

# fiverr.

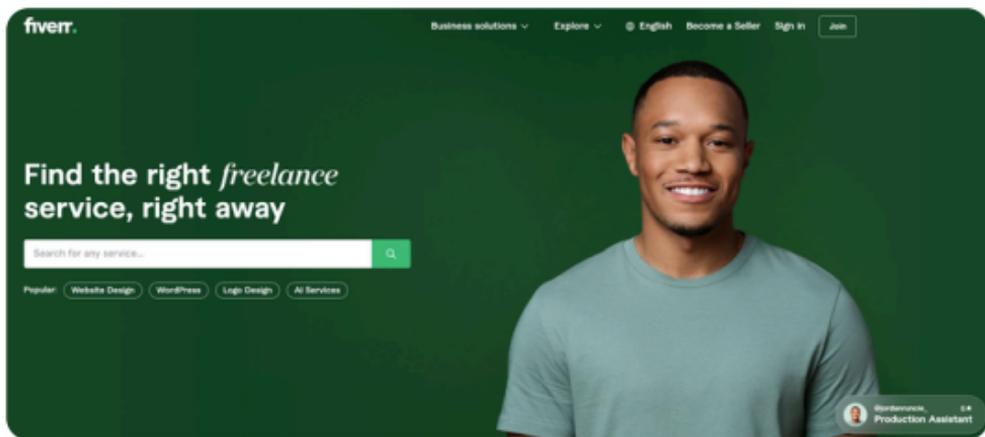
## The Platform & Mindset

DESIGN BY NIRAV CHAVDA



## Module One

# Clarity



Now that you're stepping into the global freelance market on Fiverr, it's assumed you already have skills in areas like web design, graphic design, logo creation, branding, or other related fields. Here's a simplified strategy: you can either offer the services you're skilled at, or tap into what's currently in demand.

**Selling Your Skill Set:** This means providing services directly based on your expertise such as T-shirt design, UI/UX design, or brand identity. While this lets you play to your strengths, it can be quite competitive and may take time to build traction on the platform.

**Selling the Trend:** Alternatively, you can identify trends that are less crowded and offer services based on those trends. This approach may be less competitive, giving you a better chance of securing orders early on.



Ultimately, the decision is yours to make. If you're confident in the value of your expertise and passionate about what you do, then focus on selling your specific skill set. But if you're more flexible and open to tapping into market trends—without being too emotionally tied to one area—then consider offering services that are currently in high demand.

## Module Two

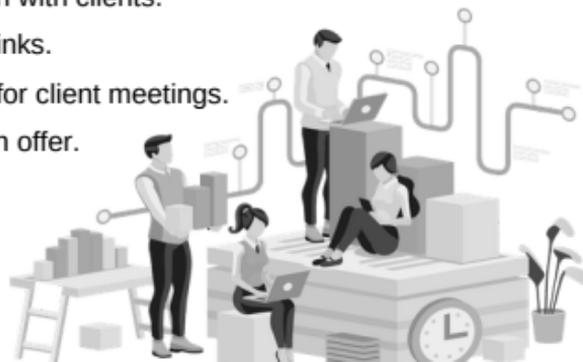
# Homework

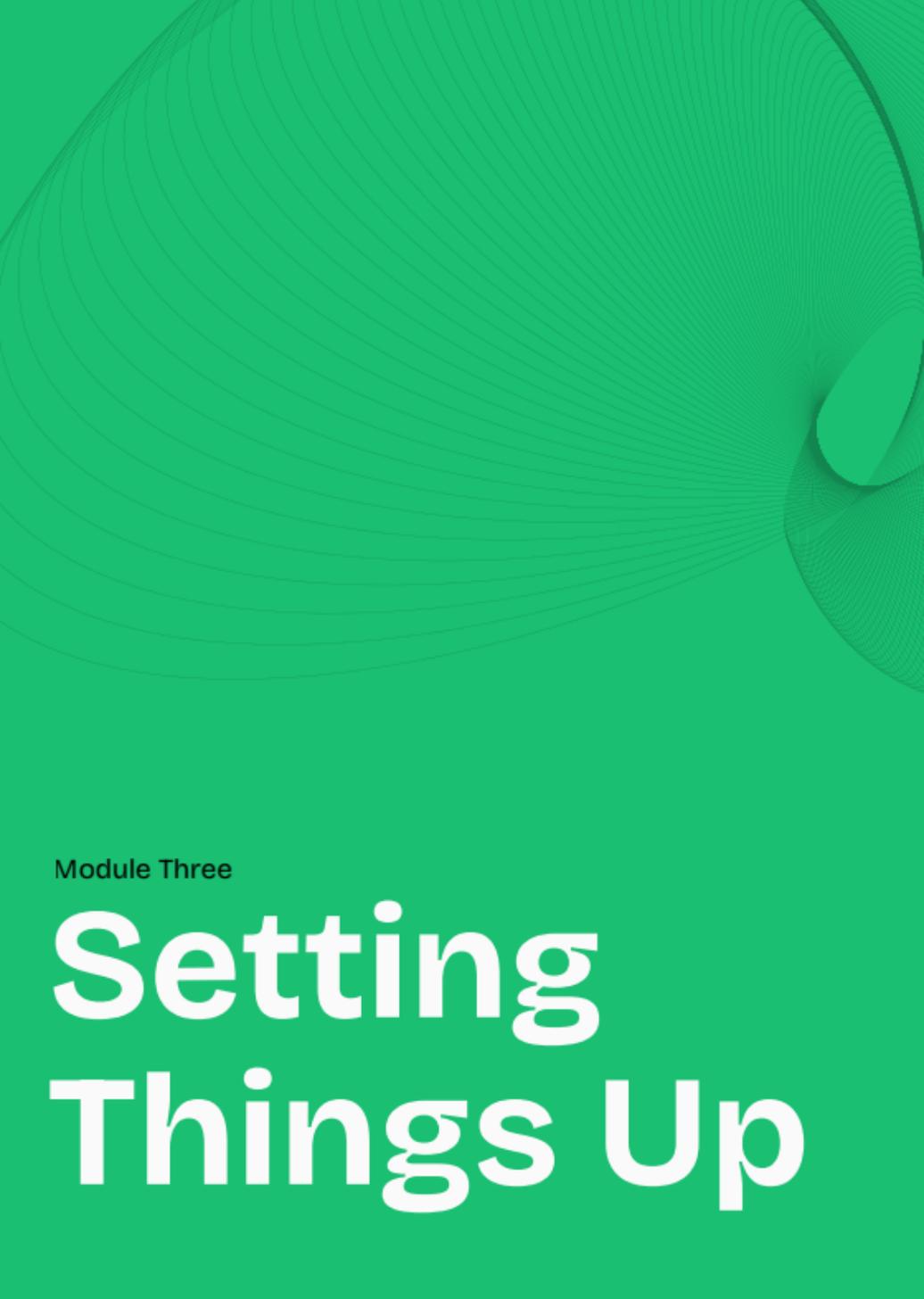
To succeed on Fiverr, start by choosing a specific niche instead of offering general services. Create multiple gigs that target different aspects of your skill, and use strong keywords in your titles and descriptions to boost visibility. Make sure your gig images are professional and eye-catching. Start with a low-cost, high-value offer to attract your first clients and build reviews. Always communicate clearly and respond quickly to inquiries. Aim to overdeliver on your promises to earn 5-star ratings. Stay active on the platform by logging in daily and updating your gigs. After successful deliveries, politely ask for feedback. Lastly, don't rely only on Fiverr traffic—promote your gigs through social media and relevant communities to drive more attention.

Before signing up on the platform, you need to prepare certain things in advance for a smooth onboarding process.

**This includes:**

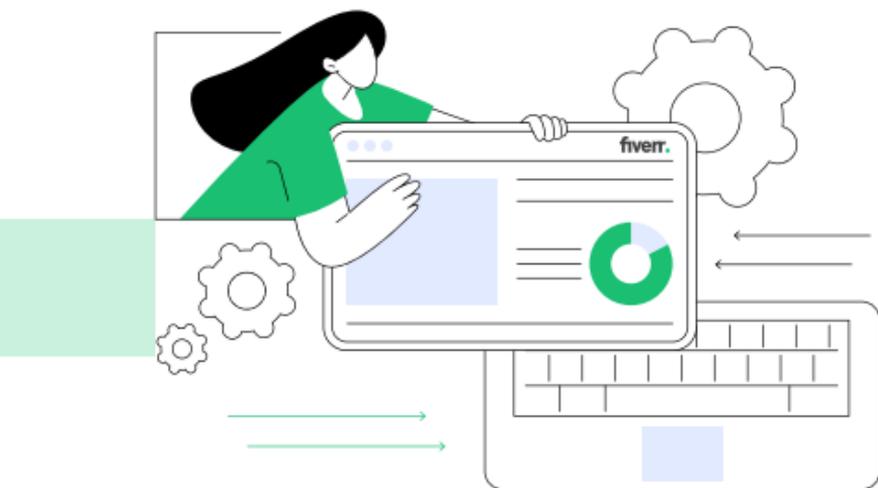
- A Google document to record all text-based information for your profile and gigs.
- Design assets for your profile, such as gig thumbnails and display pictures.
- SOPs for communication with clients.
- Portfolio documents or links.
- Calendar booking tools for client meetings.
- A list of services you can offer.





Module Three

# Setting Things Up



Now that you understand what you need beforehand, it's essential to assess what you have prepared and what's missing by the end of this e-book. Utilize a workbook to track your progress effectively. It's time to create your profile on the platform.

Sign up using your laptop or computer, avoiding Gmail sign-up. Provide basic details such as your name, email, password, contact number, and country.

Remember to use SEO-friendly content for your profile, descriptions, and gigs. You can seek inspiration from successful profiles in your category on the platform. Write your own copy and refine it using any AI tool, then compile this content in a Google document.

**The next step is to start creating your gigs.**

## Module Four

## Creating Your

# FIRST GIG

I won't delve into the literal process of creating a gig, as it's straightforward once you're logged in. Click on the "create your gig" button and start filling in the information, such as title, tags, category, packages, tax base description, and thumbnails. Instead, **let's focus on the mindset you should adopt before crafting your gigs:**

- ➔ **Plan your gig thoroughly before publishing** – gather all necessary content, visuals, and keywords in advance.
- ➔ **Target a niche with lower competition** – avoid saturated categories and instead carve out a space within your expertise.
- ➔ **Drill down into a specific segment of your skill** – for example, rather than offering general graphic design, focus on something like "logo redesign for real estate" or "event poster design."
- ➔ **Identify a focused service related to your skillset** – such as "Hoarding banner design" or "mobile-friendly website fixes."
- ➔ **Offer niche-specific solutions** – like "Black Friday promotional banners" or "MrBeast-style YouTube thumbnails."
- ➔ **Create at least one high-potential gig** – something that can land you those important first few orders and reviews.
- ➔ **Start with several gigs if needed, but market one aggressively** – spend your first month promoting just one gig to build traction.





Module Five

# Making Fiverr Happy

**What is Fiverr's primary purpose?** It's not here for charity; it exists solely to make money in this capitalist world. Understanding this, how can you make the platform happy?

**Encourage your existing clients to place orders through the platform:**

If you have clients who often seek discounts, offer them a deal where they receive a discount if they order through the platform.

If you lack clients, ask friends from different cities and countries to act as your clients and place orders on the platform.

Encourage them to behave naturally on the platform, engaging with you and placing orders.

Ensure your first two orders are completed within 3 to 5 days on the platform to establish credibility.

If you lack friends or a network, collaborating with others is a topic for another day.

Delivering successful orders promptly boosts your credibility on the platform and increases exposure. Now, the only obstacles to your success are poorly designed gig thumbnails or slow response rates in your inbox.

# I hope it was worth your time & you learnt something new.

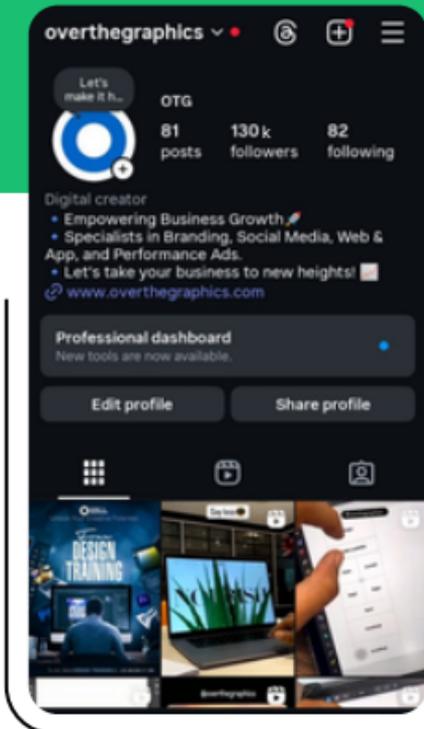
I'm an Artist with a goal to inspire millions to choose their passion. Trying to document my life in cinematic style! That's me, Nirav Chavda, A Visual Communication Designer, Brand Strategist, UI/UX Expertise, Cohesive Storyteller, and Video Creator.

I spent my days with headsets and scripts, but there was another voice inside me. It spoke in pictures and colors, a whisper about design.

Late nights and lots of love for design helped me swap my headset for a drawing tool. It wasn't just a new job, it was a whole new me!

Need eye-catching designs to get people talking? I can do that! Want a brand identity that people remember? Let's make it happen!

See more of my work on Instagram at [@overthegraphics](https://www.instagram.com/overthegraphics). But most importantly, if you ever get a creative idea, don't ignore it! That little spark could lead you to something amazing.



## Thank You

[www.overthegraphics.com](http://www.overthegraphics.com)