**Fiverr's Secret**

The secret to Fiverr's success is to enable people to post whatever services they may have, ranging from graphics design, to writing, to virtual assistant services, to video spokesperson services and others, for a flat fee.

Originally, this was set at $5. This explains the name Fiverr. But as customer needs have changed and the market evolved, Fiverr now allows service providers to charge the price they're most comfortable with.

Compared to traditional freelancing, Fiverr removes a lot of doubt and guesswork from the freelance process. When you go to places like Freelancer or Upwork, you basically see a listing of somebody who needs work done. As a potential freelance contractor, you send in your bid. It's anybody's guess whether your bid will get accepted or not.

Fiverr flips that model on its head. Instead of customers posting their requirements as well as their budget range, service providers provide a description of the service that they would do as well as samples of their work.

Most importantly, providers are required to put a fixed price on their service. Whether they are charging $5 or $500, it doesn't really matter. They have to provide a fixed price.

This has taken much of the uncertainty and guesswork out of the process. It is no surprise that Fiverr continues to grow.