



## QUICKSTART CHECKLIST

In order to help you hit the ground running with your new freelancing business, I've designed this QUICKSTART CHECKLIST. Everything contained in it is laid out in a specific order for a purpose. Each task builds upon information gathered in the previous step. Although you may be tempted to skip ahead to the money making part, I would advise you to avoid doing so. Every tower starts with a strong foundation. Likewise, you must lay a firm foundation upon which to build your new empire as you learn the Fiverr Fortune Formula. Ready to go? Great! Lets get started.

- ☑ Niche Selection
  - Take inventory of your skills and talents. Jot down a couple things you like doing that you may be able to market on fiverr.
  - Log onto Fiverr.com and browse the homepage. Look through the best selling packages section, trending collections, and featured sections. You should be getting a few more ideas on what you could offer.
  - Select a couple categories that appeal to you. Scroll through the selections paying close attention to gig titles, descriptions, images, reviews and order queues.
  - Narrow your list down to the top 3 Niche/Sub-Niches



- ☑ Choose Username
  - Brainstorm a short list of possible account usernames.
  - Create a name relevant to your selected niche(s)
  - Avoid silly or number filled names (ex:flowerpuff, xyzabc1234, etc). Remember this is a business and your profile username should reflect this professional approach.
  - Consider using your existing personal/business brand if already established to maintain image congruency.
  
- ☑ Create Your Account.
  - Click on the signup button and follow the prompts.
  - Connect your social media accounts to your fiverr profile for maximum exposure when it comes for marketing.
  - Enter the username you chose earlier. (This is the only step that can't be changed later on)
  
- ☑ Setup First Gig
  - To make things easy, select one of the DFY gigs provided in the training. The purpose here is to familiarize you with the process of gig creation. You can always go back and edit or replace this gig with one from your niche later.
  - Identify 2-3 main keywords for each gig. Work the main keyword into the title phrase and weave the others into the gig description.



- Select a picture relevant to your gig for gig image. (Use [canva](#) to create professional images for free)
  - Select delivery timeframe and create corresponding gig extras. Extras should enhance the value of the base gig and create additional revenue opportunities for you as a seller.
- ☑ **Optimize Your Profile**
- Display best-selling gig (will be only one created right now)
  - Choose high quality images to fill the gig gallery
  - Attach additional documentation as PDF files an upload to appropriate section.
  - Choose a personal picture/characture for profile picture
  - Create profile page image (banner at top of page) many sellers use fiverr supplied templates but I recommend creating your own to really stand out. Once again [CANVA](#) to the rescue!
  - Complete the “ABOUT” section. Be sure to highlight your relevant skills, experience, and training. This is your opportunity to let the buyer know why they should purchase from YOU.
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- Don't forget to sprinkle in your keywords where possible as this will greatly boost your rankings.



- ☑ Get Traffic to Your Gig(s)
  - Change settings to “send 10 responses to Buyer Requests daily”
  - Blog about it and link back to gig page
  - Share on social media with link to gig page
  - Create a video promo and post to youtube with link in video description back to gig / profile page.
  - Visit gig relevant forums and share w/ signature linked to your gigs or profile page
  - Join relevant FB groups
  - Paid Traffic (FB Ads, YT ads, Instagram ads, etc)
  
- ☑ Get Positive Reviews
  - Strive for 100% 5-star reviews
  - Create crystal clear gig descriptions
  - Always deliver what was promised
  - Always deliver on time (earlier is better)
  - Always over deliver- give buyers a bonus!
  
- ☑ Create Lasting Relationships
  - Keep in contact with previous buyers
  - Message contact list about new offers
  - Check in once in a while to see if you can help them with another project
  - ALWAYS thank them for their trust and business
  - ALWAYS ask for referrals.