

7 Tips to Boost Your Reputation as a Freelancer

Building an excellent reputation is an essential ingredient to enjoy success in running a business. After all, any business, whether it's a restaurant, a tech company, or a real estate agency, will not have any significant impact if it's not trustworthy and reliable.

As a freelancer, you should always remember that principle. In freelancing, you won't have a steady clientele if you don't have the charisma and a positive track record. There may be many [benefits of freelance careers](#) coming your way, but you won't enjoy them long enough if your character is insufferable. Of course, you never want that to happen. So to become a reputable freelancer, read the seven tips to boost your reputation in this blog and note them on your checklist.

Act Like a Pro

Some people consider freelancers as amateurs, and they don't completely trust them. Well, they're partially correct. Some freelancers are indeed amateurs, but that doesn't mean they don't have the right competency. They simply don't have any formal training and certification. In other words, they're self-taught individuals.

If you're that kind of freelancer, don't let the mistrust of some people discourage you. Instead, act like an expert professional as you should be. When you encounter and [negotiate contracts with clients](#), show them that you are capable of delivering a quality output. As a matter of fact, you should express yourself professionally as a freelancer. You're a businessman and an entrepreneur, so act like it.

Be Active Online

Today, digital marketing is the primary method used by companies to promote their products and services. That's because consumers nowadays go to online to find and buy items or book reservations. It's the same thing in the freelance economy. Clients usually search and hire freelancers through [freelance websites](#) and social media. For that reason, you need to build an online reputation for yourself as a freelancer.

Register your profile on multiple freelance websites so that clients can discover you. And in social media, establish your freelance account or page and promote your services. Many social media strategies can increase your number of followers, such as posting blogs or vlogs regularly. Once you've set a strong online reputation for yourself, you might then receive email messages from numerous clients offering you a proposal to work for them.

Meet Deadlines Consistently

Being [consistent with your productivity](#) is a basic approach to boost your reputation. It may be basic, but it's crucial. Clients are very particular about meeting deadlines. They want freelancers who can present an output on time. That said, you should make it a habit to meet the deadlines of each project you handle consistently without sacrificing quality. To achieve that, [manage and plan your time well](#) by creating a daily or weekly [schedule](#). Budget your working hours so that you can accomplish as many tasks as you can within a period. In doing so, your chances of obtaining regular trusted clients will improve.

You can take advantage of time management tools and software apps to help you meet deadlines.

Nurture Relationships with Existing Clients

Once you have regular clients under your wing, it's important to nurture your relationships with them. In that way, that could give you more work in the future. Your regular clients will become loyal to you if you continuously have a good relationship with them. They'll deem you as a reputable freelancer, and they might recommend other people to hire you through referrals. And also, if you have a decent number of clients, people will see it positively because that implies you are a reliable freelancer.

Go the Extra Mile If Possible

Time and many other circumstances don't always give us the luxury to go the extra mile. But if you can, you should consider doing so. Exceeding the expectations of your clients will provide you with a competitive edge from other freelancers. Plus, your clients will surely be satisfied with the output you're going to present to them. Ultimately, going the extra mile will boost your good reputation quickly than usual. With that in mind, you should probably invest more time and resources to exceed your client expectations. You don't have to do it regularly, though. Doing it every once or twice in every while is enough.

Partner Up with Influencers

According to an analysis report from the Digital Marketing Institute, an estimate of 49% of consumers depend on the recommendations of social media influencers for their buying decisions. Well, that's because people tend to trust social media influencers. They're more relatable to the general public compared to celebrities.

If you know an influencer near you, you should try to partner up with him or her. Ask the influencer to promote your freelance services to his or her followers on blogs or vlogs. If you can partner with an influencer with 100,00+ followers, make him or her your primary choice. This is also another way to establish your online reputation as a freelancer.

Obtain Certifications

If you want to solidify yourself as a professional freelancer and not an amateur one, you should obtain formal training certifications. Enroll in a training program that will enhance your already-excellent skills. Over the course of the program, you might learn other things that you haven't yet; thus, expanding your competency. When you obtain your certification, your market value as a freelancer will increase, and you can then also increase the income rate. And, of course, with a professional certification, your reputation exceeds that of a reliable freelancer. Clients will see you as a person capable of doing any job, regardless of the difficulty level.

There are training courses available online that you can try. Industry leaders and reputable college professors handle most of them. There's no need to go to a campus or training facility. You can have your education in the comfort of your home.

No software or tool can perform efficient tracking of your freelance reputation. You just need to be observant of your clients' feedback and effects of your online presence as a freelancer. Boosting your reputation is certainly a significant challenge in your career, but it's a challenge that pays off in the long run.