

How Jules Denora Built His Freelancing Business to Bill 50+ Hours Per Week in Under 1 Year



Overview

Jules Denora is a freelancer offering his services through the FreeUp Marketplace. He started using FreeUp in the summer of 2016 and has seen a tremendous increase in the hours he is billing through his freelancing business.

He's gone from almost 0 to over 50 hours billed per week. He's become a top consultant through the marketplace, has a proven strategy to landing more clients, and in this case study, we'll share his best practices and secrets so you can do the same.

What Is Jules' Background?

Jules has been selling online through the Amazon Marketplace and other online channels since 2005 and made his efforts full time in 2014. Around the same time, Jules started to offer his expertise to help other business owners grow their Amazon businesses across a wide variety of tasks that all sellers require to reach

profitability.

Seeing the success that he was finding with selling on his own Amazon store, he determined that there must be others out there that could utilize his knowledge of selling on the Amazon Marketplace. With a nearly self-sufficient Amazon store, he had extra time to take on new clients offering his many Amazon services. He then set out on a goal of building a freelancing business.

How Did Jules Get Started Freelancing?

After making the decision to start offering freelancing services to online business owners, he started by creating accounts on Upwork.com and Fiverr.com. With Jules' background in selling on Amazon, he was looking to offer his services helping other sellers on seller central, vendor central, listing products, optimizing product content, overall store management, and much more.

Although Jules created the Upwork and Fiverr accounts, he was never overly impressed by the marketplaces. With Fiverr, he didn't spend much time attempting to land new clients because of the low rates he was limited to offering for his services. He concluded that it wasn't worth his time and effort.

With Upwork, Jules didn't love all of the fees that came out of his hourly rate making it more difficult to land new clients. He also didn't love the time that it took to research, apply, and interview for jobs without any guarantee of landing the position.

Jules also had a poor experience using Upwork that turned him away from the marketplace. A client had hired him for a project only to argue back and forth with him about payment once the project was completed. Without support from anyone at Upwork, Jules felt helpless and was forced to take a hit to his earnings for that client.

When and Why Did Jules Start Using the FreeUp Marketplace?

Jules was introduced to the FreeUp Marketplace in the summer of 2016 when he was reached out to by a member of the FreeUp Freelancer Success team. The marketplace was looking to add more Amazon experts to the network and Jules was a perfect candidate. He went through the normal FreeUp interview process and entered the marketplace with a goal of landing at least 10 hours of freelancing work per week.

After making it into the marketplace, Jules took some time to get acquainted with how FreeUp worked and how it was different from the other platforms he had been attempting to use for his freelancing business. In our interview, he was excited to share that he received a new client project through FreeUp within the first month of being on the network and it has turned into a great client relationship whom he continues to help today.

How Has the FreeUp Marketplace Allowed Jules to Grow His Business?

Since starting to offer his services through FreeUp, Jules has seen a consistent increase in the number of hours that he's been able to bill through his freelancing business. Jules quickly exceeded his initial goal of billing 10 hours per week to clients and never looked back in the first year on the marketplace building his billed hours to over 50 per week.

When we asked Jules how FreeUp has allowed him to build his business, he expressed that the quality of clients hiring through the marketplace was better than he had experienced through other platforms. The clients that were hiring him for projects were genuinely interested in growing their business and they wanted to hire Jules to help them do just that.

Jules also mentioned that the ability to contact the FreeUp Marketplace team at any time really allowed him to take better advantage of the opportunities presented on the platform. As he first got acquainted, he regularly chatted with the FreeUp Marketplace team to learn how to best use the platform for landing new clients and continuing to grow his freelancing business.

On top of access to reliable clients and a quick-to-respond marketplace support team, Jules loved the marketplace because it was specialized in eCommerce, the industry where his skills are strongest. He found it common for Amazon projects to pop up from clients making it super simple for him to apply, get introduced, and get started working.

What Makes FreeUp Different than other Freelancing Marketplaces?

When we asked Jules this question, he thought about it for a minute and then broke it down into 2 core factors:

Factor #1: Getting Clients

Jules loves the process of landing new clients through FreeUp. He enjoys being able to see requests from clients on a daily basis within his core skill sets and get introduced to the client within minutes of him offering his services. Best yet, clients are limited to 15 minutes of chatting before they must make a decision on hiring. He also greatly appreciates how accessible the FreeUp Marketplace team is as he has questions about incoming client requests.

Factor #2: Reliable Payments

Jules had issues with being paid through other platforms so he loves FreeUp because the pay is 100% reliable and he knows he will be paid every week for the hours he's billed to his clients. When you don't have to worry about being paid, you can stay focused on billing more hours and growing your business.

What Strategies Did Jules Use to Build His Billed Hours to 50+ Per Week with FreeUp?

Jules shared that it was concentrated work getting everything rolling with his freelancing on the FreeUp Marketplace, as it is on any freelancer platform. You need to learn the ins and outs of how the marketplace works before you can fully take advantage of the work that it offers.

From the get go, Jules was always focused on making all of his clients extremely happy and impressed by his work. He said that the first client he landed was a bit more difficult to work with than normal, but he put in the time to make sure that they felt prioritized and that Jules was the best fit for the job. He problem solved as the client presented issues and made sure to stay in close communication as they developed their relationship.

As he saw progress with that first client, more client projects started to come in little by little without him even really noticing it. He continued to take on new projects and attacked each with the same mindset of making them happy with his work.

Here are the specific strategies that Jules outlined as we discussed his amazing growth over the past year:

- Over communicate and be eager to work for each client.
- Take a lower rate in the beginning and prove yourself with the client.
- Always provide the client with estimates on projects and get their approval in writing.
- Make sure that you have all of the client's information so you can always reach them.
- Make sure that the hours you're working for the client is good for them too.
- Know how to prioritize your time between clients. If you're on Skype all day and you have 5+ clients Skyping you at all times, you need to create a system to manage that communication so you can still be efficient. Figure out who needs to be prioritized highest among your clients.
- Make sure that your clients feel like they are your only client.
- Take criticism well and be open to feedback. By being open, you create an opportunity to build a strong relationship with your clients.

And here are a few specific strategies that Jules expressed with regards to finding work through the FreeUp Marketplace:

- Bookmark and keep an eye on the Open Projects board so you can always see which projects are becoming available from clients.
- Create a strong relationship with the FreeUp Marketplace team. Tell them that you're available for work so that they can refer projects to you if it fits your skill set.
- Join the skill set specific FreeUp Skype chats and make your name known.
- For the main Freelancer Skype chat, turn on notifications so that you are only pinged when your name is mentioned or a specific keyword is mentioned.

It may seem like a lot to take in at first, but if you can follow this advice from Jules, you'll place yourself in an amazing position to potentially grow your freelancing business.

What are Jules' Goals for his Business in the Next Year?

Jules said that he's been blown away by what he was able to achieve in the first year offering his services through FreeUp. He's determined to continue to grow his freelancing business by bringing other freelancers into his team who can offer services that he does not necessarily have. For example, Jules wants to hire a graphic designer so that he can offer product design and package design services to his clients.

Jules' goal for the next year is to triple his current billed hours of 50 per week to over 150 hours billed to his clients per week. He knows that it will take hard work, but he's confident that it's

possible based off the rapid growth he's seen since joining the FreeUp Marketplace only 1 short year ago.

Conclusion

Jules Denora is an amazing example of a freelancer that took the FreeUp Marketplace by storm. From the first client that he was introduced to, he prioritized their project and made sure that they were happy with his communication and work completed.

Over the first year that Jules was offering his services on the FreeUp Marketplace, he made it a focus to develop a strong relationship with the marketplace support team so that he was on the cutting edge of every new project being requested by clients. He made sure to communicate that he was available to take on new projects to any clients that fit his skill sets and he treated each client as if they were his only.

Jules is a true success story of the FreeUp Marketplace growing his freelancing business to bill over 50 hours on a weekly basis. And that's not even the end for him. Jules wants to increase his billed hours per week to over 150 hours within 1 year by bringing on other freelancers to help him offer more services to his clients.

Jules proves that the sky is the limit when it comes to freelancing online and the FreeUp Marketplace is honored to have Jules as a part of the network. Follow Jules' advice to build your own successful freelancing business through the FreeUp Marketplace.