

Upwork Outreach & Client Win Strategy Notes

Line Spacing: 1.15

1. Video Overview & Key Learnings (Shuruat Ka Khulasa)

Yeh video is baare mein hai ke **Upwork par outreach kaise karein aur clients ko kaise win karein**. Isme bataya gaya hai ke kisi job par apply karte waqt kin cheezon ka khayal rakhna chahiye, cover letter ko kis tarah attractive aur professional banana chahiye, aur client ke sath communication ko kaise behtar aur short (1-step) rakhna chahiye. Is video se yeh seekhne ko milta hai ke sirf upar-upar se baatein karne ke bajaye, client ko specific numbers, deep details, aur solid assurance (jaise refund policy) ke sath approach karna chahiye taaki trust build ho sake aur conversion rate barh sake.

2. Detailed Notes (Tafseeli Notes)

A. Job Selection aur Activity ka Review (Cover Letter #1)

- **Hiring Rate Check Karein:** Agar kisi job ka hiring rate low ho, toh use dhyan se analyze karein. Halankeh kuch cases mein low hiring rate is wajah se bhi hota hai kyunki client ne recently hi join kiya hota hai aur job abhi bhi open hoti hai.
- **Job Activity Par Nazar Rakhein:** Agar client ne sirf 1 invite bheja ho, unanswered invites 0 hon, aur client ne kisi 1 person ko hire kar liya ho, toh aisi job apply karne ke liye suitable nahi hoti.
- **Sir Haroon ke Mutabik Red Flags:** Sir Haroon ke mutabik, agar kisi job ki closing ho chuki ho ya usme aisi koi activity dikhe toh woh ek **"Red Flags Job"** ho sakti hai, isliye aisi jobs par bid karne se bachein.
- **Good Rating:** Selection ki wajah ek detailed job aur client ki achhi rating honi chahiye. Agar client pehle hi achha rate pay kar raha hai, toh overall koi red flag nahi lagta.

B. Client ke Samne Cover Letter Rakhne Ka Sahi Tareqa

- Jab tak aap client ke aage solid cover letter nahi rakhenge, tab tak use lagta rahega ke aap baqi logo ki tarah bas aese hi baatein kar rahe hain.
- **Cover Letter mein Price aur Budget ka Zikr:** Cover letter mein yeh baat lazmi mention karein ke: *"Main aap ke kitney paisey bana kar du ga."*

C. Client ka Trust Jeetne aur Value Dikhane ka Tareqa

- **Followers/Metrics ka Average Nikalein:** Client ki ID ya page par jayein, wahan se uske

followers ki average nikaal kar usko batayein. Use batayein ke: *"Main itney followers le kar aa raha hu aur us sey aap ko itna faida hoga."* Jab client ko aap ki baat samajh aayegi, toh trust banega.

- **Confidence aur Refund Policy:** Cover letter mein apna confidence show karein aur likhein: *"Mujhey itna confidence hain k agar main kaam na la saka to main aadhe (half) paisey refund ker do ga."*
- **Numbers ka Istemal:** Har outcome/result mein numbers ka zikr karein, kyunki client ke aage statements se zyada **numbers ki value** hoti hai.
- **Testimonials Add Karein:** Agar is cover letter mein hum kisi aur client ka testimonial add kar sakein, toh client zyada trust karega.

D. Cover Letter #2 & Work Flow

- **Project Details:** Agar cover letter mein necessary project details mention hain, toh koshish karein ke unki **full details** mention karein (upar-upar se baat na karein).
- **Loom Videos ka Istemal:** Client ko yeh kehne se behtar hai ke *"Project call per ya message per discuss kartey hain"*, aap use kahein: *"Mujhey detail send ker do, iss sey project bohat fast ho jata hain."* Aap calls ko **Loom** ke zariye bhi kam kar sakte hain.
- **QA Testing ki Details:** Agar aap cover letter mein likh rahe hain ke *"Main aap ki website test karo ga"*, toh aap ko mention karna hoga ke testing ke waqt aap ne kaun se key points verify kiye. Agar QA testing mention kar rahe hain, toh detail likhein ke QA mein kya kya verify kareinge. Jitni zyada details add kareinge, utna achha hai.
- **Deep Review:** Thoda deep jayein, detail se review karein aur dekhein ke kaun se words hain jise thoda sa aur change kiya ja sakta hai.
- **Regular Reports ka Wada:** Cover letter mein mention karein ke *"Regular report will be shared with you"*. Lekin sath mein yeh bhi batao ke kaun si reports share karo gay.
- **Avoid Weak Phrases:** Cover letter mein kabhi bhi **"If we work together"** na likhein. Isse faraq padta hai aur client ko lagta hai jaise use push kiya ja raha ho, jisse aapka aura toot jata hai.

E. "Why Choose Me" Section Kaise Likhein?

- **Result-Oriented Wording:** Client ko kahein: *"You won't just get a landing page, you'll get a landing page that delivered result."*
- **Avoid Clichés:** Aise words use **na** karein ke: *"Aap ko aik IT or marketing ka banda milay ga jo aap ko business la ker day ga or aap ko updated technology k sath sath up to date bhi keria rahey ga."*
- **Value Addition:** Cover letter mein sahi words add karein, apni value banayein aur likhein ke kis package mein aap ko kya mil raha hai. (Note: "Holistic" word use karna behtar nahi hai).
- **Suggestion for Loom:** "Why Choose Me" section ki Loom video bana lo ya text ke sath Loom ka link share karo. Iss sey client ko lagta hai ke aap unka time bachane ke liye kitne mukhlis (sincere) hain.

F. Bidding aur Business Recognition Strategies

- **Dummy Bidding:** Agar aap jaldi seekhna chahte hain, toh dummy bidding ke sath bidding karein taake kaam chalta rahe.

- **Galtiyan se Seekhein:** Galtiyan karo aur seekho, galti karo gay to seekho gay.
- **Business ko Pehchano:** Pehle business ko pehchano aur phir bid karo. Agar business chota hai toh bid **na** karo, kyunki ya to client aap ko ghost (gayab) kar jaye ga ya to aap ko kaam hi itna chota dega ke us ka koi faida hi nahi hoga.

3. Key Takeaways (Aham Nukat)

Aham Nukta (Key Takeaway)	Tafseel (Description)
1-Step Communication	"Two-step communication" se bachein. Client se hamesha seedhi aur short baat karein taake waqt zaya na ho.
Loom Links Ka Istemal	Client ka time bachane aur trust build karne ke liye Loom videos ka zyada se zyada istemal karein.
"We" Ka Istemal	Cover letter ya conversation mein "I" ki jagah "We" ka istemal zyada professional lagta hai.
Final Approval Line	Client ko likho: <i>"Aik dafa aap ney final approval day diya to hum agey chalain."</i> Clients ko yeh line boht pasand aati hai kyunki isse unhe lagta hai ke unki value hai.
Business Size Check Karein	Chote projects aur chote businesses par time zaya na karein, wahan ghost hone ka khatra zyada hota hai.