



# Introduction to Freelancing



# Introductions



# Ground Rules



# Expectations



# Content

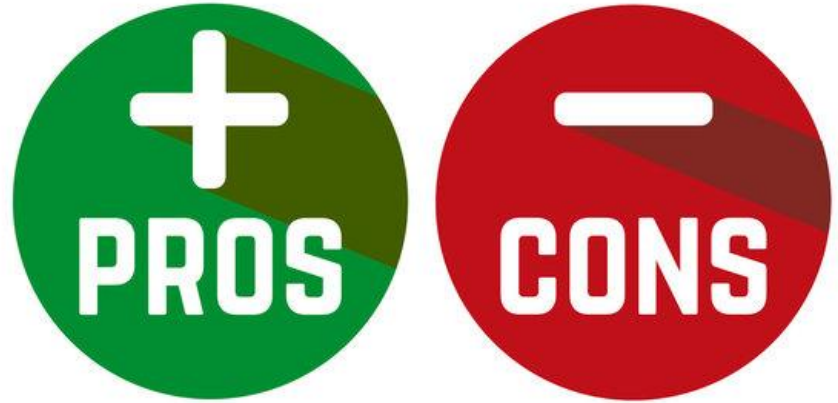
- **What is Freelancing?**
- **Understanding the Freelancing Job Market**
- **Discovering Your Strengths and Passions**
- **Researching Your Target Market**
- **Identifying Your Service Offering**
- **Identifying Areas for Improvement**
- **5 Steps to develop a learning plan**

# What is Freelancing?

# Freelancing is

- **Doing specific work for clients without committing to full-time employment**
- **You have the freedom to work from anywhere, at any time.**
- **Freelance projects typically involve short-term assignments**
- **The client pays per project, per task, or per hour, depending on the agreement**
- **Can take on multiple projects with different clients**

# **Group Discussion:** **Pros and cons of freelancing**





# Main differences between Freelancing and a Full-time job

	Freelancing	Full-time job
<b>Flexibility</b>	You have the freedom to work from anywhere at any time, depending on your preferences or circumstances. And you get to pick your clients and projects.	Having a full-time job means you perform specific duties during set working hours. You also typically have set responsibilities.
<b>Stability</b>	Unlike full-time employment, freelance work can be a bit unpredictable, making it harder to plan for the future.	Full-time workers generally have a stable, predictable income and work schedule, making it easier to plan for future expenses.
<b>Benefits</b>	Independent workers typically don't have access to employer-funded benefits like paid vacation time, retirement plans, health insurance, and sick leave.	Benefits are a significant upside of full-time employment, like paid vacation, health insurance, and retirement plans.
<b>Motivation</b>	As a freelancer, you operate as your own boss, making self-motivation a necessity.	As a full-time employee, you're expected to meet specific performance standards to earn raises or promotions.

# Main differences between Freelancing and a Full-time job

Earnings	Freelancers have greater control over their earning potential, as they set their own rates and working hours.	The earnings of a full-time employee are typically determined by their employer's salary structure and policies.
Skill set	Independent contractors have the flexibility to either specialize in a particular industry or gain experience and skills in various subject areas.	Unlike freelancers, full-time employees may not have the same level of flexibility to develop specific skills, as their job roles and responsibilities are largely defined by their employer.
Experience	Freelancers have the opportunity to work with multiple brands around the world to expand their professional network and develop a diverse portfolio.	In contrast to freelancers, employees are generally limited to working with a single company, which may restrict their exposure to different industries or clients.
Responsibilities	Freelancers are responsible for their own administrative tasks, such as managing their schedule, invoicing clients, and tracking expenses.	Employees commonly have essential administrative tasks handled by their employer.

**Freelancing is Not for Everyone**

# Share examples of successful freelancers

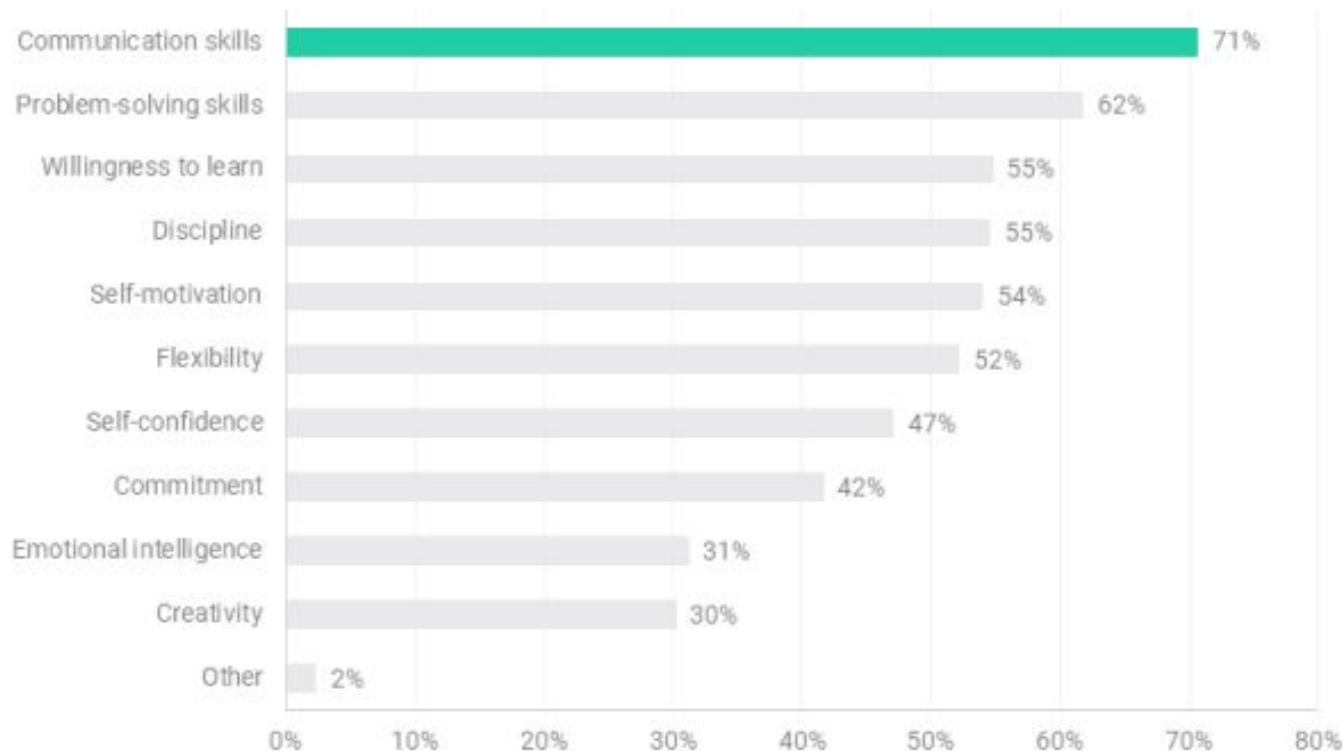


**What is  
the top skills  
you need as a freelancer ?**



# Soft skills for freelancers

What are the most relevant soft skills for freelancers?



# Understanding the Freelancing Job Market

# Job Insights

- Workforce demand
- Salary information
- Industries
- Market trends





**EXAMPLE**

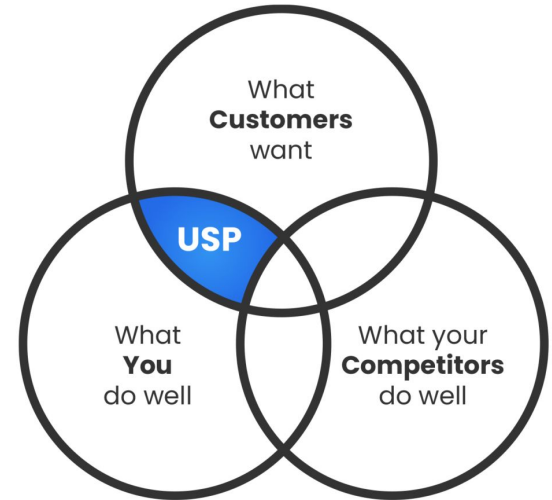


# What is a Unique Selling Point?



# Unique Selling Point is

- a specific feature or benefit that sets you apart from your competition.
- It's what makes you stand out in a sea of similar service providers, and it's the reason clients will choose you over others.



# Crafting your freelance Journey

- 1- Discovering Your Strengths and Passions
- 2- Researching Your Target Market
- 3- Identifying Your Service Offering



# **1- Discovering Your Strengths and Passions**

# Strengths are

- The qualities that make you good at something
- Strengths help you perform well in specific areas and can be used to achieve your goals



# How can you discover your strengths



Self-Reflection



Behavioral  
Assessments



Feedback  
from Others



Research

# 1. Self-Reflection

- What projects or tasks did you find most enjoyable and fulfilling?
- What skills or talents did you consistently receive praise for?
- When were you most engaged and productive?
- What projects stand out as particularly enjoyable or successful?





## 2. Behavioral Assessments



- VIA (<https://www.viacharacter.org/survey/account/Register>)
- 16 personalities (<https://www.16personalities.com/>)
- DISC (<https://www.123test.com/disc-personality-test/#its123-testAnchor>)
- Gallup (<https://www.gallup.com/cliftonstrengths/en/252137/home.aspx>)

### 3. Feedback from Others: Gaining New Perspectives

- Seek feedback from trusted friends, family, colleagues, and mentors
- Ask: "What strengths do you see in me?"
- What are some things I'm naturally good at?"



## 4. **Research** and Strengths Discovery

- Online Resources
- Books
- Podcasts
- Videos



## Activity: Create List of your Strengths Points



# BREAK TIME (15 Mins)



# Skill **Gaps**: Identifying Areas for Improvement



# **Activity:** Create List of areas for Improvement



# **5 Steps to develop a learning plan**



# Steps to develop a learning plan



# Step 1: Assessment of learning needs



# Step 2: Identification of learning goals

## SMART Goals





## Step 3: Identify learning resources, supports and strategies



## Research and Learning Websites

Google

YouTube

coursera



Udemy



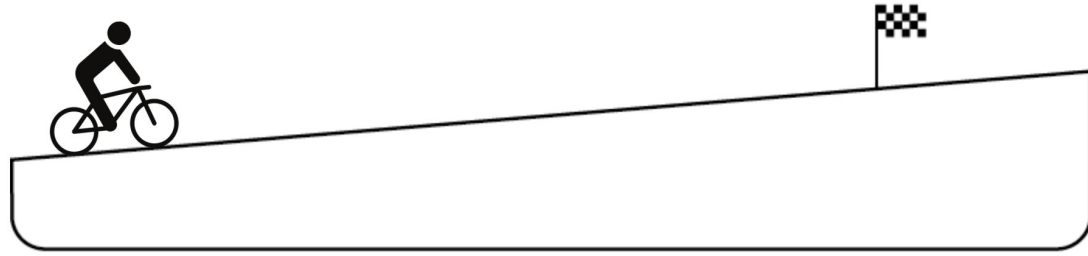
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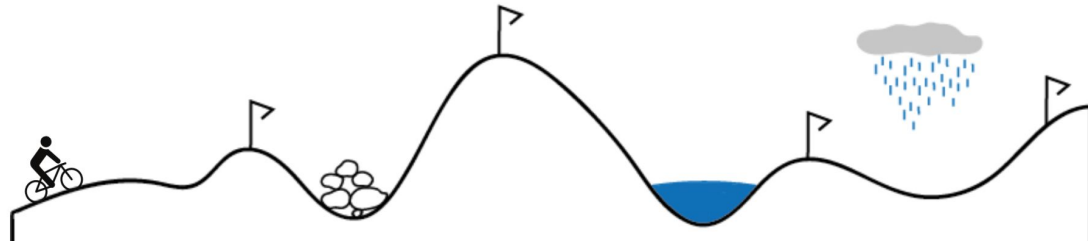
## Step 4: Create Learning action plan

	A	B	C	D	E	F	G	H
1	<b>Skill / Field Name :</b>							
2	<b>Current level :</b>							
3	<b>Your Goal</b>							
4	<b>Duration :</b>							
5	<b>Quarter/ Month / Week</b>	<b>Day</b>	<b>Date</b>	<b>Task</b>	<b>Resources (Link)</b>	<b>Status</b>	<b>Coments</b>	
6								
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11								
12								
13								
14								
15	<b>Milestone 1</b>							
16								
17								
18	<b>Milestone 2</b>							

## Step 5: Specify what constitutes evidence of learning (Outcomes) / Review and Update



REALITY



## **2- Researching Your Target Market**



# Researching Your Target Market

1. Defining your ideal client
2. Analyzing your competition
3. Identifying gaps and opportunities in the market



# 1- Defining your ideal client



## 2- Analyzing your competition



### 3- Identifying gaps and opportunities in the market

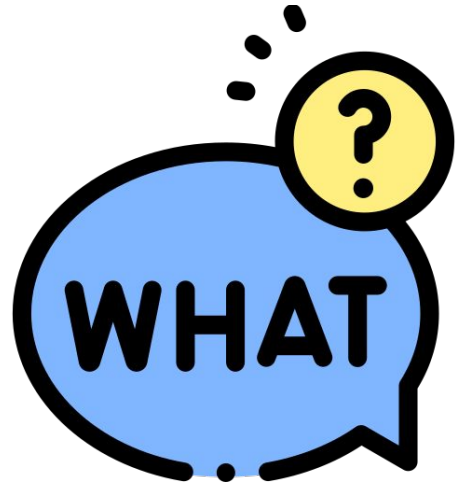


## **3- Identifying Your Service Offering**

# Steps to Define a Service:

1- **What:** Describe what you offer (core service they provide)

For example, "I offer web design services," or "I provide social media management"

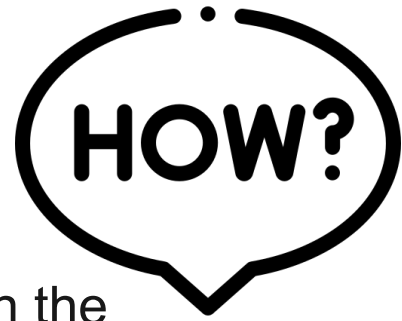


# Steps to Define a Service:

2- **Who:** Identify your target audience ( ideal clients are)

For example, Are they targeting small businesses, startups, large corporations, or individual entrepreneurs? The goal is to define who will benefit most from their services.





## Steps to Define a Service:

3- **How:** Explain how you deliver your service (This focuses on the methods or processes used to deliver the service)

**For ex,** do they work remotely, offer in-person consultations, or provide a mix of both? It also includes the tools or platforms they use, like specific design software, project management tools, or communication channels.



# Service Differentiation

What makes your service stand out

**Example:** writer might focus on creating content for a specific industry like healthcare or tech



**Activity:** Write a basic service description using the "What, Who, How" framework



# Q&A Session

