

THE GIG STARTER KIT

A fixed-price service on Fiverr or Upwork with zero followers: the setup, the first ten orders, the fees, the pricing worksheet

A marketplace already has the buyers. You do not need followers, a website or ads to get a first paying order. You need one narrow service, a fixed package, and ten reviews. This kit is the setup I would use, with the platform rules quoted from Fiverr's and Upwork's own help pages (checked October 8-9, 2026). Educational only. Not affiliated with Fiverr or Upwork. No income is promised; the first month is about reviews.

THE 5 STEPS

- Step 1. Pick ONE narrow service you can finish in a day. "Ten 15-second ad videos from your photos." "Twenty verified leads in your city." Not "marketing."
- Step 2. List it as a fixed package: what they get, in how many days, for one price. Fiverr: "You can offer up to three packages: Basic, Standard, and Premium to give clients options at different price points."
- Step 3. Price the first ten orders low. Fiverr's Level 1 needs 5 orders, 3 unique clients, \$400 earned, a 4.4+ rating and an 80% response rate (table on page 3). You get there faster with small orders.
- Step 4. Over-deliver, then ask every happy client for a review the day you deliver (script on page 3).
- Step 5. After ten reviews, raise the price and add the Standard and Premium packages.

THE FEES, IN THEIR OWN WORDS

Fiverr Help Center

"After an order is completed, freelancers receive 80% of the client's cleared payment." and "Funds are subject to a 14-day clearing period before they become available for withdrawal." (7 days for Seller Plus, Top Rated and Pro.)

Upwork Help Center

"The fee ranges from 0% to 15% per contract" and "You'll see the fee percentage when a client sends you an offer, or you are submitting a proposal, so you always know the exact fee that applies beforehand." Bidding uses Connects: "Connects cost \$0.15 (USD) each and are sold in bundles."

THE GIG TEMPLATE (FILL THE BRACKETS)

Title (Fiverr pre-fills "I will", keep it specific)

I will make [NUMBER] [DELIVERABLE] for your [TYPE OF BUSINESS] in [DAYS] days

Description

You get [NUMBER] [DELIVERABLE], made from [WHAT YOU SEND ME], delivered as [FILE TYPE] in [DAYS] days. Made for [TYPE OF BUSINESS] that need [RESULT]. What I need from you: [LIST, 3 ITEMS MAX]. What is included: [LIST]. Not included: [LIST]. Revisions: [NUMBER]. I answer every message within [HOURS] hours.

THE THREE PACKAGES (EXAMPLE FOR AI AD VIDEOS)

	Basic	Standard	Premium
Deliverable	5 videos	10 videos	20 videos
Delivery	3 days	5 days	7 days
Revisions	1	2	3
Extras	-	captions	captions + 3 hooks each
Your price	[your price]	[your price]	[your price]

- Fiverr: "The minimum starting price is \$5, though some categories have a higher minimum." Set your own numbers; no price in this kit is a recommendation.
- Upwork's equivalent is Project Catalog: "Offer up to three tiers (Starter, Standard, Advanced) to meet varying client needs."
- Put your two best samples in the gallery. Make them for a pretend business if you have no client yet, and label them SAMPLE.

WHAT TO SEND BEFORE YOU START (SAVE AS A QUICK REPLY)

Requirements message

Thanks for the order. To start I need: 1) [ITEM], 2) [ITEM], 3) [ITEM]. Reply here with those and I will deliver by [DATE]. If anything is unclear I will ask one question, then get to work.

FIVERR LEVELS (FROM FIVERR'S HELP CENTER, OCT 8-9, 2026)

Level	Success score	Rating	Response	Orders	Unique clients	Earnings
Level 1	5+	4.4+	80%	5	3	\$400
Level 2	7+	4.6+	90%	20	10	\$2,000
Top Rated	9+	4.7+	90%	40	20	\$10,000

- Fiverr: "Once you qualify, you'll move up automatically within 24 hours." Earnings in the table are Fiverr's thresholds, not a promise of yours.

THE FIRST-10-ORDERS PLAN

- Orders 1 to 3: lowest price you can stand, fastest delivery you can keep. Goal: three different clients and three reviews.
- Orders 4 to 10: same price, add one unasked-for extra to every delivery (an extra size, a bonus hook, a short how-to-use note).
- Answer every message inside an hour during your working day. Response rate is a level metric.
- Never deliver late. Fiverr: "If the client doesn't take action, the system automatically marks the order as Complete after three days." Fiverr marks overdue orders Late and Very Late on the order page.

THE REVIEW REQUEST (SEND WITH THE DELIVERY)

Copy, paste, keep it short

Delivered! [ONE LINE ON WHAT IS INSIDE]. If anything needs a tweak, tell me and I will fix it today. If you are happy, a quick review helps my new gig a lot. Thank you, [YOUR NAME].

PRICING WORKSHEET (ONE LINE PER PACKAGE)

Package	My hours	Tool cost	Price	Minus platform cut	Per hour to me
Basic					
Standard					
Premium					

THREE MISTAKES THAT KILL A NEW GIG

- A wide service ("I will do your marketing"). Buyers search for a deliverable. Name the deliverable.
- Pricing for profit in month one. Reviews first, then price. Fiverr's 20% and the 14-day clearing are real; plan your cash around them.
- Promising results you do not control (rankings, sales, followers). Promise the deliverable and the deadline only.

CASH TIMING YOU SHOULD EXPECT

- Fiverr: delivery, then up to 3 days for the client to accept, then a 14-day clearing period before you can withdraw. Plan on about three weeks from delivery to money.
- Upwork: the fee percentage is shown before you accept a job or send a proposal, so you can price it in.

WHERE THIS COMES FROM

- Fiverr Help Center: How Fiverr works for freelancers
- Fiverr Help Center: Understanding Fiverr's freelancer levels
- Fiverr Help Center: Creating a Gig
- Upwork Help Center: Learn about the Freelancer Service Fee
- Upwork Help Center: Understanding and using Connects
- Upwork Help Center: How to create a project in Project Catalog

Checked October 8-9, 2026. Fees, levels and rules change; read the live page before you rely on a number. Educational only. Not affiliated with Fiverr or Upwork. No income or results are promised.

Want clients outside the marketplace too?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)