

THE CLIENT'S HIRING CHECKLIST
How to Optimize Your Upwork, OnlineJobs.ph & LinkedIn Profile

STEP 1: Professional Profile Photo

What a client wants to see

- ✓ Clear headshot
- ✓ Friendly smile
- ✓ Professional appearance
- ✓ Good lighting
- ✓ Use a lighter and Clear background
- ✗ No selfies
- ✗ No filters
- ✗ No group photos
- ✗ No cropped images

First Impression Goal:

"I feel comfortable trusting this person."

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STEP 2: Clear Headline

Most people write: Virtual Assistant

Clients skip these. Instead write:

Examples:

Social Media Manager | Canva | CapCut | Content Planning

Content Creator | Reels Editor | Social Media Manager

Virtual Assistant | Social Media Management | Lead Generation

Digital Marketing Assistant | Content Creator | Canva Expert

A client wants to know immediately:

"What problem can this person solve?"

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STEP 3: Strong About Me Section

Clients DON'T care about:

"I am hardworking."

"I am passionate."

"I am willing to learn."

They see this hundreds of times.

Instead answer:

Who do you help?

How do you help?

What results can you create?

Example:

I help small businesses build a consistent social media presence through content planning, Canva graphics, short-form video editing, and community management.

I enjoy creating content that educates, builds trust, and helps businesses connect with their audience while staying organized and consistent.

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STEP 4: Portfolio

A portfolio is one of the biggest deciding factors. - Attached your work portfolio, sample works at your profile / Just insert the link of your portfolio

Clients ask themselves:

"Can this person actually do the work?"

Include:

- ✓ Canva Graphics
- ✓ Carousel Posts
- ✓ Reels
- ✓ CapCut edits
- ✓ Content Calendar
- ✓ Caption Samples
- ✓ Before & After
- ✓ Branding Examples

Never upload random designs.

Everything should feel consistent.

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STEP 5: Skills

Don't list everything. - Just list the Tools, soft and hard skills that you have

Choose skills related to your niche.

Example:

Social Media Management

Content Planning

Canva

CapCut

Meta Business Suite

ChatGPT

Community Management

Content Calendar

Copywriting

Video Editing

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STEP 6: Experience -

Clients want to know: list all your experience related to the services you offer. You can include this in your about section. **STEP 3**

What industries?

Examples:

Automotive

Furniture

Real Estate

Healthcare

Personal Brands

Hospitality

Beauty

Even if you only managed one business,
say WHAT you actually did.

Example:

Managed Facebook & Instagram

Created Canva graphics

Edited Reels

Scheduled content

Managed comments

Created monthly content calendar

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STEP 7: Results

Clients LOVE numbers. - You can insert this in your about section. **STEP 3**

Examples:

Created 100+ social media posts

Edited 80+ Reels

Managed 3 social media accounts

Maintained consistent weekly posting

Increased engagement

Reduced content turnaround time

Even simple numbers create credibility.

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STEP 8: English Communication

Clients judge this immediately.

Avoid:

"I can do your work."

Instead

Use complete sentences.

Proper punctuation.

Professional grammar.

STEP 9: Availability

Always answer:

Timezone

Working Hours

Part-time

Full-time

Response Time

Clients hate waiting.

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STEP 10: Response Rate

When clients message you,

reply quickly.

Even if you're unavailable.

Example:

"Hi! Thank you for reaching out. I'll review your message and get back to you shortly."

STEP 11: Profile Completeness

Clients trust complete profiles.

- ✓ Skills
- ✓ Portfolio
- ✓ Resume
- ✓ About
- ✓ Work History
- ✓ Certifications
- ✓ Contact Info (where allowed)

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STEP 12: Trust Signals

Clients want proof.

Examples:

Portfolio

Recommendations

Testimonials

LinkedIn

Certifications

Case Studies

Personal Brand

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STEP 13: Personal Branding

Especially on LinkedIn.

Ask yourself

If a client visits my profile,

what do they learn about me in 30 seconds?

Should see:

- ✓ You know your niche
- ✓ You post valuable content
- ✓ You look active
- ✓ You understand your industry

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STEP 14: What Clients Actually Look For

Most freelancers think clients hire based on skills.

Not true.

Clients hire based on trust.

What they're asking themselves:

Can this person communicate well?

Can I rely on them?

Will they meet deadlines?

Can they solve my problem?

Will I enjoy working with them?

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STEP 15: Red Flags That Make Clients Skip Profiles

- ✗** Generic headline
- ✗** Empty portfolio
- ✗** No work samples
- ✗** Poor grammar
- ✗** Slow replies
- ✗** Incomplete profile
- ✗** No personality
- ✗** No niche
- ✗** Too many unrelated skills
- ✗** Copy-paste proposals

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Platform-Specific Optimization

Upwork

Clients look for:

- Job Success Score (if available)
- Specialized profile
- Strong portfolio
- Relevant proposals
- Clear hourly rate
- Verified identity
- Client reviews
- Relevant work history

Optimize by:

- Specializing your profile instead of being a general VA.
- Tailoring every proposal to the job post.
- Showcasing portfolio pieces that match the client's industry.

OnlineJobs.ph

Clients look for:

- ID Proof score
- Stable internet and equipment
- English proficiency
- Long-term availability
- Portfolio links
- Reliability and responsiveness
- Salary expectations that match the role

Optimize by:

- Completing all profile sections.
- Including your portfolio and LinkedIn.
- Mentioning your work setup (internet speed, laptop specs) if relevant.

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LinkedIn

Clients look for:

- Professional headline
- Complete About section
- Featured portfolio
- Consistent, valuable posts
- Recommendations
- Relevant experience
- Engagement with others in your niche

Optimize by:

- Posting consistently about your expertise.
- Using the Featured section to highlight your portfolio.
- Writing about your work, lessons learned, and industry insights to demonstrate knowledge.

The 30-Second Test

Before a client hires you, they subconsciously ask:

Can this person do the work?

Can I trust this person?

Can they communicate clearly?

Do they understand my business?

Will they make my life easier?

Would I feel comfortable working with them?

If your profile answers **"yes"** to those questions within 30 seconds, you've significantly increased your chances of getting contacted.