

# 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.