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## **Bonus Report #6:** *How to Get Great Freelancing Results for Just \$5*

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## Table of Contents

<b>Introduction .....</b>	<b>4</b>
Can You Really Get Good Work for Cheap? .....	4
What Can You Outsource on Fiverr?.....	6
How to Be a Savvy Fiverr Shopper .....	7
<b>Conclusion .....</b>	<b>10</b>

## Introduction

You've probably heard a lot about [Fiverr.com](https://www.fiverr.com) lately, which is the fast up-and-coming micro-outsourcing site. Just as the name implies, every job on the site is worth five bucks – thus you may be able to outsource certain tasks on the cheap.

Tip: When Fiverr.com originally launched, it was more focused on what sorts of crazy things people will do for \$5. And while you can still find these fun and bizarre tasks listed on the site, now you're more likely to find a wide range of serious offers – the type of tasks you need completed to run your business. Hence the reason it's now considered a "micro-outsourcing" site.

I know, you're probably a little skeptical. After all, you may be used to paying hundreds or even thousands of dollars every time you outsource a task.

So you might have questions, such as:

- Can you really get good work for cheap?
- What types of tasks can you outsource on Fiverr?
- How do you find workers that deliver great results?

Read on, because the answer to these questions and more are revealed inside the following pages...

## Can You Really Get Good Work for Cheap?

Put the skeptical eyebrow down, because you really can get good work at amazing prices (\$5).

Now, that doesn't mean that every worker on the site is amazing. Indeed, Fiverr.com is just like any other outsourcing site, meaning there are good workers, mediocre workers, poor workers and even outright scam artists trolling the site.

However, you needn't worry about getting scammed. That's because Fiverr.com has protections in place for you.

Example: While you do have to pay the \$5 out of your Fiverr account as soon as you purchase a service (AKA "gig"), this money remains in an escrow account. Once the project is complete, you have three days to file a dispute, if needed. If you are satisfied, the money gets passed along to the worker.

Note: While you pay \$5 for the gig, the worker only receives \$4, as he or she has to pay Fiverr a \$1 commission fee. Plus the worker also needs to pay fees to PayPal to receive his payments. This means the worker is actually getting less than \$4 per gig. Keep this in mind when you're evaluating gigs and freelancers.

Secondly, you don't even need to worry about hiring poor or even mediocre workers. If you follow the due-diligence tips that I'll provide for you later in this report, then you can rest assured that you'll only be hiring qualified workers.

So, use those tips and you'll get good workers. But you have to wonder, why on earth would a good worker charge \$5? Turns out there are plenty of legit reasons. These reasons include:

- **The worker is trying to get established on the site.** The worker may be willing to do a lot for just a little money at first, simply because he's trying to build his reputation and feedback rating on Fiverr. So while he can't change his rates once he's established (he still needs to charge \$5), he CAN change what he's offering for that money.

Example: Maybe he'll start off by offering a complete WordPress installation and customization for \$5, including a custom header. He's really over-delivering so he'll get plenty of people taking him up on the offer. But once he's established, perhaps he offers each of the main tasks separately for \$5 each.

- **The worker is building a portfolio.** When freelancers are just starting out, they need to build a portfolio. This is especially true for freelancers like designers and writers.

Some freelancers simply stock their initial portfolios with samples that they created specifically for their portfolio. Others give away their work for free. But other freelancers seek out cheap jobs – that way, they get paid at least a few dollars to build their portfolio, plus they'll likely get testimonials and references from satisfied customers.

- **The worker lives in an area with a low cost of living.** For example, someone living in rural India may charge a lower rate for a service than someone living in downtown London, simply because the cost of living is so different between those two places.
- **The worker is counting on upsells.** The worker may have several Fiverr gigs going on at any one time. So if you buy one of the worker's gigs, he'll likely suggest you buy a related gig, too. Indeed, Fiverr even has a section called "Gig Extras," where sellers can sell you related services (even those that are more than \$5).

Example: Let's go back the example of the WordPress designer. Suppose you buy a \$5 installation from him. He may then suggest that you also buy his \$5 graphic and a \$5 plug in installation. Thus your job is actually worth \$15 (minus fees) to him rather than just \$5.

- **The worker is looking for your repeat business.** Some of the gigs are those projects that business owners need done on a regular basis, such as article writing. As such, some workers are posting these gigs for cheap in hopes that you buy several at a time and/or that you buy again in the near future.
- **The task really is worth \$5.** Finally, in some cases the task really is worth \$5. For example, a freelance writer who charges \$25 per 500 word article may go on the site and charge \$5 per 100 words. That's equivalent to \$25 per 500 words. Thus if you want this writer to create a full article for you, you'll need to buy five of this writer's gigs.

As you can see, it IS possible to get good work for \$5. Which leads us to the next question...

## What Can You Outsource on Fiverr?

The answer is simple: You can outsource anything and everything you need to run your business. This includes but is in no way limited to:

- Content creation (articles, blog posts, Twitter posts, Facebook posts, emails, etc).

- Graphics and design (including buying templates as well as some custom work).
- Script installation.
- Voiceovers.
- Videos.
- Link building and other search engine optimization tasks.
- Research (general research, market research, keyword research, etc).
- Data entry and manipulation.
- Social media tasks (e.g., building Facebook Fan Pages, getting Facebook “likes” and so on).
- Proofreading and editing.

And so on.

You can even find gigs that you’ve never thought of (and likely don’t need), such as advertising by placing your URL on someone’s face or other body part.

Of course just because a gig is posted doesn’t mean you should buy it, as sometimes gigs really are too good to be true. Read on for tips that will show you how to hire the best freelancers on Fiverr.com...

## How to Be a Savvy Fiverr Shopper

With most freelancing sites, the emphasis is on the employer posting a project and then having freelancers bid on that project.

Things operate a little differently on Fiverr. That’s because service providers post their gigs – what they’re willing to do for \$5 – and buyers (employers) click the “buy” button to purchase the service.

Tip: Fiverr also gives you the option of placing requests for certain services. However, keep in mind that this isn’t the focus

of the site nor the preferred method – thus it's possible that you may not get too many people replying to your request.

There are basically two ways to find suitable gigs:

1. One way is to find freelancers is to simply browse the appropriate category on the site.
2. The second way to find freelancers willing to do your task is by using the search function. For example, you may type in a search such as "link building" or "article writing" or "video creation."

I suggest you start out by using both methods, just as a way to uncover as many qualified Fiverr freelancers as possible.

Note: Remember that you can sort gigs using various criteria, such as sorting by popularity or by rating (which is useful).

Now, if you're looking for a popular task, you may notice that there are a lot of service providers offering to do the gig. Your next step is to weed through these freelancers, discard those who're unlikely to do a good job, and then select the person (or people) who provide a quality service.

Here's what to look for:

- **What, exactly, is included for the \$5?** This is important.

Example: If someone is offering a "blog post" for \$5, then you need to check how many words are included. The blog post may be a full length article (such as 500 words), or it may simply be 50 to 100 words.

Always double check the details so that you know what you're buying.

- **How long has the person been a member of Fiverr?** You can see this information in the person's profile. Obviously, you're looking for someone who's been an ACTIVE member for several months, at least.
- **Does the person have a good reputation on Fiverr?** The first thing to look at is the percentage that's listed next to the freelancer's advertisement. This percentage tells you how many good ratings the freelancer has received. You can also see how many "thumbs up" or "thumbs down" ratings the freelancer has received.



You can also check the freelancer's reputation by reading the comments on his or her wall.

Note: Remember that only the most recent comments are displayed. If you have any questions about the seller's reputation and history, then click on "More Reviews" to see the complete history. This is important, because you want to get a feel for the freelancer's professionalism, quality of work and other important factors.

- **Is the freelancer a top-rated seller?** If so, you'll see a gold star and text next to the freelancer's advertisement, which tells you if the freelancer is a top seller on the site. Generally, you'll be safer if you stick to hiring top-rated sellers.
- **What is the turnaround time?** The other important bit of information listed next to all Fiverr gigs is the estimated turnaround time. These turnaround times can range from a few hours to several weeks. As such, if your task is urgent, then be sure that the freelancer is able to accommodate you with a quick turnaround time.

Tip: You can send a message to the freelancer through the Fiverr.com system by clicking on the "contact" link on the gig page. When in doubt about turnaround times or anything else, drop a line to the freelancer to ask your questions.

- **How many jobs are in the seller's queue?** Even though the turnaround time should give you an estimate of how long it will take the freelancer to complete your task, you'll also want to note if there are any jobs in the queue ahead of yours. (You can see this information at the top of the gig.)

Example: If there's just one job ahead of yours and the freelancer has a history of providing fast service, then you can likely expect a fast turnaround time. But if there are a dozen buyers ahead of you, then you can usually expect longer wait times.

- **Is the service new?** If so, is it popular? You'll see near the bottom of the gig that it tells you how long the freelancer has offered that particular gig. If the freelancer has offered it for several weeks (or better yet, several months), then by now you can feel confident the freelancer is able to handle the workload. In other words, he or she isn't overloaded and unable to keep up.

However, if the service is brand new – and especially if the freelancer is relatively new to Fiverr.com – then you need to proceed cautiously. That's because it's very easy for inexperienced freelancers to get overloaded with work and start falling behind, especially if they have a popular gig.

Note: You can help avoid falling into this situation by seeing how many gigs are in the queue ahead of you.

- **Where is the freelancer from?** Finally, you'll see a flag next to each freelancer's name, which lets you know where they live.

In some cases this isn't important at all. In other cases, it could become relevant.

Example: If you want a voiceover artist with a British accent, then it makes sense to look for freelancers residing in England. Or if you need a native English speaker to write something, then see if the person resides in an English-speaking country.

Tip: Naturally, you could have a native English speaker residing elsewhere, such as in France. And you can also have a non-native English speaker residing in an English-speaking country. So looking at the person's country is just a starting place – you'll still need to do your due diligence to determine if this freelancer is suitable for our project.

## Conclusion

Now you know the truth about Fiverr.com. Specifically, it really IS possible to find quality work at a good price. However, you just need to be sure that you do your due diligence and use some common sense.

Basically, that means you should only hire service providers who have a good reputation on the site and a history of doing good work. Enjoy!