# Front Matter

# Why Are You Here?

You don't need to read this book cover to cover. Different problems live in different chapters — find yours.

**New to Fiverr, or just getting started?**

Start at Chapter 1.

**Getting views or messages, but not enough orders?**

Start at Chapter 3 — it walks through where the funnel is actually breaking, from impressions to inquiries to orders. If you already know the problem is buyer conversations specifically, not visibility, jump straight to Chapter 4 or 5.

**Already getting orders, but clients, scope, or account health keep causing problems?**

Start at Chapter 6.

**A steady seller whose growth has stalled?**

Start at Chapter 10.

None of these tracks are permanent. Read what's useful, skip what isn't, come back later for the rest.

# There Is No Perfect Fiverr Strategy

A new seller offering $20 logo design and an established seller running $2,000 consulting engagements aren't playing the same game, even though they're on the same platform.

## The Structured Buyer

BUYER PATTERN

| | |
|---|---|
| HOW THEY MAY OPEN | Specific questions early — what's included, how the process works, how many rounds of revisions, what they need to provide to get started. |
| WHAT TO INVESTIGATE | Whether they're asking because they genuinely want to understand the process, or stalling without ever moving toward a decision. |
| PRICE BEHAVIOR | Price may come after questions about process and scope rather than as the opening concern. When it does, pay attention to whether they're comparing price alone or trying to understand what's included. |
| POSSIBLE RED FLAG | Questions that keep coming without ever moving toward a decision — worth checking in directly rather than continuing to answer indefinitely. |
| WHEN NOT TO OVERREACT | That kind of curiosity isn't automatically a warning sign — asking detailed questions wasn't, by itself, a marker of a difficult buyer. |

## The Well-Briefed, Slow-to-Decide Buyer

BUYER PATTERN

| | |
|---|---|
| HOW THEY MAY OPEN | A genuinely thorough brief — goals, context, sometimes competitor examples or prior attempts that didn't work. |
| WHAT TO INVESTIGATE | Timeline expectations — a thorough brief doesn't guarantee a thorough decision-making process on their end. |
| PRICE BEHAVIOR | Price may not be the first thing they focus on; fit and clarity can come first. |
| POSSIBLE RED FLAG | None specific to this pattern — the slowness itself isn't the concern. |
| WHEN NOT TO OVERREACT | A detailed brief didn't reliably tell me how quickly a buyer would decide. It can tell you they've thought about the project. It doesn't tell you when they'll be ready to buy. |

## The Price-First Opener

BUYER PATTERN

| | |
|---|---|
| HOW THEY MAY OPEN | "How much for X?" — sometimes nothing else, no context. |
| WHAT TO INVESTIGATE | What they actually need before quoting anything specific. A price given with no context invites comparison shopping, not a decision. |
| POSSIBLE RED FLAG | Pushing for a number before answering any clarifying question at all is worth noting — though it's not disqualifying by itself. |
| WHEN NOT TO OVERREACT | A price-first opener can look like a weak lead. That wasn't consistently true in my own history — some buyers who led with price later became repeat clients. Treat the first question as context, not a verdict. |

| RULE VS. SAFE PRACTICE | |
|---|---|
| RULE | Client activity insights is available through Seller Plus, including Kickstart for eligible newer freelancers. Depending on your history with the buyer, Fiverr can show activity with you and/or broader activity derived from public Fiverr reviews. Where shown in the "On Fiverr" view, average order price is an estimated range based on similar clients, not the buyer's exact spend. Buyers are not notified when you view the insights. |
| SAFE PRACTICE | Use this information as context, not a buyer score. Don't reject or downgrade someone because of low estimated spend, limited history, tip frequency, repeat rate, or missing data. |

A buyer with little or no visible history isn't automatically a worse buyer. They may be new, their public-review history may be limited, or the available activity data may simply be incomplete.

| LOW-TICKET NOTE | HIGH-TICKET NOTE |
| --- | --- |
| For a clearly-scoped, transactional Gig, qualification might be one message — confirming a detail or two before quoting from your existing packages. There may be very little left to clarify because the offer is already narrow. | For consultative work, qualification is closer to a real conversation — understanding the business problem behind the stated task before you price the work confidently. |

Qualification should match the kind of work being sold. A narrow, transactional Gig may need very little clarification; consultative work usually needs more context before a reliable quote is possible.

SECTION 3

## The Questions You Actually Need Answered

Before you quote, ask yourself one question: which unknowns here would actually change the price or the delivery risk? Not everything you could ask matters.

A buyer's broader reason for wanting the project may not change the quote. A detail that changes the work itself — such as whether you're delivering a file or integrating it into an existing system — can.

SHEET 3

# Buyer Qualification Worksheet

One sheet per inquiry worth qualifying. Fill it before quoting, not after.

BUYER GOAL

SCOPE

BUDGET

DEADLINE

REQUIRED INPUTS

MISSING INFORMATION

POSITIVE SIGNALS

RISK SIGNALS

DECISION

SHEET 7

# Revision vs. Scope Change

Answer these before responding. The answers decide the response; the response is not the decision.

IS THE BUYER ASKING FOR A CORRECTION WITHIN AGREED SCOPE?

IS THIS A NEW DELIVERABLE?

WAS IT INCLUDED IN THE ORIGINAL BRIEF?

IS THE REQUEST CAUSED BY CHANGED BUYER INPUT?

WHICH IS IT: REVISION, CLARIFICATION, PAID EXPANSION, OR BOUNDARY ISSUE?

WHAT I AM SAYING BACK

WHAT I AM NOT AGREEING TO

SHEET 9

# Difficult-Order Escalation Sheet

A decision map, not a mandatory sequence. Most orders stop at the first or second stage.

**1 Handle**

**2 Clarify**

**3 Document**

**4 Set boundary**

**5 Escalate**

**6 Exit**

Mark where the order sits now, then write what would need to happen for the situation to de-escalate instead of move to the next stage.