

Freelance Workshop

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Content Class 1

Module 1: Soft skills

Soft skills exercises: how to identify your top soft skills and how to improve other soft skills as well

Module 2: Clients

- How to look for your niche and your ideal client
- How to create your business model
- How to create your elevator pitch
- How to make the first contact and how to follow-up

Content Class 2

Module 3: Creating your brand

- Social media: how to choose your channels
- How to create your profile on freelance platforms
- What you need to have on your website

Module 4: Networking

- How to develop your networking skills
- Tools to assess and build your network

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