

# Certification Course in Freelancing



*According to recent Wonder Reports, the total addressable market for the global freelancing economy (also called Gig economy) stands at over \$1.5 trillion! And it has been researched that over 77 million people have been formally identified as freelancers working across various sectors including: Technology jobs, Admin Support, Writing and translation, Design & Multimedia, Mobile, Sales and Marketing as well as Finance and Legal support. While African freelancing statistics stands at only 1.4% of the global statistics, there's an increasing need for more professional*

*freelancers due to massive job loss, unemployment crisis and economic recessions.*

*An average opportunity of online*

*skilled freelancer earns \$28 per hour according to CNBC reports, this brings more for millions of unemployed youths living in Africa to market their skills via hundreds freelancing platforms across the globe. While having a skill in tech, design, writing and so on makes it easier to access freelancing opportunities, it is also not enough! There IS still a need for a specialised freelancing skills you need to survive in the gig economy and SkillNG just happens to have the perfect course for you. Whether you are new at freelancing or an expert, the freelancing world is ever changing. If you want to get out of the crowd and get ahead of competitors, you should take this course.*

**What you will learn from this course:**

- How to get accepted on popular freelancing platforms
- Freelance Pricing Strategies
- Become more productive in what you do
- Build confidence in your work
- How to build trust with teams and clients
- Deal with different types of clients
- Which types of clients pay more and which clients to avoid
- Use of Online project and design collaboration tools
- Invoicing and Payment software
- Effective job applications
- Professional Project Proposal
- How to bypass problems and scams on freelancing Websites
- Profile Optimization on LinkedIn

<b>SECTION</b>	<b>MODULES</b>	<b>DURATION (Each Session is 2 -3 hours)</b>
<b>INTRODUCTION TO FREELANCING</b>	<b>MODULE ONE: CREATING THE FREELANCING BLUEPRINT</b>  What is freelancing Pros and cons Research the industry Find a mentor Freelancing websites Choosing the best freelancing platform Test your Knowledge: Know all the ins and outs of freelancing?	1 session
	<b>MODULE TWO: SETTING UP SHOP</b>  Getting your portfolio in order Determining your services Discovering and creating your ideal client profile and target market Creating your work (and life) schedule Creating and keeping good reputation Test your Knowledge: Is your shop in order?	
<b>FREELANCING: PRICING AND IDENTITY</b>	<b>MODULE THREE: PRICING</b>  How much should you charge	1 session

	<p>How to properly estimate pricing for projects          Setting up your money management system          Account practices for freelancers          Test your Knowledge: Are you ready to make some serious money?</p>	
	<p><b>MODULE FOUR: DEVELOPING YOUR IDENTITY</b></p> <p>An overview of marketing for freelancers          Social media, networking and word of mouth          Branding yourself          Developing your network          Test your Knowledge: Are you ready to start your freelancing career?</p>	
<p><b>FREELANCING: CLIENTS &amp; LEGAL MATTERS</b></p>	<p><b>MODULE FIVE: WORKING WITH CLIENTS</b></p> <p>Communication skills          Professionalism          Spotting the good, bad, and the ugly clients          Clients dos and don'ts          Oh no! handling unhappy clients          Getting client testimonials          Test your Knowledge: Are now a whiz at dealing with freelance clients?</p>	<p>1 session</p>
	<p><b>MODULE SIX: LEGAL MATTERS</b></p> <p>Service fees and membership plans          Obeying freelancing platforms rules and regulations          Platform protection          Hourly and fixed price projects          Successful contracts          Test your Knowledge: Do you have all the legal ducks in a row?</p>	

<p><b>FREELANCING: NICHE, PROJECT MANAGEMENT AND EVALUATION</b></p>	<p><b>MODULE EIGHT: WORKING ON THE GIG</b></p> <p>Starting the project          Managing the project          Delivering the project          Freelancing best practices          Test your Knowledge: How professional are you at managing freelancing projects?</p>	<p>1 session</p>
	<p><b>MODULE NINE: NEXT STEP IN YOUR FREELANCING CAREER</b></p> <p>Evaluating your success          Specializing and finding a niche          When to start collaborating          When should you start increasing your fees?          Should you continue freelancing?          Test your Knowledge: Ready to take your freelancing up a notch?</p>	
<p><b>COLLABORATION TOOLS and LINKEDIN OPTIMIZATION</b></p>	<p><b>MODULE TEN: COLLABORATION SOFTWARE/TOOLS</b></p>	<p>2 sessions</p>

For more information about this course, contact:

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