



Freelancing Expert

Introduction

This Freelancing Expert Certification gives you the step-by-step guide going from zero experience to becoming a Freelancer and having a profitable freelance business or online business, and landing clients you never thought possible. You don't have to be some established professional to start earning money as a Freelancer. But many people just don't know where to start and how to stand out. The certification is set up to guide you through the following procedures:

- Creating your professional freelance profile
- Success hack your offer for trust and credibility
- Building a marketing bidding system
- Creating a professional management plan
- Starting to automate your new freelance system

REQUIREMENTS:

- Learners must have the Basic IT knowledge
- Should be able to read English
- At least Matriculation/O-Level

CURRICULUM:

| Sr. No. | Contents |
|---------|---|
| 1 | Introduction to Freelancing An overview of Freelancing Benefits of Freelancing Common Freelance Fields Getting Started as a Freelancer Finding Freelance Opportunities |
| 2 | Fiverr: A Complete introduction Introduction to Fiverr How it works? Exploring the platform & Understanding terms Fiverr Keyword Research & Tools |
| 3 | Fiverr SEO: Maximizing Visibility & Success Understanding Fiverr gig SEO Increase the likelihood of gigs being found Key components of Fiverr gig SEO Crafting Engaging Title and Description Understanding Fiverr's algorithm |
| 4 | Thumbnail Creation using Canva Importance of thumbnail & CTR Getting started with Canva Choosing the Right template Persuasion elements in thumbnail graphics |

| Sr. No. | Contents |
|---------|---|
| 5 | Introduction to Upwork Exploring Upwork: A leading Freelance Platform How upwork works? Navigating Upwork Crafting an attractive Upwork Profile |
| 6 | Proposal writing and Persuasion Tactics • Exploring Upwork: A leading Freelance Platform |
| | How Upwork works? Navigating Upwork Crafting an attractive Upwork Profile |
| 7 | Freelancing on Facebook & Linkedin • Facebook profile optimization |
| | Page Creation and services listing Finding clients from Facebook Groups Linkedin Profile setup and optimization Finding remote jobs on Linkedin |
| 8 | Selling your skills via Meta Ads |
| | Facebook BM & Ads Manager Understanding metrics Running Ads on Meta |

Outcomes:

• Create a rewarding and profitable freelancing business

- Create a side hustle or full-time source of income online
- Leave 9-to-5 for a life of financial, personal, and professional freedom.

BENEFITS:

- Build a ROCKSTAR Freelance Profile
- Find & Closing High-Ticket Clients
- Develop a Millionaire Mindset

Skill-Wise Earnings:

| Skill Level | Avg Monthly Salary |
|-------------|-----------------------|
| Junior | 80k- 100k |
| Mid-Level | 100k- 200k |
| Advanced | 200k-300k |
| Freelancer | Project based earning |

Affiliation & Collaboarations



