

## Take the 'free' out of freelancing

### Get started in freelancing – or just get better at it!

Whether you're a) already freelancing and looking for a more substantial knowledge base to back you up, b) new to freelancing and wanting to get going or c) still thinking about beginning a freelance career, this is the perfect course for you.

The content is practical, informative and outcomes-based, and you'll finish with a clear, usable sense of what your offering is, which niche/s to target, how to promote yourself, where to start and how to handle clients, admin, tax and marketing.

### Course duration:

**Workshop (group) format:** 1 x full day (08h30-16h00)

**Online (private) coaching:** approximately 12 weeks

### Course outcomes:

1. Starting out: find your specific niche
2. Gain visibility through marketing
3. Establish your true value and rates
4. Effectively manage and liaise with clients
5. Negotiate 'kill' fees, discounts and freebies
6. Good habits for successful freelancers
7. Navigate the administration jungle
8. Outsource, trade and delegate
9. Extra tips to survive a recession

*Please note:* Final course content may deviate slightly from what's described above.

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