

How to Get More Work as a Freelancer - 9 Tips

According to an analysis report from Upwork, 63% of freelance workers say that handling multiple clients at once ensures their job security. Why do you think that's the case? It's simple really; more clients mean steady work; steady work means more money; more money means better financial stability. But other than just money, having multiple clients will also help you enhance your abilities as a freelancer, particularly your time management and multitasking skills. Plus, you get to experience working on different kinds of projects and tasks; thus, expanding your experience. So if you plan to [earn more income](#) and grow as a freelancer, we invite you to read the nine tips to get more freelance work in this blog.

Choose a High-Traffic Platform

The internet alone can provide you with countless platforms to sell yourself as a freelancer in the market. There are particularly many [sites for freelance workers](#) wherein you can post your profile for possible clients to view. And, there are also [online job boards](#) where you can find open freelance gigs. But since we're talking about getting you more freelance work, we strongly advise you to choose a high-traffic platform. An online platform with a decent amount of traffic means that many potential clients or employers are browsing it regularly to hire freelancers like you.

Display Your Identity in Various Platforms

As the saying goes in raffle promotions by businesses, "more entries, more chances of winning." Well, the very essence of that common saying applies in looking for more freelance work. Don't post your freelance profile on just one online platform. Post it in as various excellent platforms that you can find. In that way, your chances of receiving a [contract](#) or proposal from clients are high. Additionally, posting your profile on various platforms can help you [establish a brand and reputation](#) in the freelance market.

Showcase Your Portfolio

Most clients want proof of your freelance expertise. You might be thinking that your profile or [resume](#) is proof enough. Yes, it is, in a sense, but what clients want to see are your sample works. Your sample works are the most credible proof of your skills and capabilities. So if you can showcase a compilation or portfolio of them along with your profile, more and more clients could be interested in availing your freelance services. Show them your best works for a positive first impression.

Always Be Active on Social Media

Having constant social media can earn you more clients. The majority of people nowadays are on social media, browsing for things that interest them. A decent number of those people are, without a doubt, your target clients who might be interested in your services. So make sure to have a social media presence on Facebook, Twitter, LinkedIn, etc. Make sure to post your sample works, contact details, and availability information on your social media timeline regularly.

Keep in Contact with Previous Clients

Previous tips have emphasized that more clients result in more freelance work. But, there's another simple approach to get more work, which is by keeping in touch with your previous clients. They might have other projects that need to be worked on, and there should be no one else better to do them but you. Be consistent in producing quality outputs to your clients so that they'll hire you again for new projects. In that case, they could potentially become your regular clients. If you have regular clients who trust your services, for sure, you'll enjoy a [steady income as a freelancer](#).

Ask Current Clients for Referrals

If you've earned the trust of your current clients, they might be able to help you in finding clients. How so? Well, you can ask them for referrals. Because your current clients know that your freelance services are satisfactory, they could refer you to other prospective clients. If they do so successfully, then there you have it, you'll have more freelance work and your monthly average income will increase subsequently. You can reward your current clients for their referrals if you have the [budget](#).

Approach Prospective Clients

Aside from asking for referrals, you can find more freelance work on your own by approaching prospective clients. You can search the freelance market for clients that are looking for freelancers with your expertise. Send them a cold pitch or proposal via email and convince them that you're the right person for the job. In this case, you should send a copy of your resume or curriculum vitae along with your portfolio of sample works. In freelancing, sometimes, you have to be the one to chase the opportunity rather than just waiting for the opportunity to come to you. In other words, you have to make the first move from time to time.

Join Freelance Groups

It might sound odd, but joining freelance groups can help you get more work. You might think of other freelancers as competition. Well, yes, they are, in a way. But if you are joined together with them as a unit, they become your peers. They might help you get in contact with other clients. And, some of them might even refer you to their clients because they think you're best suited for their clients' certain projects. Joining in groups and partnering with others freely is one of the [freelancer benefits](#) you should take advantage of to earn more work.

Attend Events

If there are events such as business conferences and expositions, you should consider participating. Of course, it could be costly but think of it as an investment. In such events, you can showcase your sample works to hundreds and thousands of prospective clients in person. For sure, you might catch the attention of some of them, especially if you pitch your services well enough. Other than that, participating in business events could help you understand the trends of the industry you're freelancing in. Therefore, you might learn one or two things to innovate your freelance services.

Remember that freelancing has its fair share of pros and cons. The cons of freelancing can affect your career and your income if you're not careful of them. But, they can be managed and kept at bay by maximizing your opportunities. So remember all of the tips we've discussed in this blog, put them on your checklist, and execute them to propel your freelance career to new heights.