Juggernaut
Freedom Five
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Welcome to Freedom Five Lesson 6!

In this lesson we are moving on to creating our first Gig! You know what that means? Time to make money- Let’s begin.

Let me make three points:

• It is essential that you get to Level 2 as quickly as possible. This means you need to complete 50 jobs within a 2-month timespan – and preferably within the first two months that you join Fiverr!
• You can edit your gigs even after they’ve been published. You can change the title and you can change the text. You can change the amount of money you ask for. You can activate Gig Packages, or keep them turned off.
• When you first start out, you will need to do work at a discount.

Offering discounted work

There is simply no getting around it. When you first start on Fiverr, you are facing a lot of competitors – people who are already at Level 1, 2 or Top Seller. People with plenty of positive reviews.

How can you compete with them?

There’s only one way – offer to do a lot of work inexpensively.

Once you reach Level 2, you can go back in and edit your gig titles and text to start charging what your work is worth – and at this point people will be more likely to
pay it. (If you find a profitable niche within a few weeks, you can up your prices before you actually get to Level 2 – use your best judgement with that.)

While offering discounted work may stick in your craw, don’t let it.

If you offer to write 1,000-word blog posts for $5 – you will get orders. Yes, you should make at least $20 for a 1,000-word blog post. That’s why, if you do it for $5, you will get orders.

But here’s the thing. Whatever topic you are writing this blog post in – you will receive more orders for that topic over the course of your career.

So even though initially you will receive no recompense for the research you have to do in order to write that 1,000-word blog post (if it’s on HVAC systems, for example, of which you know nothing), that research will be research that you will not have to do again. Future blog posts will then be quicker to write.

**How Many Languages Do You Speak?**

Most of the people on Fiverr want articles and other work written in English, but if you are fluent in Spanish, German or French, niche work in these areas can be very profitable. Once you get to the Level 1 level, and especially the Level 2 level, offer some gigs written in those languages. Since not a lot of people on Fiverr are multi-lingual, you can very likely corner the market.

**Gig Image**

Before you can do that (there’s always a “before...” isn’t there?) you need to create an image that you’ll use for your gig.

I create a slide in PowerPoint, place my logo on the top and, in very large letters on the right hand side at the bottom, the words: EXCLUSIVE TO FIVERR. This is a requirement.

Give a generic title of your gig at the top:

- Blog Writing Services
- Email Autoresponder Services
- Video Script Services

And in the middle of the text, write 5 or 6 bullet points of what you offer.

Take a screen capture of the slide (Print Screen button), paste it into Paint, crop it, and give it a title like BlogWritingServices-coverimage.png (I prefer .pg to .jpg or .gif).

Put all the images you create in a clearly labeled folder on your desktop for easy access.
If you want ideas of what kind of cover slides to create, go to Fiverr and check out what other Sellers do.

**Gig Creating Process**

*Now, It’s time to create your first gig.*

Note: since this is an unofficial guide, not connected with Fiverr, I’m not going to share any screen captures, I’ll just describe the locations of the various buttons.

If you’ve closed Fiverr, go back into it and choose the Start Selling button. (Once you’ve created your first gig, what you see under that drop down box is going to change, by the way.)

For now, click with your mouse on Create a Gig.

After you input each section, do a SAVE. This way you won’t lose anything should there be a sudden power failure or if you get sidetracked and accidently close out your browser!

**Gig title**

Simply put your mouse in the box and start typing. The sample text that is already there will disappear.

For GIG TITLE, give a compelling reason for people to purchase your gig. (Remember you can change this title, and the gig description and the prices you charge, at any time. And right now, you’re going to offer a LOT of writing at a LOW price, because you want those orders.)

Here are some sample titles:

- I will write a 1,000-word blog post
- I will write a 10-series autoresponder
- I will proof and edit 5,000 words

You now have to add the words “for $5” if you’re willing to do the work for that amount. (Fiverr used to do that automatically, before they introduced the Gig Packages feature.)

**Gig Category**

I’ve already covered the categories Fiverr offers earlier in this book.

You’ll have to make two choices here.

The first is the main Category – and you’ve got 12 choices including Writing & Translation and Business.

Once you select your main Category you’ll be given the option of selecting a sub-category such as Business Copywriting or Articles and Blog Posts.
Service Type

As I write this, this is a new feature that Fiverr has added that I’ve never used before. The service type choices you make will vary on what the gig categories are. Sample choices for business writing are:

- None
- Product Listings
- Website Copy
- Business Names and Taglines
- Ad Copy
- Marketing Email Copy

Choose whichever one is appropriate.

Scope & Pricing

Now we come to a contradiction between the Seller Levels and what Fiverr actually lets you do.

Fiverr’s latest innovation is Gig Packages. These Gig Packages are available even if you’re a New Seller, and you can charge from $5 to $995 per package!

There are three choices – and if you’re going to use them you have to use all of them. They are: “Standard Package,” “Premium Package” and “Pro Package” to give your clients three different choices. You can change their names, too – “Bronze, Silver, Gold” or “Ruby, Emerald, Diamond” – whatever you like.

You can “turn off” this choice – there’s a radio button in the top right hand corner of the screen that lets you do this.
As a beginner, I suggest that you don’t use them, because you’re going to be offering discounted services – but with lots of extras which may help you to earn more money.

So turn off Gig Packages using the radio button.

The other two gig packages will disappear, leaving you with the Standard Package to fill out.

Choose a delivery time – 3 days used to be the standard, but you can choose longer or shorter than that. (Typically, you would choose 3 days, so you can offer Extra Fast Delivery of 24 hours as an extra.)

Next, select how many revisions you’re willing to do.

Then, how many words you’ll write.

Next, if you’re going to optimize your articles for SEO, how many keywords you’ll use. (Your client will have to supply the keywords he or she wants used. You’ll specify this in the Orders for Buyer on the next screen.)

Then check if you’ll supply topic research (of course you will!), references & citations – always a good idea, a data chart, and the price. Leave them unchecked if you won’t supply them.

Finally, choose your price – and I advise choosing $5 to start with. At this point, you can only set your price in multiples of $5. (When you do custom offers – after a client has contacted you directly – you can do make your offer in increments of a dollar, but remember that if you go over $5, Fiverr will charge you their $2 fee. So whatever you do, don’t put in an offer for $6, because that’ll drop you right down to $4! You’ll need to submit a $7 bid to earn $5 for the work, and so on.)

Next, you can choose your gig extras. The extras, in the writing category, are:

• Additional words
• Extra fast delivery
• Additional revision
• Special offer
• Additional focus keyword

Topic research, references & citations, and data chart – if you want these to be extras, you can charge $5 each for them, or more, instead of including them in the basic gig package. So that’s a way to offer a discounted $5 price, but still earn more money.

Save.