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August 2024 Newsletter

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Mon, Aug 5, 2024 at 7:15 AM

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Preferment Times:

Retirement Redefined

August 2024 Issue

The Best is Still to Come

Toes in the Sand, Mind Engaged



Coaches Corner

As we move into August, a month often associated with the culmination of summer adventures and the anticipation of new beginnings, we find ourselves at a unique crossroads. This is a perfect time to reflect on your progress and set fresh intentions for the upcoming months.

This month should be a time of growth and transition. Much like the late summer blooms, this is your moment to flourish and confidently embrace the opportunities that come your way. Whether taking on new freelancing projects, honing your skills, or planning for future endeavors, remember that growth often happens in small, incremental steps.

Stay motivated, stay focused, and above all, stay inspired. Each step you take builds towards the bigger picture of your freelancing journey. Let this month be a reminder to nurture your aspirations and to keep moving forward with passion and determination.





Our Website

Exciting updates are underway at our website! Robert and our son are hard at work giving it a much-needed refresh. Please bear with us if the site goes offline temporarily during this process. Our goal is to unveil the new and improved version by September's newsletter. Stay tuned for a fresh look and enhanced user experience!



The Power of Persistence!



Hello, fabulous freelancers!

As independent certified Barefoot Consultant coaches, Robert and I want to talk this month about PERSISTENCE in your freelancing career.

Persistence is crucial for freelancers, especially when facing challenges and setbacks.

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In the freelancing world, challenges and setbacks are inevitable. These obstacles can sometimes feel overwhelming, whether it's a difficult client, a project that doesn't go as planned, or the ups and downs of finding consistent work.

However, it is in these moments that the power of persistence truly shines.

Persistence is more than just a steadfast determination; it's about embracing a mindset that views every hurdle as an opportunity for growth and learning.

When you encounter a challenge, instead of seeing it as a roadblock, try to see it as a stepping stone on your path to success.

Remember, every successful freelancer has faced their share of difficulties. What sets them apart is their unwavering commitment to pushing through, adapting, and keeping going.

Persistence means staying focused on your goals, even when the journey gets tough. It's about taking small, consistent steps forward, knowing that each step brings you closer to your dreams.

Conclusion

So, as you navigate your freelancing journey, remind yourself that persistence is your friend.

Celebrate small victories, learn from setbacks, and keep moving forward with resilience and determination.

Your persistence will not only help you overcome challenges but will also lead you to new opportunities and greater success.



Patty Wrote a Book!

Patty's book will be available on Amazon, both in paperback form and on Kindle starting July 1st!

It is FREE with Kindle Unlimited or \$12.99 for the Paperback version

Be sure and grab your copy today!

Synopsis of Patty's Book:

Welcome to "Mindset Matters: The Freelancer's Guide to Success."

My intention with this book is to empower you and be a comprehensive companion for anyone embarking on or refining their freelance journey, giving you the tools and strategies to take control of your freelancing career.

As freelancing continues to transform the way we work, it brings with it a blend of unparalleled freedom and unique challenges. Navigating this landscape requires not just skill and determination

but a mindset geared towards success.

In "Mindset Matters," you will uncover the essential principles and strategies to help you succeed in the freelance world.

This guide covers everything from understanding your core motivations to setting meaningful goals, managing your time effectively, and building robust client relationships.

You'll find insights on overcoming the fears and doubts that can impede progress and learn how to maintain a healthy work-life balance while continuously developing your skills.

Whether you're a seasoned freelancer or just starting out, you will discover this book offers valuable tools to enhance your confidence and self-worth, manage your finances wisely, and market your services effectively.

Moreover, it emphasizes the importance of community and support systems, providing practical advice on cultivating a network that propels you forward.

"Mindset Matters" is not just about surviving as a freelancer; it's about thriving. By embracing the mindset and strategies outlined in this book, you'll be well-equipped to handle the ups and downs of the freelance journey, turning challenges into opportunities and dreams into reality.

Let this book guide you to a successful, fulfilling, and sustainable freelance career, instilling hope and optimism in you.

My Profile Was Changed to Private by Upwork – Now What

Why does this happen?

If you haven't been active on Upwork and earning for a while, Upwork will change your profile from public to private.

This helps boost your visibility when you're active and reduces the notifications you get when you're not. It also helps keep search results relevant for clients.

Upwork will change your freelance profile from public to private if:

- You're an established freelancer and don't earn money on Upwork for two years or more
- You're a new freelancer and don't earn money on Upwork within 90 days of your first proposal, or you don't submit a proposal within your first 90 days

If Upwork changes your profile to private, it won't appear in search results when clients search for talent, but they'll still see your profile if you submit a proposal or share your profile link with them.

If Upwork switches your profile to private:

They will notify you by email.

You can switch it back to public by simply logging out and back into your Upwork account again.

Note: Your profile will be automatically reset to the visibility option you had. (The options are public, only to other Upwork users, or private.)

How can I keep my profile public?

You can subscribe to a [Freelancer Plus](#) membership to ensure that your profile visibility is never set to private. If Upwork sets it to private, simply log out and log back into your account, and your profile visibility will be automatically reset to the option you chose before the change. You can also reset your visibility manually in your profile settings.

**Interesting****Statistics:****Top 7 Freelancer Statistics**

- Approximately **1.57 billion** people in the global workforce are freelancers.
- Worldwide, the total freelance platform market is estimated to be worth **\$3.39 billion**.
- Last year annual earnings by US freelancers grew by **\$100 million**, now totaling **\$1.3 trillion**.
- Worldwide, the average freelancer earns **\$21 per hour**.
- Over half of freelancers have postgraduate education, **up 6% from 2020** to 2021, while freelancing for those with a high school diploma or less declined from 37% to 31%.
- Web design is the freelance service with the highest demand.
- Globally, **nearly 70%** of freelancers are 35 y.o. or younger.

Upwork is the world's largest freelancer platform and generates over \$2 billion in yearly revenue

- Upwork was incorporated in 1999, and it makes over \$2 billion in revenue each year across over 8,000 skills with over 3 million jobs posted annually.

- Fiverr processes more than 3 million jobs in over 100 categories across 196 countries worldwide each year.
- Freelancer has over 31 million users globally and has an annual revenue of \$43.1 million.

Here’s a breakdown of the average hourly freelancer wage per age group: (this is globally)

Freelancer age Average hourly wage

18-24	\$16
25-34	\$19
34-44	\$24
45-54	\$27
55-64	\$36
Over 65	\$34

Taken from: <https://explodingtopics.com/blog/freelance-stats>



Success Stories

Robert and I are thrilled to introduce Irwin R., this month’s freelancing success story. Irwin joined Barefoot Consultants several years before retiring by purchasing the 21-day course.

As you may know, purchasing any BC course entitles you to a free profile review. Irwin discovered that this service can be a game-changer. After reviewing the course material and writing his profile overview, Irwin reached out to BC customer support for his free profile review. This is when he was introduced to me (Patty).

Following his profile review with me, Irwin decided to sign up for additional coaching. He realized how beneficial it is to navigate the freelancing world with a coach's guidance.

Since then, Irwin has created two Specialized Profiles, several Project Catalog items, and a Consultation service. He has maintained a JSS of 90+, earned his Rising Talent Badge and Top-

Rated Badge, and is now working toward his Top-Rated Plus Badge.

Irwin has been an exemplary client, and Winton has even featured him on a Tuesday night call.

Congratulations Irwin on your success with freelancing,. We look forward to celebrating when you receive your top-rated plus badge!

Interview With Irwin

1. Can you share a bit about your background and what led you to start freelancing?

The possibility of freelancing came relatively late for me. Over the course of my career as a hospital-based medical laboratory technologist, my work has evolved from onsite laboratory work to laboratory management to off-site technical consulting and, in the last few years, as a technical writer in the clinical laboratory field.

Of course, computer technology was evolving at the same time as my employment; by the time I began thinking about retirement, remote work was a real possibility for an employed writer. In late 2019, my employment status changed from full-time to part-time, and I began to visualize what a retired life would bring. I knew that as long as I retained an interest in writing, I could happily continue working.

When COVID lockdowns sent everyone home to work remotely in early 2020, I had my epiphany: not only was I able to continue working effectively from home, I enjoyed it immensely!

So, in early 2020, I officially retired. It was time to get serious about freelance work!

2. What services do you offer on Upwork?

My initial assumption was that I would continue as a technical writer in the medical laboratory field as I had done while employed full-time. However, on Upwork, I was exposed to clients who needed a writer for many other reasons. I decided to take the challenge and accept non-technical writing opportunities far afield from the healthcare profession. I now have experience writing all sorts of copy; I've learned newsworthy content writing, SEO (Search Engine Optimization), marketing copy, as well as editing and proofreading.

As a result of this realization that I can succeed as a general freelance writer, I have multiple profiles on Upwork. My general profile highlights my skills as a general content writer, proofreader, and editor; additional profiles highlight my professional skills as a technical writer about science, health, and medicine. However, I also wanted to continue to utilize my professional skills as a laboratory manager and consultant, so I also have a third profile offering services related to laboratory accreditation and consultation.

The Upwork platform enables us to offer the total spectrum of our freelancing skills.

3. What do you enjoy most about online freelancing?

Freelancing allows me to do what I enjoy, when I want to, and where I want to. I really love freelance writing! One of the joys that I did not expect or was even aware of is that once I was established on Upwork, the range and variety of work available exposed me to opportunities to expand my abilities and knowledge and grow as a writer.

I've now written ad copy for several nationally recognized organic food companies, articles on various types of diet beverages, and even about the most appreciated gifts for High School graduations! I've

summarized spy stories from short videos, discussed how to dress for Halloween, and discussed fundraising strategies for cancer research. All of these, in addition to the expected medical articles that involve laboratory management, quality paradigms, and legislation issues. Also, extensive writing about dental hygiene, diabetes, the link between lifestyles and disease, telemedicine, and even the growing mental health crises of high school age students.

Freelance writing has allowed me to grow as a writer, to learn by experience, in my own time, at my own pace.

4. Did you find working with Patty as your coach beneficial?

While I knew that freelancing would open the doors to a better life, I was also aware that the best way to begin was to join the Upwork platform. However, successfully gaining clients involves fulfilling many requirements and skills beyond just posting a profile.

My introduction to freelancing work actually began with enrollment and participation in the Barefoot Consultants "21 Days to Your Freelancing Success" program. Absolutely the best program for beginning a freelance career. But I also knew that I needed top-notch coaching to successfully apply my training and succeed at getting jobs on Upwork.

I thank my lucky stars that I was introduced to coach Patty Thompson. She has been my guiding light since mid-2021. Since that time, I have successfully completed 35 jobs with several repeat clients, including a continuing long-term client of almost a year. I continue to work with Coach Patty, who provides me with the guidance and skills to further my freelancing career.

Patty very patiently worked with me to develop my profiles, organize and include all the required information to qualify as an accepted Upwork freelancer. She continued to edit/proofread and suggest updates for all my Upwork information over time. Patty helped me craft the right responses to client questions and offers: noting whether these offers were worth following up on, suggesting questions to ask, and responses to give. Patty was always available for spur-of-the-moment concerns and provided the guidance that ultimately enabled me to become a Top-Rated, 100% freelancer on Upwork. I could not hope for a better coach.

5. What advice would you give someone who is either just starting out as a freelancer or on the fence about starting.

Before you can actually embark on your freelancing career, you must take an inventory of your skills, experience, talents and what you enjoy doing. More than anything else, you must understand yourself, and what you want to do as a freelancer.

Secondly, I suggest you look into Freelancer training programs that will provide you with the information you need to get started, including what platforms exist to facilitate connections between freelancers and clients. I was fortunate enough to learn about the Barefoot Consultants' "21 Days to Your Freelancing Success" program.

Third, I would then determine if I could handle all the steps involved in succeeding on these platforms alone or if I would need additional experienced help, like a coach, whose experience can save time and frustration.

Be open to constantly learning new skills and keeping up with advances in your field, such as I've done with learning how to use AI.

Finally, have patience. Rome wasn't built in a day, and neither is a successful freelance career, but with the proper training and persistence, you can and will succeed.



Success Stories

Check back next month and see who will be our next freelancer featured in our Success Stories section!

We want to celebrate YOUR success with all our clients!



We Want to Celebrate You!

Starting next month, we want to celebrate YOUR achievements on Upwork.

We want to celebrate all your achievements on Upwork whether it is:

- completing a DFY package & getting on Upwork
- getting your Rising Talent Badge
- getting your first job
- getting a Job Success Score
- getting your top-rated badge, or top-rated + badge

Whatever your achievement is, we want to acknowledge it! Being a freelancer can be lonely and frustrating at times. But it helps to know you are not alone. We are here to offer advice, shortcuts, and most of all - encouragement!

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