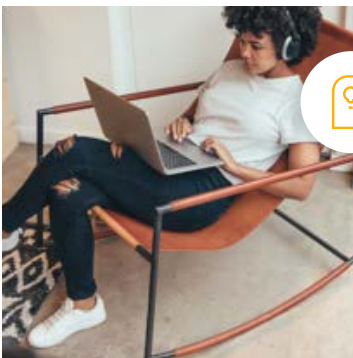U UDACITY

Digital Freelancer

Overview

The goal of the Digital Freelancer Nanodegree program is to prepare students to enter the digital marketplace by teaching key skills to create a successful digital business. Students will learn freelancing basics and essential skills as well as how to build their personal brand to start a successful online business in the global freelancing marketplace.

Estimated Time:
1 month

Prerequisites:
None

Flexible Learning:
Self-paced, so you can learn on the schedule that works best for you.

Need Help?
udacity.com/advisor
Discuss this program with an enrollment advisor.

*The length of this program is an estimate of total hours the average student may take to complete all required coursework, including lecture and project time. If you spend about 10 hours per week working through the program, you should finish within the time provided. Actual hours may vary.

Course 1: Freelancing 101 and Preparing to Market Yourself

This course will discuss the fundamentals of digital freelancing by outlining the benefits and disadvantages of working for yourself, as well as the main differences between working as a freelancer versus a traditional role. In addition to establishing the mindset and skills of a freelancer, this course will teach how to market yourself as a freelancer by creating your personal business identity and brand, using social media in a strategic way to find clients, and creating a portfolio website targeted towards client acquisition.

Course Project :
Building a Portfolio Website that Will Get You Hired

As a digital freelancer, the most essential item to have is a portfolio website. Your portfolio website humanizes you and gives the client a chance to interact with you in a more personal way. It also highlights your skills in the field by showing instead of just telling and allows the client to reach out and contact you.

For this project, you will be creating a 4-6 page portfolio on a website hosting platform of your choice. The website will consist of a homepage, an "about" page, a "portfolio" page, and a "contact" page. By the end of the project, you will have a functional, client-ready website that raises awareness about your services among prospective clients, articulates your skills and highlights relevant projects from your portfolio.

LEARNING OUTCOMES

LESSON ONE	**Fundamentals of Digital Freelancing**	• Explain the difference between digital freelancing and a traditional job • Distinguish between the security of traditional work and the fluctuating nature of freelance work • Describe the benefits and pitfalls of digital freelancing as a profession • Explain the roles in which a digital freelancer may take on including boss, networker and self-advocate
LESSON TWO	**Marketing Strategies to Set Yourself Apart**	• Leverage marketing strategies in demonstrating a personal brand • Develop a thematic, professional brand to be used in communications to potential clients • Articulate your professional journey and motivations through an elevator pitch and professional description • Outline and document guidelines for your brand using marketing resources such as a brand bible • Craft a personalized resume highlighting past projects
LESSON THREE	**Building a Professional Social Media Presence**	• Create the foundation of growing a professional social media network • Develop a complete profile including a profile description, profile picture and highlighted and targeted interests • Design social media posts on a social media site that highlights professional achievements and communicate targeted interests • Initiate and engage in connecting with fellow social media participants to market their freelance business • Craft professional responses to social media messages and comments
LESSON FOUR	**Developing Your Website**	• Explain how to design and develop a website targeted to client acquisition • Describe the components of a personal website to highlight personal projects to potential clients • Synthesize the benefits of self-marketing via a personal website • Develop the prototype of the landing page

Course 2: Managing Freelancing Projects

This course covers the freelancing project journey end-to-end, starting with how and where to find clients, and ending with the process of closing out a project with a client. It covers best practices for each stage in a freelancing project as well as bootstrapping a freelancing career. This course draws on learnings from practical experience and considers a variety of real-life scenarios and strategies that freelancers are likely to navigate.

Course Project :
Working with a
Mock Client

In this project, students will have the opportunity to demonstrate the skills they've learned in the course by working with a mock client to practice the initial communication stages, utilizing the project management process through a tool called Trello and invoicing their clients. Doing this project will get the students comfortable interacting with clients and going through different project stages including initial communication and final payment.

|	LEARNING OUTCOMES	
LESSON ONE	**Creating a Process to Source Clients**	• Utilize freelancing platforms to find new clients • Create a profile on a freelancing platform • Send an initial expression of interest (EOI) to requests from clients by using strategies to increase your chances of getting hired
LESSON TWO	**Negotiate a Project Scope and a Pricing Framework**	• Work with the client to create a project scope by applying freelancing best practices • Determine a pricing framework by deciding between fixed cost or time and materials contract based on client needs • Formalize the initiation of the project including NDAs and service agreements
LESSON THREE	**Managing Projects**	• Use best practices and strategies to manage client projects effectively • Adopt effective communication strategies and tools to keep the client on the same page while you work on their project
LESSON FOUR	**Completing Projects**	• Assess with the client that all client's deliverables are met • Secure payments after the deliverables are complete • Send invoices to clients with all necessary information • Manage exceptions like a bad review from a client

Our Classroom Experience
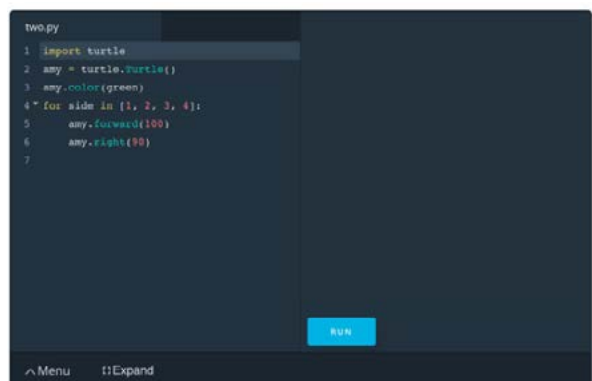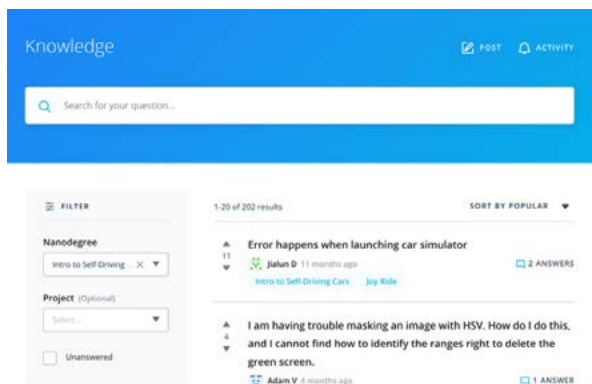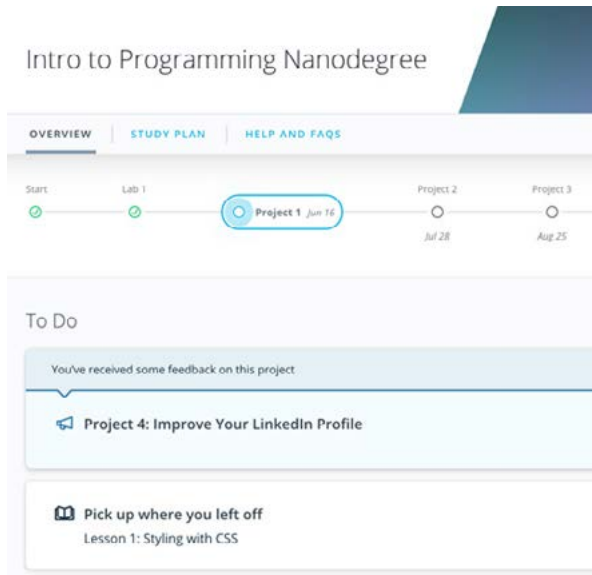
REAL-WORLD PROJECTS
Build your skills through industry-relevant projects. Get personalized feedback from our network of 900+ project reviewers. Our simple interface makes it easy to submit your projects as often as you need and receive unlimited feedback on your work.

KNOWLEDGE
Find answers to your questions with Knowledge, our proprietary wiki. Search questions asked by other students, connect with technical mentors, and discover in real-time how to solve the challenges that you encounter.

WORKSPACES
See your code in action. Check the output and quality of your code by running them on workspaces that are a part of our classroom.

QUIZZES
Check your understanding of concepts learned in the program by answering simple and auto-graded quizzes. Easily go back to the lessons to brush up on concepts anytime you get an answer wrong.

CUSTOM STUDY PLANS
Create a custom study plan to suit your personal needs and use this plan to keep track of your progress toward your goal.

PROGRESS TRACKER
Stay on track to complete your Nanodegree program with useful milestone reminders.

Learn with the Best

Melissa Hong

FOUNDER, OMG CODE

Melissa is a Top Rated Plus Upwork Freelancer, Velo Certified Wix Partner, entrepreneur and founder of tech company OMG Code. Melissa has attended UC Berkeley, studied medicine (while learning Spanish) in Guadalajara, and has worked many places as a digital nomad. She believes in never giving up.

Anupam Jain

FOUNDER, SAATHI RE

Anupam runs a tech startup using data science to provide information about social impact organizations. He has hired many freelancers for his organization. He holds an MS in Computer Science from University of Southern California and has spent more than a decade designing and building technologies for underserved communities. He has served tech roles at places like IBM and has been granted 6 patents at USPTO.

U D A C I T Y

All Our Nanodegree Programs Include:

EXPERIENCED PROJECT REVIEWERS

REVIEWER SERVICES

- Personalized feedback & line by line code reviews
- 1600+ Reviewers with a 4.85/5 average rating
- 3 hour average project review turnaround time
- Unlimited submissions and feedback loops
- Practical tips and industry best practices
- Additional suggested resources to improve

TECHNICAL MENTOR SUPPORT

MENTORSHIP SERVICES

- Questions answered quickly by our team of technical mentors
- 1000+ Mentors with a 4.7/5 average rating
- Support for all your technical questions

PERSONAL CAREER SERVICES

CAREER SUPPORT

- Resume support
- Github portfolio review
- LinkedIn profile optimization

Frequently Asked Questions

PROGRAM OVERVIEW

WHY SHOULD I ENROLL?
This program was designed to help you take advantage of the growing need for digital freelancers. Prepare to meet the demand for qualified professionals that can deliver great work.

WHAT JOBS WILL THIS PROGRAM PREPARE ME FOR?
The need for strong freelancers at enterprise organizatios is greater than ever. The skills you will gain from this Nanodegree program will help you land jobs in several industries as countless companies are trying to keep up with digital transformation.

HOW DO I KNOW IF THIS PROGRAM IS RIGHT FOR ME?
The course is for individuals who are looking to advance their careers as freelancers and need the tools to build a portfolio and market themselves.

ENROLLMENT AND ADMISSION

DO I NEED TO APPLY? WHAT ARE THE ADMISSION CRITERIA?
No. This Nanodegree program accepts all applicants regardless of experience and specific background.

WHAT ARE THE PREREQUISITES FOR ENROLLMENT?
No prior experience is required, but it is recommended that students are comfortable with basic computer skills, such as:
- Managing files
- Using third-party online programs
- Navigating the internet through an online browser

IF I DO NOT MEET THE REQUIREMENTS TO ENROLL, WHAT SHOULD I DO?
This is a beginner course that helps freelancers in any field build their brand. If you have not figured out which career you would like to pursue, we'd recommend browsing our catalogue for an intro program.

FAQs Continued

TUITION AND TERM OF PROGRAM

HOW IS THIS NANODEGREE PROGRAM STRUCTURED?
The Digital Freelancer Nanodegree program is comprised of content and curriculum to support 2 projects. We estimate that students can complete the program in 1 month working 10 hours per week.

Each project will be reviewed by the Udacity reviewer network. Feedback will be provided and if you do not pass the project, you will be asked to resubmit the project until it passes.

HOW LONG IS THIS NANODEGREE PROGRAM?
Access to this Nanodegree program runs for the length of time specified above. If you do not graduate within that time period, you will continue learning with month to month payments. See the **Terms of Use** and **FAQs** for other policies regarding the terms of access to our Nanodegree programs.

CAN I SWITCH MY START DATE? CAN I GET A REFUND?
Please see the Udacity Nanodegree program **FAQs** for policies on enrollment in our programs.

SOFTWARE AND HARDWARE

WHAT SOFTWARE AND VERSIONS WILL I NEED IN THIS PROGRAM?
There are no software and version requirements to complete this Nanodegree program. All coursework and projects can be completed via Student Workspaces in the Udacity online classroom.