

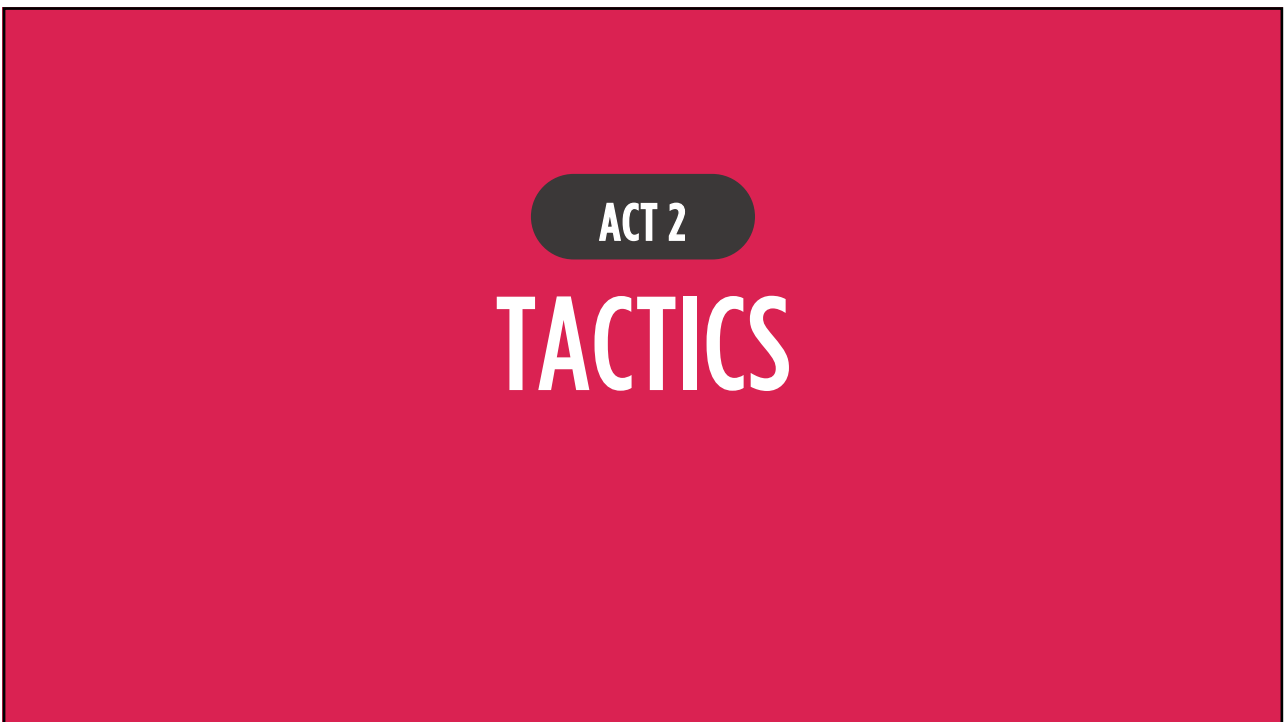


SECRETS OF CROWD SOURCING

PART 2

Tal Florentin | Summurai

1



2



3



4

REVIEW PROPOSALS

The screenshot shows the 'REVIEW PROPOSALS' stage of a job post on Upwork. The job title is 'Video editing for a 5-hour course (Enjoy an amazing course on the way)'. The navigation bar includes 'VIEW JOB POST', 'INVITE FREELANCERS', 'REVIEW PROPOSALS (15)', and 'HIRE (0)'. Below this, there are tabs for 'ALL PROPOSALS (15)', 'SHORTLISTED (0)', 'MESSAGED (1)', and 'ARCHIVED (0)'. A search bar and filters are visible. The first proposal is from Isaac C., a 'Best Camtasia, Adobe Captivate, Articulate Storyline Video Editor' from Kenya, with a rate of \$25.00/hr and \$60k+ earned. A cover letter is visible, and a 'Hire' button is present. A second proposal from Heriberto P. is partially visible below.

5

INVITE FREELANCERS

The screenshot shows the 'INVITE FREELANCERS' stage of the same job post. The navigation bar now highlights 'INVITE FREELANCERS' and shows 'REVIEW PROPOSALS (15)' and 'HIRE (0)'. Below, there are tabs for 'SEARCH', 'INVITED FREELANCERS', 'MY HIRES', and 'SAVED (83)'. A search bar and filters are visible. The first freelancer shown is Bradley V., a 'Video Editor, Sound Engineer and Animator that ge...' from South Africa, with a rate of \$60.00/hr and \$57k earned on video production projects. He has 7 relevant skills for the job, including Video Production, Video Editing, Audio Production, and Video Post Editing. An 'Invite to Job' button is visible.

6

INVITE FREELANCERS

The screenshot shows the 'INVITE FREELANCERS' page with a search bar and a 'Filters' button. Below the search bar are four columns of filter options:

- Earned amount:** Any amount earned (selected), \$1+ earned, \$100+ earned, \$1k+ earned, \$10k+ earned, No earnings yet.
- Job Success:** Any job success (selected), 80% & up, 90% & up, TOP RATED (with lock icon), RISING TALENT (with lock icon).
- Hourly Rate:** Any hourly rate (selected), \$10 and below, \$10 - \$30, \$30 - \$60, \$60 & above.
- Hours billed:** Any hours (selected), 1+ hours billed, 100+ hours billed, 1,000+ hours billed.

Below these are more filter categories:

- Category:** Any category (selected), Customer Service, Design & Creative, Web, Mobile & Software Dev. A link 'See all categories' is present.
- English level:** Any level (selected), Basic, Conversational, Fluent, Native or bilingual.
- Talent Type:** Freelancers & Agencies (selected), Freelancers, Agencies.
- Last Activity:** Any time (selected), Within 2 weeks, Within 1 month, Within 2 months.

At the bottom, there are search boxes for 'Location' and 'Other languages'.

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INVITE FREELANCERS

The screenshot shows the 'INVITE FREELANCERS' page with filters applied. The search bar contains 'Search' and the 'Filters' button is active. Above the filter columns, there are tags for 'Hourly rate: \$10 - \$30', 'Freelancers', and 'English level: Conversational', along with a 'Clear filters' button.

The filter columns now show counts for each option:

- Earned amount:** Any amount earned (398,835), \$1+ earned (179,184), \$100+ earned (136,676), \$1k+ earned (81,758), \$10k+ earned (33,792), No earnings yet (219,651).
- Job Success:** Any job success (398,835), 80% & up (58,464), 90% & up (49,567), TOP RATED (27,605), RISING TALENT (11,374).
- Hourly Rate:** Any hourly rate (865,810), \$10 and below (248,105), \$10 - \$30 (398,835), \$30 - \$60 (147,078), \$60 & above (71,794).
- Hours billed:** Any hours (398,835), 1+ hours billed (108,726), 100+ hours billed (53,056), 1,000+ hours billed (22,126).

Below these are more filter categories with counts:

- Category:** Any category (selected), Customer Service (35,305), Design & Creative (114,927), Web, Mobile & Software Dev (114,609). A link 'See all categories' is present.
- English level:** Any level, Basic, Conversational (selected), Fluent, Native or bilingual.
- Talent Type:** Freelancers & Agencies (421,145), Freelancers (398,835), Agencies (22,310).
- Last Activity:** Any time (367,112), Within 2 weeks (72,597), Within 1 month (112,088), Within 2 months (172,967).

At the bottom, there are search boxes for 'Location' and 'Other languages'.

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INVITE FREELANCERS

This screenshot shows a list of three freelancer profiles. Each profile includes a profile picture, name, title, hourly rate, location, and a list of skills. The profiles are:

- Julia P.**: Graphic designer, video editor. Rate: \$16.00/hr. Location: Ukraine. Skills: Video Production, Video Editing, Video Post Editing, Audio Production.
- Aleksandar R.**: Professional Video Editor / Motion Graphics. Rate: \$25.00/hr. Location: Serbia. Skills: Video Production, Video Editing, Audio Production, Video Post Editing.
- Valeria Z.**: Video Editing, Video Post-Production. Rate: \$27.00/hr. Location: Ukraine. Skills: Video Production, Video Editing, Video Post Editing.

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INVITE FREELANCERS

This screenshot shows a detailed view of a freelancer profile for Valeria Z. The profile includes:

- Name:** Valeria Z.
- Location:** Kharkiv, Ukraine - 4:10 pm local time
- Job Success:** 98% (TOP RATED)
- Profiles:** General Profile, Video Editing/Post-Production
- Skills:** Video Editing, Video Post-Production
- Description:** Pre-production, production, and post-production. *Video editing (documentary and feature style); *Color grading; *Keying; *Retouch; *White background cleanup; *Subtitling; *Creating music videos; *Video editing of TV-programs and YouTube videos; Please look at my portfolio.
- Hourly Rate:** \$27.00
- Projects Completed:** 56
- Jobs Won:** 229
- Availability:** Available More than 30 hrs/week < 24 hrs response time
- Buttons:** Invite to Job, Save, Hire Now, Flag as inappropriate

10

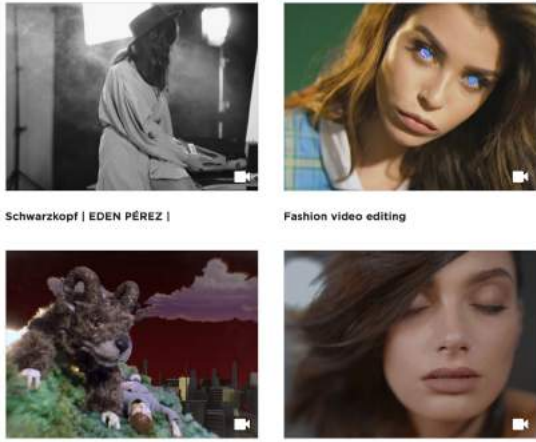
INVITE FREELANCERS

No feedback given	
Editor for Short Film (8 Min)	\$110.00
Apr 2019 - Jan 2020	Fixed-price
No feedback given	
Edit makeup & fashion videos for social media	\$50.00
***** 5.00 Jan 2020	\$25.00 / hr
<i>She is really good and works very fast ... she communicate very well , I will definetly work with her again.</i>	2 hours
Gemini Lights Facebook Ads	\$150.00
***** 5.00 Dec 2019 - Jan 2020	Fixed-price
<i>Outstanding work as always.</i>	
HOSS boot company video	\$237.50
Feb 2019 - Jan 2020	\$25.00 / hr
No feedback given	10 hours
Video edit	\$8.33
Mar 2019 - Jan 2020	\$25.00 / hr
No feedback given	0 hours
Affinity Physician Network Dr Video	\$37.50
Oct 2018 - Jan 2020	\$25.00 / hr
No feedback given	2 hours
Video Editor Wanted For Mountain Bike Video	\$300.00
***** 5.00 Dec 2019	Fixed-price
<i>Another fantastic job by Valeria. I can't recommend her highly enough for anyone else looking for a talented editor.</i>	
Video editing	\$1,630.00

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INVITE FREELANCERS

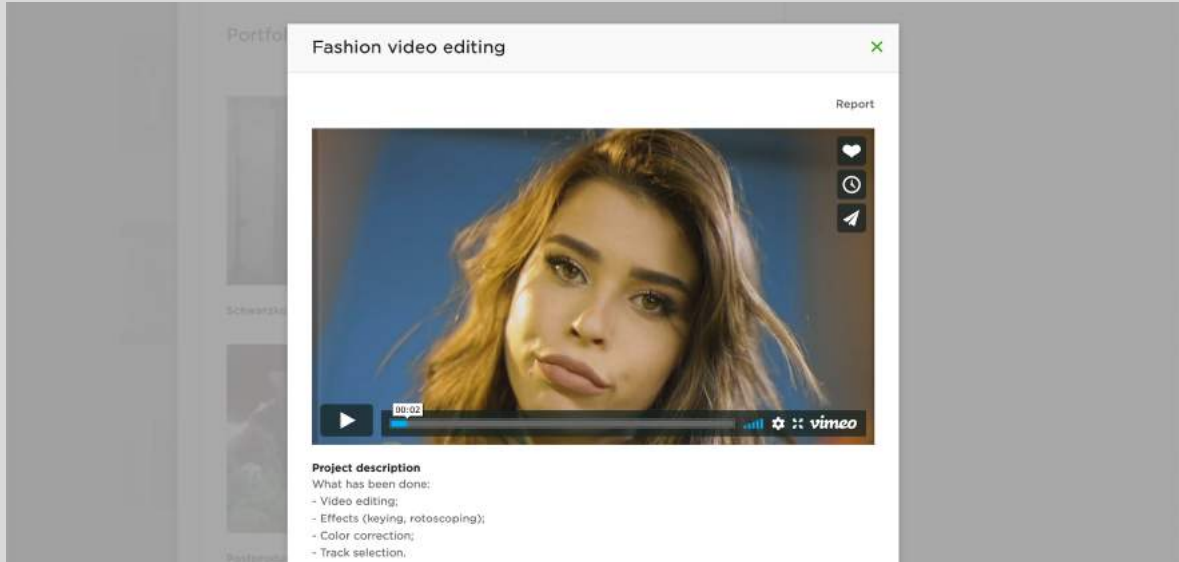
Portfolio



Schwarzkopf | EDEN PÉREZ | Fashion video editing

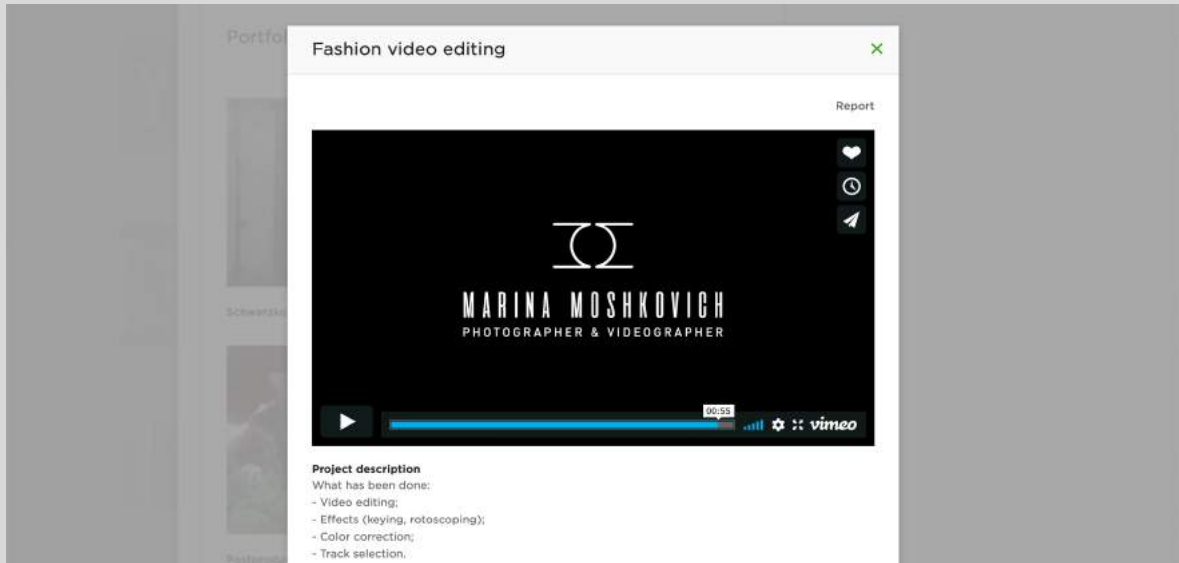
12

INVITE FREELANCERS



13

INVITE FREELANCERS




14

Step #3

EXAMINE & INTERVIEW

15

HIRING TIP #1



YOU'RE NOT GETTING MARRIED!

Don't try to find the perfect candidate. Find people who seem to be just good enough to get started with.

16

IS THIS THE RIGHT GUY?

The screenshot shows a freelancer profile for German C. from Manta, Ecuador. The profile includes a 100% Job Success rate, a 'TOP RATED' badge, and a 'Video Editor - Post producer' title. A statistics table shows an hourly rate of \$12.00, total earnings of \$30k+, 20 jobs, and 68 hours worked. The profile also lists a recent job application for video editing for a 5-hour course.

\$12.00	\$30k+	20	68
Hourly rate	Total earned	Jobs	Hours worked

17

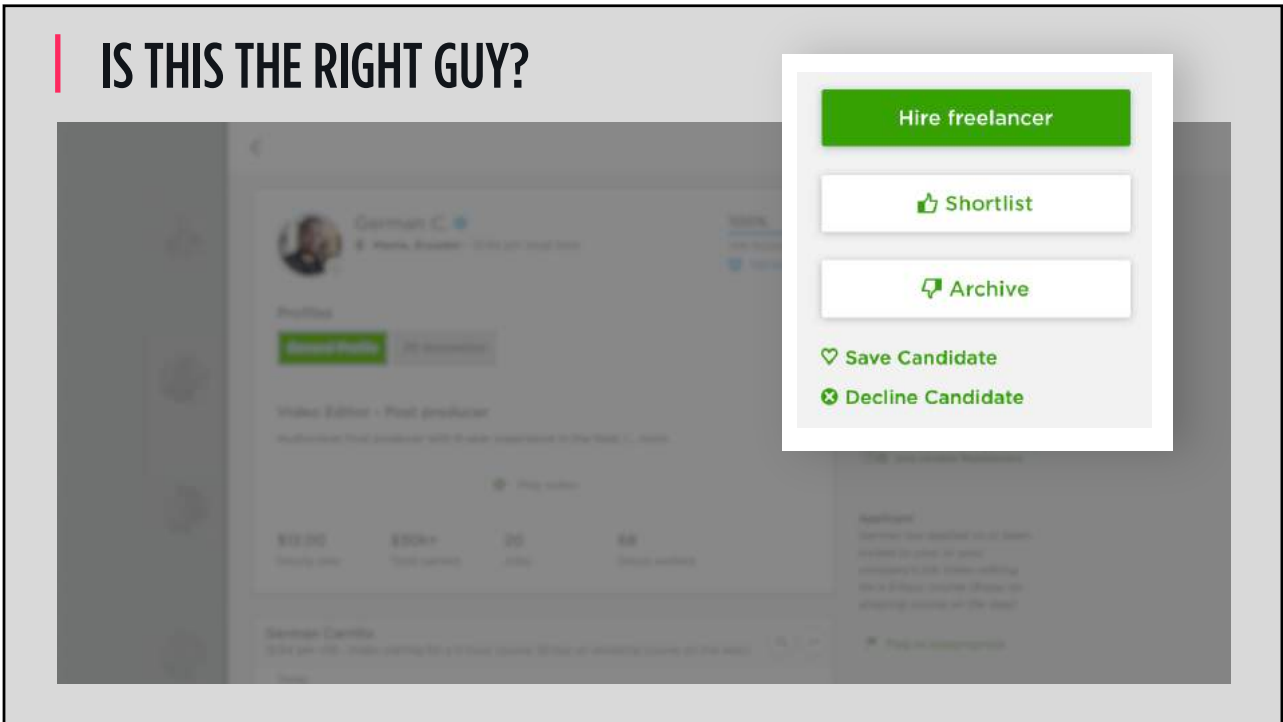
IS THIS THE RIGHT GUY?

The screenshot shows a cover letter and work history section. The cover letter discusses the freelancer's process and interest in remote work. Two red boxes with white text are overlaid on the cover letter, reading 'FOCUSED' and 'RELEVANT'. The work history section is partially visible at the bottom.

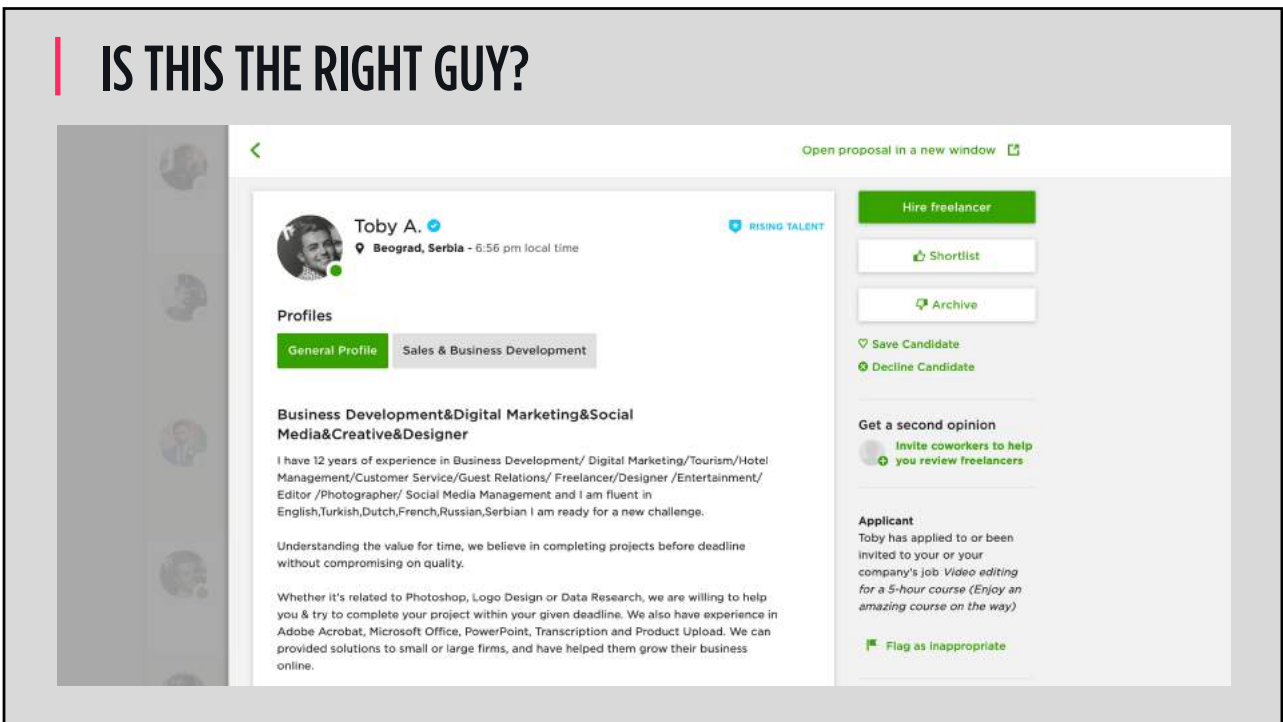
FOCUSED

RELEVANT

18



19



20

IS THIS THE RIGHT GUY?

Great design is what makes us tick, it's the thing that is ever-present in everything we do. We understand that making the right first impression matters and we take pride in our ability to make your brand stand out from the crowd, either through traditional graphic design and branding or through digital media. Whether you're a newly formed startup or an established business looking for a change, we would love to talk to you about how we could help your business succeed.

With a first class degree in English literature, you can hire me with total confidence for:

- * **PROOFREADING & EDITING** - Academic theses and dissertations, commercial text, eBooks, novels and any other English text. Track Changes is used with MS Word documents to clearly indicate any alterations made and to provide comments in the margin.
- * **WRITING** - Effective Google-compliant SEO articles and website copy, engaging blog posts and eBooks, enticing product descriptions, etc.
- * **100% ORIGINAL WRITING** - Perfect UK or American English with no plagiarism
- * **RELIABILITY & QUALITY** - 100% on time and on budget, always delivered to a 5* standard
- * **PERSONAL SERVICE** - Only I will be working directly with you and only I will be doing the work.
- * **FIRST-CLASS COMMUNICATION** - Because I don't work as part of a team, I can update you on the progress of your project any time you want to know.

You are guaranteed to receive excellent results because:

- 1) Our communication is very good.
- 2) Respond quickly to our clients' messages
- 3) Accomplishment with 5-star ratings
- 4) Never make fake commitments
- 5) Client satisfaction is our main goal
- 6) Want long-term business relationships with our clients

Get in touch with us today!

Availability

Available
As needed - open to offers

Profile link

<https://www.upwork.com/>

[Copy link](#)

Languages

English: Fluent

Turkish: Native or Bilingual

Dutch: Conversational

Serbian: Conversational

French: Basic

Russian: Basic

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IS THIS THE RIGHT GUY?

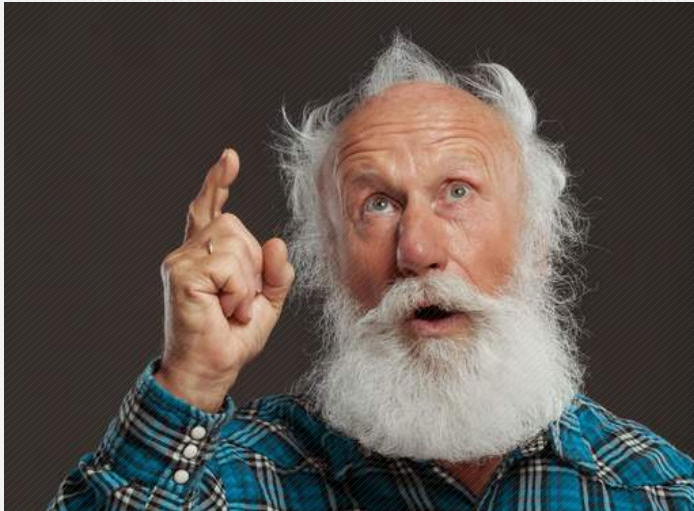
ENTREPRENEURSHIP
BUSINESS DEVELOPMENT
BUSINESS BRANDING
BUSINESS COMMUNICATION
BUSINESS PHOTOGRAPHY
DIGITAL MARKETING
SOCIAL MEDIA NETWORKING
SOCIAL MEDIA MANAGEMENT
DESIGNER
LOGO BROCHURE POSTER DESIGN
CREATIVE CV RESUME DESIGN
WEB DESIGN
PHOTOGRAPHER
PHOTO EDITING
PHOTOSHOP
VIDEO SERVICES
VIDEOS&MOVIES&TRAILERS
VIDEO EDITING
VIDEO PRODUCING
CUSTOMER SERVICES
CUSTOMER SUPPORT
TRANSLATOR
CREATIVE WRITING
GHOST WRITER
WRITER
ARTICLE BLOG BOOK WRITING
CV RESUME
DATA ENTRY [less](#)

\$20.00 **2** **8**
Hourly rate Jobs Hours worked

HMMM.... NO.

22

HIRING TIP #2 (FIX THE BIGGEST MISTAKE)

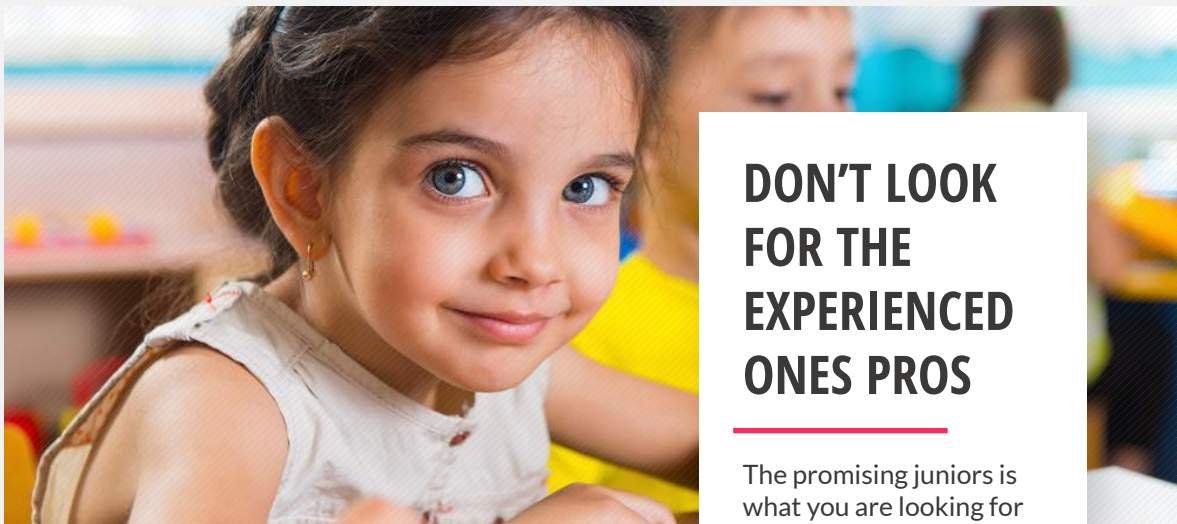


ALWAYS HIRE MORE THAN 1 FOR A TEST

This will allow you to compare, and improve the chances you'll find "the one"

23

HIRING TIP #3



DON'T LOOK FOR THE EXPERIENCED ONES PROS

The promising juniors is what you are looking for

24

WHY LOOK FOR JUNIORS?

THEY **REALLY** WANT THE JOB

THEY **NEED** THE RATING

THEY **HAVE** TO PROVE THEMSELVES

THEY **MAY** HAVE A FRESH POINT OF VIEW

THEY WILL **BE THERE** FOR YOU IN THE FUTURE

25

ARMENIA



26


Step #4

HIRE FOR A TEST

And then set milestones

27

IT'S SIMILAR TO HAVING A PAID AUDITION



HIRE THEM FOR A TEST

- A few candidates
- Focused task
- Low cost

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HIRING TIP



IT'S ALL ABOUT RELATIONSHIPS

Think of the people you
hire as people you want
to work with

29

PAY ATTENTION FOR THE DETAILS



WHO'S THE RIGHT ONE FOR YOU?

- Timelines
- Quality
- Communication

30

HOW DO YOU KNOW YOU'VE GOT THE RIGHT PERSON?



31

PHILLIPINES



32

ICELAND



MAAYAN

33

TEXAS



BRIAN

34

KENYA



35

Step #5

PAY AND RANK

36

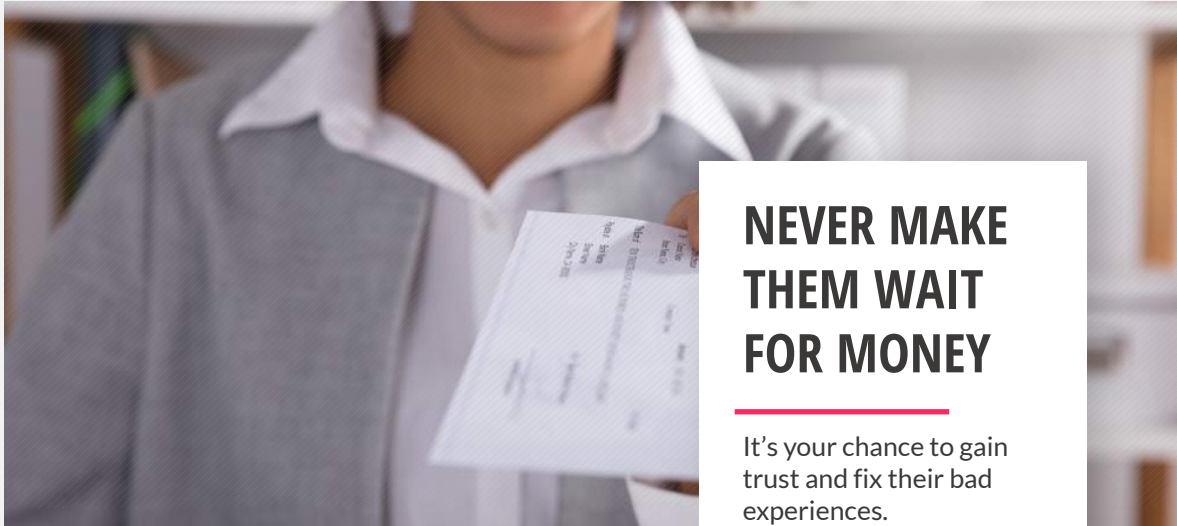
THE GREAT CONCEPT OF ESCROW



**YOU PAY
UPFRONT, BUT
THEY GET PAID
WHEN WORK
IS DONE**

37

ALWAYS PAY ON TIME



**NEVER MAKE
THEM WAIT
FOR MONEY**

It's your chance to gain trust and fix their bad experiences.

38

RATING IS MORE EXPENSIVE THAN MONEY



39

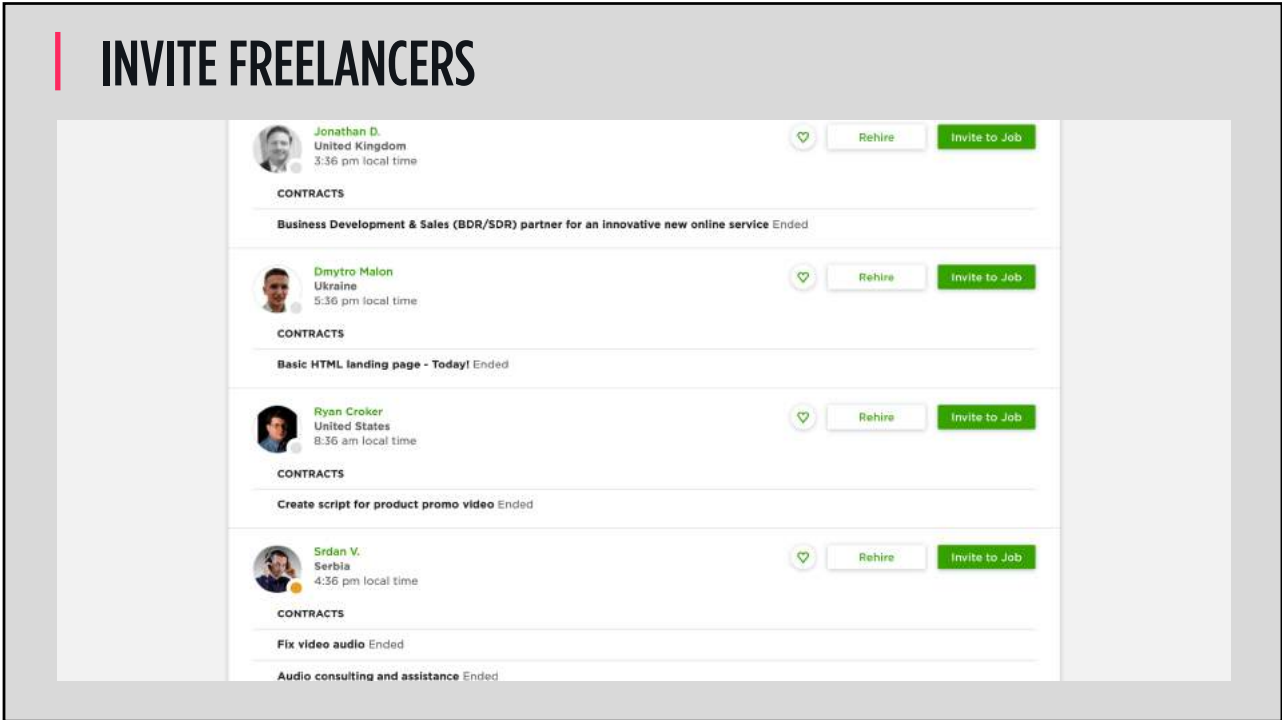
THE BIGGEST SECRET



40



41



42

GOOD INDICATION: REVERSE FIGHTS



45

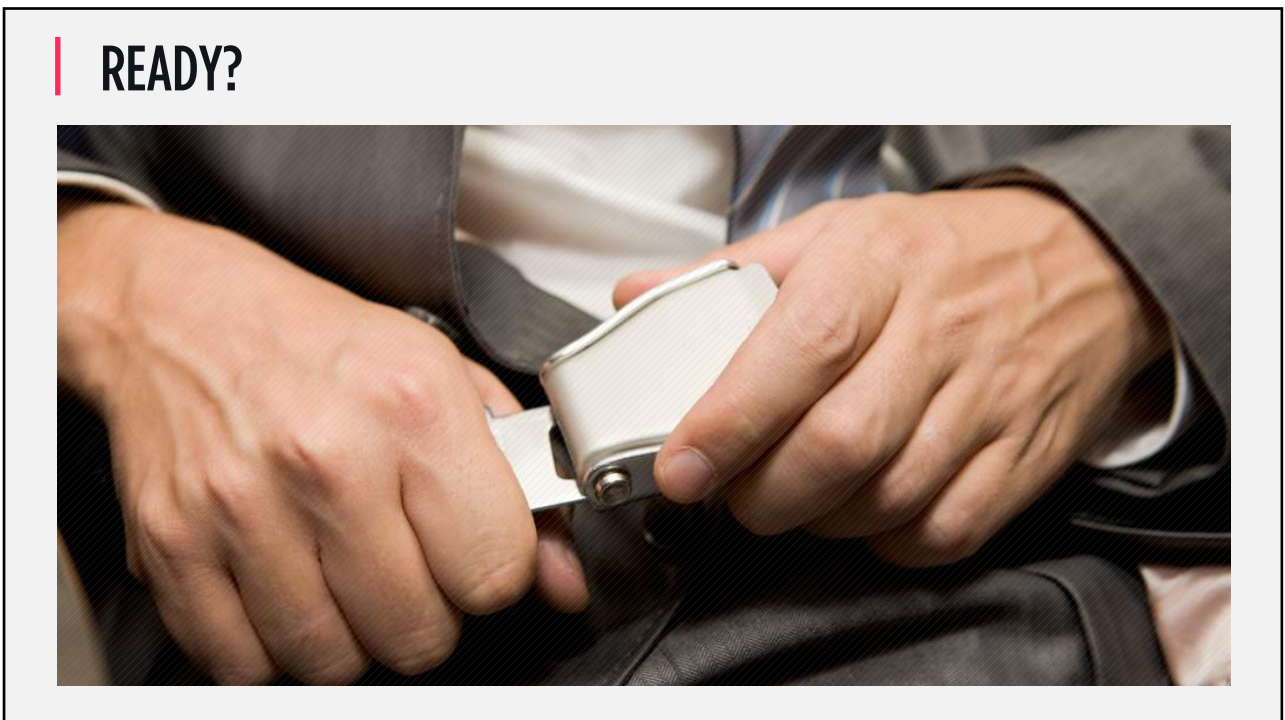
ONLY THEN - WRONG TRIGGERS BECOME RIGHT TRIGGERS...



46

ACT 3
CASES

47



48

Case #1

PERSONA CARDS

49



50

“YOU CAN’T USE STOCK PHOTOS...”



51

I’LL HIRE REAL PHOTOGRAPHERS...



52

“YOU CAN’T USE THEIR PHOTOS EITHER...”



53

MODEL RELEASE



usersbox
Universal Model Release

I, the undersigned, hereby grant, authorize, approve and allow permission ("The Grantee"), through the photographer named herein, access of my person, of my property, of my privacy and of others as mentioned in this document and any other rights to the Grantee to use a commercial, editorial or artistic photograph and the right to use a commercial, editorial or artistic photograph.

For the purposes of said, I declare and confirm that The Grantee, either by itself or through its representatives or to replacement parties thereof, has the right to use the photos within my person, in part or in whole, and to use or be named herein in its work. I have no The Grantee's need for The Grantee and my consent to use digital publications and/or commercial applications and/or other uses including making text and/or images and/or drawing and/or illustrations, magazine and other articles, on the web, including images and/or editing, in any form and/or media, in commercial and/or other uses that will appear in the future, without further notice and/or consent and/or obligation to file or to contribute in any way to the final and/or media (print, digital, electronic, broadcast, digital and/or otherwise) in public or in the future, and without the need to pay any fee.

I hereby authorize and confirm that I do not have any claims, and will not make any representation about this representation, that will appear and/or be named in any way in any form and/or media, in public or in the future, including comments about person and/or publication right and/or location, conditions and/or terms.

I believe that the undersigned declaration and approval given to The Grantee by me have been fully explained to me and I consent and allowed my photo to be taken. I have signed this agreement on my own free will.

Photographer	Personal Information
Sam Evans	Date: 2-25-11
1000 276 St - #4	Full Name: AUGUSTO BALBUENA
Manila, Cebu	Date of Birth: 05-10-88
+ 671-933-074622	Email: augusto_balbuena@yahoo.com

Signature: *Augusto Balbuena* Name: Augusto Balbuena



54

WELL, HOW MUCH?...



Total of
1,250 PHOTOS

Avg. cost
\$2.5/PHOTO

55

CASE INSIGHT



**DON'T THINK
HOW HARD IT
IS FOR YOU**

This will only make you
stop. Just define what you
need and move forward.

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Case #2

UX HERO COMICS

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HOW TO MAKE MY BOOK STAND OUT



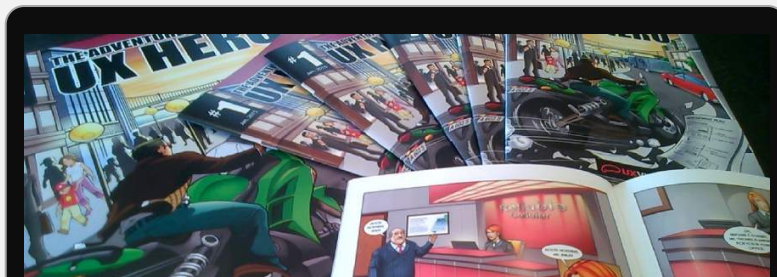
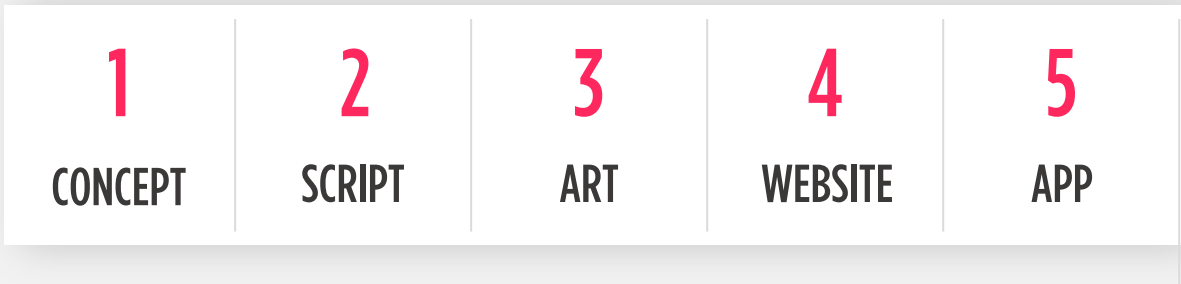
58

UX HERO COMIC SERIES



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BREAKING THE JOB INTO ITS COMPONENTS



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INDONESIA

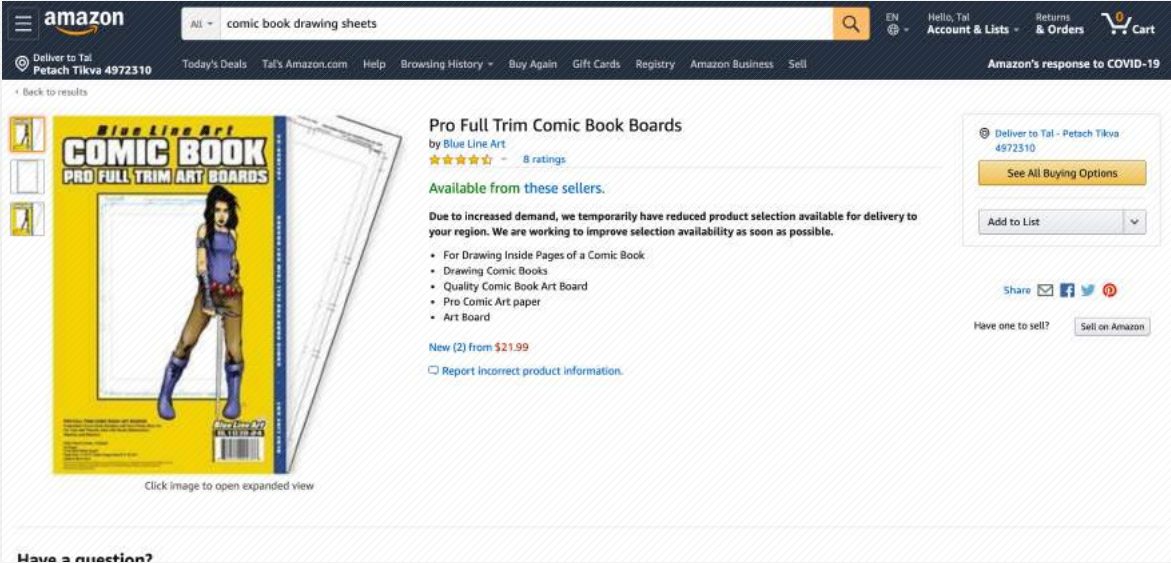


RUDI



61

TAKING THE EXTRA MILE



amazon

comic book drawing sheets

Deliver to Tal - Petach Tikva 4972310

Today's Deals Tal's Amazon.com Help Browsing History Buy Again Gift Cards Registry Amazon Business Sell

Amazon's response to COVID-19

Pro Full Trim Comic Book Boards

by Blue Line Art

★★★★☆ 8 ratings

Available from these sellers.

Due to increased demand, we temporarily have reduced product selection available for delivery to your region. We are working to improve selection availability as soon as possible.

- For Drawing Inside Pages of a Comic Book
- Drawing Comic Books
- Quality Comic Book Art Board
- Pro Comic Art paper
- Art Board

New (2) from \$21.99

Report incorrect product information.

Deliver to Tal - Petach Tikva 4972310

See All Buying Options

Add to List

Share

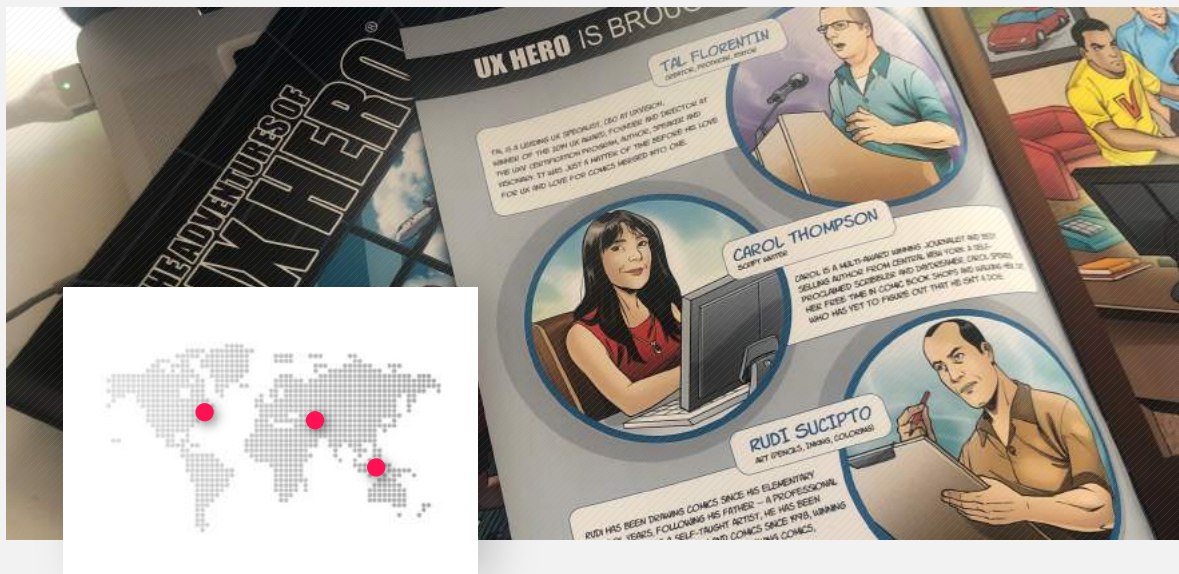
Have one to sell? Sell on Amazon

Click image to open expanded view

Have a question?

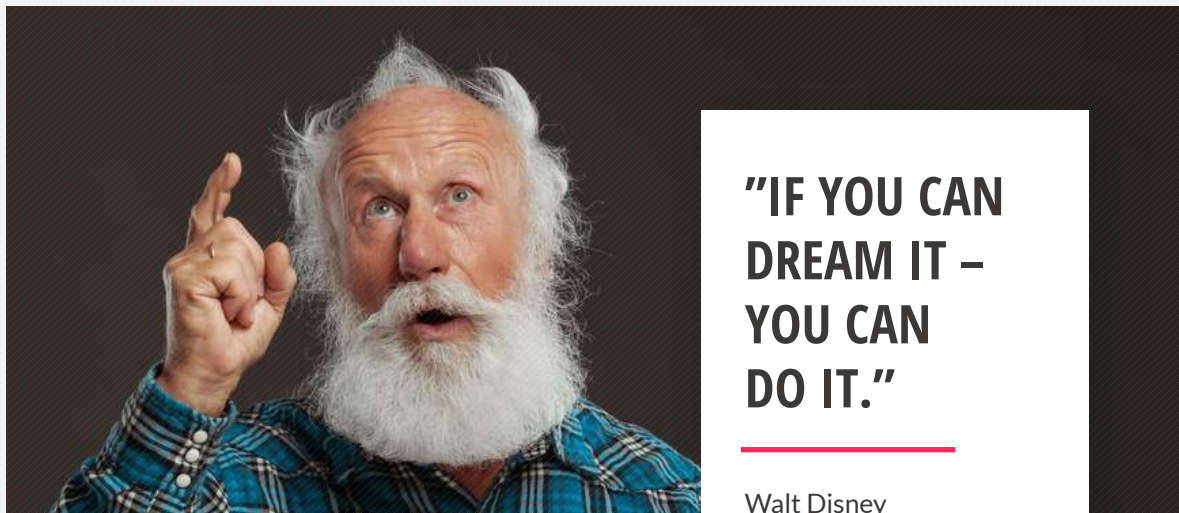
62

GETTING THINGS DONE



63

CASE INSIGHT



64

Case #3

A LOGO FOR SUMMURAI

65



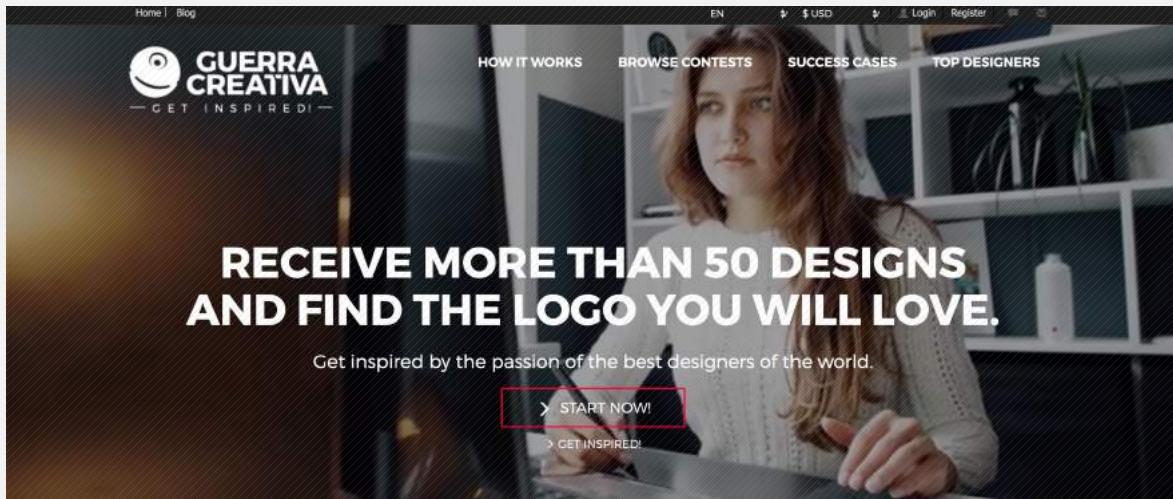
66

THE FIRST LOGO



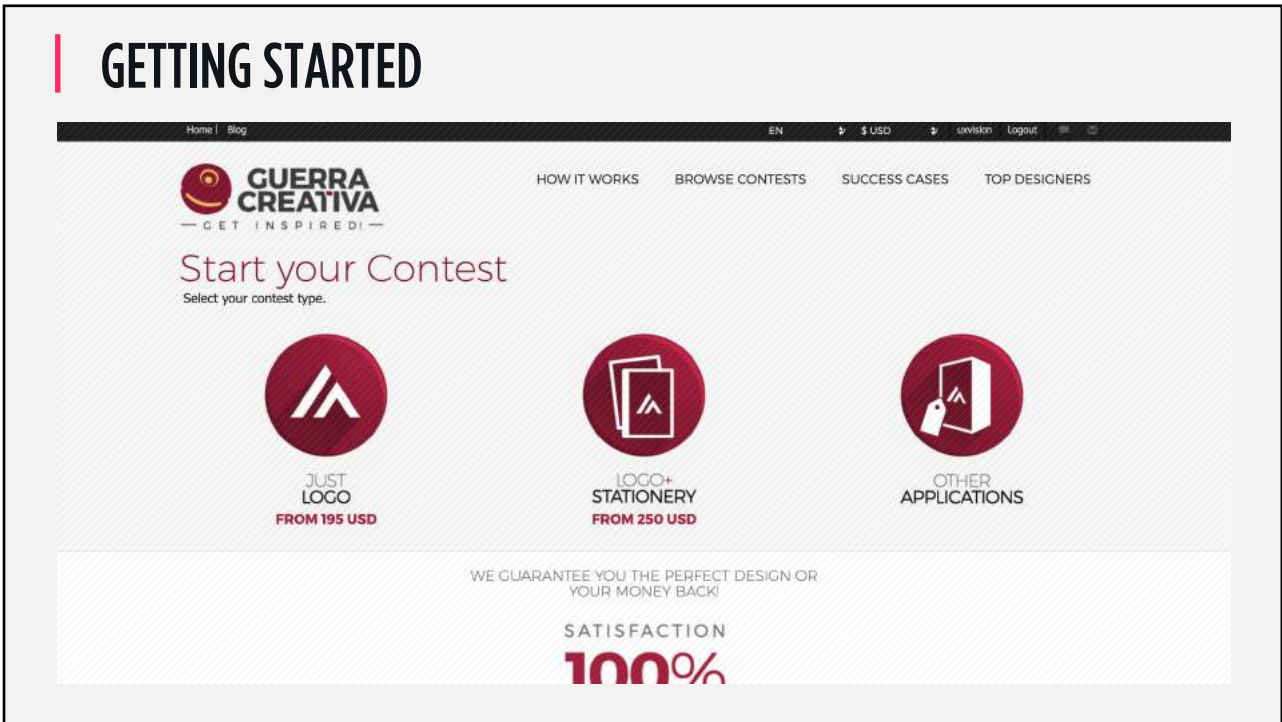
67

BACK TO GUERRA CREATIVA

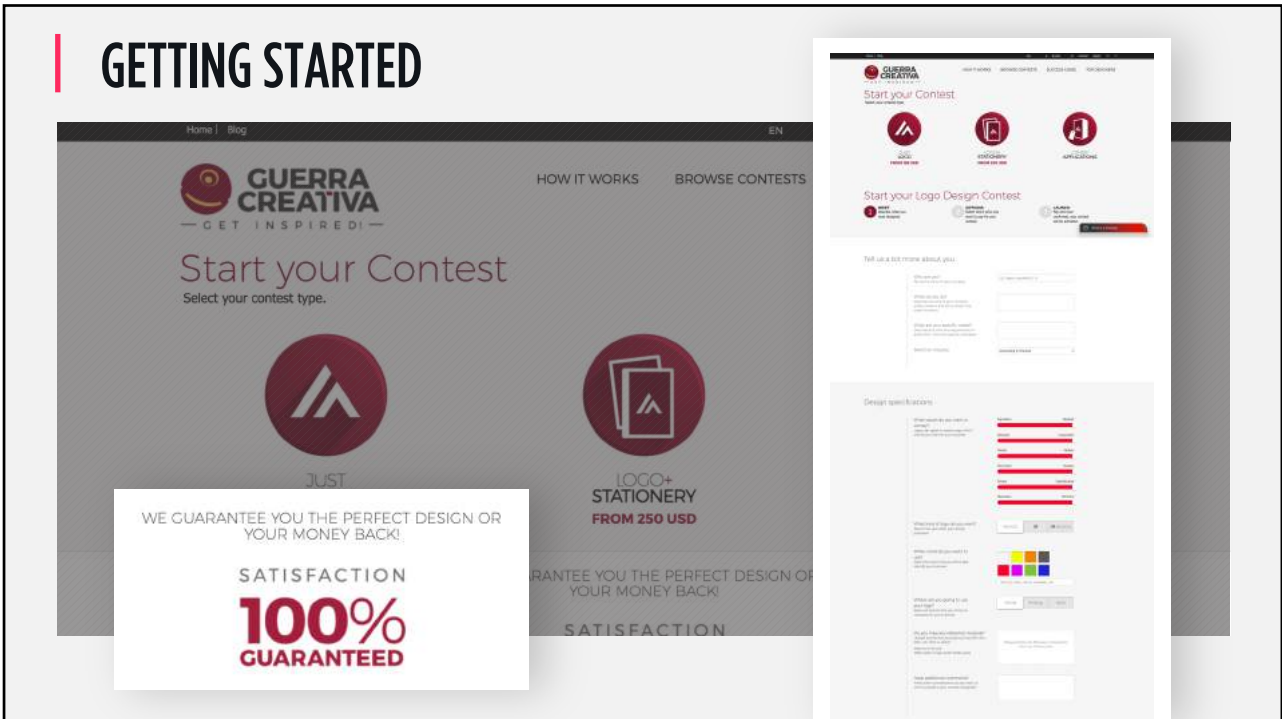


MORE THAN **2500**

68

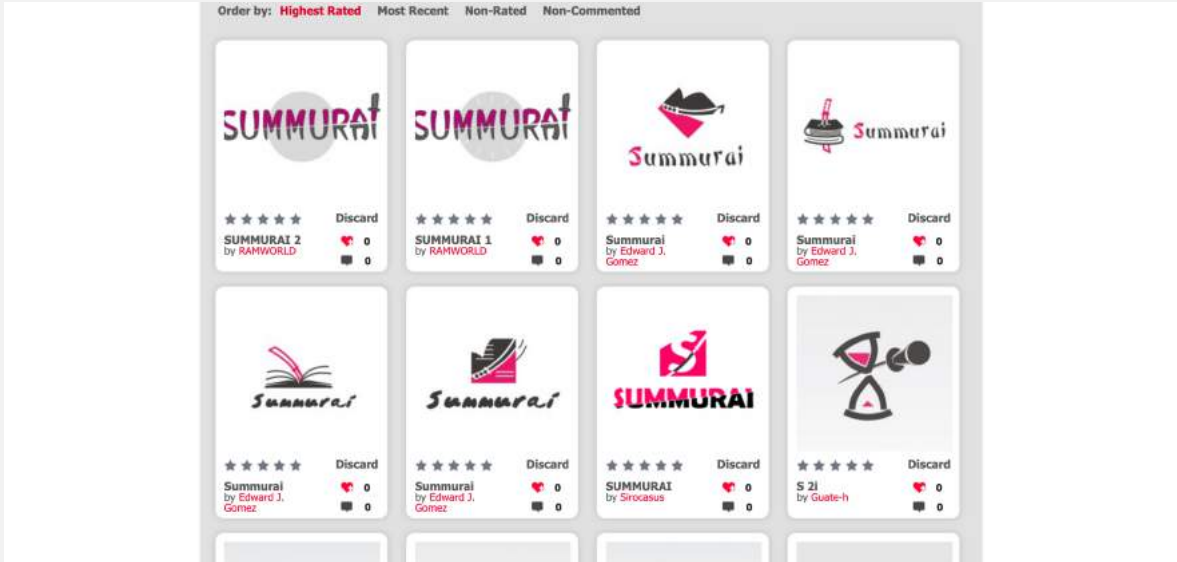


69



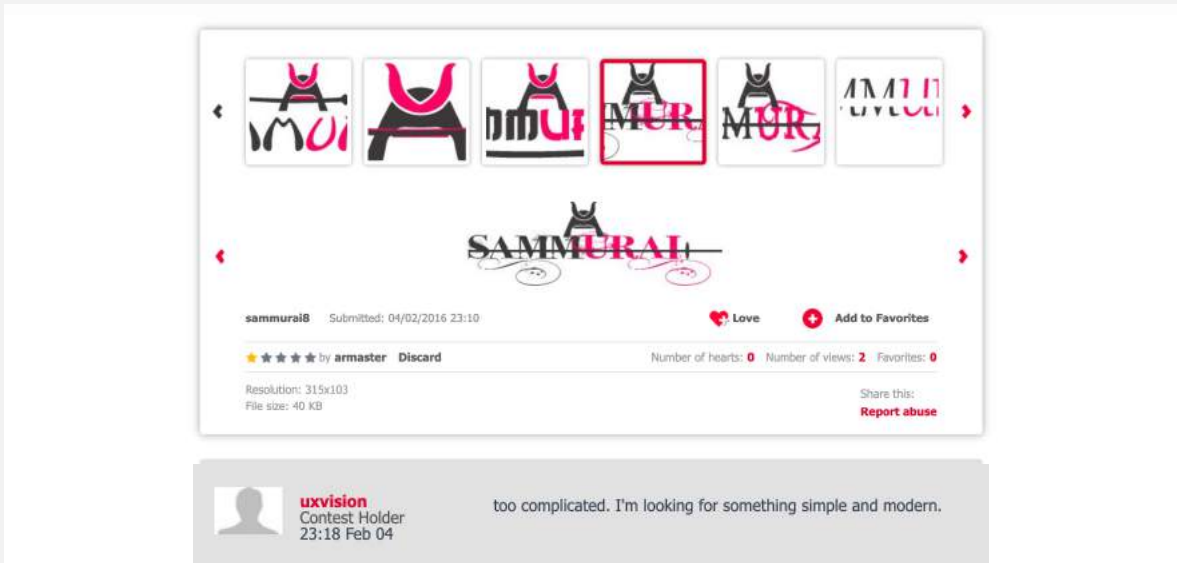
70

STARTING TO SEE RESULTS



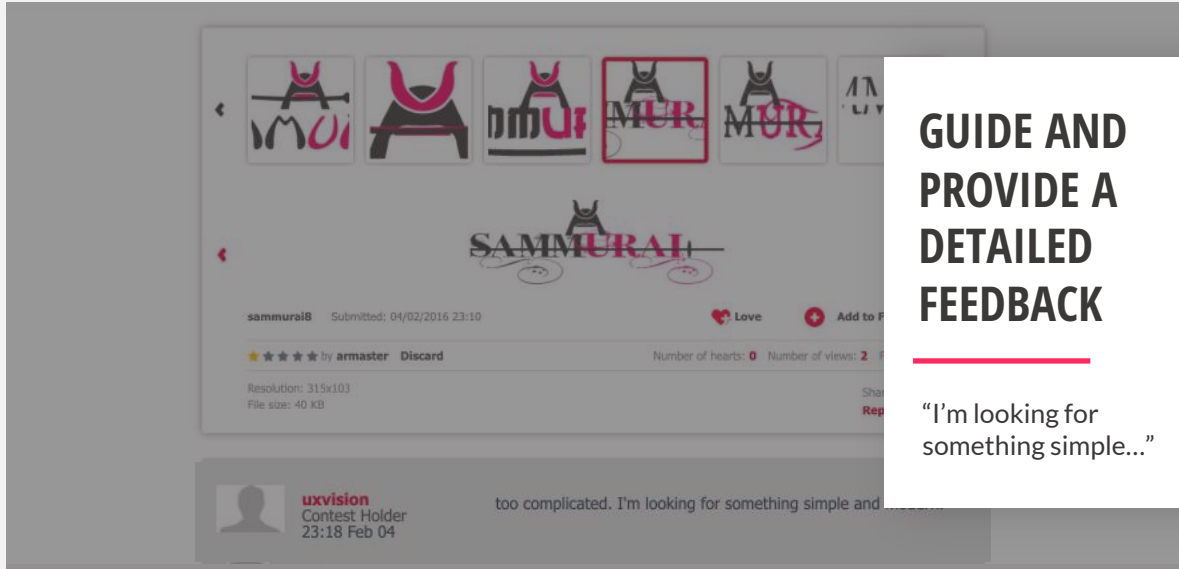
71

TUNING AND PROVIDING FEEDBACK



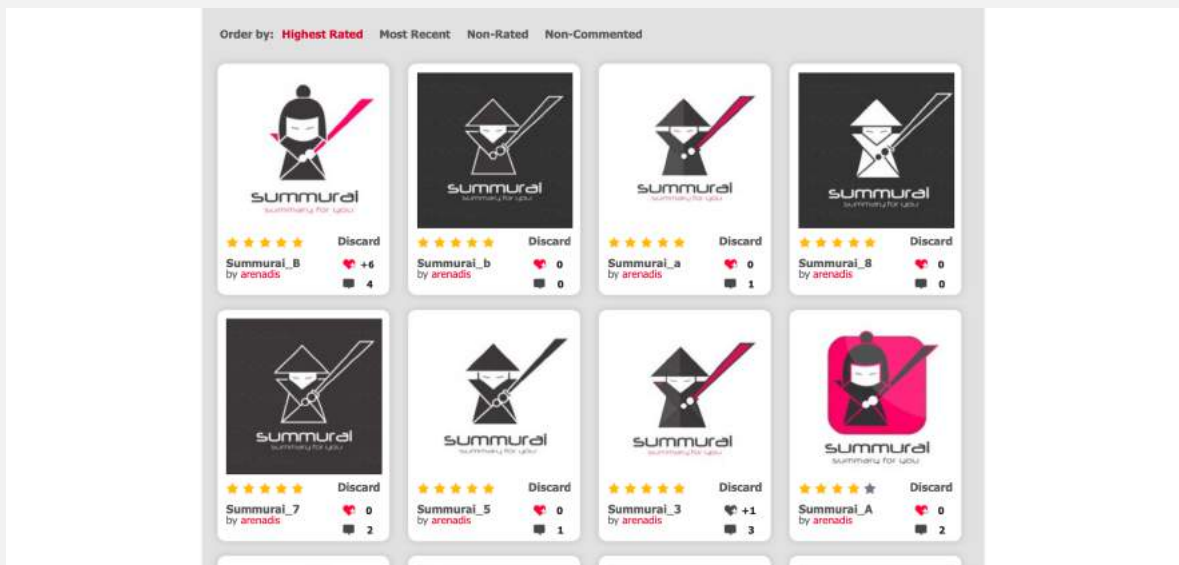
72

TUNING AND PROVIDING FEEDBACK



73

GETTING CLOSER...



74

FINDING THE WINNER

Logo: **Summurai**



We have a **winning design!**

uxvision launched a **logo design contest** on Guerra Creativa and received 186 designs from 32 designers

The winning design was submitted by **arenadis**

Contest Holder: **uxvision (3)**

End Date: **11/02/2016 09:44 (UTC 2)**

Award: **250 USD**

Contest Type: **Private** Status: **Closed** Start Date: **04/02/2016 09:44**

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GUERRA CREATIVA / 99DESIGN

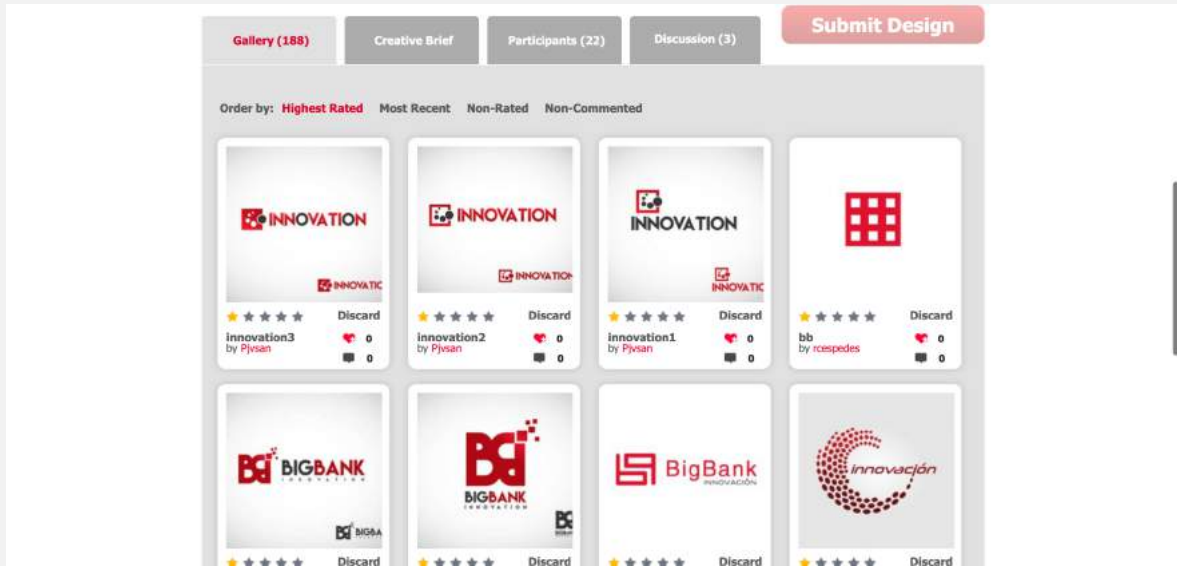


**COMMIT TO PAY
AND OFFER A
BIT MORE THAN
STANDARD**

This will bring the best
designers

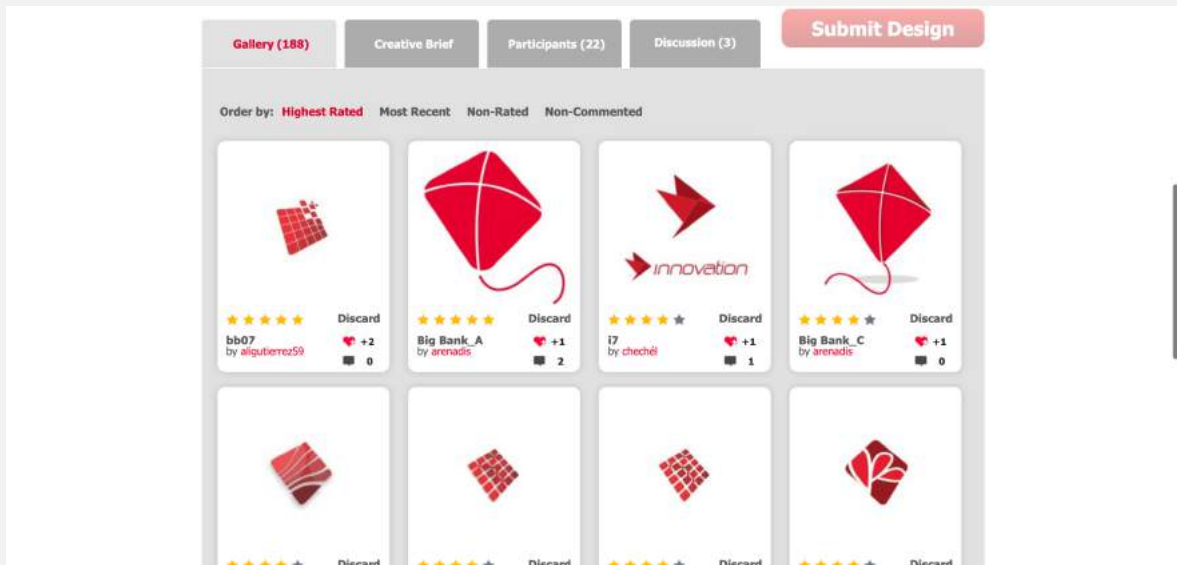
76

LOGO DESIGN FOR POALIM – STARTS BAD...



77

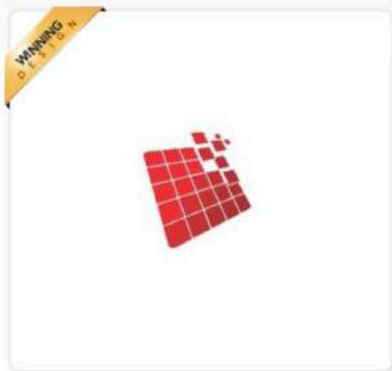
LOGO DESIGN FOR POALIM – GETTING CLOSER



78

LOGO DESIGN FOR POALIM – FINDING THE WINNER

Logo: **Big Bank - Innovation**



We have a **winning design!**

uxvision launched a **logo design contest** on Guerra Creativa and received 188 designs from 22 designers

The winning design was submitted by **aligutierrez59**

Contest Holder: **uxvision (3)**

End Date: 29/02/2016 00:14 (UTC 2)

79

BACK TO SUMMURAI... LET'S ADD SOME MOVEMENT...



80

SERBIA



SRDJAN

81

WHEN YOUR LOGO STARTS TO MOVE



82

WHEN YOUR LOGO STARTS TO MOVE



83

WHEN YOUR LOGO STARTS TO MOVE



84

WHEN YOUR LOGO STARTS TO MOVE



85

WHEN YOUR LOGO STARTS TO MOVE



86

WHEN YOUR LOGO STARTS TO MOVE



87

WHEN YOUR LOGO STARTS TO MOVE



88

GETTING A 2K WAITING LIST...

YOU ARE #1,990 IN LINE!

Expected Date: July 01, 2017

WANT TO JUMP FORWARD?

Each friend you refer will move you **100 steps** (1 week) closer!

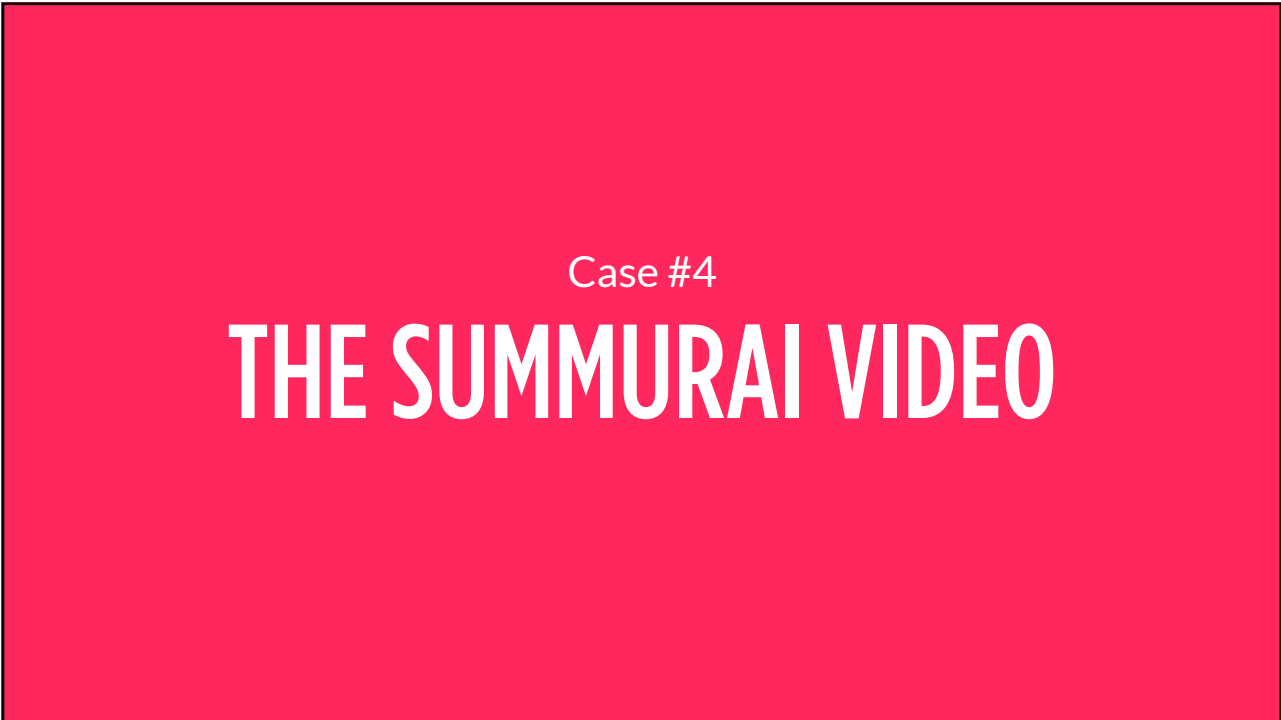


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SUMMURAI'S ROADMAP



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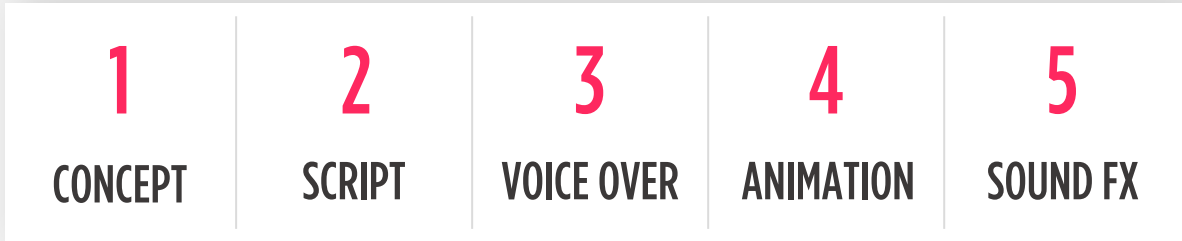


91



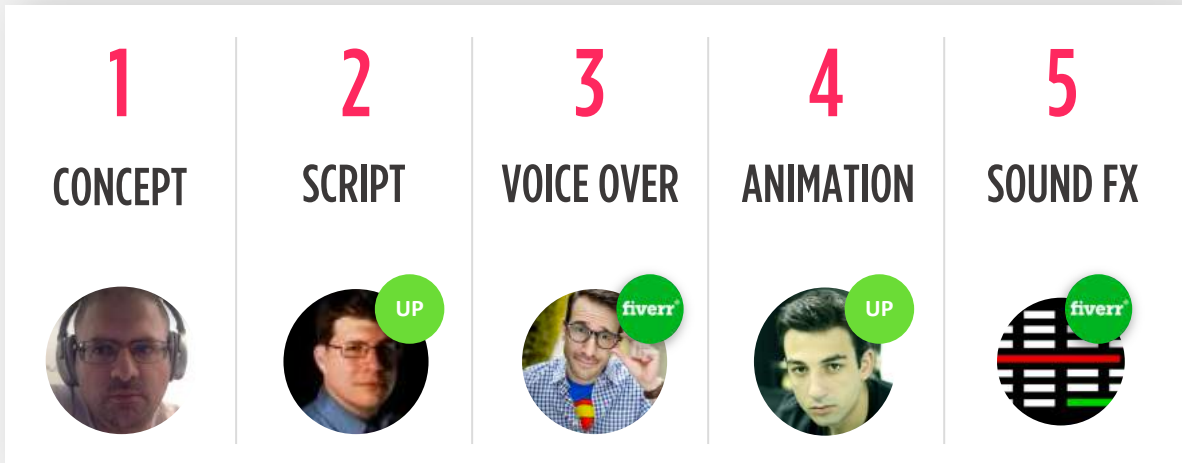
92

BREAKING THE JOB INTO ITS COMPONENTS



93

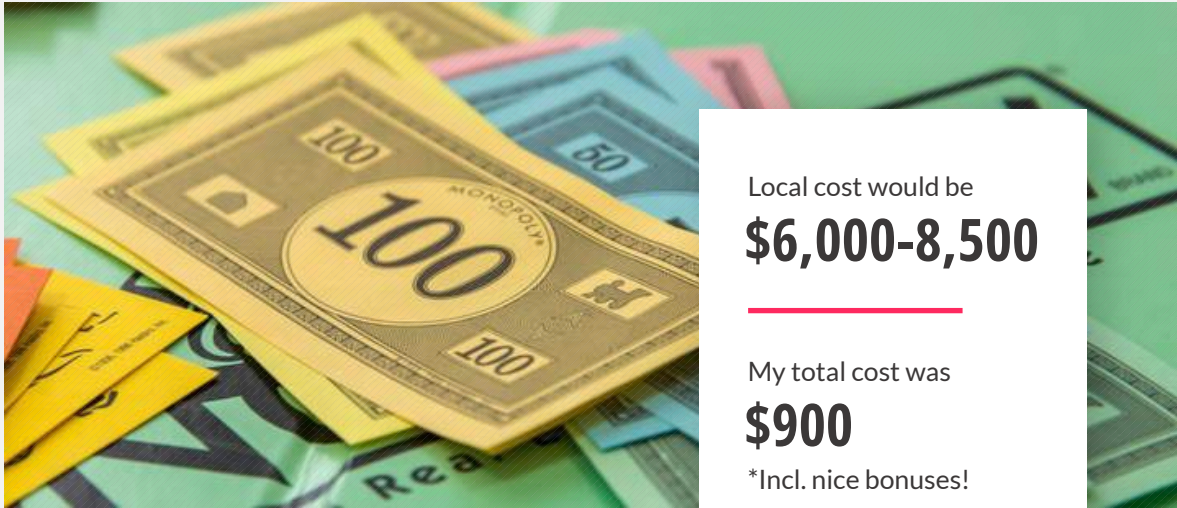
BREAKING THE JOB INTO ITS COMPONENTS



⚠️ If one link in the chain gets stuck, everything gets stuck...

94

WELL, HOW MUCH?...



Local cost would be
\$6,000-8,500

My total cost was
\$900

*Incl. nice bonuses!

95

CASE INSIGHT



**BREAKING TO
COMPONENTS
& MANAGING
THE PROCESS**

Being able to do so makes
things affordable

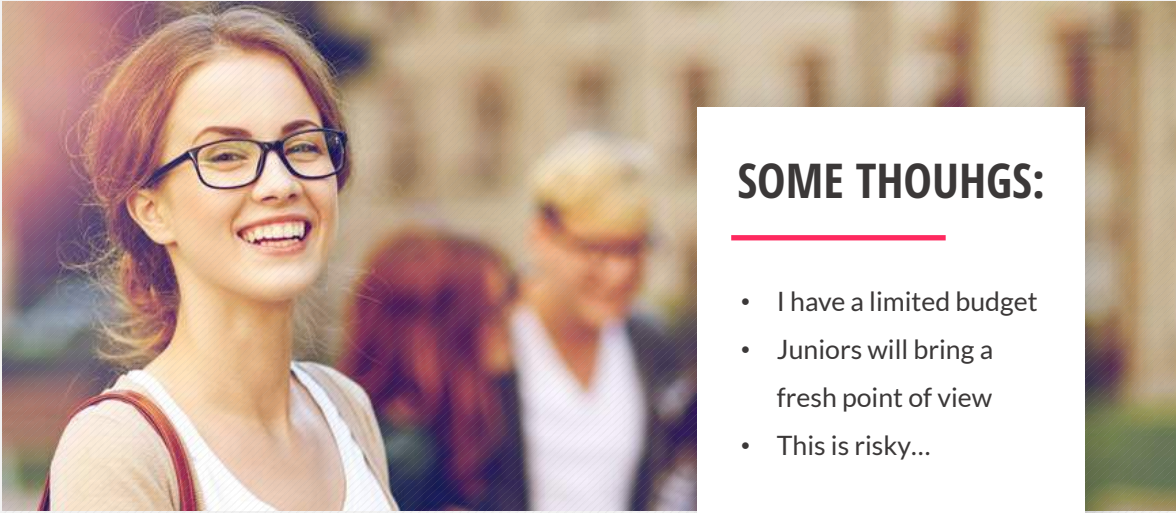
96

Case #5

\$750 MARKETING PLAN

97

LOOKING FOR A FRESH POINT OF VIEW



SOME THOUGHTS:

- I have a limited budget
- Juniors will bring a fresh point of view
- This is risky...

98

LET'S PLAY...



99

GAME PLAN

HIRE 4 - EACH FOR \$150

THE BEST ONE GETS PAID X2

SEND VIDEO INSTRUCTIONS (BREAK THE ICE)

HAVE Q&A SESSION

REVIEW RESULTS (LOOK FOR COMMON IDEAS AND INNOVATIVE IDEAS)

100

JOB DESCRIPTION

Needs to hire 4 Freelancers

Hey guys.
This time we are doing something interesting - build a marketing/growth/bizdev plan using crowd wisdom.
We are looking for junior Marketing/Bizdev/Strategy/Growth people, with passion for startups and digital strategy.

Summurai is a service that allows busy professional people to get a voice summary for articles they bump into. We offer different solutions based on our summarization platform, such as creating a conference summary playlist, following after thought-leaders and getting the summarized content they recommend and more.

We will choose 4 people from the applicants.
We'd like each one to write a ~5 page strategy/growth plan for our platform (specific creative and effective action items. Not "use Google adwords, Facebook ads and content marketing").

The price for the job will be \$150, and the best one among them is going to get an extra \$150.

In order to do that, i will share with you a detailed video that tells about the company, products and plans.

Please tell me about your experience and passion for creating marketing/bizdev/strategy/growth plans.

\$150
Fixed-price

August 17, 2017
Delivery by

Intermediate level
I am looking for a mix of experience and value

BUILD MOTIVATION

BE SPECIFIC









EXPLAIN WHAT TO DO

MAKE THEM SWEAT

EXPLAIN PRICING



101

THE TEAM

  MELISSA Los Angeles	  DAVID South Africa	  ZACHARI South Africa	  POLINA Czech Republic
---	--	--	---

102

DELIVERABLES



ZACHARI
South Africa

Phase 3:
Content Strategy - Centered Around The Japanese Thinking of Simplicity
The Art of Kaizen - Continuous Improvement

The word Kaizen is Japanese and means
"Continuous Improvement".

Kai = Change 改善 Zen = Good

a journey of a thousand miles begins with a single step. - Essentially daily acts of radiant living can build energy and not let energy dissipate. Δ Momentum



Start: Define problem area you wish to improve.

Choose: Decide on specific changes to be made.

Implement: Find Key Measurables.

103

DELIVERABLES





MELISSA
Los Angeles

Growth Marketing Strategy
Designed & crafted specifically for Summurai

104

DELIVERABLES




Digital Marketing Plan
Written by David Stafford

Contents

1. Lead Generation Strategies (Getting the visitors)
 - Joint Venture & Affiliate Marketing
 - PR Enhancements
2. Conversion Optimization (Making Visitors customers)
 - Website Interface Changes
 - Recommended Landing Page styles & Social Proof
 - Immediate Sales Tactics
 - Short Term Sales Strategies (Evergreen Trinwire \ Launches)


DAVID
South Africa

26 PAGES




105

DELIVERABLES




BIZDEV / MARKETING / GROWTH PLAN

07/07/2017





POLINA
Czech Republic




106

DELIVERABLES



POLINA
Czech Republic



GUERRILLA MARKETING IDEAS



Podcasts collaboration — it would be a good idea to target people who are already used to consume content in an audio form — e.g. podcasts. Collaboration with podcasts creators and websites / blogs with podcast would be a very strategic move. Placing a hyperlink or a Summurai widget there could be an idea for execution.

Collaboration with news websites, blogs and online magazines — a "sticker" or a hyperlink to Summurai placed on the website in exchange for being listed and recommended on the Summurai platform (under specific niche / section).


Summurai widget for news websites, blogs and online magazines — why talking when we can show? A built-in branded widget audio player can be placed on partner websites with a summary

107

WELCOME TO THE TEAM



POLINA
Czech Republic



108

SUMMURAI GIFT PACK



109

SUMMURAI GIFT PACK



110

CASE INSIGHT



ENJOY CROWD WIZDOM

Bite sized point of view of multiple professional juniors can be much more valuable than the insights of one experienced professional

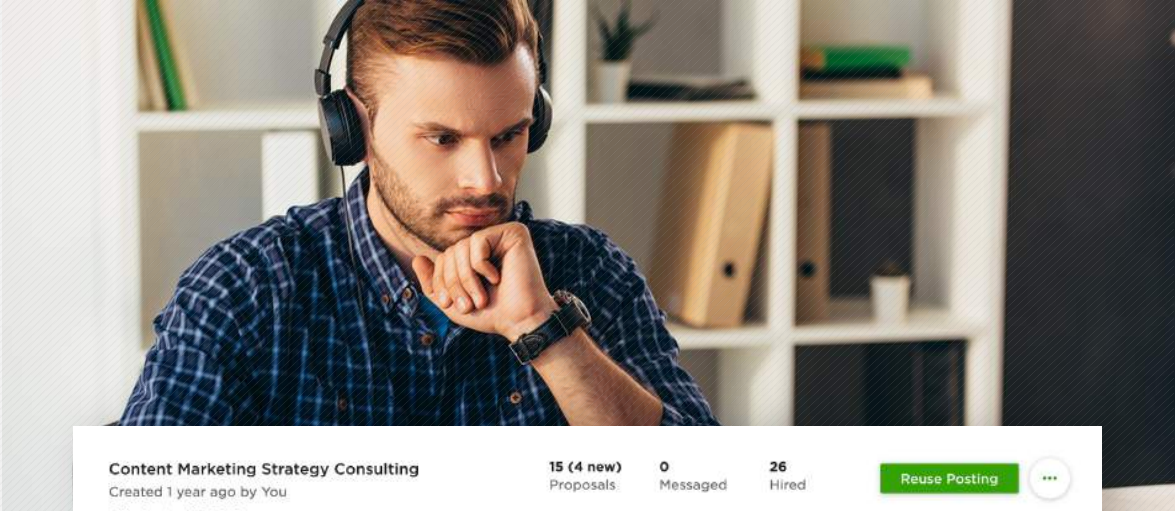
111

Case #6

PRODUCT VALIDATION

112

I NEED TO SEE SOME FACES...



Content Marketing Strategy Consulting
Created 1 year ago by You
Filled - Jun 17, 2019

15 (4 new) Proposals 0 Messaged 26 Hired

[Reuse Posting](#) ⋮

113

GAME PLAN

CHECK AND IMPORVE MY PITCH

GET SOME FEEDBACK

CREATE COOPERATIONS

HIRE THEM TO SELL THE PRODUCT TO THEMSELVES

114

26 LIVE VIDEO SESSIONS





115

26 LIVE VIDEO SESSIONS



116



26 LIVE VIDEO SESSIONS



NETHERLANDS

117

26 LIVE VIDEO SESSIONS



U.S.

118

26 LIVE VIDEO SESSIONS



BOSNIA



119

WELCOME TO THE TEAM



EMA



120

CASE INSIGHT



GO MEET SOME PEOPLE

You'll be able to train your pitch and English, get a view on the market and even find your next partners along the way...

121

Cases #7-9

JUST 3 MORE...

122

3 MORE CONCEPTS

I NEED IT
IN 3 HOURS



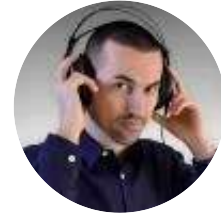
DMYTRO
Ukraine

I WANT TO KNOW
TAG MANAGER



SUJIT
India

I WANT TO TRAIN
AUDIO EDITING



SRDAN
Serbia

123

ACT 4

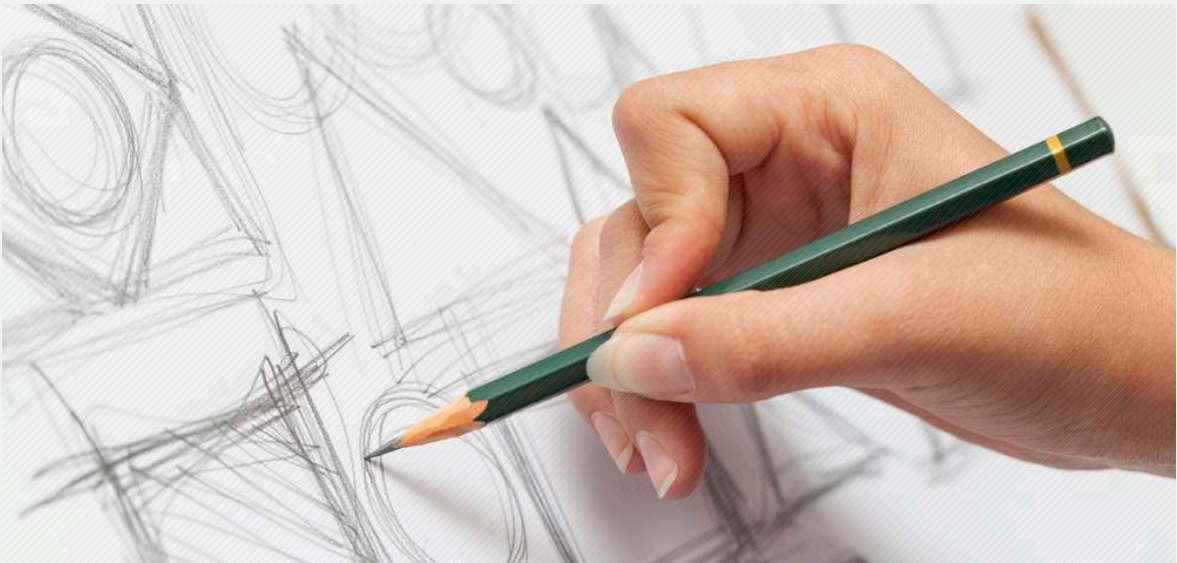
SPECIFICS

124

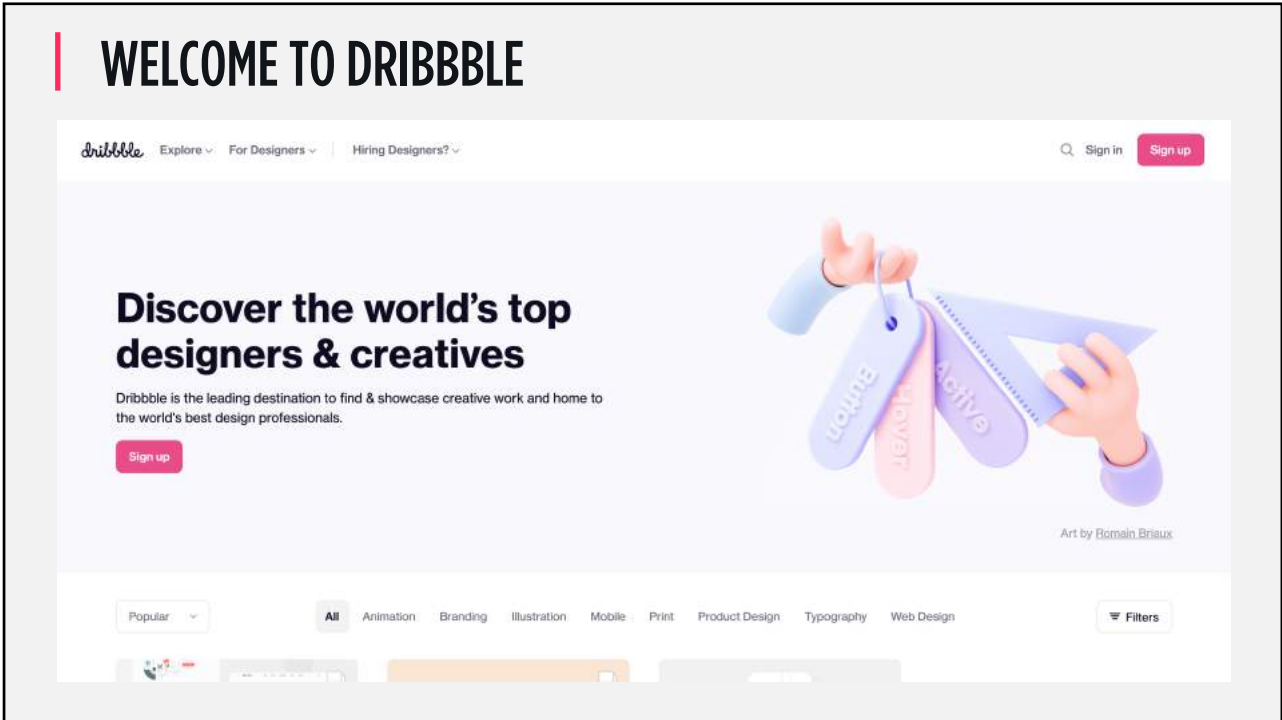
HIRING THE BEST DESIGNERS

125

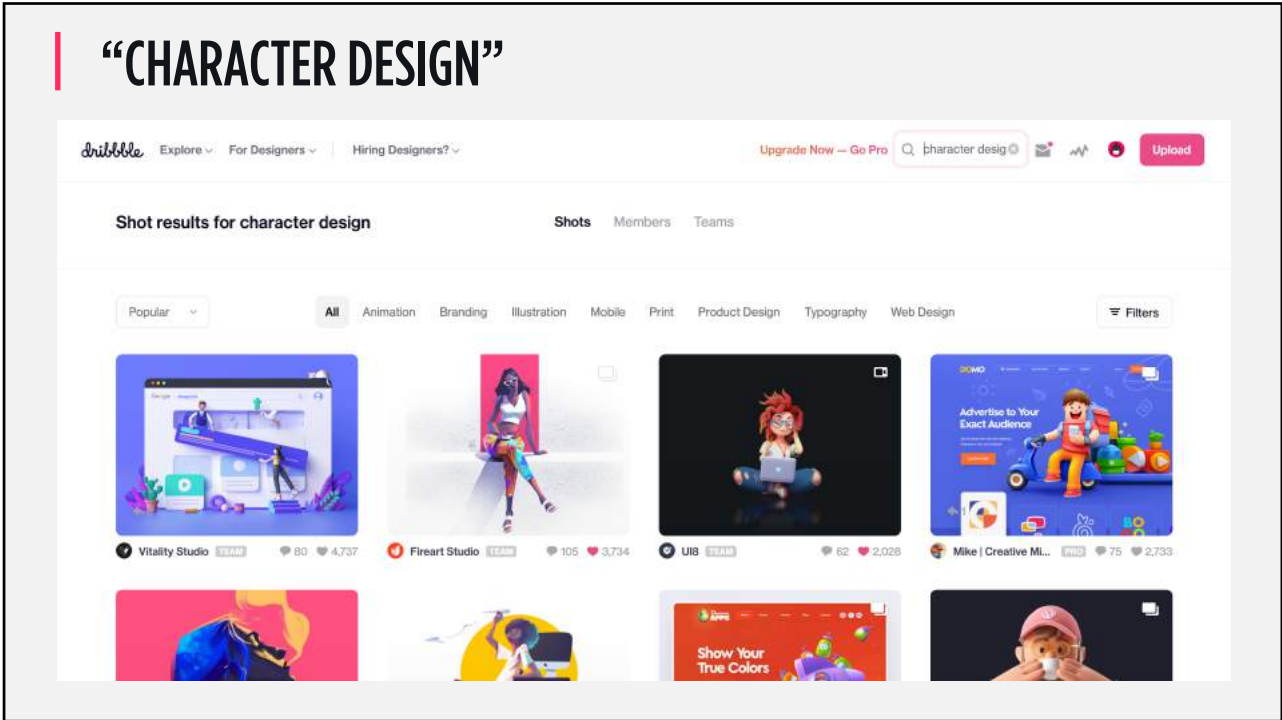
| DON'T HIRE DESIGNERS ON UPWORK!



126

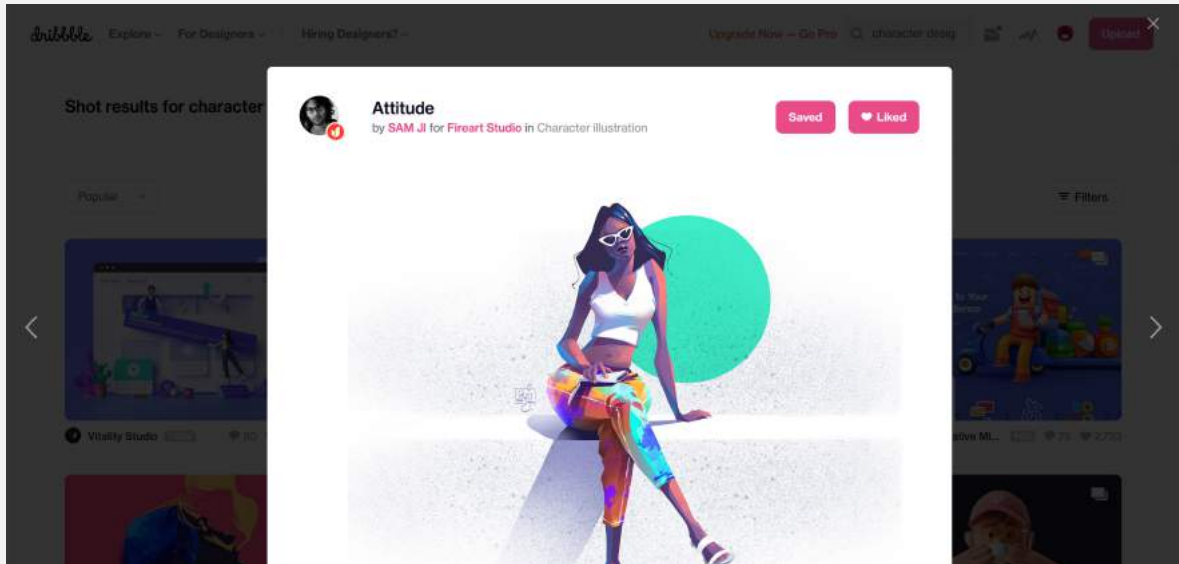


127



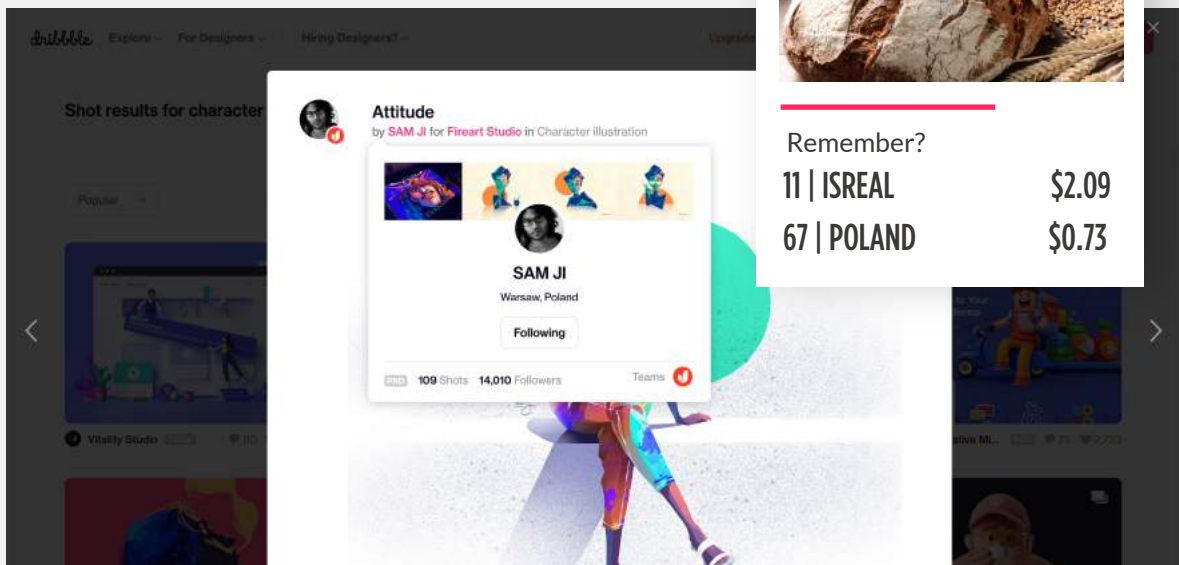
128

“CHARACTER DESIGN”



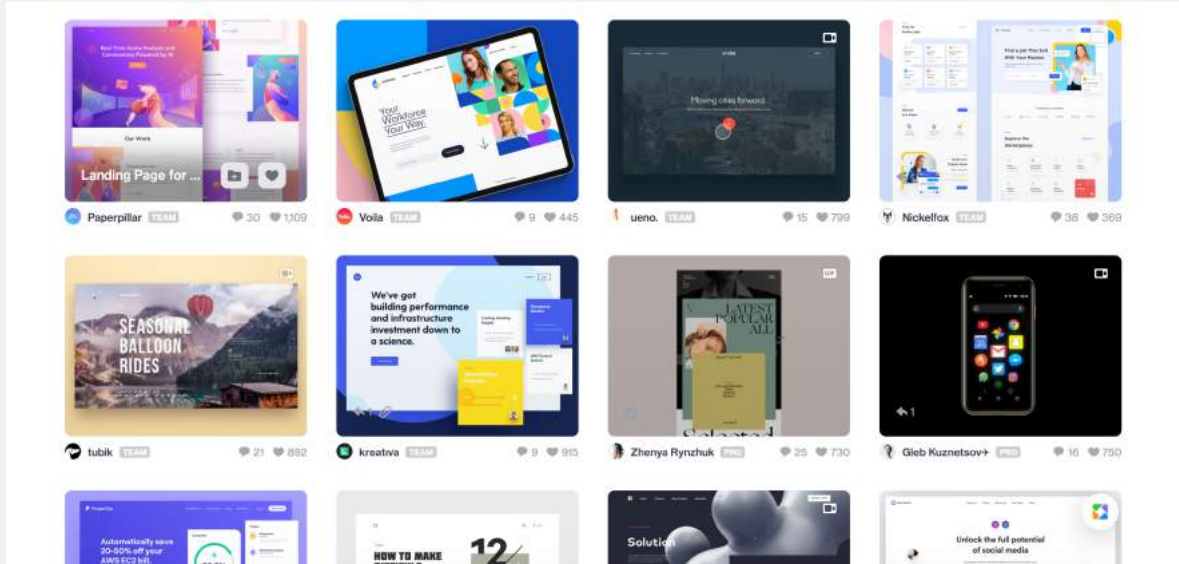
129

“CHARACTER DESIGN”



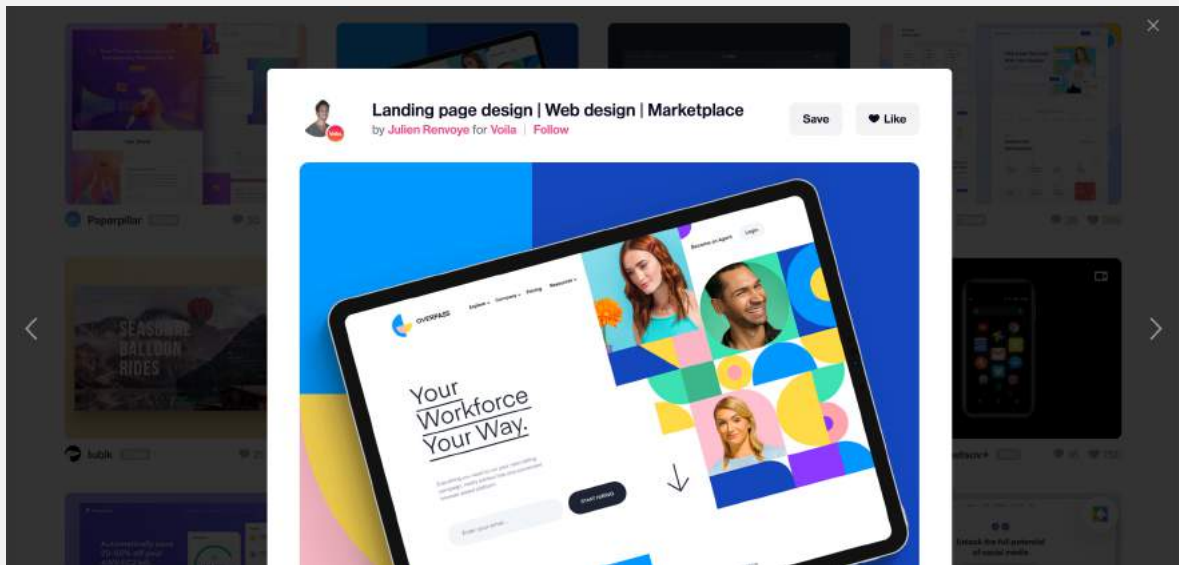
130

“HOMEPAGE”



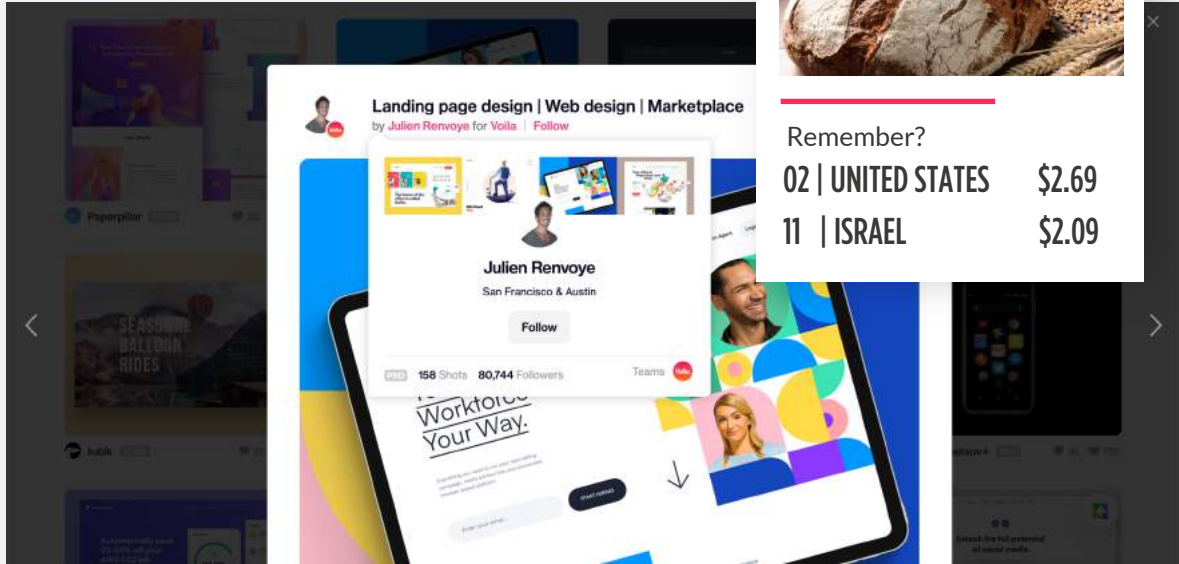
131

“HOMEPAGE”



132

“HOMEPAGE”



133

A FEW OTHER PLATFORMS

134

THE MAIN PLATFORMS



UPWORK



FIVERR



DRIBBBLE



GUERRA CREATIVA



99 DESIGNS



XPLACE

135

FIVERR

fiverr

Fiverr Pro English Become a Seller Sign In Join

Find The Perfect Freelance Services For Your Business

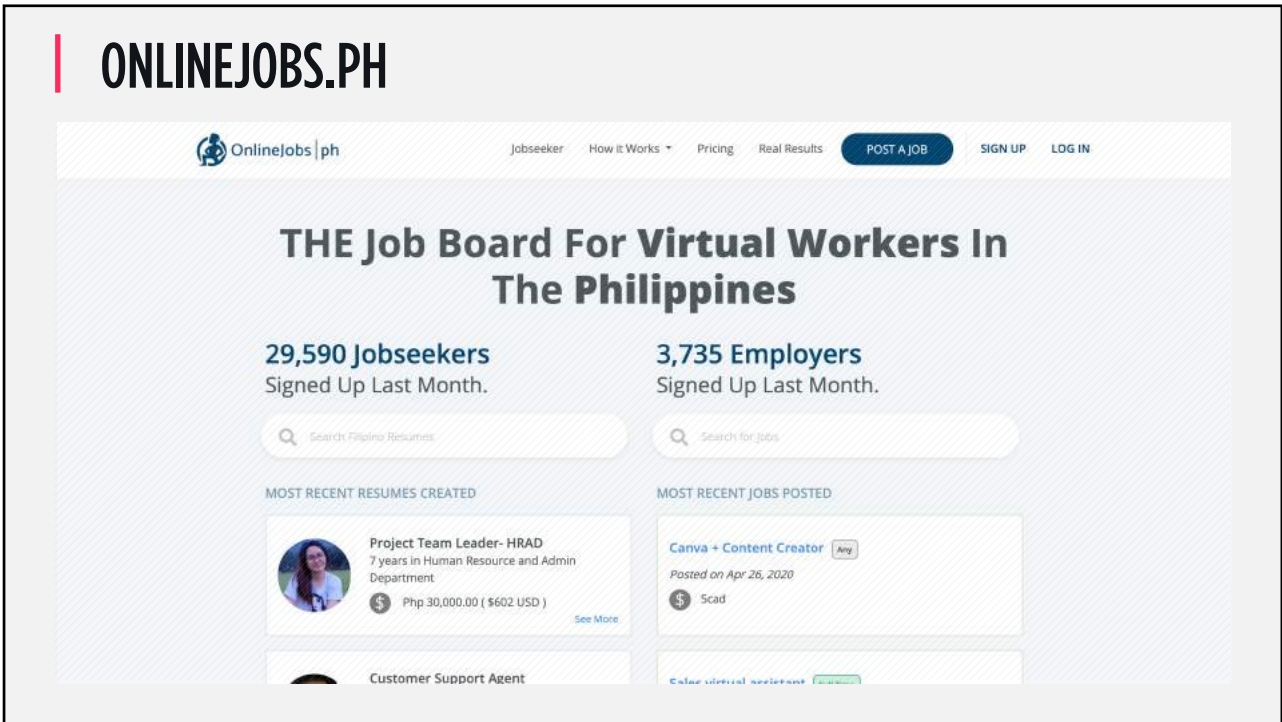
Try "logo animation" Search

Popular: Voice Over Translation Logo Design Articles & Blog Posts

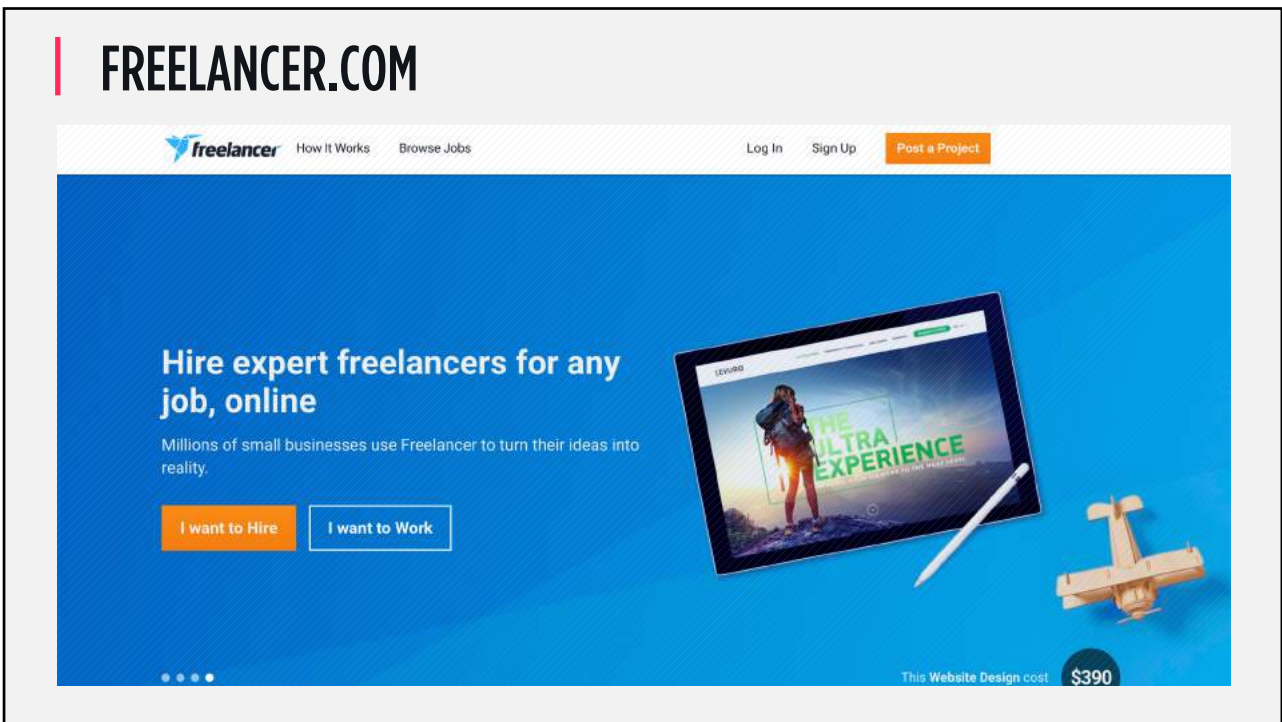


facebook Google MIT NETFLIX PayPal intuit P&G

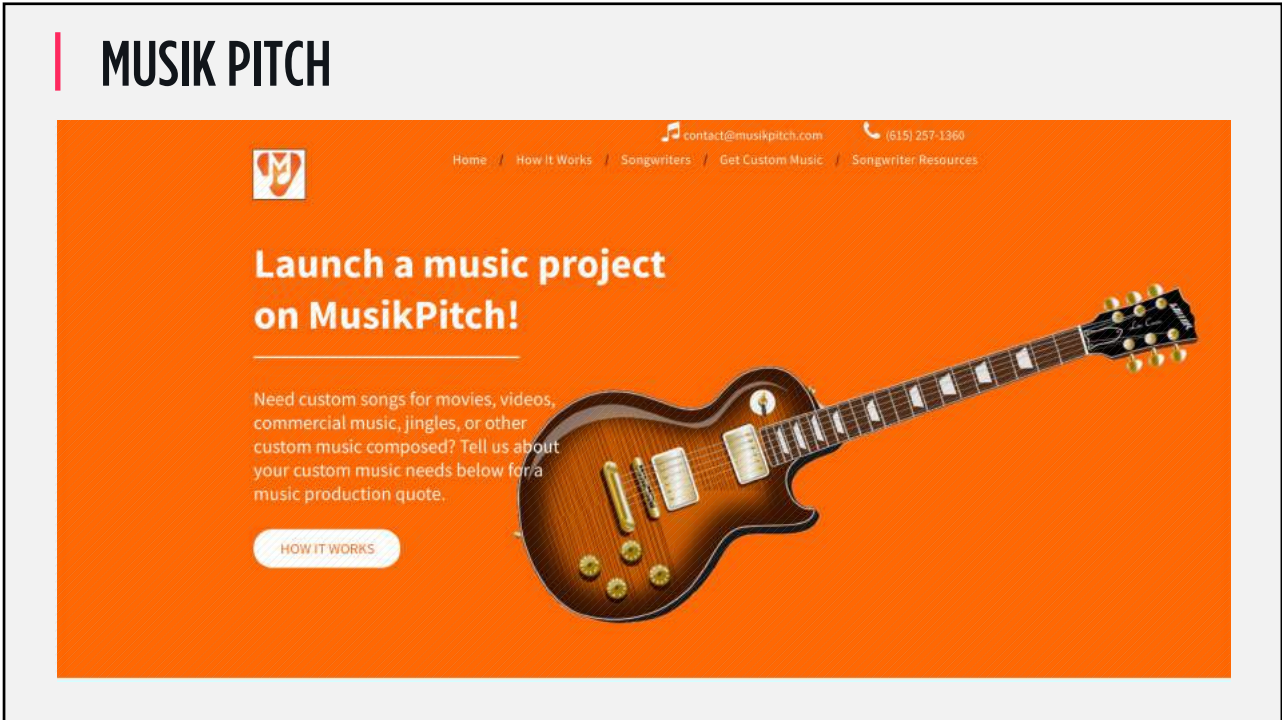
136



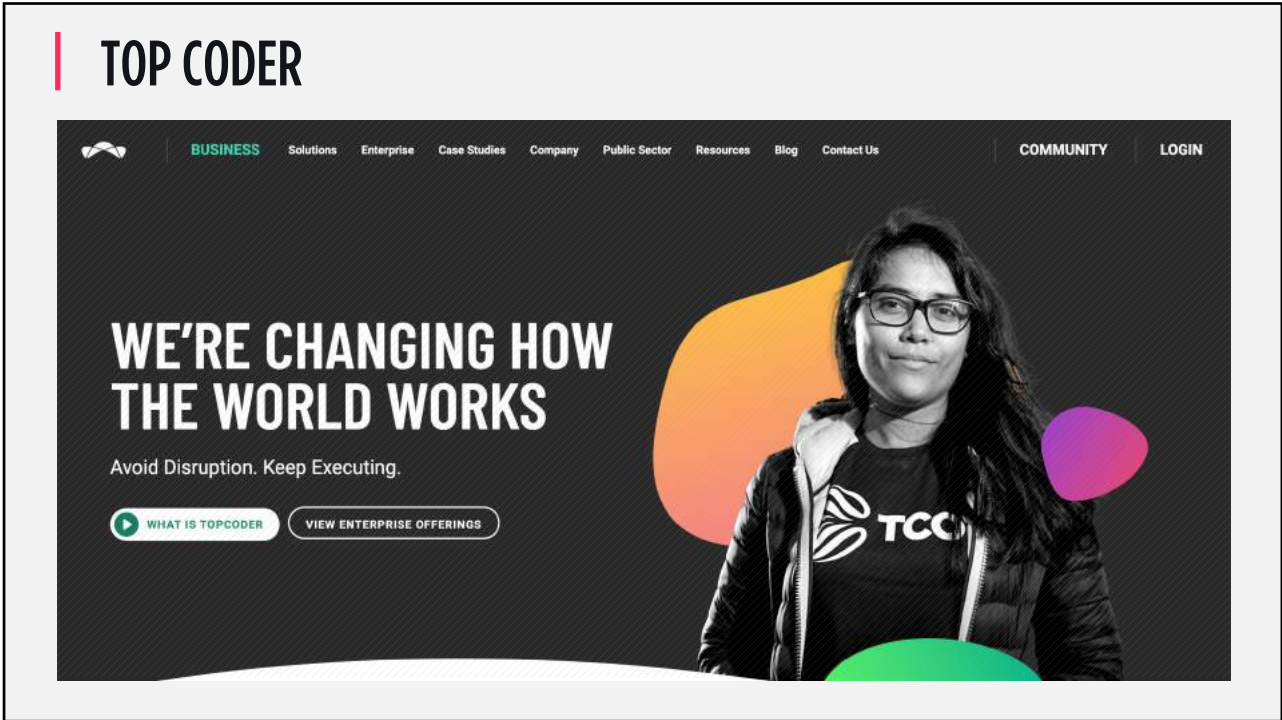
137



138



139



140

ACT 5

WRAPPING UP

141

WHAT DIDN'T WORK?

DEVELOPERS NOT DELIVERING... (OR DISAPPEARING)

NO DEADLINE MAKES THINGS STUCK

LOW QUALITY DELIVERABLES MAKE YOU LOSE INTEREST

INDIA, INDONESIA AND THE CONCEPT OF TIME...

SETTING WRONG EXPECTATIONS – DELIVERY, TIME, PAYMENT...

142

CULTURAL DIFFERENCES



I COME FROM ISAREL

Israelis are straight forward. We tend to say what we think. I apologize in advance if this makes you feel uncomfortable.

144

DON'T LET THESE KEEP YOU STUCK



WAITING TO HAVE
A FULL PLAN



WAITING TO
HAVE A BUDGET



WAITING FOR THE
RIGHT MOMENT

145

THE RIGHT TRIGGERS FOR SUCCESS



THINGS AREN'T MOVING



IDEAS STUCK IN DRAWER



LOOKING FOR FRESH VIBES

146

10 GUIDELINES

ALWAYS BE MOVING

HIRE MORE THAN ONE

IT'S NOT ABOUT REDUCING COSTS

THINK LONG TERM RELATIONSHIPS

DON'T HAVE A DEADLINE*

ALWAYS PAY ON TIME

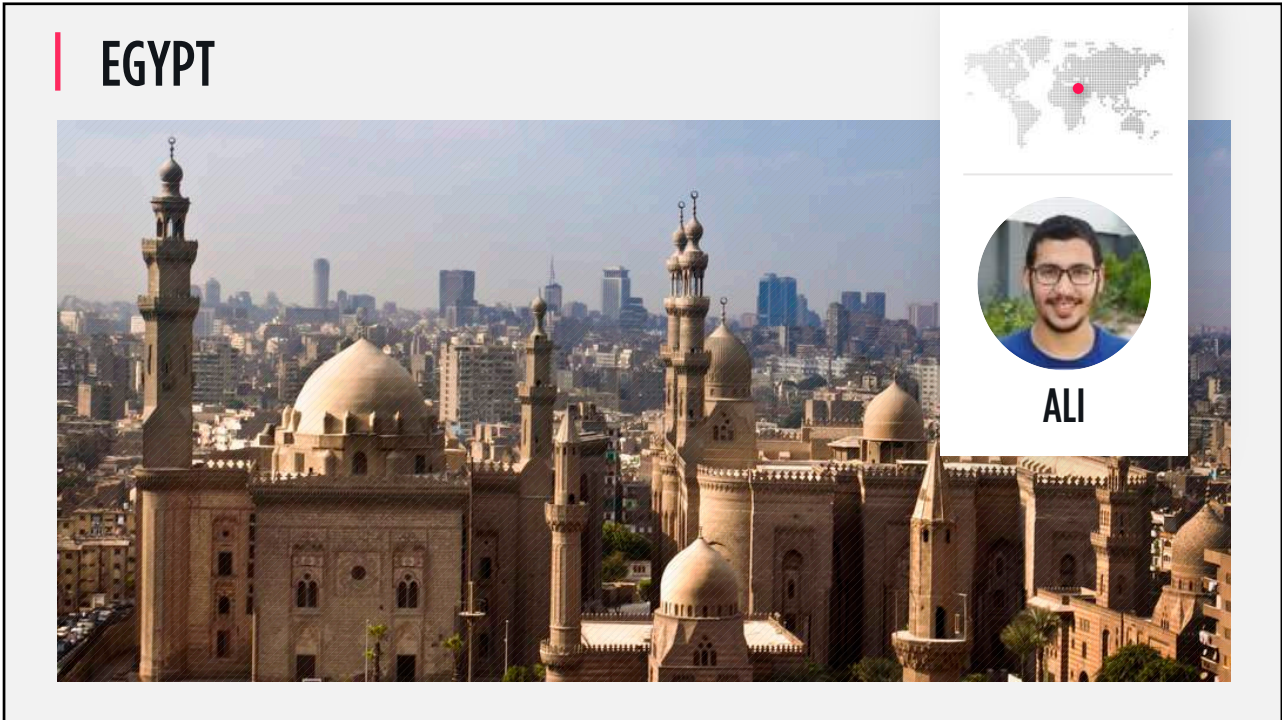
START SMALL

PAY OUTRAGES BONUSSES

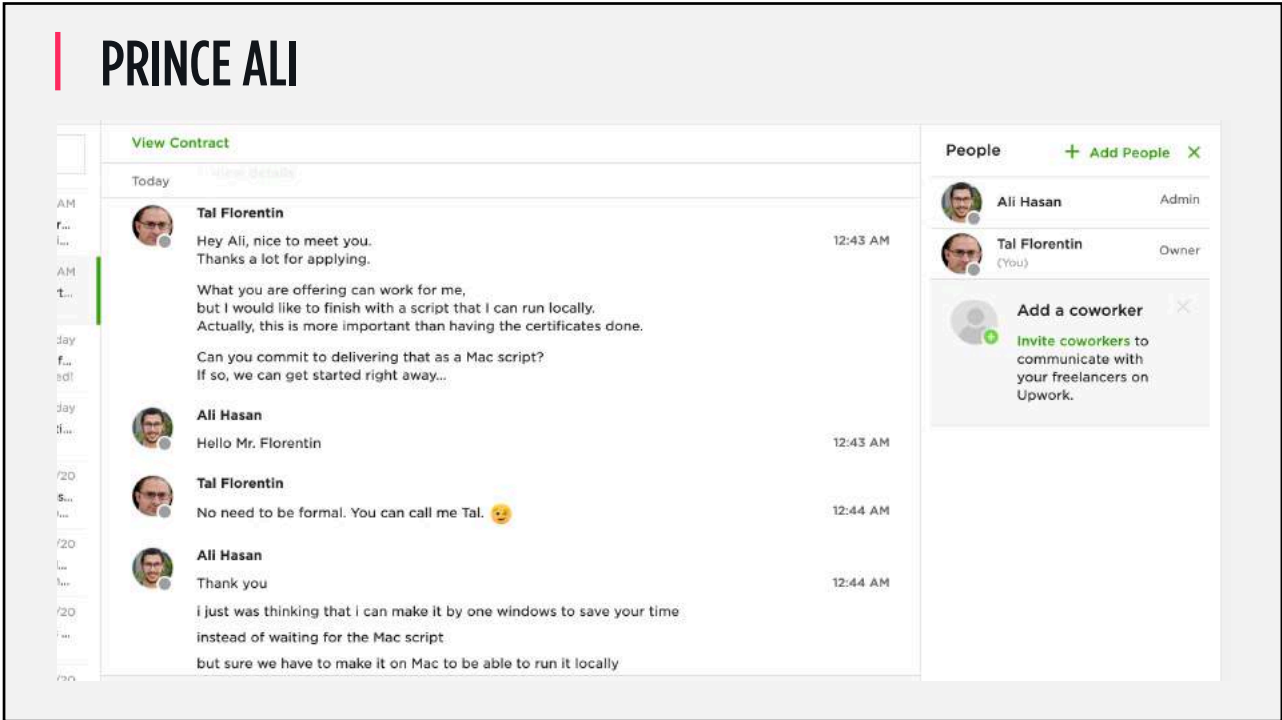
HIRE FOR A BIG STORY

STAY LOYAL TO YOUR PLATFORM

147



148



149

PRINCE ALI


View Contract

Today

Ali Hasan
Thank you 12:44 AM

i just was thinking that i can make it by one windows to save your time instead of waiting for the Mac script but sure we have to make it on Mac to be able to run it locally can you please just to tell me about the power point file i think there is missing thing in it it look like this images

Pasted File at April 25, 2020 11:46 PM.png 140.53 kB 12:46 AM



Tal Florentin

People + Add People X

- Ali Hasan** Admin
- Tal Florentin** (You) Owner

Add a coworker X

Invite coworkers to communicate with your freelancers on Upwork.

150

PRINCE ALI

View Contract

Today

the person who made this certificate is a great it's very professional

Tal Florentin
I'm the designer. Thanks 😊 12:50 AM

Ali Hasan
really it's perfect 12:51 AM

Tal Florentin
Thanks a lot! I appreciate it 12:51 AM

Ali Hasan
the time frame for the mac will be within the next 2 days 12:51 AM

Tal Florentin
Sounds good. Can we get started? 12:52 AM

Ali Hasan

People + Add People X

- Ali Hasan** Admin
- Tal Florentin** (You) Owner

Add a coworker X

Invite coworkers to communicate with your freelancers on Upwork.

151

THIS IS MY JOURNEY. WHAT WILL BE YOURS?



152

THANK YOU.



155