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About Us

Preferment Times: *Retirement Redefined*

August 2025 Issue

The Best is Still to Come

Toes in the Sand, Mind Engaged





Coaches Corner

Growth doesn't happen in comfort zones

August is the perfect time to pause and reflect—not just on how far you've come this year, but where you truly want to go next.

Whether you're just beginning to explore freelancing or you've already dipped your toes in, remember: every great change starts with a decision to try.

Freelancing isn't just about making extra income. It's about designing a life that aligns with your values, your passions, and your schedule. It's about having *options*—whether you're retiring from a 9-to-5 or simply craving more freedom and flexibility in how you work.

So this month, I challenge you to take one bold step outside your comfort zone:

- ✓ Send that proposal
- ✓ Reach out to a potential client
- ✓ Try a new skill
- ✓ Say "yes" to something that excites *and* scares you a little

You don't have to get it perfect. You just have to get it going.

Your dream freelance lifestyle is waiting—not in some far-off future, but in the small steps you take **today**.

You've got this. And we have your back.

— Patty & Robert



🚀 Exciting July Lineup on Our YouTube Channel! 🚀

Get ready for another month packed with valuable tips and insider knowledge to level up your freelance game! Join Patty & Robert on our YouTube channel as we dive into some must-know topics for online freelancers:

- 📅 **Aug 4:** Patty talks about **Using ChatGpt to Improve Your Upwork Proposals**
- 🔧 **Aug 11:** Robert talks about **How to Use the Time Tracking Tools on Upwork**
- 🌐 **Aug 18:** Patty will talk about **What to Do When You're Not Getting Hired on Upwork**
- 📺 **Aug 25:** Robert will talk about **Handling Scoop Creep Without Losing a Client**

It will be another busy month - with great topics - don't miss them!

Subscribe here: www.youtube.com/@RPTVirtualServices

Don't forget: Subscribe, tune in, and get ready to take your freelance game to new heights!

If there is a topic you would like us to cover: please drop us a line!



Turn Up the Heat on Your Freelance Goals

As we cruise into the final stretch of summer, August offers a great chance to refocus, recommit, and reignite your freelance career.

Whether you're just starting out or have been freelancing for some time, this month can serve as your launchpad for a strong, successful end to the year.

Summer has a way of making us slow down—and that's not a bad thing.

Maybe you took a vacation, spent time with family, or simply gave yourself permission to rest. That pause can be exactly what your mind and body needed.

But now, with fall just around the corner, it's time to shake off the sand and sunscreen and set your sights on what's possible for your online freelancing career.

Here's why August is the perfect month to re-energize your efforts—and how to make it count.

1. Companies Are Planning Ahead—You Should Too

August is a transition month in the business world. Companies are wrapping up summer projects and shifting into Q4 planning.

That means new freelance opportunities are posted daily, and savvy freelancers recognize this as a great time to show up and stand out. Whether it's writing, virtual assistance, customer service, coaching, design, or tech support, clients are looking to expand their teams before the busy season begins.

If your profile has been gathering dust, give it a fresh update. Update your headline, tweak your overview, add a new portfolio piece—even small changes can bring new attention.

2. Set a Mini-Goal Challenge

Big goals are great, but sometimes they can feel overwhelming. For August, try this: set a *mini-goal* for the month. Something you can accomplish in the next 30 days that gets you closer to your long-term vision.

Here are a few ideas:

- Apply to 3 jobs per week on Upwork or your platform of choice.
- Land your *first* client (or your third, or your tenth).
- Finish building your specialized profile.
- Send 10 outreach messages to potential clients on LinkedIn.
- Record a 30-second video introduction for your profile.

Progress builds momentum, and momentum builds confidence. Start small—but start.

3. Reconnect with Your “Why”

What made you explore online freelancing in the first place? Was it the dream of working from anywhere? The desire for more control over your time? The goal of earning extra income without a commute?

August is a great month to reconnect with your why. When your motivation dips (and it happens to everyone), revisiting your reasons for starting can reignite your passion. Write them down. Stick them to your computer. Let them be your fuel when you're tempted to scroll instead of submitting a proposal.

4. Leverage the Resources Around You

You're not doing this alone—and you don't have to reinvent the wheel. Use the tools, training, and community available to you. Rewatch a recorded coaching session. Ask us a question by email to us. Test out some of the ChatGPT tips we've been sharing. Tap into the support system you've built by being part of this coaching program.

Remember: successful freelancers don't just *work hard*—they work *smart*. And smart freelancers lean into the support that's right in front of them.

5. Visualize Your Freelance Fall

August isn't just about this month—it's your prep zone for the busy months ahead. What would success look like by Thanksgiving? More clients? A steady \$1,000/month in income? The confidence to say “I'm a

freelancer" without hesitation?

Take 15 minutes this week to visualize what your freelance life could look like by the holidays. Then reverse-engineer the steps to get there. It starts with what you do *this month*.

Inspiration to Carry You Forward

Patty always says: *You don't need to have it all figured out—you just need to take the next right step.*

So let August be your stepping stone. Whether it's fine-tuning your profile, landing a new gig, or simply believing in yourself a little more, now is the time to take action.

You've got this—and we've got your back.

The Drought on Upwork: What's Changed—And How Freelancers Can Thrive Anyway



Don't put all your eggs in one basket—especially when that basket isn't yours.

If the Upwork job feed feels quieter than usual, you're not imagining it. Many freelancers are noticing a slowdown on a platform that once buzzed with opportunity. But don't panic—this isn't the end. It's a turning point.

Back When It Was Booming

When we first started freelancing on Upwork, it felt like a digital gold rush. Job invites poured in. Proposals received quick responses. In just a few months, we were on our way to be very successful on Upwork. The pace was quick, the energy was exciting, and the possibilities seemed limitless.

Fast forward to July 2025, and the atmosphere has changed. Clients are posting fewer jobs, budgets feel tighter, and conversations that once led to contracts now seem to disappear. Even experienced freelancers are experiencing dry spells.

What's Really Going On?

Several key trends are contributing to the slowdown:

- **Fewer job invitations**
- **More competition**
- **Lower client budgets**
- **Less response to proposals**

And while seasonal dips are typical—especially during the summer months when Western clients take vacations—this time the dip feels different. It's not just a seasonal slowdown. It's a reflection of deeper shifts:

- **Economic caution:** Many companies, particularly startups, are tightening their spending.
- **AI disruption:** Basic tasks are increasingly automated, reducing demand for some freelance roles.
- **Market saturation:** More freelancers are joining Upwork, but client growth hasn't kept pace.

What Can You Do?

The good news? This isn't a dead end. **It's a call to adapt**, level up, and get strategic. Here are five practical ways to stay competitive—and even grow—during a slowdown.

1. Revamp Your Upwork Profile

- **Specialize to stand out.** Clients are hiring experts, not generalists. Highlight your niche skills clearly.
- **Use relevant keywords.** Think like a client: what words would they search for to find someone like you?
- **Showcase your best work.** Add strong portfolio pieces with measurable results or create mock projects if you're new.
- **Put your face forward.** Use a professional-looking, high-quality headshot.
- **Add a video intro.** A short, friendly video can instantly build trust.
- **Complete your profile.** Don't leave blanks—fill in your work history, education, and certifications.

2. Upgrade Your Proposals

- **Make it personal.** Each proposal should directly address the client's needs—no cookie-cutter responses.
- **Focus on outcomes.** Show how you'll solve the client's problem and what results they can expect.
- **Grab attention fast.** A strong opening sentence can make all the difference.
- **Keep it tight.** Aim for 150–250 words—clear, concise, and compelling.
- **Try Uma.** Upwork's AI assistant can help with draft proposals and profile tweaks.
- **Respond quickly.** Timely replies (within 24 hours) show professionalism and interest.
- **Consider boosting.** For high-value gigs, using Connects to boost your proposal may be worth it.

3. Keep Growing Your Skills

- **Identify what's in demand.** Use job postings and industry news to spot emerging skills.
- **Invest in learning.** Take courses, earn certifications, or join workshops.
- **Expand your offerings.** Add complementary services to boost your value.
- **Embrace smart tools.** Incorporate AI and other digital tools to increase efficiency and showcase tech-savviness.

4. Run Your Business Like a Pro

- **Communicate clearly.** Keep clients in the loop and answer questions quickly.
- **Deliver excellence.** Quality work earns strong reviews and repeat business.
- **Ask for feedback.** Use both positive and negative feedback as fuel for improvement.
- **Manage your time.** Don't overbook yourself—and say no when something isn't the right fit.
- **Track your hours.** Knowing where your time goes helps with billing and productivity.
- **Price smart.** Stay competitive, but don't undervalue your skills.
- **Diversify.** Don't rely solely on Upwork. Explore other platforms or create your own streams of income.

This may be a slower season, but it's also a powerful reminder: *freelancing isn't just about reacting to a job feed—it's about building a sustainable, strategic, and evolving business.*

Keep showing up, keep learning, and keep believing in the value you bring.



**Check back next
month for any news!**



Tech Corner

What the Heck Are Passkeys—and Why Should You Care?

You've probably been logging into websites with passwords for what feels like forever. But let's be honest—keeping track of dozens or hundreds of passwords can be frustrating, and using the same one everywhere isn't exactly the safest move. That's where Passkeys come in, and they're changing the game. While they still have some growing pains, you can expect to see them more and more.

Passkeys offer a newer, safer way to log into websites and apps without using traditional passwords. Instead of entering a string of characters, you just use your fingerprint, face scan, or device PIN to sign in. Think of it as unlocking your phone—but now you're unlocking your online accounts the same way.

Here's the magic: Passkeys use the same type of security as Bitcoin and other cryptocurrencies. In simple terms, your device creates a unique key for each site, and that key stays on your device. The website receives a "public" version of the key, but it's useless without your device and your biometric or PIN. That means even if a hacker accesses the website's database, your login information isn't stored there to be stolen.

So why is this important?

Because passkeys are much more secure than passwords and far more convenient, there's no need for password resets, sticky notes with logins, or worrying about leaks. Major companies like Google, Apple, and Microsoft are already rolling out passkeys across their platforms, and many popular sites, including PayPal, Best Buy, and some banks, now support them.

The biggest problem with Passkeys is for people who use multiple computers or share a single user ID for the same account. There are ways to get around this problem, and Robert will talk about it more in an upcoming video. Passkeys have the potential to significantly enhance your digital security. If the next time a site offers login with a passkey—consider trying it out. But if you use multiple devices, try it with one and see how it works for you.

Success Stories



Congratulations to **Samantha P., Patty M., Willene K., and Philip Z.** on officially launching their online freelancing journeys on Upwork! We're proud of your progress and excited to watch your freelance careers grow and thrive.

Contact us at info@rptvirtualseervices.com to learn how to schedule a free Discovery Call with us on Zoom.



Hope you have a very Happy and Successful July 2025!
Patty & Robert



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