



Getting Started on Fiverr

A Guide for Authors and Publishers

by Melanie Rockett

Copyright

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Melanie E. Rockett Getting Started on Fiverr

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Dedication

This book is dedicated to all authors who have actually completed a book. Many people “think” about and “talk” about writing books. My kudos go to anyone who has actually taken the time and gone through the often painful process of planning, writing and completing their book.

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Introduction

I am a published author with well over a dozen books to my name and another dozen books I have ghost written for my clients. I have been a freelance writer for several decades specializing in writing for technical businesses. In the past ten years I have also run an SEO company and have happily helped my clients grow their businesses with great websites, great content and marketing material and solid Social Media strategies and SEO techniques.

I have hired outsourced labor for over eight years. It has been an amazing, frustrating and often joyful journey that has included learning about cultures and how to communicate clearly across vast distances. I have utilized various freelance job boards to hire part-time and full-time programmers, designers, writers and more. Working with outsourced talent takes infinite patience, first to find good people with the skills I need and then to train them to do the tasks I need done to my exacting standards. One of my outsourced employees has been with me for over five years. She is like a member of my own family.

Months after Fiverr came into being I discovered it and started hiring vendors to do small and very unique gigs. It didn't take long for Fiverr to catch on and for me to discover the new talent that was available to complete micro-tasks. The thing I love about Fiverr is that you can hire someone to do a 10 minute task and get it done without having to carry on extensive conversations and go through a long vetting or training period. If I need a small job done once, there is someone willing to do it. Perfect! If I want to create a longer term relationship and hire for slightly bigger or repeat jobs, that works too.

Fiverr is the perfect solution for business owners who can't figure out how to hire a part-time or full-time assistant. They can simply try outsourcing various tasks out, experiment and figure out what they actually need done on a regular basis.

I have worked with a few of my clients to help them start with Fiverr and to then move on to find permanent outsourcing solutions for their business needs.

About eight months ago, I was contacted by an author who needed some help. She knew about my book publishing background and we created a coaching relationship. Out of this relationship I discovered a need and I decided to see if Fiverr was a way of meeting the marketing needs of authors and publishers in a way that was easily accessible and very affordable.

My first Fiverr gig was launched, and I couldn't be more delighted. My Fiverr gigs give me the opportunity to meet and work with hundreds of fabulous people. Some of them have started as customers on Fiverr and have continued to access my services for larger projects off of Fiverr.

This book also came out of a need. People who had never heard of, or used Fiverr before were trying to order my gigs and were having "challenges" with the process. I actually wrote bits and pieces of the first chapters of this book in an effort to help my customers "activate" a gig and figure out how the message system, payment system and reporting systems work. Then someone said the magic words ... "You should write an outsourcing book."

Here are the first few chapters. The rest of the book is in the process of being edited, proofed and tested. It will be available through the Kindle Program.

It is rather inelegant ... but if you want to read more about the ins and outs of Outsourcing on Fiverr after you've signed up and purchased your first gig, send an email to outsourcing@mailhaven.com Include your name and email and I will send you information when the book is available on Kindle.

Melanie Rockett

Chapter One- Why Outsource on Fiverr?

Many authors take on the job of publishing their own work on Kindle or one of the other online publishing platforms. Authors begin the writing process because they have something to say, a story to tell, because they have a business to promote or because they have heard it is possible to make extra money with their book(s).

Unfortunately, once you start the publishing process you will find out it is a whole new job and a whole new business. A few of the tasks a publisher faces are:

- Creating a book cover that is attractive and that will “sell” the book
- Having the book edited or proofread
- Formatting the book to the particular publishing platform they have chosen. For example formatting a book for Kindle is different than formatting it for CreateSpace
- Creating book descriptions and author bio’s that get people to download your book
- Choosing whether or not to use “exclusive” marketing services such as KDP
- Determining whether to market using Free-Days, Sale-Days or promotion schemes such as Kindle Countdown specials

That’s just the start!

The biggest shock is the amount of time, effort, detail and on-going work that falls under the heading of “marketing.”

Marketing experts will advise publishers to create their own website (or Blog), a Facebook Fan page, a Twitter account, a Pinterest account and more. There are hundreds of Social Media platforms that can be used to market your book(s). Each one of these requires a huge learning curve to utilize the resources properly. Once the learning curve is over, they still require time, energy, strategy, and more time.

The challenge with being a publisher is that the “business” can be so time-consuming that there is no time left to write. Many authors simply give up on the job of publishing due to overwhelm.

The solution? Outsourcing the various tasks and processes so that everything gets done with relative ease and efficiency.

Today I have several assistants. I’ve spent months or years learning how to work best with them, and training them how to do a variety of simple to very complicated tasks. I have also extensively used the amazing talent available on Fiverr. Not only do I purchase hundreds of gigs for my Marketing business, but I now offer Fiverr services to authors and publishers.

What is Fiverr?

Fiverr is an online marketplace offering tasks and services referred to as 'gigs' at a starting price of \$5.

Fiverr.com is the website that facilitates the selling and buying of micro-services. There are millions of services available on the site and over 200 countries represented. Fiverr gigs range from quirky and silly to simply amazing and cost-effective business and marketing services offered by consummate professionals. There are also a fair share of scams and deceptive services you should become aware of.

Fiverr is a fabulous way to start outsourcing. You will learn how to find, analyze, purchase, communicate and evaluate the effectiveness of various micro-services that can make your job as a publisher much, much easier. You may eventually want to hire your own outsourced assistants or you may just decide that Fiverr is the perfect platform for you.

This book is specifically written for authors and publishers who wish to outsource a variety of tasks to the Fiverr community. It focuses on choosing, PURCHASING, and tracking gigs.

Using Fiverr is NOT intuitive. I started on Fiverr several years ago when they were in Version 1.0. When they switched to Version 2.0 I had made over 1100 purchases and even I was confused!

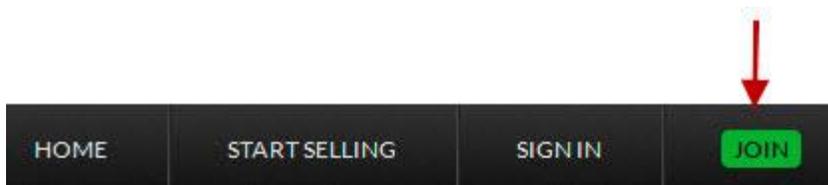
Today as a Fiverr vendor, I deal with dozens of folks who are new to Fiverr and who have major challenges purchasing their first gig. The first time you purchase a gig can be extremely confusing simply because you are not familiar with the process. I constantly see people who have no idea how to use the Fiverr message systems, and I run into many buyers who do not know how to track their gigs or how to rate them when the gigs are completed.

In the next few chapters of this book, I will take you step-by-step through the process of signing up and of purchasing your first gig.

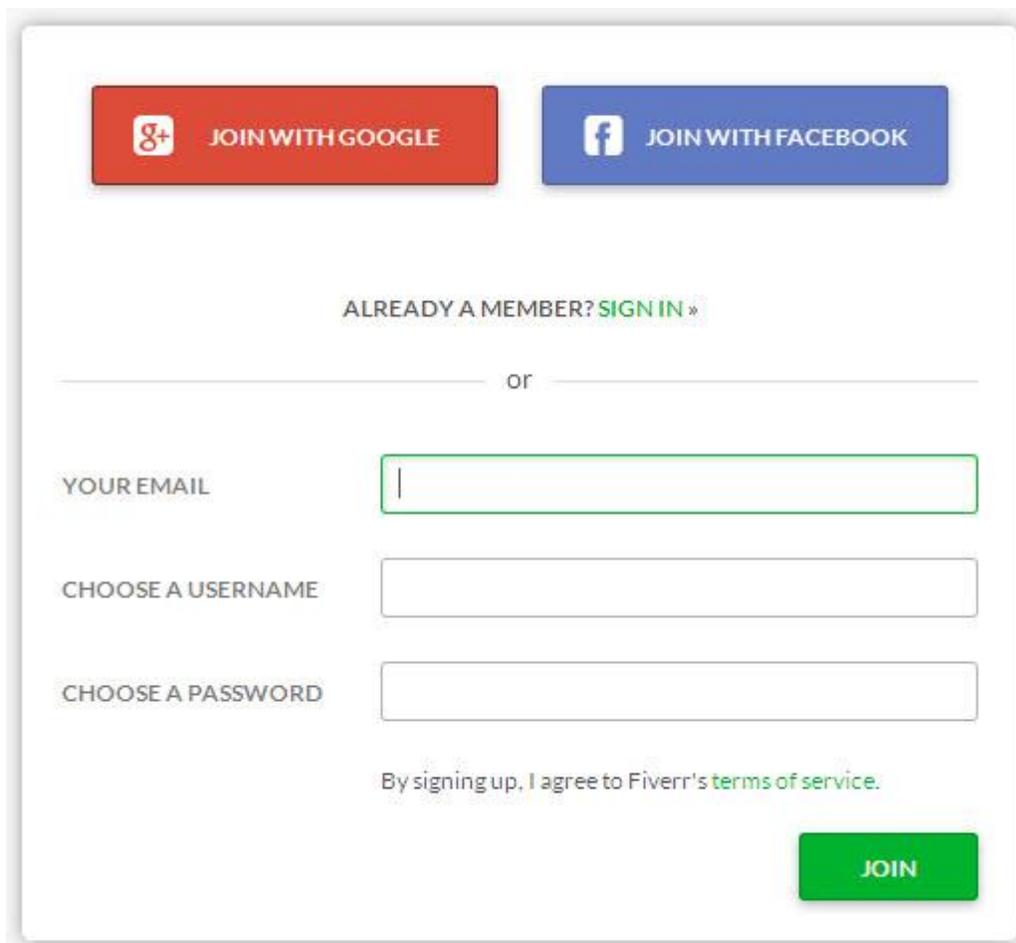
Chapter Two - Creating a Fiverr Buyer Account

Signing up for a new Fiverr account is very easy and fast. You can sign up with Google+, your Facebook account or by supplying an email address. I prefer signing up with an email address and will illustrate that here:

Go to <http://fiverr.com> and click on the JOIN button



Fill out the simple form with your email, user name and pass word.

A sign-up form with two social media options at the top: 'JOIN WITH GOOGLE' (red button) and 'JOIN WITH FACEBOOK' (blue button). Below these is a link: 'ALREADY A MEMBER? SIGN IN »'. A horizontal line with 'or' in the center separates this from the main form. The main form has three input fields: 'YOUR EMAIL', 'CHOOSE A USERNAME', and 'CHOOSE A PASSWORD'. Below the fields is a checkbox area with the text 'By signing up, I agree to Fiverr's terms of service.' and a green 'JOIN' button at the bottom right.

Your email address:

Register with a real email address and preferably one that you use regularly. Why? You will be asked to confirm your Fiverr account in order to activate it. Once you start purchasing gigs, you will get messages and updates about the status of your gigs. In some cases the service provider may need additional information from you and they will not be able to proceed unless you answer them as quickly as possible. The best email account to use is one you access daily.

Choose a user name:

If you are only planning on purchasing Fiverr then the user name you choose is not all that important. If you plan on selling your own gigs in the future, try to come up with a meaningful name that reflects the nature of your future offerings.

For example, when I first signed up, my intent was to be a buyer. I chose the name Melrock which is the first three letters of my first name and the first four letters of my last name. When I decided to start selling gigs, I realized that a more useful name would have been something along the lines of BookMarketing, but it was too late.

Unfortunately you can only have ONE Fiverr account. You cannot change the name of your account at a later date.

Password:

Choose a password you can easily remember. Be sure to store it in your password account file.

Once you click on JOIN you will be taken to a new page. The message at the top of the page will remind you to activate your account.

Activate Your Account

Please activate your account by clicking the link in the email sent to 
Didn't get it? Check your spam, [resend](#) or [contact](#) our support team

Go to your email program, find the email from Fiverr and click on the activation link.

NOTE: Fiverr Payments:

In order to make purchases with Fiverr you must have either a Paypal or Bitcoin account.

Most people will use Paypal. You will not be asked for your Paypal or Bitcoin information until you purchase your first gig. Paypal accounts are free and can be connected to your Credit Card.

Chapter Three – Purchasing Your First Gig

Buying your first gig can be an intimidating process even for people who are familiar with online purchases. I've seen people who have become so confused by the Fiverr process they simply gave up! Once you have made two or three purchases you will be saying "Duh, this is so easy!"

Two of the "stopping" points are when you are asked to make your first Paypal payment and again when you need to provide the vendor with information so that they can start the gig.

At this point I am assuming that you know what gig (service) you are going to buy. I will give you information about finding and evaluating gigs further on in the book.

Anatomy of a Fiverr Gig:

The top section shows the gig photo or video along with the gig Rating, the number of votes, the number of days it takes to complete the gig and the number of orders waiting to be completed.

If you need timely answers or work competition you should also pay attention to the “average response time.” This will give you an indication of how fast the vendor responds to messages.

I will promo your Kindle Free Days to my HUGE social network, twitter, fb, pin and blog for \$5

CREATED 9 MONTHS AGO, IN [ONLINE MARKETING / SOCIAL MARKETING](#)



I will promote your Kindle Book Free Days to my HUGE network of followers. [I also do Countdown Specials, sale or full-priced offers with this gig.]

ORDER NOW (\$5)



100% by **237**
POSITIVE RATING VOTES

15 DAYS ON AVERAGE

3 ORDERS IN QUEUE

AVG. RESPONSE TIME: 2 HRS.



By **melrock**

FROM: CANADA
JOINED ALMOST 3 YEARS AGO

I am a published author (12 books), entrepreneur, SEO & Internet Consultant. My clients keep me as their best kept secret ... some of them call me their SEO Magician and one even called me his SEO witch. My biggest claim to fame is that I have clients who not only hug me but kiss me too!



100%
OVERALL RATING

Speaks: English
[CONTACT ME](#)

Related Topics :

The middle section shows the gig description. Read this VERY carefully. It should provide you with enough information on which to make an initial decision.



I will promote your Kindle Book Free Days to my HUGE network of followers. [I also do Countdown Specials, sale or full-priced offers with this gig.]

You will get massive exposure including:

1. **1 tweet per day** going out to 11,000+ twitter followers for two days.
2. Posts on my **8 pinterest accounts** with over 15,000 followers.
3. Post on my Facebook accounts with **7000+ friends**
4. A blog post on my **very popular website** with over 100,000 page views per month. **Your book will occupy a FEATURE spot for at least one day.**

ALL of the above for only \$5.

*** IF you are promoting one or more Kindle FREE days, please get this gig at least ONE day in advance of your first free day.

You can supply your own tweet OR I can write it for you!

NOTE: This gig is marked for completion in 15 days ... this is because many of my customers want to book their promos up to two weeks in advance.

IF your gig needs to start tomorrow ... it will! Otherwise it will be scheduled to begin on the day you request. So whether you want to start one day from now or two week from now, I can accommodate your request!

Yes I can do \$0.99, countdowns and even full-priced.

My biggest claim to fame is that I have clients who not only hug me but kiss me too!

 Speaks: English
[CONTACT ME](#)

Related Topics

- [ebook marketing](#)
- [facebook](#)
- [twitter](#)
- [kindle](#)
- [promote your book](#)

The next section shows the gig extras. The gig extras are value added services over and above the main \$5 gig. These can range from \$5 all the way up to \$100.

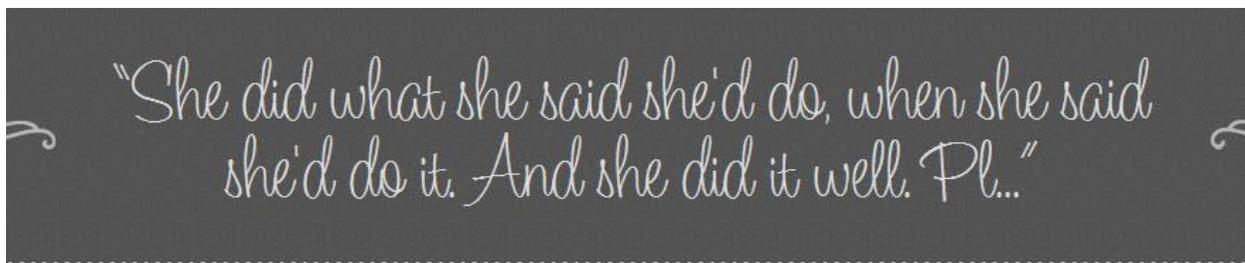
Check out my Gig Extras

<input type="checkbox"/>	I will place your blog post in a top feature spot on my website for a minimum of 5 days	+\$5
<input type="checkbox"/>	I will place your Book Ad in the blog side panel for 7 days ... displayed on EVERY page of the blog	+\$5
<input type="checkbox"/>	I will send tweet to an EXTRA 30,000 followers for an EXTRA 5 days ... 7 days total	+\$5
<input type="checkbox"/>	EXTRASAST I will deliver this order in just 1 day	+\$5

And finally there is the reviews section:

The reviews are a great way to see what buyers have to say about the service. They will often provide “clues” as to the experience other buyers have had with the gig and with the vendor.

I find the reviews to be very helpful in helping me make a decision about whether to get the gig or not. If you see one or two negative views and dozens or hundreds of positive reviews you should probably ignore the negatives. Sometimes negative reviews are given by competitors, or by someone who did not take the time to understand what the gig was about. However if you see many negative reviews or cancellations pay special attention. You may still wish to go ahead, or you may want to ask a few questions before making a purchase.



Customer Reviews 237 0

MOST RECENT ▼

ORDER NOW (\$5)

↑
you've seen enough
time to get busy

barbarasmiles 1 day ago

Amazing gig for my book promos The added bonus is the ongoing promotion through social media re; re-pins, re-tweets, likes, etc... As Abraham Lincoln said: "Most folks are as happy as they make up their minds to be." What have you made up your mind to be? Thanks Melanie

barbarasmiles 1 day ago

Great gig for my book promos The added bonus is the ongoing promotion on the social media through; re-pins, likes, re-tweets etc... Self Esteem Issues is a major issue for many of us - learning to love ourselves (or like, if love does resonate with you, yet!) - is the key!!! Thanks Melanie

barbarasmiles 1 day ago

This has been an amazing gig for my book promos The added bonus is the fact that the social media aspect gets ongoing promotion through the re-pin, likes and re-tweet aspects!!! Many, many thanks Melanie Barbara Smiles

barbarasmiles 1 day ago

This has been a great way to promote my books using both a website and various forms of social media with good levels of traffic. The added bonus with this is that the social media element will hopefully bring back customers for quite some time after the

Ready to Buy?

I'll take you through the process step-by-step. The first time will take you the longest. Once you are familiar with the process it is very fast and easy.

I will promo your Kindle Free Days to my HUGE social network, twitter, fb, pin and blog for \$5

CREATED 9 MONTHS AGO, IN [ONLINE MARKETING / SOCIAL MARKETING](#)



I will promote your Kindle Book Free Days to my HUGE network of followers. [I also do Countdown Specials, sale or full-priced offers with this gig.]

ORDER NOW (\$15)

Quantity: 1

- Extra Fast +\$5
I will deliver this order in just 1 day
- place your blog post in a top feature spot on my website for a minimum of 5 days No Change +\$5
- place your Book Ad in the blog side panel for 7 days ... displayed on EVERY page of the blog No Change +\$5
- send tweet to an EXTRA 30,000 followers for an EXTRA 5 days ... 7 days total No Change +\$5

keep me as their best kept secret ... some of them call me their SEO Magician and one even called me his SEO witch. My biggest claim to fame is that I have clients who not only hug me but kiss me too!

Speaks: English
[CONTACT ME](#)

100%
OVERALL RATING

Go to the top of the gig and place your mouse cursor over top the big green ORDER NOW button. If there are gig extras, you will see a drop down panel.

Choose the number of gigs you wish to purchase and the gig extras.

Click on the ORDER NOW button.

You will instantly be transported to a PURCHASE panel where you can choose Paypal or Bitcoin as well as a summary of what you are buying.

Place Your Order

Select a payment method

PayPal

bitcoin

CONTINUE

ORDER DETAILS	QTY	PRICE
promo your Kindle Free Days to my HUGE social network, twitter, fb, pin and blog	1	\$5.00
place your blog post in a top feature spot on my website for a minimum of 5 days	1	\$5.00
place your Book Ad in the blog side panel for 7 days ... displayed on EVERY page of the blog	1	\$5.00
Total		\$15.00

Here I've chosen Paypal. When you click on CONTINUE, the system will take you through the Paypal buying process:

The screenshot shows the PayPal homepage. At the top left is the PayPal logo, and at the top right is a language dropdown menu set to "English". Below the logo is a navigation bar with tabs for "Home", "Personal", and "Business". Underneath is a secondary navigation bar with links: "Get to Know PayPal", "Pay Online", "Send Money", "Get Paid", and "Products & Services". A yellow warning banner states: "You must log in before you access this page." On the left side, there is an "Account login" section with input fields for "Email address" and "PayPal password", a "Log In" button, and links for "Problem with login?" and "New to PayPal? Sign up". On the right side, there is a large promotional banner with the text "Paying friends back just took a step forward." and "Send money to almost anyone with an email address in just a few clicks." Below this text is a blue button that says "Send Someone Money...". The background of the banner shows a tablet displaying the PayPal interface on a wooden table.

When you complete your payment, you will automatically return to Fiverr.

The first time you purchase a gig you will get this message because Fiverr is verifying your Paypal or Bitcoin account and transferring money into their escrow account.

The money does not go to the vendor until the vendor has “delivered” the product or service and you have allowed the payment to go through.

The screenshot shows the Fiverr website's navigation bar with links for HOME, TO DO, SHOPPING, and START SELLING. A notification for 'TRAFFIC_RUSH \$0' is visible. The main content area features the heading 'Your order is still in the oven!' above an illustration of an oven with a house icon inside. Below the illustration, a message states: 'Some payments may take longer to process by your bank. As soon as your payment clears, we'll create your order and notify you by email. Meanwhile, we have more cool gigs you should see!' A green button labeled 'MORE COOL GIGS' is present, along with a link to 'our blog'.

Your final step is to ACTIVATE the gig.

Go to your email account and you will find THREE messages waiting for you. It could take up to five minutes for the messages to appear. After your first order has been processed, these messages will usually appear within 30 seconds!

The screenshot displays an email inbox with three messages:

- Fiverr**: **Fiverr: Thank you for your order from**
NEW ORDER! Thank you for ordering a Gig from [seller name] | [VIEW YOUR ORDER](#) ITEM QTY PAID | will s
- Fiverr**: **Fiverr: Your action is required for order FO8...**
ACTION REQUIRED The seller requires some information to get started [SUBMIT THE INFORMATION](#)
- service**: **Receipt for Your Payment to fiverr.com**
14:53:58 PST | Transaction ID: [ID] | You sent a p

The first message verifies that you have made a gig purchase. You can ignore this message.

The second message asks you to submit information. *** **This is VERY IMPORTANT.** Your gig does not actually start until you supply the vendor with the information they need. You **MUST** fill out this information. If you do not fill it out, the gig remains in limbo until you give the vendor the information needed or cancel the gig. Your money remains in escrow until the gig is completed or canceled.

The third message will be from Paypal or Bitcoin providing a record of your purchase. File this in whatever bookkeeping system you use.

There is a **second option** for accessing the gig you need to activate. From the top menu on any Fiverr page, click on SHOPPING. You will see a summary panel. Click on either “missing details” or on “active.” Click on the name of the Fiverr you need to activate and fill in the “need information” panel.



To activate the gig, fill out the following panel:

The screenshot shows the Fiverr interface for an order that has not yet started. At the top, an orange banner reads "ORDER HASN'T STARTED YET, NEEDS YOUR INPUT!" with a "VIEW REQUIREMENTS" button. Below this, the order details are shown: "Submit your kdp kindle book to 15 free day promotion sites" for \$5, with a seller named "melrock". A table lists the item, quantity (x1), duration (5 Days), and amount (\$5). A message from the seller asks for information to get started, and a notification states "THIS ORDER HAS NOT STARTED YET" because the seller requires information. At the bottom, there is a text input field for the buyer to provide requirements, with a pink box containing instructions: "Add your information here and click send. You can attach a file, or if you need more space, click send and continue adding information in the next panel."

Provide the vendor with ALL the information they asked for. Don't be afraid to ask questions or provide extra details. Getting good work is what good communication is all about. I will talk more about this later in the book, because communication is the foundation of building a fabulous outsourcing network of skilled and competent workers.

If you need time to collect the information needed, don't worry, you can return to this panel at any time.

Once you have added all the required information and have clicked on SEND, your order is activated and the Fiverr countdown begins.

That's it! Your first order has been created. Within a few hours, or days you will get a message letting you know your gig is complete.

You have now started outsourcing on Fiverr. There are literally a million Fiverr gigs you can choose from. Some are amazing and will help you build your business. You will want to purchase the gig again and again. You will also want to check out the other gigs the vendor is offering.

In the next section, I will make some Gig recommendations specifically for Authors and Publishers.

Fiverr Gig Recommendations:

Some of these gigs are my own (<http://fiverr.com/melrock>) others are gigs I recommend because I have used them myself and have been happy with the results.

If you have difficulty clicking on links from within the PDF file, you can access all the Fiverr recommended links by going to <http://bit.ly/great5ers>

Book Marketing:

Book marketing is my area of expertise and is how I got started as a Vendor on Fiverr. You will find all my gigs here: <http://fiverr.com/melrock>

Here are some marketing gigs specifically for Kindle promotions (free days, discount days, Kindle countdowns and even full priced books).

Promote your book across four online platforms:

1. 1 tweet per day going out to 11,000+ twitter followers for two days.
2. Posts on my 8 pinterest accounts with over 15,000 followers.
3. Post on my Facebook accounts with 7000+ friends
4. A blog post on my very popular website with over 100,000 page views per month. Your book will occupy a FEATURE spot for at least one day.

The EXTRAS on this gig really ramp up your marketing another level!

<http://www.fiverr.com/melrock/promo-your-kindle-free-days-to-my-huge-social-network-twitter-fb-pin-and-blog>

Free Day Promotion Sites:

There are dozens of websites that offer to promote your Kindle Free Days. This gig will save you loads of time by submitting the details of your books to these sites.

<http://www.fiverr.com/melrock/submit-your-kdp-kindle-book-to-free-day-promotion-sites>

Tweet it out! My twitter following consists of REAL people who are interested in books. These people are writers, publishers and readers. My two main accounts have over 41,000 followers.

<http://www.fiverr.com/melrock/retweet-your-message-to-my-23000-followers-2-time-a-day-for-5-days>

<http://bit.ly/5erTweet>

Book Covers:

I would suggest getting two or even three book cover gigs. Get the basic \$5 design gig first. Choose the cover you like best, and then IF the vendor offers it consider purchasing the PSD file. You will have to provide the illustrator with photos that you have the “rights” to use, the title, subtitle and author name.

<http://www.fiverr.com/idrewdesign/design-a-professional-eye-catching-ebook-kindle-cover>

<http://www.fiverr.com/visualarts/design-professional-book-cover>

<http://www.fiverr.com/randolene/create-a-professional-kindle-ebook-cover-design-and-render-it>

Book Formatting:

It is curious fact that if a book is properly formatted, no one notices. However, if a book is poorly formatted it not only gets noticed, but could get you one star ratings and very bad reviews. If you don't know what you are doing, it could take you days to figure out how to format your book and then to test it and make sure it looks OK. For only \$5 you can get your book properly formatted in a variety of formats including Kindle and CreateSpace.

Kindle:

<http://www.fiverr.com/tellme/give-you-a-ready-to-upload-kindle-product-from-your-material-create-the-front-cover-with-your-supplied-image-and-include-details-all-you-have-to-do-is-upload-to-your-amazon-account>

CreateSpace:

<http://www.fiverr.com/tellme/format-and-convert-your-final-document-into-a-createspace-and-epub-book-ready-for-you-to-submit-for-printing>

Uploading Your Book to Kindle:

There is a learning curve to everything. And uploading a book to Kindle is a big challenge for many people. For \$5 you can let someone else do this task for you.

<http://www.fiverr.com/tellme/upload-to-your-kindle-account-your-kindle-ready-kindle-product-you-need-to-supply-kindle-product-in-kindle-format-with-a-front-cover-include-details-you-want-included-price-and-category-you-would-like>

Book Trailers and Videos:

I actually have a gig that submits “Kindle Free Days” to dozens of Free-Day Websites. It is interesting to note that many of these websites ask if the book has a “trailer.” A trailer can make your book stand out from the competition!

Don’t expect to see anything that even approximates a “movie trailer” because you’d be paying upwards of a \$million or more for one of those! I actually can’t believe that someone will create a trailer of any kind for only \$5. An amazing bargain!

Be sure to watch the sample videos and order if you like what you see.

<http://www.fiverr.com/itsasecret/create-a-2-minute-video-promoting-your-business-book-or-product>

That’s it for now. The full book – “Outsourcing to Fiverr: A Guide for Authors and Publishers” will be available within a few weeks as a Kindle edition. Send me an email to outsourcing@mailhaven.com Include your name and email and I will send you information when the book is available on Kindle.

I hope you love Fiverr as much as I do!

Melanie Rockett