

# TechSF

Personal Branding For Gig  
Workers & Skilled Freelancers

Part 3

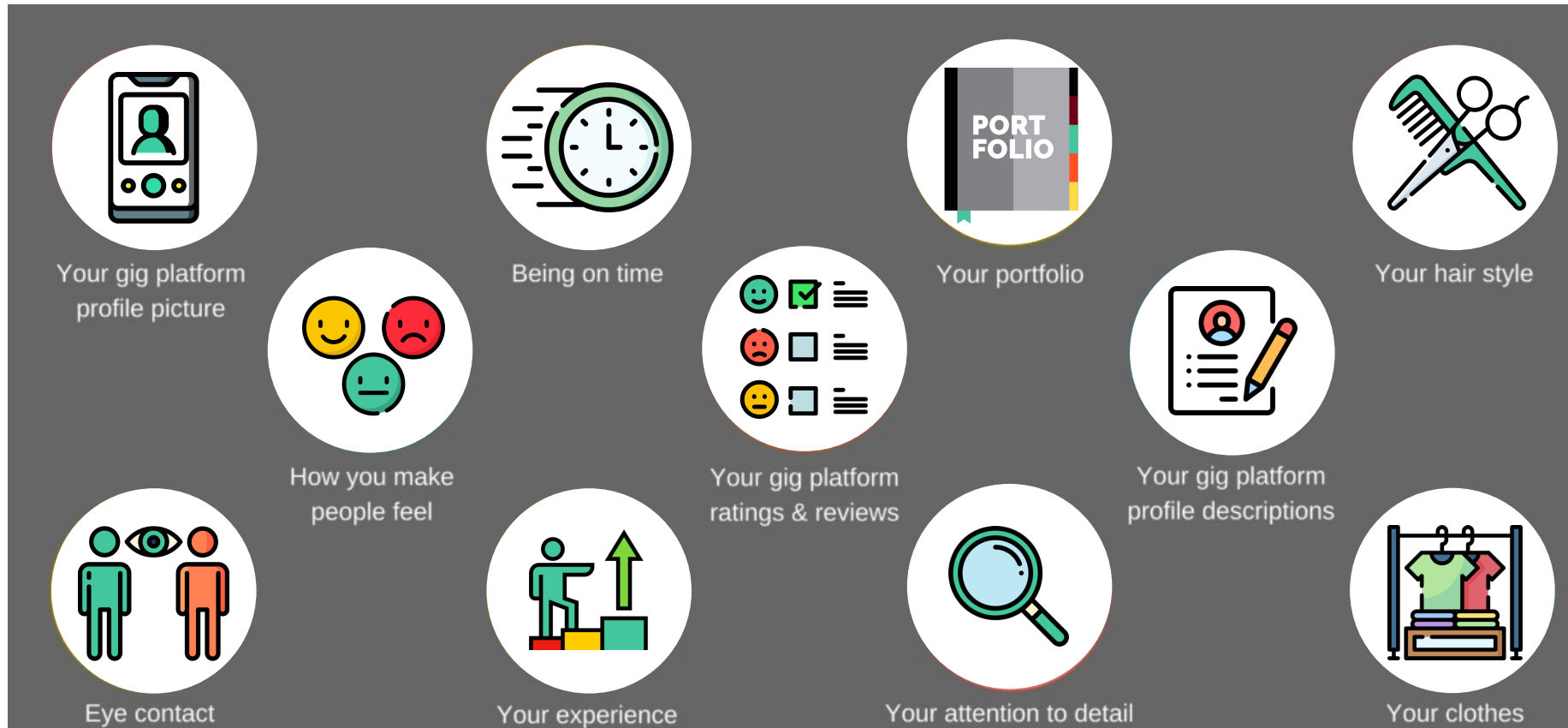
# Personal Branding For Gig Workers & Skilled Freelancers



## LESSON GOALS

- Elements of Personal Branding
- How to Present Yourself
- How you are Perceived
- Creating an Online Portfolio
- How to Take a Good Profile Photo
- Create a Great About Me
- Exercise: Set Up Your Customized Profile

# Elements of Personal Branding



# Building a Great Personal Brand

Building a great personal brand is all about paying attention to the details...



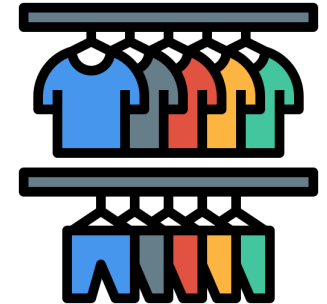
Always Being  
On Time



Bringing The  
Right Tools



Taking Pride  
In Your Work



Wearing The  
Right Clothes

# The way to Present Yourself



## Smile

Do you smile when talking to clients?



## Courteous

Do you say please and thank you?



## Attitude

Do you have a positive attitude?



## Overdeliver

Do you go the extra mile?



## Introduction

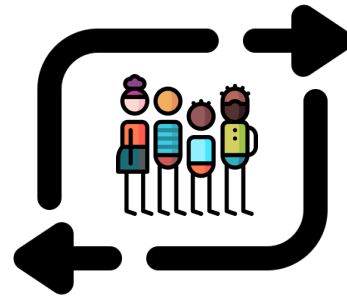
Do you introduce yourself by name?

# How you are Perceived

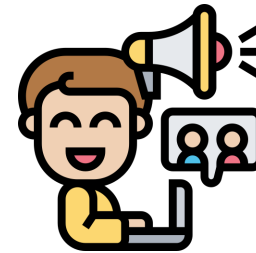
Think about how you want to be perceived by others, and then try to be your best self in order to create that impression  
By doing this you have a higher chance of:



Getting New Clients



Repeat Customers



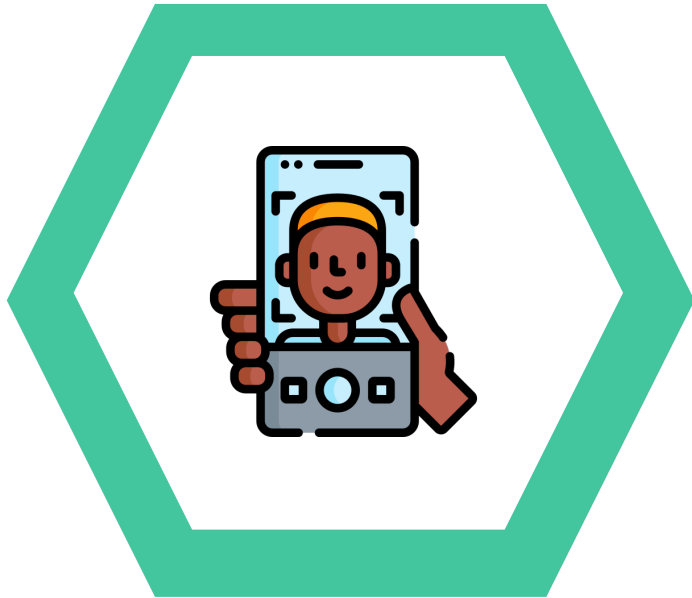
Referrals



Earning More Tips

# Good Profiles May Include

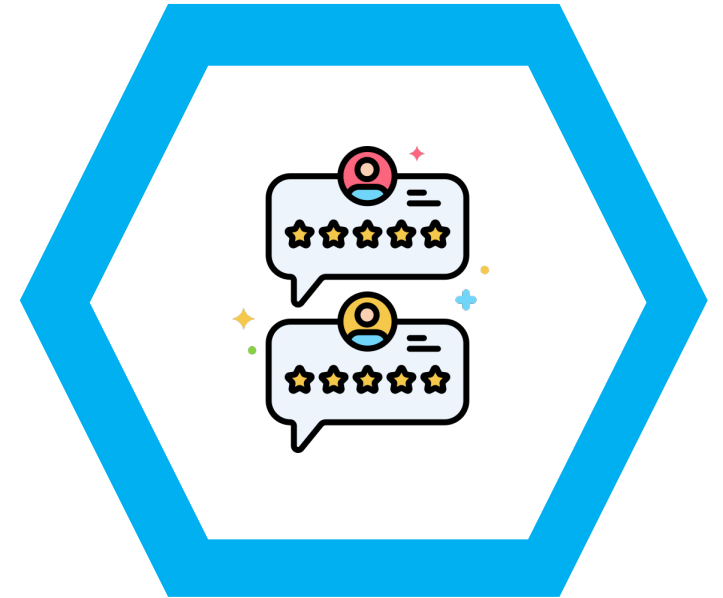
Taking the time to complete your profile demonstrates that you are serious about online freelancing.



Take a Great Photo



Write an "About Me"



Get Great Reviews

# How to Take a Good Profile Picture

## Rule 1: Find your best lighting

For outdoor photos, look for shady areas without direct sunlight.

For indoor photos, avoid overhead light, and instead look for natural lighting.



Bad Lighting



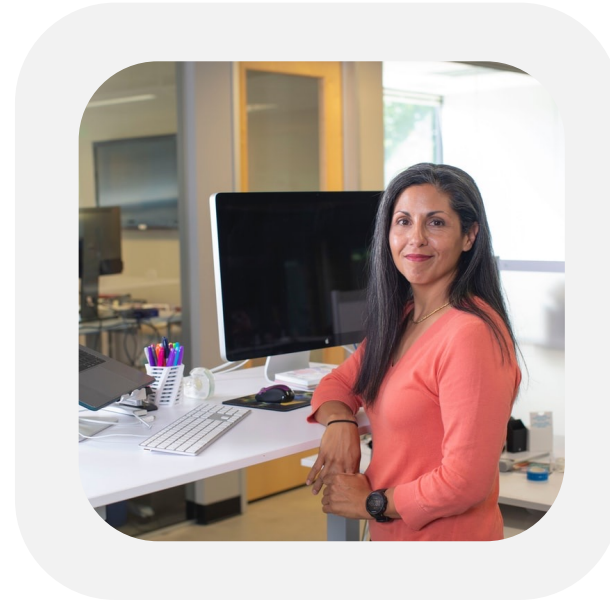
Good Lighting



# How to Take a Good Profile Picture

## Rule 2: Simplify the Background

Look for a background that is simple and uncluttered. A solid not-to-bright wall or simple outdoor background works well.



Too Cluttered



Simple Background

# How to Take a Good Profile Picture

## Rule 3: Focus On Your Face

Face the camera straight, and crop to focus your head and the top of your shoulders



Too Far Away



Face Clearly Visible

# How to Take a Good Profile Picture

## Rule 4: Smile

Smiling makes you seem more warm, friendly, and trustworthy.



Too Serious



Smiling with Teeth and Eyes

# How to Take a Good Profile Picture

Avoid these mistakes:

- **Don't** wear unprofessional clothes
- **Don't** eat or drink anything in the photo
- **Don't** use photos from social settings
- **Don't** use a blurry photo
- **Don't** use group photos
- **Don't** smirk



# Creating a Good “About Me” Section

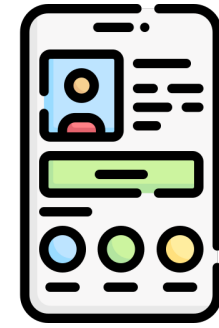
Most platforms have a short "About Me" section at the beginning of worker profiles, which is your chance to:



Introduce yourself  
and your  
service offering



Explain  
what makes  
your service  
stand out



Convince the  
client to read the  
rest of your  
profile & portfolio

# Elements of a Good “About Me” Section

A good "About Me" section is short and to the point. You should try to keep it 1-3 paragraphs in length. Here are some general tips:

Keep your descriptions short, clear and free of grammatical errors and typos.

Mention something specific that makes your service unique.

Show any and all relevant work experience, education, training, and certification.

# Additional Information on Profiles Include



**Complete Work  
Categories and Skills**

and



**Positive  
Ratings and Reviews**



**Create Your  
Customized  
Profile Now!**

Now that you've taken your profile picture, written your "About Me" section, selected your work categories, and know how to set your price point, it's time to create your online work profile!





## 4 Steps to a Customized Profile

### Follow these steps to complete your profile right now.

**Step 1:** Go the website for one of the platforms you selected in the last lesson.

**Step 2:** Create an account with the platform (if you haven't already).

**Step 3:** Complete your online work profile using the photo and about me section that you created in this lesson.

**Step 4:** Select your work categories and add any relevant skills.

**Step 5:** If there are other profile sections, complete 2-3 additional components (ideally complete all the components).



Continue to Part 4



Customer Service &  
Time Management  
For Gig Workers &  
Skilled Freelancers



**For More Information Contact:  
[TechSF@sfgov.org](mailto:TechSF@sfgov.org)**

