

Topic No.1**Who am I?**

According to the most recent international survey, Pakistan ranks **4th** in the Freelance Industry. This course aims to increase Pakistan's ranking as well as to empower Pakistani citizens through self-employment opportunities available in the field of freelancing. The aim is to make the students self-empowered and self-employed after watching the course content of 24 hours. DigiSkills.pk, with the help of the instructor, attempts to increase foreign revenue of Pakistan, and to make Pakistani IT & Freelance Industry trained and knowledgeable enough to be trustworthy for anyone to feel comfortable working with Pakistani freelancers.

By working in the field of Freelancing for more than 15 years, Hisham Sarwar has empowered himself. Also, he has inspired other Pakistanis using different means such as direct employment, outsourcing and training others for freelancing. According to Hisham, having an IT background is not essential to become a successful freelancer. Though having basic computing knowledge may be helpful. Learning while working is a strategy that can make you grow and prosper while you work and earn in Freelancing.

Topic No.2**How Did I Start Freelancing?**

According to Hisham Sarwar (course instructor), he starts his freelancing accidentally. He did not have a computer education background, but he is still doing freelancing from last 15 years. So, he encourages those people, who have not started freelancing yet, because they do not have any computer background for Freelancing.

The concept of Freelancing is different from a conventional job because it gives you the freedom to be your own boss rather than being employed by someone. Freelancing is for all those people who are not happy with their 9-5 jobs, and don't want to follow the mechanism of conventional jobs. Freelancing is better than any other job because it gives you freedom of time, and there is no need to follow a formal working environment. But hard work, self-assessment, and dedication are the most important factors to be a successful freelancer.

In freelancing, you are only answerable to yourself. So, previously discussed things are much important to build your profile and career. Your price and quality of work are the measurables in Freelancing career. The feedbacks from the employers are also major indicator of your performance.

Topic No.3**Why you should learn from me?**

Everyone wants to be successful in life. When we study the life stories of successful people, we find a set of rules that they have imposed on themselves. You must also follow the given rules to be a successful freelancer.

Must have a Vision in Life: Vision is the ability to think about the future or plan the future with imagination or wisdom. You must have a clear vision in your life. **Helen Keller** says, “The most pathetic person in the world is someone who has sight but no vision.” So, be visionary, set your goals, and then work hard to achieve your goals.

Think Big: Always think big in your life. W. Clement stone says, “Aim for the moon. Even if you miss, you may hit a star.” So, think big, and set your aim to recognize yourself as well as your country in the field of freelancing in all our world.

Ignore Naysayer: There are many people in everyone's life, who always discourage. These types of people are very harmful to us. They create hurdles in our life. So, avoid these types of naysayers in life.

Work hard: A Hadith of Rasool Allah (S.A.W.W.) says AL Kasib-o-Habibullah which means the hard worker is a friend of Allah. There are hundreds of hardworking days behind every success story.

Payback: It is our moral duty to help those who are not able to get on the track to make both ends meet. If you are successful and are in the position to help others, then it's your responsibility to pay back to the community.

Topic No.4**About Me: What am I going to teach you?**

So, we all know that Freelancing is basically a different way to work. Rather than being employed by a company in one specific job, freelancers are self-employed, and find work via a variety of sources. But the question arises, how to do freelancing? How you can separate yourself from the crowd? How to become successful in your career path?

Freelancing may sound easy, but it's no less than a science. We will teach you the tips and tricks of doing freelancing in upcoming videos lectures. The first and foremost tool of freelancing is the business development, and it is important to make any individual become as successful. In Business Development you will learn:

1. How to present yourself
2. The psychology of the employer
3. The do's and don'ts of Freelancing

How to present yourself

Presenting yourself will play a very vital role in business development. It is important to let your employer know the skills, strengths, or the experiences you have that would help them achieve their target.

Understand the psychology of the employer

Understanding the psychology of the employer is also one of the important parts of business development. When the employer's needs are met, they feel aligned with the mission and values of the assigned task, then they respond back with high levels of engagement and commitment. You will share the magic tricks (what skills, words and tools should be used) to understand the psyche of the employer, and they will ultimately convince you on the freelance marketplace.

Learn the do's and don'ts of Freelancing

Freelancing is majorly tricky. Building your brand identity, attracting clients and getting paid (on time) for your time and labor, each poses a unique set of challenges. We will teach you the do's and don'ts of Freelancing in upcoming videos lectures.

Topic No.5**How can I be contacted?**

Now you are going to start freelancing. So, you have many questions in your mind about profile, order completion, delivery of first order, dispute with a client and many other questions. So, we give you the facility to contact us. You have three methods to contact us:

1. Queries via online support

There are two email addresses for online queries:

- If you have any general query about Digiskills.pk then contact on this email address; info@digiskills.pk
- If you have any technical issues regarding LMS then contact on this email address; tech_support@digiskills.pk

2. Queries via LMS

If you have any issues related to the topic while watching the video, you can ask us via our Discussion Board. The process to post a query in MDB is given below:

1. Login to your LMS account
2. Click on 'Course' e.g. Freelancing. It will redirect you to the course website of Freelancing
3. Click on "Topic Discussion"
4. Click on "Ask a Question" button on the right side
5. Type your query in the 'Question' box
6. Click on "Post" button to post it
7. You will get the answer within 24 hours (Monday-Friday)

3. Queries via phone call

You can also call us at 0304-111-1570 for further assistance. Calling timings are 09:00AM- 05:00PM, Monday-Friday.

Topic No.6**What is freelancing?**

Freelancing means that you can work at anytime, anywhere, as per your ease with no boss. The task can be small or big with a variable earning, depending on your experience, and the number of hours you can work. You can work as a freelancer in many projects on basis of your skill set. A freelancer is a self-employed person, who offers services to clients, and often to multiple clients at a time. If you start freelancing, you can earn money by selling your services online. Freelancing is growing very fast now a days. In USA, around 35 percent of the workforce is freelancers that is approximately 55 million in number. Some of those are full-time freelancers; others are still holding down a 9-5 job but doing "side hustles" in their free time.

Pakistan is ranked 4th in the list of Freelancing, and it is producing Freelancers in category of Software Development and Multimedia mainly. People are now fed up of typical 9-5 jobs, they want to work according to their choice and prefer freelancing. Many freelancers adopt this option due to freedom.

Therefore, we cannot ignore the importance of freelancing as the trends are changing rapidly worldwide.

Topic No.7**Types of freelance marketplaces**

A freelance marketplace is an online platform where businesses and individuals can find and hire individual contractors to do some work remotely.

There are two types of freelance marketplaces:

- Traditional Freelance Marketplace
- Non-traditional Freelance Marketplace

Traditional Marketplaces:

A marketplace in which employer post his/her project on the freelance platform, freelancer bid on that project, if employer is convinced then he/she will award the project to the freelancer.

There are four popular traditional freelance marketplaces:

- Upwork.com
- Freelancer.com
- Guru.com
- Peopleperhour.com

Non-Traditional Marketplace

A freelance marketplace in which freelancers can create offers/services i.e. 'Gigs' for example at Fiverr. The service is offered by the seller (freelancer) and bought by the buyer (employer).

When a buyer searched for a specific service (Gig), he/she will get several services, related to his/her search, offered by different freelancers. He/she selects a service (Gig) that suits with his/her requirement and budget. Some traditional marketplaces also have option to post services like non-traditional marketplaces as well, they are called, 'Offers' in PeoplePerHour and 'Services' in Guru, respectively.

Topic No.8**Major freelance marketplaces**

A freelance marketplace is an online platform where businesses can find and hire individual contractors to do some work remotely. Websites like Upwork (formerly known as Elance-oDesk), Fiverr, Guru and Freelancer are very popular among digital businesses. There are two major freelance marketplaces:

- Upwork.com
- Fiverr.com

Upwork.com

Upwork is a global freelancing platform where businesses and independent professionals connect and collaborate remotely. In 2015, Elance-oDesk was rebranded as Upwork. It is a well-known traditional freelance marketplace. It is based in Mountain View and San Francisco, California. With over 1.5 million clients, Upwork offers something for every type of freelancer. It accommodates both short-term and long-term projects, as well as, hourly or fixed price projects.

Fiverr.com

The concept of Fiverr is very simple. The name 'Fiverr' is formed with Five. It means you can offer a service or gig and get \$5 each time you do it for someone. The platform is known globally for its services. You can get everything done in \$5 here. but the concept is changed now you can earn more than \$5 and increase your earning by offering gig extras. If you decide to offer your skills on Fiverr, you can start making a decent income for yourself.

Topic No.9**Why freelancing?**

Freelancing is the fastest growing phenomena of the world from the last ten years. It plays an important role in women empowerment. According to a survey, around 49% of overall population of Pakistan is female. With freelancing you can empower yourself and your surroundings. You cannot only earn money, but you can also create opportunities for others as well.

There are many benefits of freelancing that you can't get in the conventional job. There is no need to stay out of your home, you can work from home, and it is very feasible for women with small kids. It is also one of the main reasons for men to switch their jobs to freelancing. All you need is a computer and internet connection. There is no boss whom you need to inform. You can work as much as you are comfortable with.



Topic No.10**Advantages of freelancing**

Freelancing offers a lot of freedom and flexibility that a regular desk job can't. It provides you the privilege to live your life with your own rules. As a freelancer, you no longer required to fit into a company culture that might put you under physical, mental and emotional stress. Let's discuss the advantages of freelancing:

1. Be your own boss

Freelancing is the only career that let you to be your own boss. No more working with control-freak management, no more being clocked in and out of the office, no more getting told off for being late. You are the master of your own ship, and that's a great way to feel.

2. Earn as much as you want

There is no earning limitation in freelancing. A freelancer can earn as much as he wants. All it depends on is the capacity and capability of an individual.

3. Casual Attire

As a freelancer you can burn your suit, briefcase and even your shoes, all you need now is a laptop, an endless supply of coffee and the same pajamas you slept in last night.

4. Self-growth

Freelancing helps you grow within different skills/niche and gives you the opportunity to inevitably attract more clients in future.

5. Self-Recognition

In conventional jobs, a lot of times you will not get recognized for your work. But as a freelancer, you will get to build up your portfolio with each project that you do and get recognition for your hard work.

Topic No.11:**Disadvantages of freelancing**

Freelancing has many benefits but with those benefits it has some disadvantages as well. So, freelancer must have to consider them, otherwise must face serious health issues. Some of them are mentioned below:

1. **Health Issues:** When you are getting continuous work/projects, you start compromising on your health to meet deadlines and to achieve your goals. By working all day and sitting on a chair, you may have a sleeping disorder, stress, and backbone problem. So, you must develop a mechanism/routine through which you can avoid these health issues.
2. **Continuous work:** In freelancing there is hectic work routine like other conventional jobs. To get more and more projects you kept bidding on the projects, communicating with your clients, and working on the awarded projects throughout the day, which means that you are working almost 24 hours a day.
3. **Isolation from society:** In freelancing you may be isolated with your social relations and social activities because you are working continuously while sticking with the chair and computer in your room. You are entirely unaware of political, social events and other outdoor activities due to the burden of work.

Topic No.12**What is the key to success?**

1. **Attitude:** Attitude sets the tone of your work. Focus on dedication, honesty and hard work to achieve desired results.
2. **Working under easy environment:** Freelancing provides you the provision to working under easy work environment, but you still must manage time for deadlines and work quality efficiently.
3. **Stay on the clock:** Doing the activity when it matters the most. Bound yourself to do a job before or on time that is required for it.
4. **Avoid distractions:** At the time of work, try to avoid the distractions that may lose your interest in your work, i.e. socializing with friends, watching movies, hanging out etc.
5. **Communication:** Communication plays a vital role in the freelance business market. Improve your communication skills to make a long-term relationship with your client, but always remember your communication should be concise and precise.

Topic No.13
Freelancer vs Office Worker

Freelancer has major importance. It is now well known to us that Freelancing is significantly better than any office job. A few differences between a Freelancer and Office Worker have been marked below.

Life of a freelancer:	Life of an office worker:
Wake up according to his/her own plan of work	Wake up early in the morning
Don't need to travel anywhere for work	Travel to the office daily
Set everything according to his/her own choice in the working space	Has to be active all the time the workplace
Can choose his/her own choice's jobs	Has to give answer many questions in the job interview
Don't need to give professional presentation	Give professional presentation
Do party everywhere at any time	Do party in the office
Don't need to do undesired jobs	Do undesired jobs
Take as many leaves as needed	Has limited number of leaves

Topic No.14**What skills do you have?**

Freelancing requires a competent skill, so it is essential to identify your skills in which you have expertise and interest. After determining your key skills, go for those skills that are in-demand at freelance marketplaces. To start working as a freelancer, you are not supposed to have an IT related background. You can earn money by offering your skills on the freelance marketplaces; you only need to focus on polishing those skills by continuing your hard work. So, to become a successful freelancer, you have to find out the skill which excites you more and can help you to get paid.

Unfortunately, in our society, people don't go for their passion due to economic problem, family pressure, and lesser opportunities in that skill. However, if you are unable to find and acquire your best skill but you are good at English communication and management skills, then you can start your career as an entrepreneur. You can grab projects from the clients and outsource them from other freelancers to earn money.

Topic No.15**Following your passion- good or bad advice?**

Lucky are those people, who's mode of earning is their hobby. If you have a passion and you can't find a way to make money from it then it is a major holdback in success. It is very important to know if you can generate money from your passion or not? If yes, then you should definitely follow your passion, and make it your mean of earning. But if you cannot make money out of your passion, it is useless to run after that hobby.

For example: If you are interested in arts or graphics, you can make Graphic designing your career, where you can offer several services like Illustrations, Brochure Design, Logo Design, Web Design, and Vector Portraits etc.



Topic No.16**How to have self-discipline?**

It is important for a freelancer to have self-discipline in his life to achieve success. Here are few points to create self-discipline:

1. **Know your strengths:** It is important to find your strength. If you want to be a swimmer then swimming should be your strength.
2. **Know your weakness:** For having self-discipline, you should know your weakness. If you know your weakness, then you can work to avoid or minimize the loss from the weakness.
3. **Goal setting and roadmap:** Set your goal to become self-disciplined. Develop a roadmap to attain that goal.
4. **Avoid temptation:** If you don't know a particular skill then avoid doing its jobs. Try to not be greedy on the freelancing platforms.
5. **Set execution plan:** Try to manage your time to attain self-discipline. Develop time schedule to achieve your tasks.

Topic No.17**Define your goals**

As a freelancer, you should define your goals. Defining goal is an essential part to reach your destination. A goal should be:

Measurable:

Your goal should be measurable and should have some destination. An effective goal should have some scope and end-point.

Trackable:

Identify path for reaching your destination. Establish milestones for your goal to make it trackable. All these milestones will take you to your destination.

Relevancy:

A goal should be relevant to your skill set. You should research for your relevant goal to make get success.

Attainable:

A goal should be attainable. You should do the analysis if you have enough potential to attain your goal or not.