the tide" a common phrase used to shift the narrative of a negative situation into a goldmine.

●● CONVINCING YOURSELF ●●

Before. **Convincing**
Others

Freelancing in Pakistan isn't free if you're looking to make dollars through popular freelancing platforms like Upwork and Fiverr. These websites have a great assortment of jobs that you can pick and pay well if you have the required skills. However, you'll need a laptop and a stable internet connection to get the ball rolling. So before you start talking to your parents about funding your freelancing career in Pakistan, you'll need to convince yourself that this is the career you've chosen for yourself. In other words, you need the confidence and drive to start freelancing because you'll need to see the bigger picture and be patient.



Did You Know?

The average hourly rate of a junior graphic designer on Upwork ranges from \$10-\$50. This means if you take \$25 per hour and work for 40 hours a month only, you'll make \$800 which translates roughly to 224,000 PKR/month. That's only if you work 1 week per month and relax throughout the month. Now, the salary of a junior graphic designer in Pakistan is around 30,000 PKR, without any fuel allowance or medical care. If you do the math, you'll be slaving away more than 40 hours per week to earn a fraction of the money you'll make via freelancing in Pakistan.



The best part about freelancing is that there's no cap on how much you'd like to earn during a month. For instance, in the above example, you learned that working only 1 week from home has the potential to make 224,000 PKR. What if you take on more than one project? You multiply your monthly earnings by 2. Even if the other project pays less, you're still beating your monthly salary by 100%



Want to Learn Graphic Designing and Sell on Upwork?

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We all know freelancing in Pakistan pays good money, but 2 obstacles prevent our society from adopting freelancing,

- **Mindset**
- **Lack of stability**

Yes, although freelancing helps you earn significantly more than a job in Pakistan, the income isn't stable. However, 1 week of freelancing earns you 8 months of your basic junior graphic designer's salary minus the cost of travel, food, and clothing. There are plenty of other job and freelancing examples out on the internet where you can compare what you'll earn through a job and what you'll make through freelancing based on your industry.



Did You Know?

Freelancing isn't limited to digital skills only. If you're in finance, marketing, or supply chain, you can easily find freelancing opportunities through Upwork. You just need to make up your mind and convince yourself that freelancing is the career trajectory for you and it'll be your future source of bread and butter.

Job vs. Freelance

Income



Role	Freelance Income (Per Hour)	Job Income (Monthly)
Jr. Web Developer	\$20 - \$35	Rs. 20,000 - Rs. 30,000
Jr. Graphic Designer	\$25	Rs. 60,000 - Rs. 70,000
Jr. CMS Developer	\$30 - \$35	Rs. 50,000 - Rs. 70,000
Jr. Logo Designer	\$25 - \$50	Rs. 40,000 - Rs. 60,000
Jr. Product Designer	\$25 - \$70	Rs. 80,000 - Rs. 120,000

Understand your strengths and weaknesses

There's no right or wrong answer when you choose to start freelancing in Pakistan. That's because everyone has a different life and different financial background. Don't be over-pressured into starting freelancing only because you can earn in dollars. Evaluating your strengths and weaknesses will help you paint a clear picture of whether you should start freelancing or not. Observe your family's financial position, if you think your family's survival is guaranteed if you don't get a job for the next 6 months and invest a little bit of amount to start your freelancing career, then go for it. However, if you're financial needs are dire and you don't have the luxury of holding back for 6 months, you should get a job and start freelancing on the side.

On the other hand, you'll need to observe your family structure and household environment. Freelancing is mostly done during the night because that's when the US market is up and running the most. If you can't find a peaceful spot to work or have to tend to family matters, it's best to give your family some time and space before you start freelancing. Remember, freelancing is more challenging than a job so you need mental peace before starting.

Overcome self-doubt and fears of failure

Failure is a part of learning and if you don't fail, you'll never learn. Bill Gates said, "Success is a lousy teacher. It seduces smart people into thinking they can't lose" and he was right on all points. While success gives you the adrenaline of winning, failure gives you a lesson you'll never forget.

Bonus

Tip



If the fear of failure runs too deep in your thoughts, take deep breaths and talk to yourself in the mirror.

SKILLS360

TIME TO UPSKILL



SKILLS

360



TIME TO UPSKILL

Learning from your mistakes will sharpen your senses and you'll avoid repeating the same blunders. That's how it goes when you're freelancing in Pakistan. And if you can't overcome your fear of failure and self-doubt it's better to work on your skills before jumping into the work of freelancing.

Set clear goals and have **a plan**

Freelancing in Pakistan is not a stable source of income. Plus, there's a high chance you might get lethargic during your journey.



The key to earning a stable income through freelancing in Pakistan is setting clear goals and having a plan. You can start by assigning yourself an “earning target” It's a way to track your work progress and set your work schedule. For instance, you start by setting a target of \$1000 for your current month. This allows you to segregate projects and work on tasks that meet your goal. If you successfully make \$1000 in your first 2 weeks, you can easily decide between what projects to take and which to dodge during the last 2 weeks of a month.

But no matter what numbers you achieve, don't stop and rest for the month. Your off day is only Sundays. Rest are working days where you attain clients and deliver work. If you still have free time on your hands, invest in learning a new skill. The more you grow as an individual the more you'll earn through freelancing. But to get to that point, you must adhere to your goals and plans for the month.



Once you consistently achieve your target for 3 months, raise the bar by 40%. Your earnings for the month will be calculated based on new clients. Recurring clients don't count as your monthly target. Once you reach \$5000 per month, start counting your recurring clients because that's when you're either a full-time remote employee or have plenty of work on your hands. That's when you start working on client retention which we'll talk about later in the guide.

Embrace the mindset of an entrepreneur **not just a freelancer**

Freelancing in Pakistan is like a crash course to entrepreneurship. You have to manage everything, from sales to work delivery and client satisfaction, you don't have the luxury to hire anyone because you can't afford to. Even if you do have strong financial backing, hiring someone when you don't have enough experience freelancing is a poor decision. It's better to embrace the mindset of an entrepreneur and draw a salary from your freelancing than to spend all the money you gain. The perfect formula for managing freelancing in Pakistan is to take out 30% of your earnings as your salary, 30% to reinvest in freelancing, and the rest to keep for contingencies.

Stay motivated and disciplined to overcome challenges

Motivation is the key ingredient for success when freelancing in Pakistan after acquiring the necessary skills. Many first-time freelancers struggle and quit prematurely due to challenges in securing clients, often underestimating the persistence required to thrive.



The best way to stay motivated during your freelancing journey is to focus on the bigger picture and your long-term earning potential. Setting unrealistic expectations, like making \$10,000 in your first month, can lead to disappointment and a loss of motivation when those targets aren't met. Instead, create transparent, achievable goals and celebrate small wins along the way.

Building a successful freelancing career is a marathon, not a sprint. Invest time in improving your skills, expanding your portfolio, and learning how to market yourself effectively. Remember that consistent effort, resilience, and a willingness to learn from setbacks are what separate successful freelancers from those who give up too soon.



Struggling to Start Your Freelancing Career?

Learn cash cow skills with Skills 360 Pakistan and expand your learning curve to become more adaptable to diverse jobs!

[Learn with Skills 360](#)



●● ADVANTAGES ●●
of **Freelancing**
Over a **Job**

Freelancing has already become the only source of earning in the USA. Many full-time employees have moved towards work from home culture and are earning value for their time through freelancing. As for Pakistan, freelancing can be more fruitful because it defeats the income disparity in jobs and has a 100% higher earning potential. Besides that, freelancing has several other benefits over full-time employment.

Flexibility in work hours and **Income**



One of the biggest downsides of full-time employment is enduring the daily commute and sacrificing nine hours of your life for a paycheck that often feels disproportionate to the time and effort invested. The commute expense is rising YoY in Pakistan as fuel prices surge to an all-time high and the traffic keeps getting worse.



Did You **Know?**

For a shift that starts at 9 am, one must leave their house at 8 and be ready for work by 7:45. If you calculate all this time your 9-hour shift turns into a 12-hour sitting including the time taken to commute to work.

Freelancing offers the freedom to work from anywhere, allowing you to skip the daily commute and create a comfortable home office environment. You're not tied to a desk after finishing your tasks, giving you the flexibility to spend quality time with your family and maintain a healthier work-life balance. In addition, the extra amount you spend out of your salary to pay for food is cut down by 80% when you're freelancing from home. While most people prefer to freelance from a cafe, you can reach that point once you're making \$1500+ monthly.

Autonomy in choosing projects and clients

If you're working in a fast-paced environment where you have to perform redundant tasks repetitively, freelancing is the right choice for your working style. With freedom and autonomy to choose what projects to work on and what to skip, you decide your own growth pace and work schedule. In addition, you can look up jobs that you'd like to practice and improve your skillset on platforms like Upwork and Fiverr.

Personal growth and development

Freelancing in Pakistan is the best way to grow your skill set. When you embark on new projects for new clients you diversify your skillset and approach work with confidence since you don't have to report to anyone. Through the hardships of navigating a new style of work, you improve your skillset and create additional branches for your source of income. All in all, everything you learn through paid projects, adds to your skills and gives you more room to increase your hourly rates or adopt new jobs and roles.

●● HOW TO START ●●

Freelancing
On **Upwork**

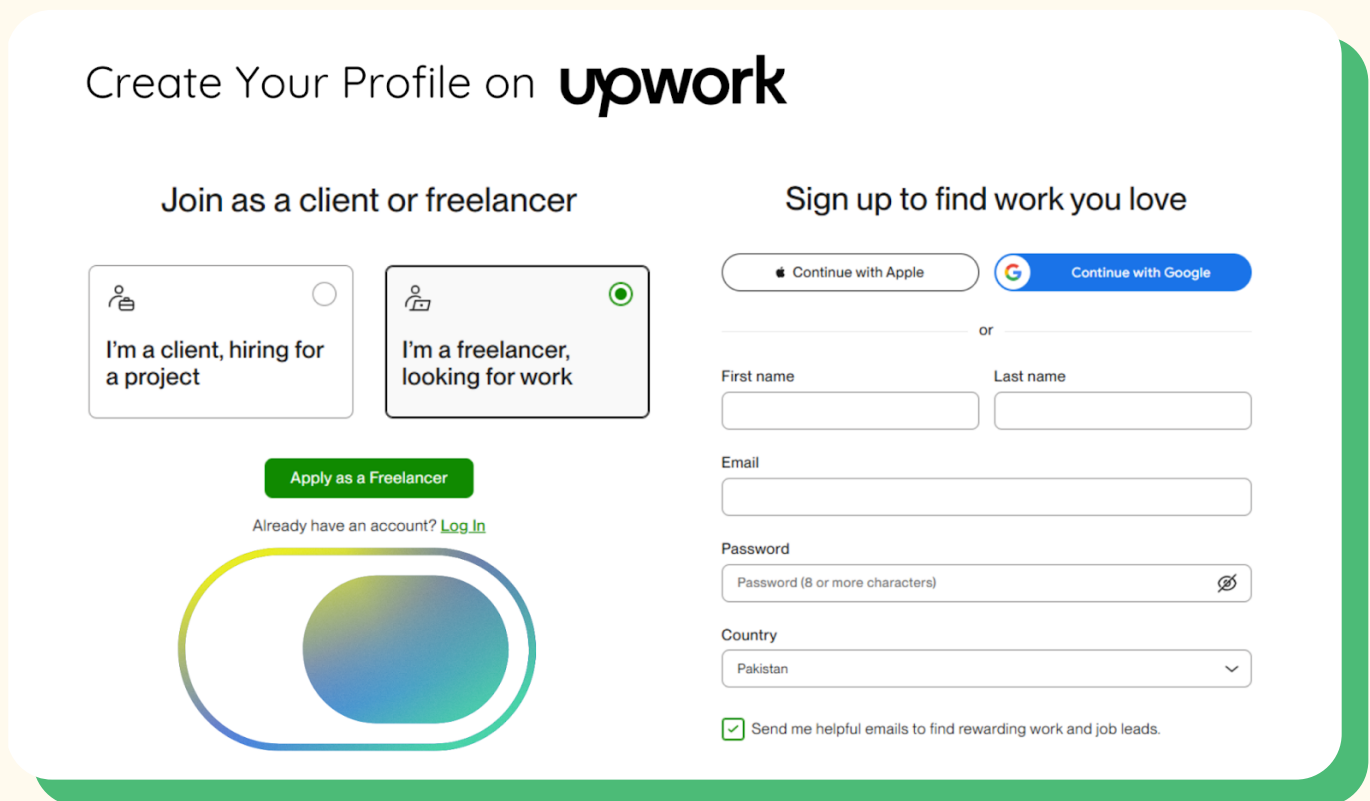
Now that you've gained the motivation to be consistent and read all about the ins and outs of freelancing in Pakistan, it's time we get into the main topic. Before you begin your journey into the world of freelancing, you need to check the following points.

Upwork Your Way to **Freelancing in Pakistan**

One of the biggest downsides of full-time employment is enduring the daily commute and sacrificing nine hours of your life for a paycheck that often feels disproportionate to the time and effort invested. The commute expense is rising YoY in Pakistan as fuel prices surge to an all-time high and the traffic keeps getting worse.

Create Your Upwork Profile

Upwork is a decent platform to start your freelancing journey. Simply go to Upwork and create a profile through your Gmail or any other email address. Once you sign up, you'll be asked to select your specialization. This a crucial step as it will decide what sort of jobs will show up on your feed. Go for a specialized profile that matches your skill set. For instance, if you're a WordPress developer, choose that as your specialization. You might not get a dedicated option to select "WordPress Developer" so simply go with "Website Developer." Next, you'll be asked to add your work and academic details. Make sure you add accurate details.



★ Profile Under Review

After you've added your details, your profile will be under review by the Upwork team. This is a small formality that ensures your details are accurate for example your name matches with your name in your CNIC.

★ Choosing a Niche

Once your account is approved, you'll have access to it and you can start bidding. Depending on the niche you choose during the specialization selection process, you'll get a set number of "Connects"

★ What are Connects on Upwork

Connects are like Upwork currency that helps you bid on projects. Each project has a different number of connect requirements based on the client's history and project price. Once you score a project and successfully deliver, Upwork will charge a 10% platform fee.

Optimizing Your Upwork Profile

Upwork doesn't treat kindly to those who don't add keywords to their profile description. Yes, if you aren't ranking organically on Upwork - chances are, you'll be spending a fortune on connects every month. Adding keywords to your profile description is the best way to show up on "Talent Search"

Simply open Upwork on your desktop and navigate to the search box on the top right of your Upwork profile. There, you'll see a small dropdown section that reads "jobs." click on it and select "Talent" write your service, and press search.

You can search for top web developers on Upwork by searching the term "Web developer" in the "Talent" search section. Browse through these profiles and read their profile description. Find keywords in their description. These will be the terms clients would search to find talent in their fields. Make a list of these keywords and strategically add them to your profile description. Once added, hit save or close the section and search for your profile under the keywords you added in the "Talent search" section.



It normally takes up to 24 hours for Upwork to rank new profiles once they are SEO optimized. So keep checking every day and tweak your description to improve your ranking.

The screenshot shows the Upwork search interface. At the top, there is a search bar with the text 'content' and a search icon. To the right of the search bar is a link for 'Advanced Search'. Below the search bar, there are several filters: 'U.S. only' (unchecked), 'Category' (dropdown menu), 'Experience level' (radio buttons for Entry Level, Intermediate, Expert), and 'Job type' (radio buttons for Hourly, Fixed-Price). A 'Save search' button is circled in red. Two job listings are shown:

- Freelance Video Editor for Real Estate Q&A Videos**: Posted 16 seconds ago. Payment unverified. 5-star rating. \$100+ spent. Canada. Hourly - Intermediate - Est. time: Less than 1 month, Less than 30 hrs/week. Overview: Seeking a skilled Freelance Video Editor for a series of 6 real estate Q&A videos, each under 3 minutes, tailored for social media and YouTube. The project demands creative editing to enhance engagement and professionalism, presenting real estate advice and insights effectively... Skills: Social Media Content Creation, Social Media Management, YouTube, Social Media Marketing. +11.
- LinkedIn Campaign**: Posted 4 minutes ago. Payment verified. 5-star rating. \$10K+ spent. United States. Hourly: \$8.00 - \$25.00 - Intermediate - Est. time: Less than 1 month, Less than 30 hrs/week. We are on the lookout for an adept LinkedIn Marketing Specialist to spearhead a dynamic LinkedIn campaign for our suite of legal tech solutions, including WordPress-based websites for law firms (lawyersites.io), AI chatbots for law firms (lawyerbot.co), and our comprehensive marketing... Skills: Social Media Account Setup, LinkedIn Campaign Manager, LinkedIn, LinkedIn Development, Lead Generation. +1.

Applying on Upwork Jobs

No matter how lucrative a job might feel, you'll need to verify 5 things before you invest your connects and write a proposal.

- **Time of post:** Don't waste connects on jobs that have been posted more than 5 hours ago.
- **Payment verification:** Check if the client's payment method is verified. You can see it under the job post in "blue."
- **Country:** Working with western countries is easier and their payscale is decent.
- **Client reviews:** If a client has less than 4-star rating, there's no point of working with them.
- **Number of applicants:** No point in wasting connects on a job with 10+ applicants.

Once a job checks all these boxes, you'll need to craft a proposal. Note that applying for a job on Upwork doesn't guarantee work. You'll need to try several times before you land your first gig and write a killer proposal.

Writing a Winning Proposal



Did You Know?

A well-crafted proposal is like a CV you send to impress the HR department. It's your first and last impression with only one opportunity to either hit or miss. The key to writing a winning proposal is to carefully read the job description and mention the points the client asked for. Explain how you're the best fit for the job and why should you be hired over others.

The screenshot shows the Upwork job post interface for a 'Lead integration director' position. The top navigation bar includes the Upwork logo, a search bar, and links for 'Find Work', 'My Jobs', 'Reports', 'Messages', and a user profile icon. The job title 'Lead integration director' is prominently displayed, along with a badge that says 'Reach 6x more Top Rated talent upgrade this job'. Below the title, there are four main steps: 'VIEW JOB POST', 'INVITE FREELANCERS' (with 'Unanswered Invites (1)'), 'REVIEW PROPOSALS (6)' (highlighted in green), and 'HIRE (0)' (with 'Pending offers (2)').

The 'REVIEW PROPOSALS' section is active, showing a list of proposals. The first proposal is from 'Lee K.', a 'Boosted' freelancer with the title 'Principal Integration Orchestrator'. The proposal text includes a hook line: 'This freelancer spent more on this job to get noticed.' and a cover letter: 'I look forward to working with you. Please reach out if you have any questions. I will provide a new system for you depending on your requirements.' Skills listed include 'adobe-flex (Top 10%)' and 'Photoshop (Top 10%)'. There are 'Shortlist' and 'View offer' buttons for this proposal.

Start your proposal with a hook line that grabs attention. Clients only see the first few lines of a proposal on their end before they click “read more” and with more than 10 proposals on a job, no one is going to read a long boring proposal unless the hookline is captivating.

Your hook line should talk about how you’ll get the job done in a creative way and one sentence. It’s tough but with practice, you’ll get there. You can get as creative as you want with your hook line, just don’t clickbait your proposal. Plus, avoid talking about your rates or anything in a proposal. There’s a different section for that underneath the proposal box.

Attaching Portfolio

Your portfolio is your second-best bet to win your first Upwork project after writing a winning hook line on the job proposal. Make sure your proposals are easily attachable on Upwork and downloadable for the client. In the best case, you should add a link to your portfolio in your job proposal and attach the image or Word files in the “Attachment” section.

If you’re a web developer or a graphic designer, be sure to mention your Behance, dribbble, or Github profile. This will add more credibility to your proposal and show that you’re new to Upwork but have been a freelancer for a long time.

Submit work for payment ✕

Payment details

Release amount \$849.10 ✎

Message to Sharri

Let them know about the work you're submitting

500/500

📎 **Attach file**

Max file size: 25 MB

Cancel Submit

Select Payment Mode

Upwork gives you 3 options to choose your payment methods.

- 1 Project-based payment
- 2 Milestone based payment
- 3 Hourly payment

The job description mentions how the client would like to pay for the project. But you can pitch your side and ask for payments either through milestones, hourly, or full payment after the work is delivered. In most cases, milestones and hourly payments work best.



Hourly payments can be tricky. Clients have different expectations and they assume a certain task can be done in a certain timeframe. They'll post the total payment for the project based on the hourly rates they are willing to pay. For example, if a client thinks the job can be done in 30 hours and wants to pay \$5 per hour, they'll set the payment means to \$1,500.

If you think the project will take longer than that, don't argue about work hours. Instead, go for milestone-based payments and break your work into small payment blocks.

Full payment projects are for small tasks. Some clients are willing to pay more for small tasks because it's been bothering them for a while. In these cases, it's best not to over-quote your prices. In fact, you should post a budget similar to what the client is willing to pay.

There's no need to quote more than the client's budget. You can win clients more easily if you under-quote for a project. This is the best practice if you're new to Upwork. But don't work for free in exchange for a review. This lowers your value as a freelancer and other clients can see how much you charge for every project you complete on Upwork.

Set a Bid Limit

Setting up a bid limit is like making a stop-loss strategy. With Upwork's recent update, they added a "boost your bid" option to pay extra connects and stay on top. However, it doesn't work out for newcomers because you have limited connections and no job hours on Upwork.

In this case, boosting your bid is a failed strategy because someone out there will definitely outbid your boost. Sure Upwork reimburses the additional connects if you're outbid for the top 3 positions, but you'll still have to wait for connects to replenish.



The best you can do at the start is to bid the lowest allowed value. This will give you more room to practice your proposal and craft your pitch. After you've applied for a job on Upwork, you can see if the client viewed your proposal through the Upwork app. Go to the proposals section on the app and you'll find all the jobs you've applied for. If you see a small "eye" icon, it means your proposal has been read.

Finally, staying consistent is the key to landing your first job on Upwork. Also, you should keep tweaking your proposals until you land an interview.

Winning an Interview on Upwork

When you land your first job, you'll get a notification from Upwork that lets you know that the client has invited you to a private chat room. This is sort of an interview where the client will ask questions and you'll have to give strategic answers. In most cases, when a client calls for a private chat, you've won the project. They just need to ask simple questions about deliverables and time management which most freelancers easily answer.



In some cases, the client will invite you to a Zoom or Google Meets interview. Here, you'll come face to face with the client and you'll need to be presentable like an online interview. There's no one-size-fits-all approach for scoring interview wins on Upwork. All you need is confidence and skills to do the job you applied for.

Delivering your First Project

Upwork is all about professionalism and taking your work seriously. When you accept a job after winning an interview, the client will set a deadline after agreeing with you. You'll have to adhere to this deadline and deliver the project before or at the date of the delivery. It's always best to deliver 2 days before the deadline to build your profile stats. For instance, if you miss a client's delivery, your job success percentage will go down.

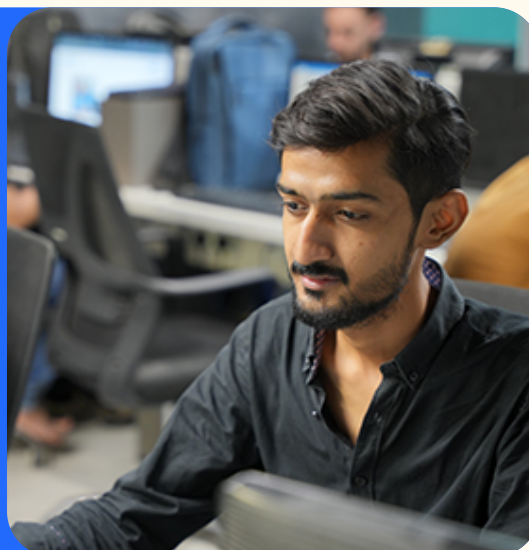
Most jobs on Upwork have a minimum job success score. This number can range from 90%+ or 85%. It's rare to find a job that's willing to hire someone with less than 80% success score. So always strive to keep this score up. Another factor that influences your job success score is your client's review. Make sure you satisfy every requirement in the job post and give your 100%. Drop a sweet note at the end and keep the room open for revisions.



Struggling to Start Your Freelancing Career?

Learn cash cow skills with Skills 360 Pakistan and expand your learning curve to become more adaptable to diverse jobs!

[Learn with Skills 360](#)





HOW TO SCORE

Your First **Client**
on **Upwork**



Landing your first job on Upwork is a tiresome and demotivating task. You may have already spent hundreds of dollars or PKR in buying connects, only to invest more with no work. The key to finding your first job lies in your approach to work and being transparent. Letting the client know you're aware of your position is the best to initiate communication which is the only step needed to land a job. Here's a breakdown of what you need to do to get your first job on Upwork in Pakistan.

Play on Your Advantage **Point**

Most of us criticize Pakistan for being a weak economy against the US dollar. It affects our buying behavior and inflation. However, if you start earning in dollars while living in Pakistan, life becomes easier, doesn't it? Think about it, average rent in Pakistan is substantially lower than what you'd pay in the US or anywhere in the West. In fact, the entire cost of living shifts in your favor if you start making dollars in Pakistan through freelancing.

You can use this to your advantage when you're writing proposals to land your first client on Upwork. The simplest way is to bid lower than your competitors. Under-sell yourself as much as you can. Then, make sure the client knows why you undersold yourself. Tell them that you aren't underselling because you have a lack of skills, but the currency difference and cost of living scales are entirely different from the US. The amount you quoted for that job is sufficient for your survival although it's an insignificant investment for the buyer earning in USD.

NUMBEO Select City

Cost of Living ▾ Property Prices ▾ Quality Of Life ▾ Premium ▾

🏠 Cost of Living > Compare Countries > Pakistan vs United States

Cost of Living Comparison Between Pakistan and United States ↔

For major cities in those countries you get more relevant data by specifying cities.

City in Pakistan:

City in United States:

Indices Difference ⓘ

Cost of Living in United States is 263.6% **higher** than in Pakistan (without rent)

Cost of Living Including Rent in United States is 382.9% **higher** than in Pakistan

Rent Prices in United States are 1,296.7% **higher** than in Pakistan

Restaurant Prices in United States are 360.7% **higher** than in Pakistan

Groceries Prices in United States are 316.4% **higher** than in Pakistan

Local Purchasing Power in United States is 390.0% **higher** than in Pakistan

	Pakistan	United States	
Utilities (Monthly)	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	
Basic (Electricity, Heating, Cooling, Water, Garbage) for 85m2 Apartment	28,747.03 Rs. (103.15 \$)	57,411.66 Rs. (206.00 \$)	+99.7 %
Mobile Phone Monthly Plan with Calls and 10GB+ Data	1,289.40 Rs. (4.63 \$)	15,762.37 Rs. (56.56 \$)	+1,122.5 %

[See Full Report](#)

Making Clients Comfortable

Everyone wants affordable, high-quality work. While you may cover the affordable labor aspect in your proposal, you may trigger fear of quality downgrade in your client's eyes. The best way to help clients overcome this innate fear is by sharing your portfolio. Whether you're a developer, writer, designer or supply chain manager looking to work remotely and earn in dollars, you will have a portfolio worth sharing. For some, these portfolios might be awards from the company, for others, their portfolio might be a Behance, Dribbble, or GitHub profile.

Sharing your portfolio on third-party sites boosts your credibility. Clients understand that your online presence is scattered and well-managed. Attaching your portfolio as a PNG, PDF, or zip file keeps your clients hooked with you throughout their offline buying journey. Make sure you capture both segments of the buying behavior.

Go for Low Connect Jobs

Having high ambitions is one thing, but losing everything to greed is a poor choice. Most jobs on Upwork pay very well, but they charge a substantial number of connects. In addition, you may have to add more connects to boost your bid. Losing greed and aiming for reviews should be your priority. Don't channel your focus on high-paying jobs when your reviews are less than 15. Aim for jobs that require minimum connects to apply. Only then boost your post if you feel confident in your proposal and timing.

Share Relevant Work

While we're on the subject of sharing portfolios it's best to understand that relevancy matters more than quantity. If a client has requested a website for a plumbing business, sending them digital agency website portfolios won't matter. Make sure your work encompasses all jobs that you're applying to on Upwork for maximum relevancy and connectivity between your portfolio and the client's request.

Aim for Projects That Guarantee Review

Some projects on Upwork guarantee review but pay no more than \$10. If you haven't been able to land a project or job on Upwork, you should aim for these openings. They are great for scoring reviews and if the task is small, it may not take up too much time. Such projects are very rare, but if you come across any, ensure their payment is verified along with other details mentioned above in the guide.

Don't Lose Hope

Giving up is the enemy of success. If you keep taking the right steps with consideration you'll definitely land your first job on Upwork. From there, it's all uphill because once you get your first clients and deliver on your commitments, you'll get a referral. Upwork clients are known to refer freelancers they've worked with which opens a new paradigm for your earnings. Keep applying to jobs with the above-mentioned fundamentals and you'll eventually get there.

Sometimes, you may receive an invitation to apply for a job. They don't charge connects and you can go ahead and make your best pitch. This happens when your profile is organically ranking on Upwork. Hence, there are plenty of ways to land your first job on Upwork from Pakistan. The only motive you need is hunger for growth and an aim to achieve a life others can't afford.

Wrapping It Up

Freelancing in Pakistan offers a transformative opportunity for individuals to achieve financial independence, leverage global opportunities, and overcome the limitations of traditional employment. Platforms like Upwork provide a structured and accessible gateway for anyone willing to invest in skills, persistence, and self-discipline.

By embracing a mindset of continuous learning, setting clear goals, and maintaining resilience in the face of challenges, freelancers can secure a stable income and pave the way for long-term success. Whether you're aiming to escape the rigidity of 9-to-5 jobs, explore your entrepreneurial potential, or simply earn in a stronger currency to improve your living standards, freelancing stands as a viable and rewarding career path.

Remember, the journey may begin with small steps, but consistent efforts will help you unlock boundless possibilities in the freelancing world.