

How to start in a Freelance marketplace

In the past, professionals needed corporations, to ensure a living, make a career and achieve professional success.

More often than not, a big name was connected to a company or a brand.

Fast forward to current times, and the mindset has changed.

In a deeply connected world, professionals are empowered. Making a name on your own, without being attached to a company or a big corporation is becoming easier, by the day.

Companies are getting smaller, focusing more on projects instead of a continuous operation. And professionals are doing the same.

Focusing on projects they love, freelance professionals leave the office and become their own bosses.

After completing the [10 steps to start as freelancer](#), now is the time to answer one big question: where to find customers and projects?

A freelancing marketplace is a great starting point. In the next few lines we're going to tell you what is a freelancing marketplace, how to make it work for you, either as a professional or a buyer, and why you should start using it.

What is a freelance marketplace?

First of all, what is a freelancing marketplace?

Online freelance marketplaces are meeting points between customers/businesses with skilled professionals.

Surely you've heard about [Upwork](#) or [Fiverr](#). These are some of the most well-known online freelance marketplaces. We've compared [Upwork VS Fiverr](#) and found out that each one of them has its own ups and downs.

While Upwork has a connection fee, that allows you to communicate with potential customers (not actual customers), Fiverr cuts 20% off of each gig you work on.

On the other hand, if you're a seller seeking out a charge-free marketplace for freelancers, [Vetted](#) has you covered.

With no fees to the seller, you earn 100% of what you make!

Freelance marketplace for professionals

Be where your customers are.

Top clients are looking for skilled professionals in a hassle-free way.

Online freelancing marketplaces are a one-stop shop where businesses find their top talent.

Whether in Marketing, Design, IT or any other area, your listing is your starting point...not your price.

Here are 3 key elements you can't miss on your freelancing marketplace listing

1. Make your listing specific

Don't use the same listing for all the services that you can provide.

By covering everything at once, you may confuse your potential buyer.

Instead write listings that talk about specific jobs that you can do.

If you connect with your buyer, he will surely want to get to know a better.

If this happens, the buyer will get to know other listings that you have put up, and, maybe, you'll be approached to create a custom project.

2. Write to the person that would love to use your services

Don't just write a buyers-friendly listing.

Have someone in mind when doing it.

Create a persona, someone who embodies the personality of who usually looks for your services.

Think about their fears, frustrations and desires and how they can be met.

You're not writing for a stranger or a nameless corporation, you're writing for someone who wants to be understood.

3. Tell a story

Generic descriptions tend to be ineffective.

Your listing should not only convey what you're all about, but also bring you closer to the buyer's reality and connect with emotions to stimulate a purchase decision.

What better way to create a connection with a buyer than to tell a story?

A good story has the difficulties, goals, and achievements of a group of people that overcame a difficulty

A survey by Nielsen, a leader in market research, concluded that [emotions are key](#) to successful advertising.

4. Connect your skills to the benefits you bring

Your skills are one of your main assets.

Nevertheless, they alone, can't connect with your buyer.

Buyers are looking for solutions, and, most of the times, they don't know how a specific skill of yours can help them.

For instance, turn your "SEO expert" into "be found on Google"

Buying on Freelance marketplace

Imagine a freelancing marketplace as an online coworking space.

Various talents come together, at a common space, and work alongside.

Sometimes independently of each other, sometimes in joint projects.

Regardless of whether you are a seller, nothing prevents you from using the services of other.

After all, we are not experts in all areas.

As you may be well aware by now, you can use a freelance marketplace to access top talent in a hassle-free way.

Buyers often use freelance marketplaces to hire talent on demand.

By doing so, they can meet last-minute recruiting needs, find one-off help for a project, or even urgent help.

This practice helps buyers prevent the downs of long recruitment processes.

By not creating a long-term employment relationship, at least not from the start, buyers and sellers build a working bond based on merit and achievement of goals.

This becomes especially attractive for startups and clients with self-employment projects.

Why use a freelance marketplace?

In order to keep going, as a freelancer, you have to handle payments.

Picture this: you get the project brief and start that awkward conversation about your rates. Then, a negotiation phase ensues, and you both agree on a downpayment prior to starting the job, and a final payment, upon delivery.

Despite of the security of a downpayment, we all know stories about how a shady customer finds a way to refuse further payment.

Either, allegedly, the delivered job doesn't meet initial requirements or, all of a sudden, the customer becomes unreachable.

This puts the professional in a very painful position: billable hours not paid.

One of the main advantages is that online freelancing marketplaces take this out of the equation.

Instead of charging your customer directly, a freelancing marketplace will handle this for you.

By showing your fees on your listing, your buyer is aware of your rates.

Before placing an order, the buyer will pay your fees, upfront, which will be managed by the marketplace.

And, upon completion, the marketplace will release the funds into your account.

This is one of the main advantages of online freelancing marketplaces: hassle-free payment management

Why Vettted as your freelance marketplace?

Most of online freelancing marketplaces charge a fee to the seller.

Their cut can go up until 20% off of your rate (here's looking at you Fiverr).

[Vettted](#) does this differently.

As a seller, you shouldn't have to pay any kind of fees to be working.

And that's why, Vettted has **no seller fees**.

You earn 100% of your rates.

This allows you to start your freelancing career without having to use inflated prices, because of the freelance marketplace fees.

What are you waiting for?

[Join Vettted and pay 0% in fees, forever](#)