

OVERVIEW

574 proposals submitted over an 11-month window. Every figure below is pulled directly from the raw proposal export — no category is bucketed as "Other".

574

TOTAL PROPOSALS

Aug 02, 2025 – Jul 12, 2026

57.5%

VIEW RATE

330 of 574 viewed

38.2%

REPLY RATE

219 positive responses

6.4%

HIRE RATE

37 proposals converted

48

CLIENT INVITATIONS

16.7% hire rate on invites

6,989

CONNECTS SPENT

12.3 avg per proposal

PROPOSAL FUNNEL

Where proposals fall off between submission and hire.

Sent → Viewed → Replied → Invited → Hired

Absolute counts at each stage of the pipeline

Sent

Viewed

Replied

Invited

Hired

Invited vs. Applied

Client-initiated invitations convert dramatically better than cold applications

Applied (cold)

Invited by client

48 of 574 proposals came from client-initiated invitations. Those convert to a hire 3.0x more often than cold applications (16.7% vs 5.5%).

PERFORMANCE BY JOB CATEGORY

Every proposal classified into a specific service category based on the job title and required skills.

CATEGORY	PROPOSALS	VIEW RATE	REPLY RATE	HIRE RATE	HIRES
Upwork Profile Optimization	137	58.4%	39.4%	6.6%	9
Business Development Specialist	133	54.1%	39.8%	5.3%	7
Upwork Bidding Specialist	97	55.7%	36.1%	5.2%	5
Lead Generation & LinkedIn Outreach	94	56.4%	38.3%	5.3%	5
Virtual Assistant & Admin Support	34	61.8%	29.4%	14.7%	5
Proposal Writing Specialist	21	52.4%	42.9%	4.8%	1
General Upwork Consulting	18	50.0%	27.8%	5.6%	1
SEO & Marketing Strategy	11	90.9%	63.6%	27.3%	3
Upwork Growth Strategy Consulting	11	81.8%	54.5%	9.1%	1
Sales & Closing	9	66.7%	33.3%	0.0%	0
Account Management	4	50.0%	25.0%	0.0%	0
Customer Service & Client Success	2	100.0%	0.0%	0.0%	0
Data Entry & Research	2	0.0%	0.0%	0.0%	0
Marketing Operations Support	1	100.0%	0.0%	0.0%	0

TIMING ANALYSIS

When proposals are submitted, and how fast, both materially affect response rates.

By Day of Week

Reply rate (Replied + Invited + Hired)

Mon

Tue

Wed

Thu

Fri

Sat

Sun

By Time of Day

Reply rate by submission window

Morning

Afternoon

Evening

Late Night

Speed to Apply

Minutes between job posting and proposal submission

0-5 min

6-15 min

16-30 min

31-60 min

1-3 hrs

3+ hrs

Wednesday and Friday post the highest reply rates (45.6% and 47.8%), while Thursday lags at 27.8%. On speed: proposals sent within the first 5 minutes of a job posting reply at only 27.7%, well below the 6–15 minute window (46.4% reply, 21.4% hire rate — the best of any bucket). Submitting instantly may be sacrificing proposal quality for speed.

BUDGET, RATE & BIDDING STRATEGY

How pricing structure, hourly rate offered, boosting, and proposal templates affect outcomes.

Fixed Price vs. Hourly Rate Jobs

Proposals (dark grey) and Reply rate % (green)

Fixed price

Hourly rate

Hourly Rate Offered vs. Reply Rate

Reply rate by hourly rate band

\$3–7/hr

\$7.01–9/hr

\$9.01–12/hr

\$12.01–20/hr

\$20+/hr

Proposal Template Performance

Template, Used, Reply Rate, Hires

Fawad List Building

Fawad UW Bidding

Fawad UW Bidding (Copy)

Boosted vs. Non-Boosted Proposals

Reply rate by boosting status

Boosted

Not Boosted

Boosted proposals (204 of 574) reply at 27.9% — lower than the 43.8% reply rate on non-boosted proposals. Connects spent on boosting are not currently correlating with better outcomes.

CLIENT GEOGRAPHY

Reply rate by client country (countries with 8+ proposals shown).

United States

India

Pakistan

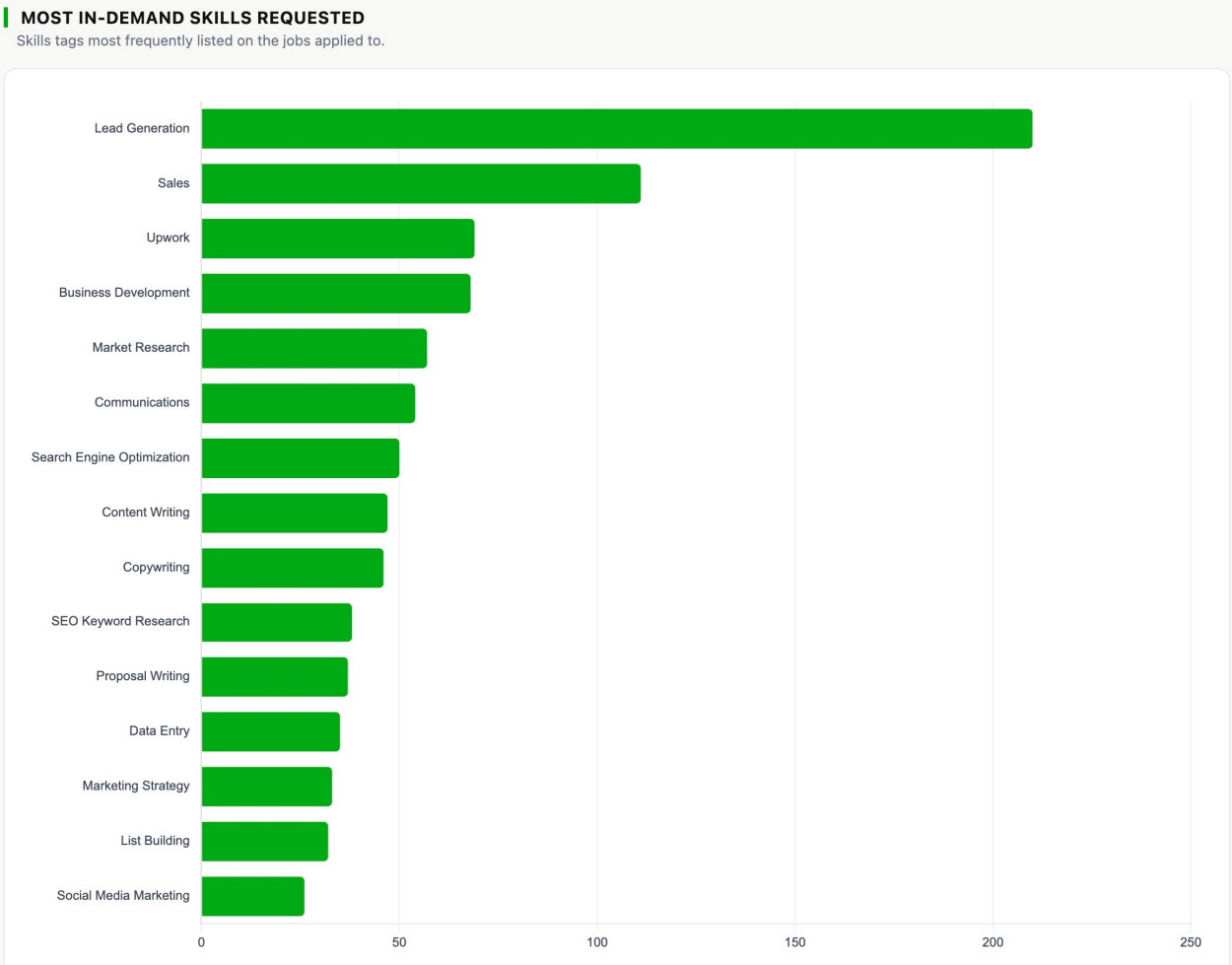
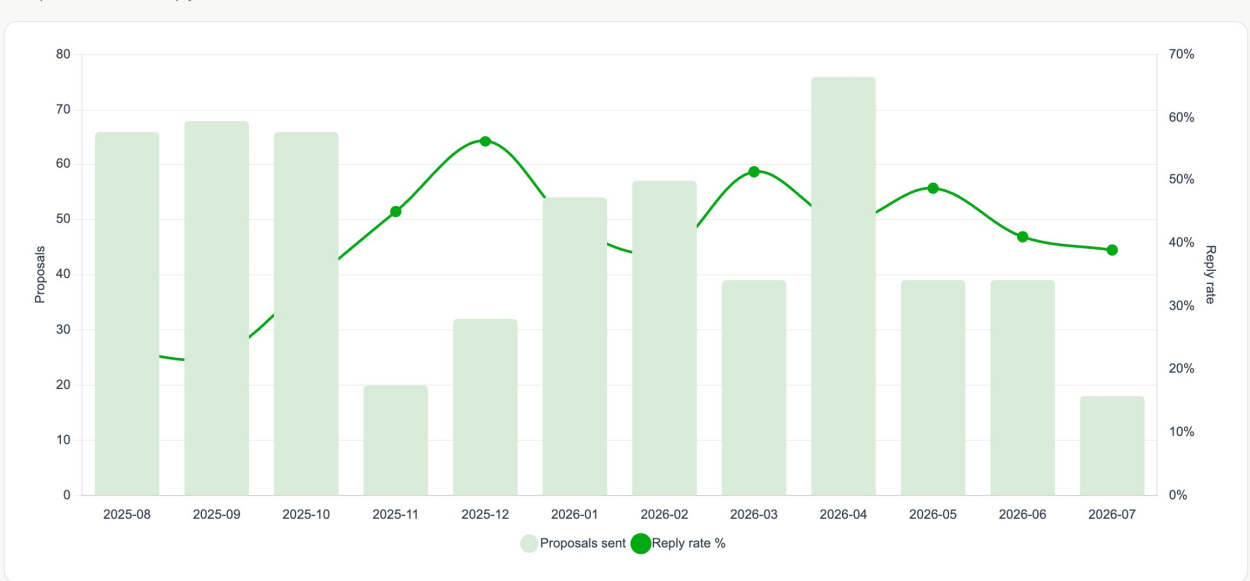
United Kingdom

Australia

Canada

Proposals

Reply rate %



HIRES LOG

All 37 proposals that converted to a hire.

DATE	JOB TITLE	CATEGORY	CLIENT COUNTRY
Jul 06, 2026	Upwork Profile & Job Application Virtual Assistant	Virtual Assistant & Admin Support	United States
Jun 23, 2026	Upwork Profile Optimisation & Ongoing Proposal/Bidding Manager (Fitness Tech Niche)	Upwork Profile Optimization	Australia
Jun 09, 2026	Upwork Account Optimization Specialist	Business Development Specialist	Spain
Jun 08, 2026	Upwork Job profile optimisation expert and proposal bidder expert	Upwork Profile Optimization	India
May 21, 2026	Business Development Associate - Lead Generation, Profile Optimization & Client Onboarding	Lead Generation & LinkedIn Outreach	India
May 01, 2026	Bidding Specialist for Agency	Upwork Bidding Specialist	South Africa
Apr 22, 2026	Upwork Profile Optimization Consultant & Proposal Assistance	Upwork Profile Optimization	United Kingdom
Apr 21, 2026	Lead Generation / Outbound Growth Manager	Lead Generation & LinkedIn Outreach	Spain
Apr 20, 2026	Business Developer, Upwork Bidder for AI Automation Agency (SOPs & Claude account provided)	Upwork Bidding Specialist	Paraguay
Apr 18, 2026	Business Developer & Technical Proposal Writer (Cloud & Infrastructure)	Proposal Writing Specialist	Pakistan
Apr 13, 2026	Upwork Bidding and Proposal Expert	Upwork Bidding Specialist	Nepal
Apr 10, 2026	Lead Generation Specialist for Full Stack & WordPress Development Projects	Lead Generation & LinkedIn Outreach	India
Apr 07, 2026	Upwork Profile Optimization Specialist Needed	Upwork Profile Optimization	Pakistan
Apr 06, 2026	Upwork Proposal & Lead Generation Specialist (UX/Product Design Agency)	Lead Generation & LinkedIn Outreach	United States
Apr 03, 2026	Upwork Bidder & Profile Optimization Specialist for Software Engineer / UI UX Designer	Upwork Profile Optimization	Portugal
Mar 24, 2026	Virtual Assistant - Proposal Research & Business Development Support	Virtual Assistant & Admin Support	United States
Mar 07, 2026	Business Development Specialist – Video Editing Agency	Business Development Specialist	Bangladesh
Feb 17, 2026	Blockchain Venture Capital Contact List	Business Development Specialist	Puerto Rico
Feb 16, 2026	Upwork Profile Optimization Specialist Needed	Upwork Profile Optimization	Pakistan
Feb 10, 2026	Upwork Profile Optimization Expert Required for SEO & Content Writing	SEO & Marketing Strategy	Pakistan
Jan 05, 2026	skilled business developer on Upwork	Business Development Specialist	Algeria
Jan 15, 2026	Upwork Profile SEO & Optimization Expert Needed – Urgent Quick Turnaround	SEO & Marketing Strategy	Pakistan
Jan 06, 2026	Business Manager - Upwork Specialist	General Upwork Consulting	Paraguay
Dec 17, 2025	Upwork Profile Optimization Expert Needed (SEO + Conversion Focus)	SEO & Marketing Strategy	Mozambique
Dec 12, 2025	Upwork Profile Optimization Specialist Needed	Upwork Profile Optimization	Pakistan
Oct 31, 2025	Upwork Sales & Bidding Expert / Lead generation specialist	Lead Generation & LinkedIn Outreach	Not specified
Oct 18, 2025	Upwork Bidding & Proposal Expert	Upwork Bidding Specialist	Not specified
Oct 15, 2025	2 Virtual Assistants Needed – Manage & Grow My Upwork Account (Thailand & EST Time Zones)	Virtual Assistant & Admin Support	Not specified
Oct 10, 2025	Upwork Lead-Gen	Business Development Specialist	Not specified
Oct 09, 2025	Upwork Bidder & Video Proposal Specialist	Upwork Bidding Specialist	Not specified
Oct 08, 2025	Upwork Growth Manager (Agency) – Creative Production (Ads: Static/Motion/UGC)	Upwork Growth Strategy Consulting	Not specified
Sep 20, 2025	Looking for a Upwork Profile Optimization and Upwork Bidder to work in US hours	Upwork Profile Optimization	Not specified
Sep 19, 2025	Virtual Assistant for Upwork Outreach (2 Daily Shifts U.S. EST)	Virtual Assistant & Admin Support	Not specified
Sep 15, 2025	Experienced Business Development Manager	Business Development Specialist	Not specified
Sep 10, 2025	Upwork Bidding VA - Content Writing & Digital Marketing	Virtual Assistant & Admin Support	Not specified
Sep 07, 2025	Senior Upwork Profile Strategist - Premium Ghostwriting Agency Launch	Upwork Profile Optimization	Not specified
Aug 08, 2025	Upwork Business Manager for Software Services Company	Business Development Specialist	Not specified

- ACTIONABLE RECOMMENDATIONS

Prioritized moves based on what the data shows is actually working.
- 1

Double down on SEO & Marketing Strategy jobs.

This category has the highest reply rate (63.6%) and second-highest hire rate (27.3%) of any category, yet made up only 11 of 574 proposals (1.9%). Actively search for more of these listings — the demand-to-conversion ratio is the best in the portfolio.
- 2

Prioritize Virtual Assistant & Admin Support and Upwork Growth Strategy Consulting alongside core bidding work.

VA/Admin roles convert to hires at 14.7% — more than double the 6.4% overall average — despite being a smaller share of volume (34 proposals). Growth Strategy consulting also reply-rates at 54.5%.
- 3

Fix the client-invitation gap by optimizing your own Upwork profile.

Invited proposals hire at 16.7% vs. 5.5% for cold applications — a 3x gap — yet "Upwork Profile Optimization" is the single largest job category clients hire "you" for. Apply that same expertise to your own profile to generate more inbound invites.
- 4

Stop instant 0–5 minute auto-submissions on jobs that warrant more care.

The fastest response bucket reply-rates at just 27.7%, while the 6–15 minute window reply-rates at 46.4% and hires at 21.4% — the best combination in the dataset. A short pause to tailor the proposal is outperforming pure speed.
- 5

Reassess Boost spend.

Boosted proposals (204 of 574, 35.5% of volume) reply at 27.9%, well below the 43.8% rate for non-boosted proposals. Redirect that Connects budget toward higher-fit jobs instead of boosting broadly.
- 6

Retire or rewrite the "Fawad List Building" template.

It reply-rates at 14.3%, roughly half of "Fawad UW Bidding (Copy)" (28.9%), which is currently the best-performing template in use.
- 7

Target Pakistan-based clients more aggressively and rework messaging for U.S. clients.

Pakistan clients reply at 60.0% (50 proposals, 6 hires) — the best of any country with meaningful volume — while U.S. clients, the single largest client base (86 proposals), reply at only 30.2%. Test a different opening hook or pricing frame for U.S.-based job posts.
- 8

Keep bidding at the \$9/hr rate band but test the \$20+/hr tier further.

\$20+/hr proposals reply at 84.6% (13 proposals) — though on a small sample — while the \$9.01–12/hr band underperforms at 13.3%. Consider phasing out mid-tier hourly bids in favor of either the proven \$7–9/hr entry point or premium \$20+/hr positioning.
- 9

Fixed-price jobs slightly outperform hourly jobs (47.2% vs. 41.6% reply rate)

— weight sourcing efforts a bit more toward fixed-price listings where the budget is clearer upfront.
- 10

Reply-rate has trended upward since Aug 2025 (22.7%) to a peak of 56.2% in Dec 2025 and 51.3% in Mar 2026, confirming the proposal strategy is improving over time — keep iterating on what changed in Q4 2025.