



CHECKLIST

The perfect **upwork**™ proposal

TOP FIVE TIPS

- Keep it short and sweet (200 words or less)
- Include relevant portfolio examples
- List your professional qualifications
- End with a call to action and your full name

BONUS PROPOSAL TIPS

- Use the client's name whenever possible
- Throw in a compliment
- Include a unique selling point
- Include a link to an off-site portfolio
- Ban passive phrases from your vocabulary
- If you're new to Upwork - just say so!
- Read my full article for more! [LINK](#)