

MODULE 3 – MICROSERVICE FREELANCING

Professional 3-page training module

Hustle Flow Academy – Module 3

Microservice Freelancing

Start Small. Earn Fast. Grow Big.

INTRODUCTION

Microservice freelancing is one of the fastest and most beginner-friendly ways to start earning online. Instead of offering big, complicated services, you offer **small, quick, high-demand tasks** that take 5–30 minutes to complete.

These simple services can include:

- Creating posters
- Designing flyers
- Writing captions
- Simple video edits
- Removing backgrounds
- Creating logos
- Writing short scripts
- Making ads for clients
- Creating social media content plans

Because these tasks are small and quick, they are **easy for beginners** and **very attractive to clients** who want fast turnaround.

This module teaches you:

- What services to offer
- How to package them
- Where to find clients
- How to deliver work professionally
- How to grow your income over time

SECTION 1: WHAT ARE MICROSERVICES?

Micros are tiny services with:

- Low complexity
- Fast delivery
- Clear outcomes
- Affordable pricing
- Mass demand

They are perfect because:

- ✓ You can learn them fast
- ✓ You can deliver them fast
- ✓ You can earn daily
- ✓ You don't need advanced skills
- ✓ You can start today

SECTION 2: EXAMPLES OF SERVICES YOU CAN OFFER

Below are services ANY beginner can master in 2–7 days:

1. Poster & Flyer Design (Canva)

Businesses need posters every day:

- Sales posters
- Product promotions
- Social media quotes
- Restaurant menus
- Event flyers

2. Social Media Captions

Small businesses struggle to write good captions.
You write short, simple, attractive captions for them.

3. Logo Design

Simple, minimalist logos using Canva templates.

4. Short Video Edits

Cap Cut edits for:

- TikTok videos
- Instagram reels
- Product promo videos

5. WhatsApp Advert Posters

Many small sellers need posters to advertise daily deals.

6. Content Calendars

A 7-day or 30-day content posting plan for a business.

7. Product Background Removal

Basic but high-demand service.

All of these require only **basic Canva or CapCut skills**.

SECTION 3: HOW TO START AS A BEGINNER

You don't need experience. You don't need a portfolio.
Just follow this simple blueprint:

STEP 1: Choose 2–3 services only

Too many services = no clarity.

Pick a small list like:

- Posters
- Captions
- Short video edits

STEP 2: Create 5 sample works

Spend one day making examples.

Use:

- Canva templates
- CapCut templates

Clients only care about results — not experience.

STEP 3: Create simple service packages

Example:

Basic Package – K3,500

- 3 poster designs

Standard Package – K7,000

- 7 posters + 3 captions

Premium Package – K12,500

- 15 posters
- 10 captions
- 5 short videos

STEP 4: Set up a simple portfolio

Use:

- A WhatsApp catalogue
- A Google Drive folder
- A Facebook page
- A simple Canva-made portfolio

STEP 5: Start getting clients

The best platforms to start:

- WhatsApp groups
- Facebook Marketplace
- Local business pages
- College classmates
- Salon & barbershop owners
- Clothing pages
- Restaurants
- Photographers

These people need posters and videos daily.

SECTION 4: HOW TO TALK TO CLIENTS (BEGINNER SCRIPTS)

Outreach Script (copy/paste):

Hey, I make posters and short videos for businesses. I can help you create clean, professional designs to improve your advertising. Would you like to see some samples?

Closing Script:

I can create 7 posters for K7,000 — all clean, professional designs. Delivery within 24 hours.

After Delivery:

If you ever need weekly designs or daily advertising posters, I offer affordable monthly packages too.

SECTION 5: HOW TO DELIVER WORK PROFESSIONALLY

- ✓ Deliver on time
- ✓ Deliver clean, high-quality designs
- ✓ Name files properly (e.g., “Menu Poster 1”)
- ✓ Send in both PNG + JPG
- ✓ Ask if they need a revision

Professional delivery = repeat clients.

SECTION 6: 7-DAY LAUNCH PLAN

DAY 1: Learn Canva basics

DAY 2: Create 5 sample posters

DAY 3: Create your packages

DAY 4: Build a simple portfolio (WhatsApp or Google Drive)

DAY 5: DM 30 people

DAY 6: Deliver your first order

DAY 7: Review + improve

SUMMARY

Microservice freelancing is one of the easiest hustles to start.

No experience needed.

No equipment needed.

Just consistency, samples, and simple skills.

This module gives you everything you need to begin earning immediately.