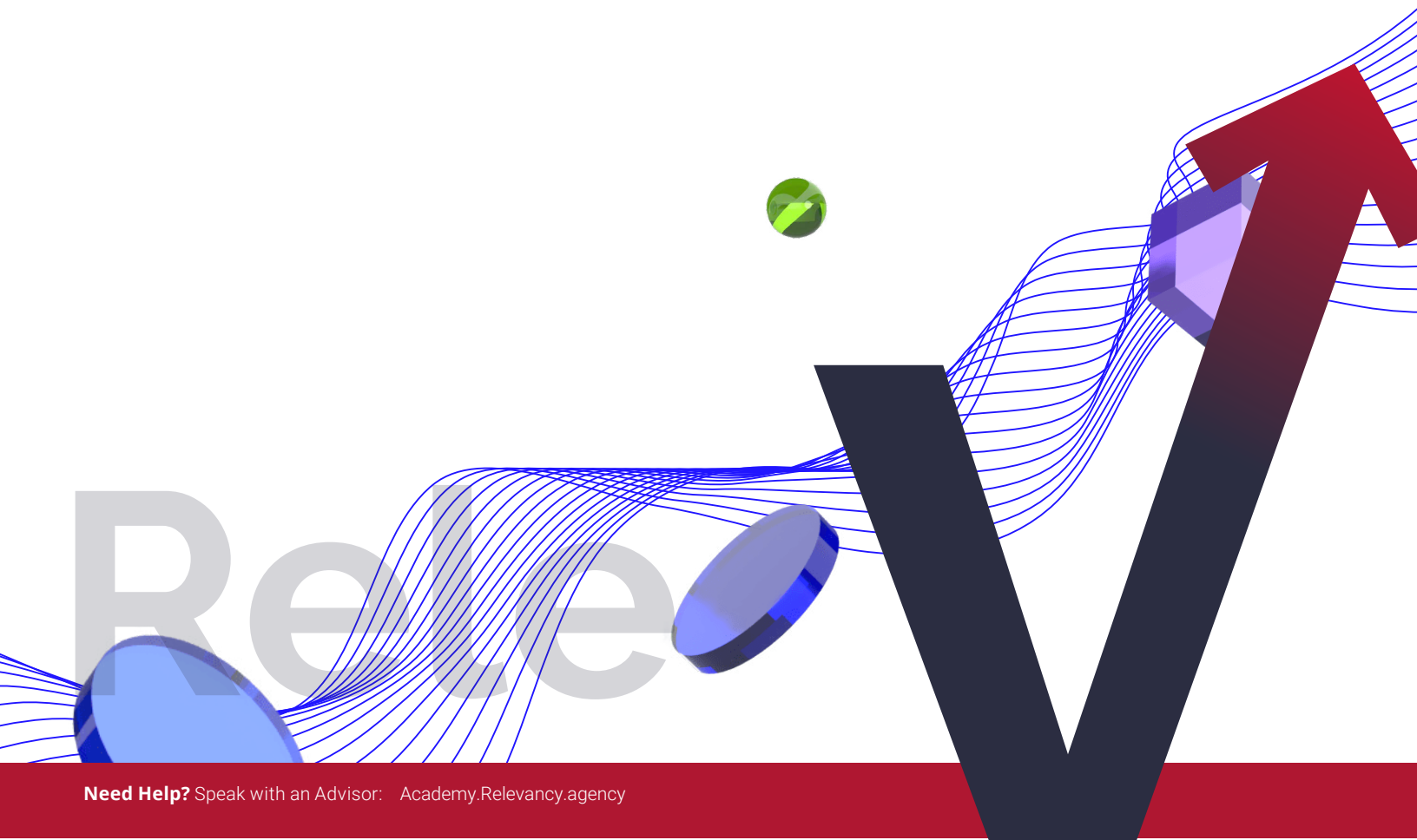


Relevancy Academy

Digital Freelancer



Overview

The goal of the Digital Freelancer Nanodegree program is to prepare students to enter the digital marketplace by teaching key skills to create a successful digital business. Students will learn freelancing basics and essential skills as well as how to build their personal brand to start a successful online business in the global freelancing marketplace.



Learning Objectives

A graduate of this program will be able to:

- Successfully find clients and market their services to clients.
- Properly scope out projects to manage client expectations and create price points.
- Manage clients throughout the build process.
- Bill clients and receive payment in a timely manner.

Program information



Estimated Time

1 month at 10hrs/week*



Skill Level

Beginner



Prerequisites

No prior experience is required, but it is recommended that students are comfortable with basic computer skills such as:

- Managing files.
- Using third-party online programs.
- Navigating the internet through an online browser.



Required Hardware/Software

There are no software and version requirements to complete this Nanodegree program. All coursework and projects can be completed via Student Workspaces in the Udacity online classroom.

*The length of this program is an estimation of total hours the average student may take to complete all required coursework, including lecture and project time. If you spend about 5-10 hours per week working through the program, you should finish within the time provided. Actual hours may vary.

Freelancing 101 & Preparing to Market Yourself

This course will discuss the fundamentals of digital freelancing by outlining the benefits and disadvantages of working for oneself, as well as the main differences between working as a freelancer versus a traditional role. In addition to establishing the mindset and skills of a freelancer, this course will teach how to market oneself as a freelancer by creating one's personal business identity and brand, using social media in a strategic way to find clients and creating a portfolio website targeted towards client acquisition.



Course Project

Building a Portfolio Website that Will Get You Hired

As a digital freelancer, the most essential item to have is the portfolio website. A portfolio website humanizes someone and gives the client a chance to interact with them in a more intimate way. It also highlights one's skills in the field by showing instead of just telling and allows the client to reach out and contact the freelancer.

For this project, create a 4-6 page portfolio on a website hosting platform of one's choosing. The website will consist of a homepage, an "about" page, a "portfolio" page and a "contact" page. By the end of the project, learners will have a functional, client-ready website that raises awareness about their services among prospective clients, articulates their skills and services, and displays and highlights relevant projects from their portfolio.

Lesson 1

Fundamentals of Digital Freelancing

- Explain the difference between digital freelancing and a traditional job.
- Distinguish between the security of traditional work and the fluctuating nature of freelance work.
- Describe the benefits and pitfalls of digital freelancing as a profession.
- Explain the roles in which a digital freelancer may take on including boss, networker, and self-advocate.

Lesson 2

Marketing Strategies to Set Yourself Apart

- Leverage marketing strategies in demonstrating a personal brand.
 - Develop a thematic, professional brand to be used in communications to potential clients.
 - Articulate one's professional journey and motivations through an elevator pitch and professional description.
 - Outline and document guidelines for one's brand using marketing resources such as a brand bible.
 - Craft a personalized resume highlighting past projects.
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Lesson 3

Building a Professional Social Media Presence

- Create the foundation of growing a professional social media network.
 - Develop a complete profile including a profile description, profile picture, and highlighted and targeted interests.
 - Design social media posts on a social media site that highlights professional achievements and communicate targeted interests.
 - Initiate and engage in connecting with fellow social media participants to market their freelance business.
 - Craft professional responses to social media messages and comments.
-

Lesson 4

Developing Your Website

- Explain how to design and develop a website targeted to client acquisition.
- Describe the components of a personal website to highlight personal projects to potential clients.
- Synthesize the benefits of self-marketing via a personal website.
- Develop the prototype of the landing page.

Managing Freelancing Projects

This course covers the freelancing project journey end to end, starting with how and where to find clients and ending with the process of closing out a project with a client. It covers best practices for each stage in a freelancing project as well as bootstrapping a freelancing career. This course draws on learnings from practical experience and considers a variety of real-life scenarios and strategies that freelancers are likely to navigate.



Course Project

Working with a Mock Client

In this project, demonstrate the skills learned in the course by working with a mock client to practice the initial communication stages. Manage the project by utilizing the project management process through a tool called Trello and invoice the clients. Completing this project will help learners get comfortable interacting with clients and going through different project stages.

Lesson 1

Creating a Process to Source Clients

- Utilize freelancing platforms to find new clients.
- Create a profile on a freelancing platform.
- Send an initial expression of interest (EOI) to requests from clients by using strategies to increase the chances of getting hired.

Lesson 2

Negotiate a Project Scope & a Pricing Framework

- Work with the client to create a project scope by applying freelancing best practices.
- Determine a pricing framework by deciding between fixed cost or time and materials contract based on client needs.
- Formalize the initiation of the project including NDAs and service agreements.

Lesson 3

Managing Projects

- Use best practices and strategies to manage client projects effectively.
 - Adopt effective communication strategies and tools to keep the client on the same page while working on their project.
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Lesson 4

Completing Projects

- Assess with the client that all client's deliverables are met.
- Secure payments after the deliverables are complete.
- Send invoices to clients with all necessary information.
- Manage exceptions like a bad review from a client.

Learn with the Best



Jawdat Shammash

Digital Business & Marketing Trainer and
Consultant | In love with Blockchain,
Web3.0 and AI **With +20 Years
Experience**



Abdallah Battah

Digital Marketing Trainer &
Consultant Experience in the
Pharma sector & Beyond **With 12
Years Experience**

300+K
We Trained

10+K
Digital Consultation

15+
Program