



# FREELANCING & DIGITAL MARKETING COURSE

## Class # 1: Introduction to Freelancing

“

*Do it because they said you couldn't.*

”





# Topics to be Covered

- What is Freelancing?
- Why Freelancing?
- Marketplaces for freelancing
- Essentials of freelancing
- 101 Marketplaces
- Risk of freelancing
- Types of Communication



 SimplyHired

 **freelancer**

 guru

 99 designs

**Freelancing?**

 Staff.com

 **fiverr**

 damongo

 toptal™

 peopleperhour



# What is Freelancing ?

A freelancer is an independent and self-employed person who sells services of his own choice in his preferred marketplaces on his terms. Freelancing can be Online or Offline.

ایک فری لانسر ایک آزاد اور خود ملازم شخص ہوتا ہے جو اپنی پسند کی خدمات اپنی شرائط پر اپنی ترجیحی بازاروں میں فروخت کرتا ہے۔ فری لانسنگ آن لائن یا آف لائن ہو سکتی ہے۔





# **The tasks we can work on as a freelancer!!!**

## **Writing and Content Creation**

- Copy Writing
- Blog Writing
- Content Writing

## **Graphic Design and Creative Services**

- Logo Design
- Illustration
- Branding and Identity
- Packaging Design
- Video Editing
- Photo Editing

## **Digital Marketing and Social Media**

- Social Media Marketing
- SEO (Search Engine Optimization)
- Social Media Management
- Email Marketing

## **Website Development and Design**

- Front End Web Development
- Back End Web Development
- Full Stack Development
- WordPress Development
- UI/UX Design





# Why Freelancing?

- Financial Freedom
- Passive Income
- Flexible Hours
- No Profit Sharing
- Unlimited Earning Potential
- Time to focus on your health and family





# Marketplaces for freelancing...

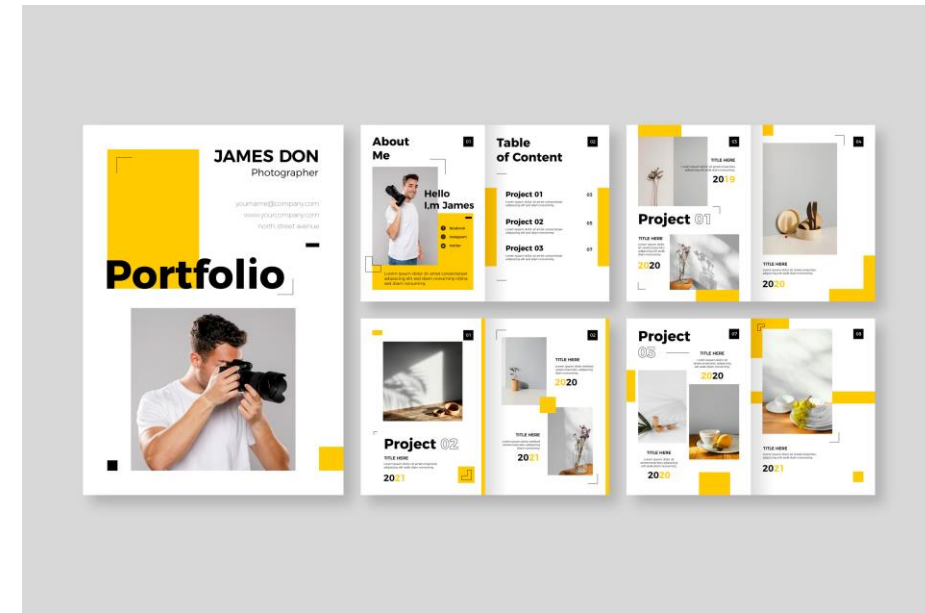
- Upwork
- Fiverr
- Freelancer
- Toptal
- Peopleperhour
- Guru
- Digital Stock Marketplaces
- Social Media Marketplace
- Classified Ad Sites.





# Essentials of Freelancing!

- A laptop/computer with a good internet connection
- An in-demand skill
- Communication Skills
- Workspace
- A good Portfolio





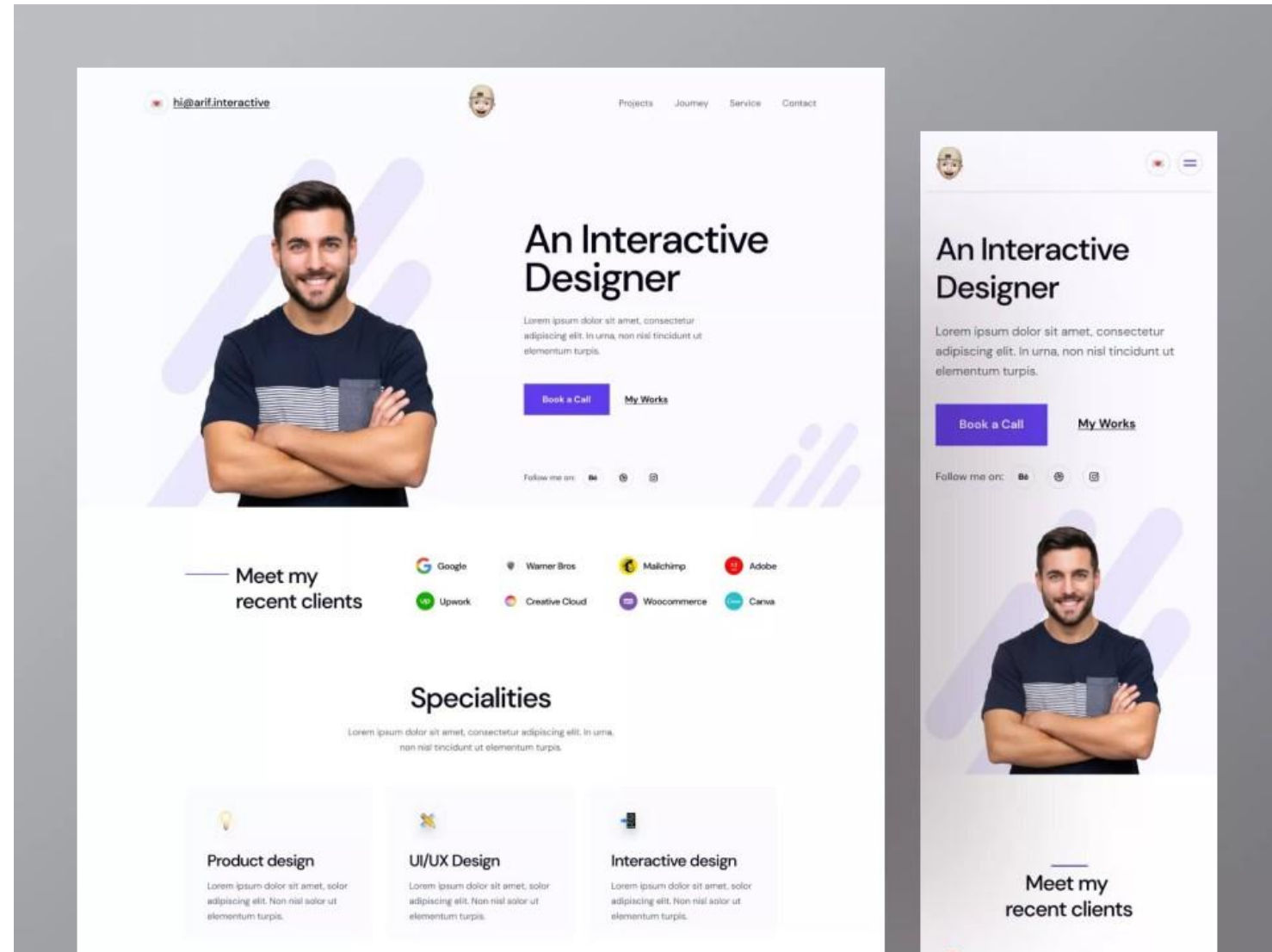
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By Taj Institute

Module 1: Introduction to Freelancing

A portfolio is a compilation of academic and professional materials that exemplifies your beliefs, skills, qualifications, education, training, and experiences. It provides insight into your personality and work ethic.

# Portfolio Website!







# Risk of Freelancing!!!

- No Stable Income
- Time Management
- Health Issues





# Types of Communication ●●●

- Verbal
- Non-Verbal
- Written
- Visual
- Listening





# Examples of communication with clients.

Client's Questions
Can you do this task for me?
I have a work, can you do this?
What is the status of the project?
Can you please talk to me?
Can you deliver today?
I am giving you a task, tell me how it will go?

Sr.No	DON'Ts	DOs
1	NO, I cannot do this	Sorry, I won't be able to help you with that.
2	This is impossible	Seems difficult but let me take a look.
3	"I" have completed this project nicely	"We" have completed this project nicely.
4	Busy, I cannot attend your call	Can I call you back? I am in the middle of something
5	I said wait	Kindly, Give me one second to look into that
6	NO	Unfortunately, NO
7	Hey, hold on	Can I put you on hold?
8	This is not working	This looks like a glitch.
9	I will see	Let me confirm that, I will get back to you in

1. Do not say "No" straight away
2. Nothing is impossible, you should explore first
3. Give importance to the client, you are a team
4. Give importance to the client
5. Talk politely