

WELCOME TO THE WEBINAR:

# Discover 7 Ways to Amplify Your OBM Success in 2022!

Hosted By: Craig Cunnings, FreelanceU.com



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- Father of five teenage daughters & one female dog
- Started my Freelance journey in 2003
- Co-founded Freelance University with Kelly in 2008
- Trained 20,000 Freelancers in over 75 countries



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● What do these people have in common?



Famous Actors Who Directed Their Own Movies!

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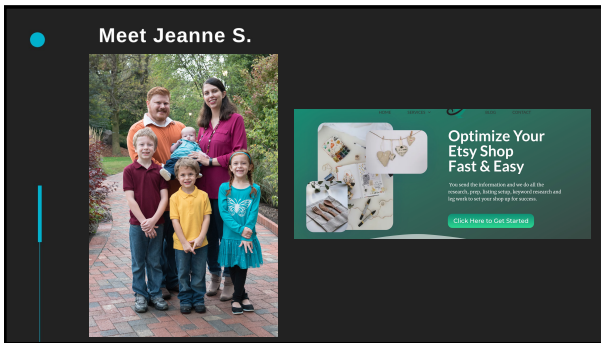
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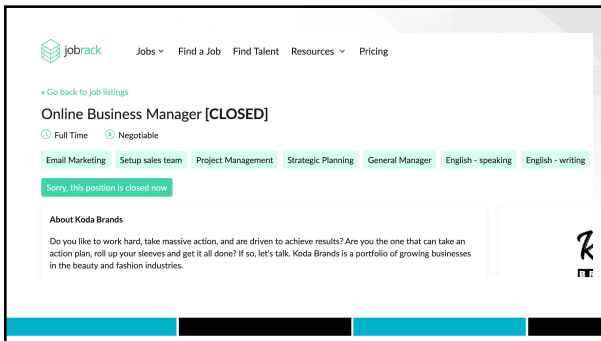
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# SKILLS AMPLIFY SUCCESS!



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# Which **niche** skills will be popular and profitable in 2022?



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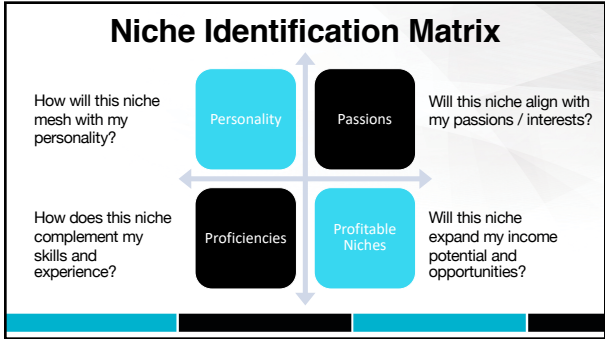
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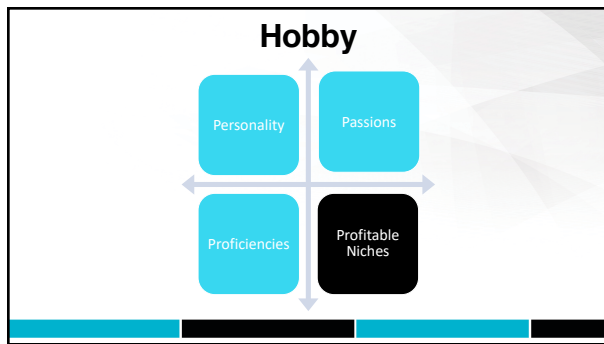
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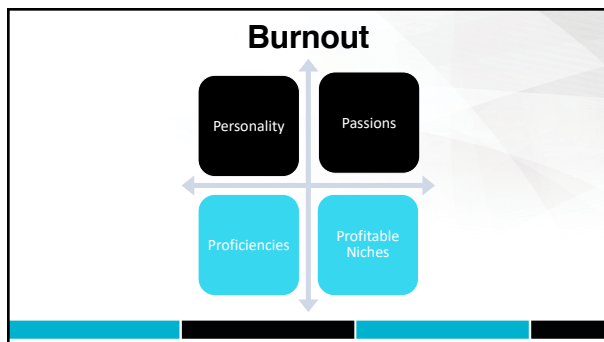
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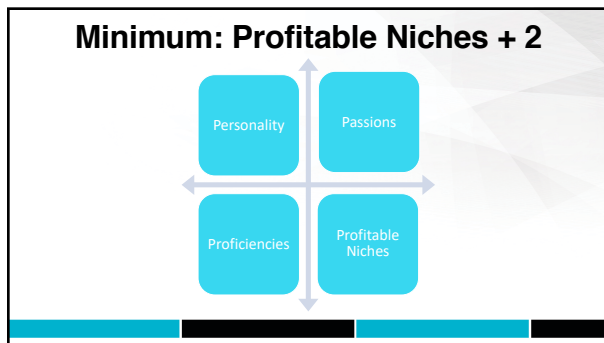
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**Social Media Management**  
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- Social Media profile set-up & design
- Online community management (groups, pages & blogs)
- Content planning, scheduling & posting (Buffer, Hootsuite)
- Social Media analytics (Platform stats, Google Analytics)

**DIGITAL MARKETING**

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**Email Marketing**  
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- Set up email program & sequences
- Coordinate and create email broadcasts and newsletters
- Manage email subscribers
- Set up email tags and automations
- Track and analyze email results

**DIGITAL MARKETING**

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**Content Marketing**  
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**DIGITAL MARKETING**

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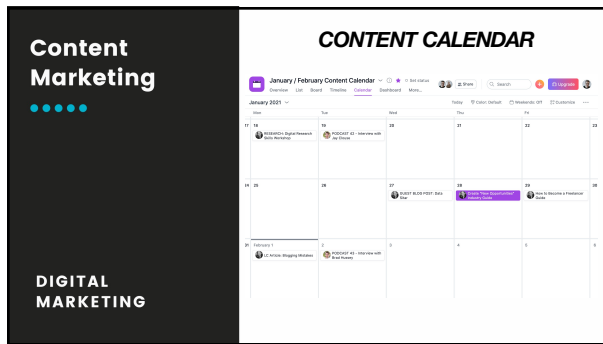
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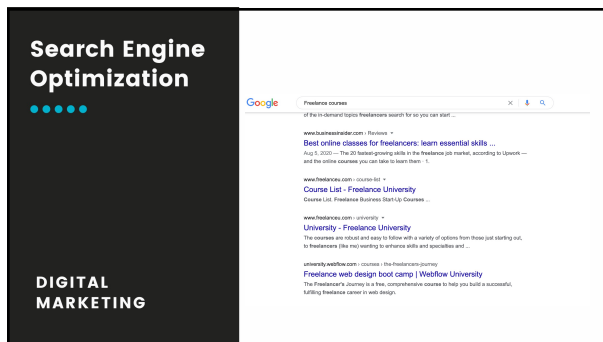
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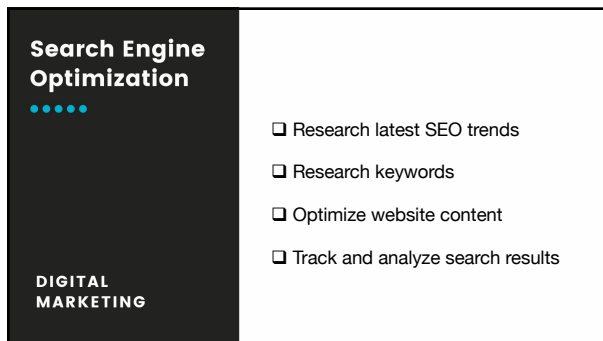
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**Digital Advertising**  
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- Provide online ad services for relevant businesses
- Set up FB and Google Ads campaigns
- Monitor and manage ads and ad spend
- Track and optimize results

**DIGITAL MARKETING**

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**PATHWAY #2**

**Writing & Editing**



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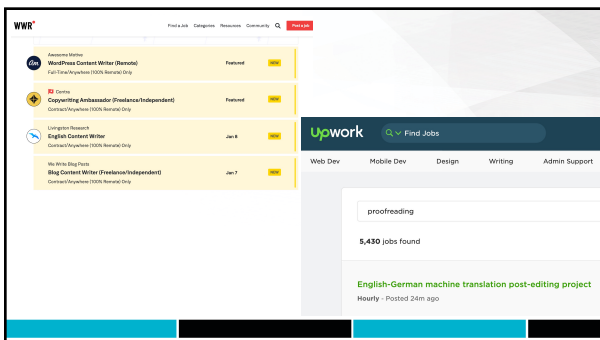
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The screenshot shows a job listing on the Upwork platform. The job title is 'WordPress Content Writer (Remote)' with a 'Featured' badge. The client is 'American Writers' and the job is 'Full Time/Part Time (100% Remote Only)'. The listing is 'Featured' and has a '5.0' rating. Other job listings are visible in the background, including 'Copywriting Ambassador (Freelance/Independent)', 'LinkedIn Research', 'English Content Writer', and 'Blog Content Writer (Freelance/Independent)'. The Upwork logo and navigation menu are also visible.

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**Content Creation**  
•••••

- Articles
- Newsletters
- Blog Posts
- Reports & Guides
- Website Copy
- Podcast Show Notes
- Video Scripts
- Sales Pages
- Emails
- Ad Copy

WRITING & EDITING

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**Editing**  
•••••

- Polishes content draft
- Checks for consistency
- Checks spelling, grammar and punctuation
- Checks facts and sources
- Format content in preparation for publishing

WRITING & EDITING

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**PATHWAY #3**

**Digital Media & Virtual Events**



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### Digital Media & Content Production

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- Podcast Production
- Video / Audio Editing
- Online Course Creation & Management
- Digital Book Production
- Webinar & Virtual Summit Management & Production

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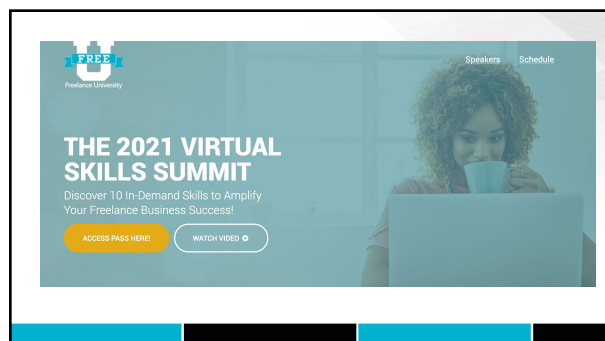
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**PATHWAY #4**

**Online Course Management**



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**Course Creation & Management**

- Plan curriculum and course content
- Set-up and manage course creation tools like Teachable, Thinkific & Kajabi
- Manage course content and support students
- Customize course platform



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**Specialize in a Course Platform**



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● **PATHWAY #5**

**Ecommerce Set Up and Management**



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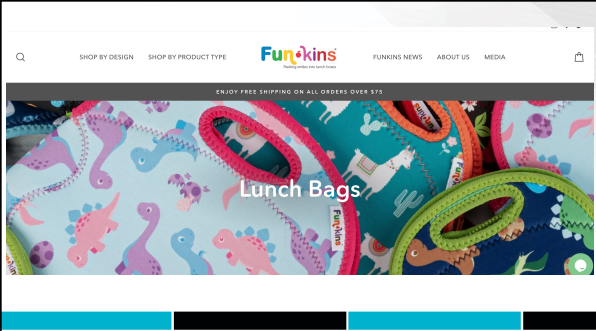
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FunKins

ENJOY FREE SHIPPING ON ALL ORDERS OVER \$75

Lunch Bags

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**Ecommerce Service Opportunities**



**Woo**  
**COMMERCE**

**shopify**

*#1 WordPress Ecommerce Plugin used by 3 million websites*

*Over 1 million stores powered by Shopify.*

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### Ecommerce Service Opportunities

- Help set-up ecommerce stores for companies needing to make the shift online
- Set up stores using tools like Shopify and Woocommerce
- Manage products, fulfillment, billing and customer support



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### PATHWAY #6

## Web & Graphic Design



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### Graphic Design

- Photo editing
- Image design and formatting
- Logo design
- Ebook design
- Forms and brochure design
- Infographic design
- Branding package design
- Social Media graphics



Adobe Creative Cloud

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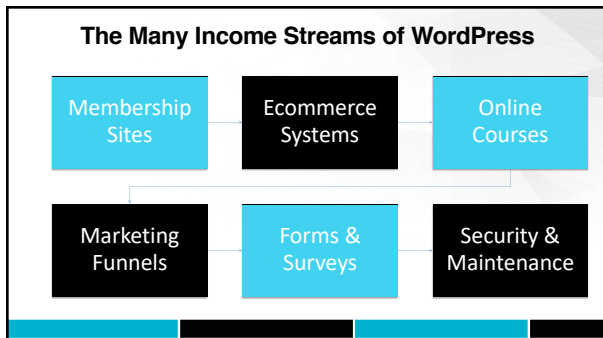
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### Technology Support

- The rise of SAAS for Freelancers
- Businesses operating online NEED help using a variety of technology to power their business.

Landing Page Tools    Email Marketing Tools

Course Management Tools    CRM / PM Tools

Membership Site Tools    Ecommerce Tools

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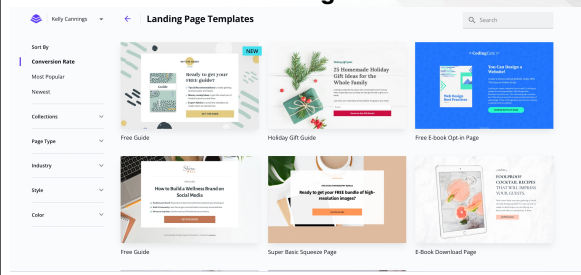
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### LeadPages

Landing Page Templates



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### Summary of 7 Pathways

- Digital Marketing
- Writing & Editing
- Digital Media & Virtual Events
- Content Marketing & Management
- Ecommerce Set Up and Management
- Web & Graphic Design
- Technology Support

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***How can we support you to amplify your skills and success in 2022?***

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**Freelance University**

The #1 Learning Platform for Freelancers, VAs and Online Professionals!

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**Why Freelance University?**



Freelance University

- 13-year track record in providing in-demand skills training to Freelancers and VAs
- Uniquely positioned to help students build thriving businesses during this Global Pandemic
- A "Mentor in Your Corner" as you build your business this year
- 80+ training certifications across the 8 different training tracks

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### Our Students Specialize in Many Areas...

- Virtual Assistant
- Writer / Editor
- Graphic Designer
- Digital Marketing Strategist
- Book Marketing Specialist
- Social Media Manager
- WordPress Designer
- Content Marketing Manager
- Customer Support Professional
- Online Event Manager
- Bookkeeper
- Project Manager
- Ecommerce Support Specialist

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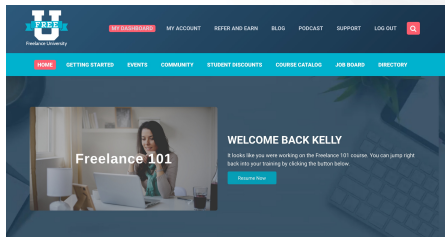
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### What Makes FreeU Different?




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### What Makes FreeU Different?

 <p><b>All-Access University</b></p>	 <p><b>Expert Mentors</b></p>	 <p><b>Income-Building Courses</b></p>
<p>Gain FULL access to 80+ certifications and courses for one low-cost monthly or annual tuition plan.</p>	<p>Connect with 8 talented mentors with over 45 years of combined experience as a Freelancer or VA!</p>	<p>Enroll in practical courses designed to build your client and income opportunities.</p>

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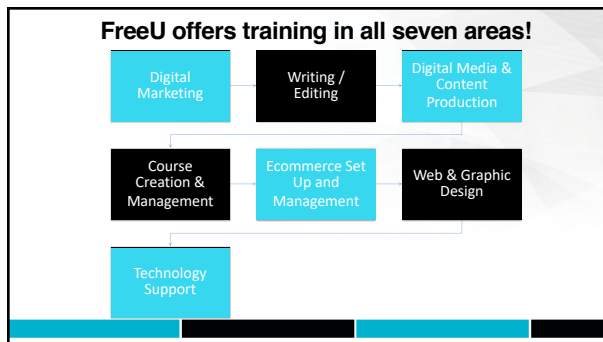
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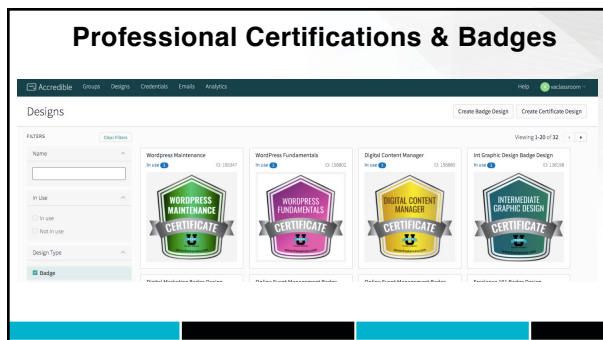
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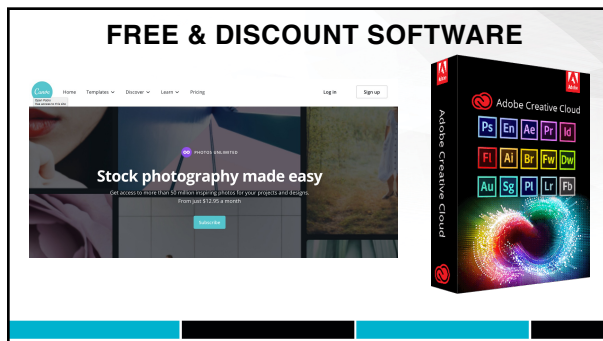
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### Freelance Directory and Job Board

The screenshot displays a grid of six freelancer profiles. Each profile includes a circular profile picture, the business name, a list of services offered, a short bio, and social media icons for Facebook, LinkedIn, and Instagram. The profiles are: De's Garden Design (Interior Design, Garden Design), The Technology Queen (Social Media Marketing, Web Design), Spiritual Systems (Online Business Management, Coaching), Virtuelle Administrative Support Services, LLC (Virtual Assistant, Data Entry), Tanya Creative and Co (Graphic Design, Branding), and Balanced Life Virtual Assistance (Virtual Assistant, Social Media Management).

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## What is the tuition cost for Freelance University?

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### Special University Discount

ANNUAL PLAN OF <del>\$597</del> <b>\$497</b>	MONTHLY PLAN OF <del>\$67</del> <b>\$49</b>
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<http://www.freelanceu.com/open>

REGISTRATION CLOSSES AT MIDNIGHT PDT ON FRIDAY, OCTOBER 22nd.

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