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The Upwork Insider - Issue 2

Hey there, awesome advocate. 🙌 Welcome to Issue 2 of The Upwork Insider.

You told us you wanted a shorter and more actionable newsletter. We listened. This one's filled with tips, insights, and a few "why didn't I think of that?" moments.

Inside scoop

How to write proposals for large companies that actually get read

Pitching to a big company isn't the same as pitching to a small business. Large companies have more hoops, more stakeholders, and higher expectations. So why bother? Because they also tend to offer bigger projects and repeat business.

We asked an Upwork recruiter who helps large clients hire what works. Here's their advice for making your proposals stand out:

1. Think like a Fortune 500 buyer

"These clients want peace of mind. They're looking for efficiency, risk mitigation, and alignment with business goals," the recruiter told us. So don't just list what you can do; show the outcomes you'll deliver and prove that you understand their industry or function.

2. Keep it sharp and skimmable

"Hiring managers and procurement partners may only skim the proposals they receive, not read them line by line." Start with a two-sentence executive summary, follow with tailored experience, and wrap up with clear next steps, like your availability or suggested kickoff.

3. Prove you're ready

"Reassure clients you can operate in a corporate environment by showing readiness for NDAs, reporting, and cross-team collaboration." Big projects come with compliance, onboarding, and plenty of stakeholders. Showing you're comfortable with structured processes builds trust that you can deliver.

✳️ Your big business proposal formula:

- **Hook / executive summary.** Why you're uniquely aligned to their business problem
- **Proof points.** Relevant enterprise experience, metrics, or case studies
- **Practical fit.** Availability, communication style, and comfort with structured workflows

Follow this recruiter-backed formula, and you'll have a better chance of giving large clients exactly what they want: clarity, credibility, and confidence.

Exclusive opps

★ Did your work help a business grow?

We're looking for stories from freelancers who made a real impact. Maybe you helped a client break into new markets, boost revenue, or hit a major milestone.

If you have a story like that, ping [Jaina Shah](#) to potentially be featured in an upcoming Upwork marketing campaign.

Stuff to know

14 ways to push back on scope creep without losing work



Source: [Moondance](#) from Pixabay

Scope creep can leave you broke, bummed, and burned out. Even seasoned freelancers aren't immune. You start with clear proposals, tight deliverables, and guardrails, but some clients will still try to slip in "just one more thing."

The toughest part is saying no without tanking the relationship.

Here's a scenario many freelancers know well. And a way to respond that keeps the relationship intact and you in control:

Client: "Hey, could you also do ___? It won't take you long."

You: "That's a great idea for improving the project. To do it properly, I'll add a new milestone at [\$X]. Want me to draft it now so we can move forward?"

See what happened? You set a boundary *and* sound like a team player. The client feels heard and supported. You stay in control. And you upsold your services while keeping the client happy. Win-win-win.

That was tip #14 from the Scope Creep Comeback sheet.

👉 Want the rest of the comebacks? Get all of the 14 [here](#).

Remember: Saying no isn't being difficult; it's being professional. You have every right to charge for your time, skills, and energy.

Good vibes

This is the part where we brag about you. And honestly, you make it easy! 🎉 🎉 🎉

📻 Past episodes of the [Work Week podcast](#) spotlighted these advocates who are rewriting the rules of work:

- [Pam Cheney](#), [Richard Alexander](#), [Marcus Grimm](#), [Mike Volkin](#), [Stan Slavev](#), [Suzanne Ctvrtlik](#)

📺 Jacqueline DeStefano-Tangorra (business intelligence + data analytics consultant) joined Upwork's Dave Bottoms to unpack three AI features every freelancer on Upwork should know. Catch her quick tips [in this video](#).

💰 Josh Burns, a SQL Server database administrator, passed the \$1 million on Upwork! He even made a [video showing how he did it](#).