



COURSE

C A T A L O G

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TABLE OF CONTENTS



03	STEP 1: DISCOVER YOUR FREELANCE NICHE
04	DISCOVER YOUR FREELANCE NICHE COURSE
05	STEP 2: GET CERTIFICATION TRAINING
06	DIGITAL MARKETING CERIFICATIONS
10	VIRTUAL EVENTS & MEDIA CERTIFICATIONS
14	WRITING & EDITING CERTIFICATIONS
18	PROJECT MANAGEMENT CERTIFICATIONS
20	VIRTUAL ADMINISTRATION CERTIFICTIONS
23	VIRTUAL CONSULTANT CERTIFICATION
25	ONLINE TUTOR & TRAINER CERTIFICATION
27	STEP 3: LAUNCH YOUR BUSINESS
28	FIVE STEPS TO STARTING YOUR FREELANCE CAREER COURSE
29	STEP 4: KEEP LEARNING
30	BUILD YOUR BUSINESS
31	FIND & MANAGE CLIENTS
32	SHARPEN YOUR SKILLS
33	LEARN TECHNOLOGY



**STEP 1:
DISCOVER YOUR
FREELANCE NICHE**

DISCOVER YOUR FREELANCE NICHE

This is the ideal starting point to help you identify your ideal freelance career or business. In this short course, you will assess your freelance personality, passions, and transferable skills to determine the best freelance niche to pursue. If you are new and exploring your options or looking to discover a new niche, then this is the course for you!





STEP 2:

**GET CERTIFICATION
TRAINING**

Digital Marketing

DIGITAL MARKETING CERTIFICATIONS

DIGITAL MARKETING MANAGEMENT

Digital Marketing continues to be the most profitable and in-demand set of services for freelancers today. In this foundational course, you will learn the key components of the Digital Marketing Wheel and how to position it as a high-value service to your clients. You will learn the core skills, strategies, and tools to become an in-demand Digital Marketing Manager! You will review the different types of Digital Marketing packages to offer and how to effectively price your DM services.

EMAIL LIST BUILDING & MARKETING

The old adage "The Money is in the List" still rings true today! Email marketing is one of the most profitable channels for businesses today. Yet, one of the major stumbling blocks is how to effectively build an email list of targeted subscribers. In this course, you will learn the steps, strategies and tools for effectively building an email list for virtually any type of client. This is a great skill set to add to your freelance toolbox!

WEBSITE ANALYTICS

For any business with an online presence, it is vital to understand how your website users are responding to your pages and products. Website Analytics is the key to uncovering valuable information that will help your clients improve how they present their content and market their products and services.

In this workshop, you will develop the skills to effectively navigate the often complicated interface of Google Analytics and pull out the exact data and information your clients need to improve their business results. Understanding Website Analytics is an invaluable skill to offer clients this year and beyond!

SOCIAL MEDIA MANAGEMENT

Social Media Management continues to be one of the most in-demand niches in the freelance space. Many businesses are in desperate need of a point person to manage their ongoing Social Media activities.

In this course, you will learn the strategies, skills and tools to become an in-demand Social Media Manager for your clients. You will discover key strategies for providing an effective Social Media Strategy and Action Plan for your clients. You will also walk through the activities and tasks that successful Social Media Managers do every day, complete with useful checklists and templates!



PRODUCT LAUNCH MANAGER PROGRAM

Digital Product Launches have become an in-demand service for Entrepreneurs launching all types of products including courses, books, coaching programs, software and memberships, to name a few.

In the PLM program, we will teach you a practical system and set of steps for planning, setting up and running a highly successful launch for your clients. We will walk you through four core phases of any successful product launch: Strategy, Planning, Implementation and Evaluation. It's time to add an awesome new income stream into your business as a highly sought-after Product Launch Manager.

KEYWORD RESEARCH & SEO

Every client wants to receive a steady stream of free, targeted traffic from the Search Engines. But, how does that happen given the ongoing changes Google make to their algorithm. In this course, you will learn how to do effective keyword research for your clients and optimize website content to get listed high in the Search Engines. You will also discover new free and low-cost Search Engine tools that will make it easier for your client to see improved results and rankings in the Search Engines. Finally, you will learn how to package and price your SEO services.

DIGITAL MARKETING FUNNELS & AUTOMATION

Most businesses navigating the digital landscape are very interested in setting up marketing funnels to generate email leads, but they often lack the technical know-how to set up an effective lead funnel. In this workshop, we will walk you through the key steps to setting up a lead marketing funnel from scratch. You will discover the BEST "lead magnets" to use and how to integrate them with an effective email follow-up sequence.

CONTENT MARKETING MANAGEMENT

Content is STILL King and one of the most important things your clients need to get right in their business. Content Creation & Marketing is also VERY overwhelming, which is why your clients need your help to coordinate, manage and distribute all their content. In this course, you will discover how to create a winning content marketing strategy for your clients. You will learn how to effectively organize and manage your client's content such as blogs, podcasts, videos, newsletters, PDF guides, and online events. You will also learn a system and some amazing tools for re-purposing content to increase your clients, traffic, visibility and results!

A person is shown from the chest up, wearing a light-colored blazer. Their hands are clasped together in front of them. A large, professional studio microphone with a pop filter is positioned in front of their mouth. The background is dark and out of focus. The text "VIRTUAL EVENTS & MEDIA CERTIFICATIONS" is overlaid in a bright cyan color. Two vertical cyan lines are positioned above and below the text.

**VIRTUAL EVENTS &
MEDIA
CERTIFICATIONS**

VIRTUAL EVENT MANAGER

As a result of the Global Pandemic, the shift to virtual events and conferences happened in every industry and with no end in sight. This is the perfect time to hone your virtual event management skills and deliver a high-demand service to clients who need help planning and launching their next big online event. In this course, you will learn how to set-up, moderate, manage and promote a variety of online events from FB Lives and Zoom webinars to multi-day virtual summits and conferences. You will also learn the most important event tools to manage and produce awesome events for your clients.

PODCAST PRODUCTION SPECIALIST

Podcasts continue to grow in popularity as an excellent way to demonstrate subject authority, expert status and thought leadership. And whilst it may seem as simple as buying a microphone, recording your voice and uploading it somewhere, the reality is somewhat different. Discover the world of podcasting and help coaches, speakers, entrepreneurs, and experts find their voice and spread their message!

In this course, we will guide you through the practical strategies, steps, and skills needed to set up, launch, support, market and monetize a podcast. We will share plenty of her insider podcasting tips, create a podcast as the course progresses, and get you excited about the possibilities with some cool tools, apps and gadgets! We will also show you how to syndicate your podcast in the most popular platforms including iTunes, Stitcher, Google Podcasts and Spotify.

DIGITAL CONTENT MANAGER

Content is still KING in the current digital landscape! The marketing activities of businesses today are driven by content from blog posts, videos and podcasts to ebooks, ecourses, digital presentations and so much more.

The #1 challenge businesses face is trying to stay on top of the heaps of content they need to create and deliver! This course is designed to give you the skills, systems and tools to be able to strategize, set up and manage your client's digital content platforms. You will discover an important framework for coordinating and organizing your client's content machine!

You will also learn new skills and workflows for creating and formatting blog posts, articles, software tutorials, ebooks, newsletters, Infographics, worksheets and so much more.

The Digital Content Manager will be a very highly sought-after role for the next many years!

CANVA SPECIALIST

Canva is one of the most popular design tools used today by freelancers.

While many have learned Canva through experience, the intent of this course is to help you level up your Canva skills so you can complete a whole variety of projects for your clients including Presentations, Social Media Graphics, Landing Pages, Zoom Backgrounds, Logos, YouTube Thumbnails, Business Proposals and Digital Books.

Canva is a terrific skill set and service to offer virtually any type of client, so become a Canva Specialist today!

ONLINE VIDEO PRODUCTION

In this short course, you will make use of the powerful video tool, Invideo to create short, interactive videos to post in Instagram, Facebook, LinkedIn, and Twitter.

You will learn the best types of videos to create to maximize engagement with your target audience. This is a terrific service to offer clients who will be looking to leverage more videos in their marketing efforts moving forward.

MULTIMEDIA EDITING & PRODUCTION

What do Facebook Live events, webinars, YouTube videos and podcasts all have in common? At one point or another, they all need to be edited and professionally produced! Audio & video editing is a perfect in-demand skill set for freelancers right now as the average client does not want to get bogged down in the editing process for their videos and podcast recordings.

In this course, you will discover:

- How to create and edit quality audio recordings using such tools as Audacity and Auphonic
- How to edit and produce quality video recordings with Camtasia
- How to add intros and outros to both video and audio files
- How to repurpose Facebook Live videos into professional video replays





**WRITING & EDITING
CERTIFICATIONS**

WRITING FOUNDATIONS

Freelance writing continues to be one of the most in-demand services out there right now. There are so many niches and writing specializations, but many new writers often struggle with the steps they need to take to build a thriving and sustainable writing business.

In this course, you will discover how to find the right and most profitable freelance writing niche. You will also learn how to build an effective writing portfolio, determine the best way to price your writing services, discover the best ways to find your ideal writing client and so much more. If you are interested in making a living as a Freelance Writer, then this course is for you!

EMAIL WRITING

Email continues to be the most profitable online marketing channel for businesses today. It is imperative to develop your email writing skills so you can create newsletters, write email broadcasts and sequences and even craft winning emails to new and existing clients. In this course, you will learn a simple, but effective strategy to crafting engaging emails for any type of audience. You will also learn practical strategies for writing winning email autoresponders that convert subscribers to buyers!

SEO CONTENT WRITING

Who doesn't love seeing their blog content show up on the first page of Google? I know we do! In this course, you will learn the fundamentals of creating awesome content that is well optimized for the Search Engines. You will learn how to strike the balance of writing well for your audience and the search engines. You will also uncover some valuable tools that will simplify the keyword research and optimization process. Get ready to sharpen your SEO skills for your business and your clients in this powerful course!

PROOFREADING

In today's digital, content-driven world, every great entrepreneur needs a talented Proofreader that makes their content shine. If you have a love for words and enjoy finding mistakes in others' content, then this might be a great freelance niche for you! In this course, you will learn the key distinction between proofreading and copy editing and review the most common errors to watch out for. You will also learn four key types of editing to master and discover some very helpful tools to simplify the editing and proofreading process. Finally, you will learn a few popular ways to price and package your proofreading and editing services!

WEBSITE WRITING

It's time to renovate your website copy and fine-tune your message to ensure your website is as conversion-friendly as possible. In this workshop, you will learn how to...

- Create a relevant and engaging headline for your homepage
- Write a winning About page that showcases your personal brand and WHY someone should work with you
- Craft easy-to-read service packages
- And so much more!

Let's get your website ready to meet your NEXT client!

COPYWRITING

One skill set that seems to never go out of date and will never be taken over by computers or artificial intelligence is Copywriting. In this course, we are going back to basics to show you exactly how to write and edit great copy for your blog, emails, articles, ebooks, websites and sales pages. This might be the perfect opportunity to fine-tune your everyday writing skills or even inspire you to launch your own copywriting service in your business.

BLOGGING

The opportunities for freelance bloggers have never been better! In this course, you will learn from a 12-year blogging veteran the keys to writing blog content that engages and even inspires your audience. We will introduce the seven most popular types of blog posts and the key strategies for creating blog content that will propel your audience to subscribe to your content. Plus, we will discuss the best ways to monetize your blogging skills and turn them into another income stream.





PROJECT MANAGEMENT CERTIFICATIONS

VIRTUAL PROJECT MANAGER

Due to the Global Pandemic, there has been a sudden, large-scale shift to working remotely, which has changed how businesses lead and manage projects. The need for remote project managers is at an all-time high and is one of the most important skill sets you can develop in your VA or freelance business. In this important course, you will discover a 5-step system for successfully managing projects during this remote work revolution! You will learn specific tools, systems, and strategies for effectively managing both small and large projects and teams! Don't miss this opportunity to hone the skills you need to become a highly sought-after Virtual Project Manager.

BUSINESS PROCESSES & SYSTEMS

Processes and systems are integral to the success of any business. Recording your processes and systems is a critical part of creating and scaling a growing business. Join this important course to learn how to analyze, research, recommend & record processes & systems for you and your clients. Discover the key skills required to be a top-notch operations manager for your clients. Finally, learn how to create killer Standard Operating Procedures (SOPs) that will streamline your clients' businesses!

CLIENT COMMUNICATION & MANAGEMENT

One of the keys to a longterm client relationships is COMMUNICATION! In this course, you will learn how to build healthy and effective lines of communication setting healthy boundaries with your clients. You will also learn simple systems to effectively manage your client's schedule, appointments, projects, priorities, and life.

A woman with short white hair, wearing a yellow cable-knit sweater and a white headset, is sitting at a desk. She is looking down at a laptop. On the desk, there is a black desk lamp, a pair of glasses, and some papers. The background is a blurred office setting.

**VIRTUAL
ADMINISTRATION
CERTIFICATIONS**

VIRTUAL ASSISTANT FOUNDATIONS

The Virtual Assistant industry continues to experience rapid growth as businesses recognize the incredible value and cost savings to hire VAs over in-house employees. In this foundational program, you will learn the administrative, technical, and software skills needed to thrive as a Virtual Assistant.

VIRTUAL CUSTOMER SUPPORT

Businesses rise and fall based on great customer service! In this course, you will hone and develop your service skills in the context of a digital world. You will learn some effective skills and strategies for providing awesome customer service via Social Media, Help Desk Software and Live Chat apps. Customer Service gigs are in high demand, so don't miss this opportunity to add a new income stream to your business.

CRM SYSTEMS & SUPPORT

One of the most important marketing practices for any small business is LEAD GENERATION. Every business is seeking to find new leads that they can convert into paying clients or customers. One pivotal role you can play with your clients here is to help them research, document, and track their new leads in a Customer Relationship Management System.

In this course, you will learn how to use low-cost/no-cost CRM systems online to effectively manage all your clients' leads and customers. You will also learn how to create a follow-up system to ensure your clients' leads are well nurtured! This course will be very applicable to your own client recruitment process as well!

DIGITAL RESEARCH SKILLS

Regardless of the types of clients, you work with or your particular niche, you will inevitably have to conduct some good online research from time to time! In this important course, you'll walk away with current skills, strategies, and tools to conduct effective Internet research. You will also uncover four primary online research methods to help you compile invaluable data and information. Finally, you will review sample research projects that clients will need help with.

VIRTUAL BOOKKEEPING

Bookkeeping is one of those recession-proof businesses that are always in demand and a great service to offer this year. Many clients are actively seeking freelancers to take on their month-to-month financial management responsibilities such as payroll, monthly statements, invoicing, billing and so much more. In this certification program, you will discover basic bookkeeping skills needed to effectively manage your clients' financial responsibilities, key bookkeeping systems including QuickBooks, FreshBooks, Zoho Books, and Wave Accounting, how to set up and manage your clients' financial systems, and how to build a profitable virtual bookkeeping service.

EMAIL & CALENDAR MANAGEMENT

I am sure from time to time you have entered an email inbox (might have been yours) and gasped with horror at how chaotic and disorganized it was. Well, there is hope! In this course, you will learn some simple strategies and tricks to organize your inbox (and your clients') with the hope of achieving Inbox Zero! We will also walk through some useful ways to set up and manage Google Calendar and integrate it with Zoom and other applications.

A dark, semi-transparent background image showing two business professionals, a woman on the left and a man on the right, sitting at a table and looking at a laptop. The woman has long brown hair and is wearing a dark jacket. The man has short dark hair and is wearing a light-colored shirt. The overall tone is professional and collaborative.

**VIRTUAL
CONSULTANT
CERTIFICATION**

VIRTUAL CONSULTANT

In the last five years, we have seen a rapid rise in the “Virtual Consulting” space! In a nutshell, Virtual Consulting can be defined as offering practical advice and wisdom in your area of expertise to a specific group of clients via Zoom or other video meeting tools. In this NEW certification, you will learn how to define your consulting niche, craft your consulting services and launch an in-demand consulting business this year. There are clients out there that NEED your expertise, so take this certification and consider how you can position yourself as a Virtual Consultant this year!





**ONLINE TUTOR
& TRAINER
CERTIFICATION**

ONLINE TUTOR & TRAINER

Transform your passion for teaching into a thriving online career with our all-inclusive course. You'll learn the foundations of online tutoring, explore advanced virtual facilitation techniques, and discover how to create engaging and impactful online courses. We'll also guide you through effective assessment and evaluation strategies to ensure your students succeed. Finally, you'll learn how to promote your services to attract and retain clients. This course gives you all the tools you need to excel as an online tutor and trainer.





**STEP 3:
LAUNCH YOUR
BUSINESS**

FIVE STEPS TO STARTING YOUR FREELANCE CAREER

Over the past 15 years, we helped thousands of freelancers launch a thriving and flexible career using five practical and proven steps. To get started the right way, walk step-by-step through these five modules to build an amazing freelance career for yourself.





STEP 4:
KEEP LEARNING

BUILD YOUR BUSINESS

Learn essential tools, strategies, and insights needed to establish a successful and sustainable freelance business.

note: New workshops run live every month. Replays are added to the University automatically.

- ◆ Automate Your Freelance Business
- ◆ Crafting Your Freelance Offer
- ◆ Design Your Brand Identity
- ◆ Business Planning Success
- ◆ Building Your Team With Subcontractors
- ◆ The Freelancer's Tech Toolbox
- ◆ Self-Care for Freelancers
- ◆ Healthy Freelancer Mindset
- ◆ Navigating Freelance Rates & Packages
- ◆ Protecting Your Freelance Business
- ◆ Creating a Winning Portfolio
- ◆ Productivity Power
- ◆ Personal Branding Success
- ◆ Business Management Day-By-Day
- ◆and more!
- ◆ [Go to Build Your Business](#)

FIND & MANAGE CLIENTS

These workshops will empower you with the tools and confidence to take your freelancing career to new heights.

note : New workshops run live every month. Replays are added to the University automatically.

- ◆ Client Onboarding Success
- ◆ Finding Clients Using LinkedIn
- ◆ Optimize Your LinkedIn Profile
- ◆ Creating Proposals and Responding to Job Boards
- ◆ Marketing in 60 Minutes a Day
- ◆ Partner in Your Client's Success
- ◆ The Client Attraction System
- ◆ The Winning Discovery Call
- ◆ Client Contracts
- ◆ Become a Networking Rockstar
- ◆ Referral Marketing Success
- ◆ Virtual Networking Success
- ◆ The Art of the Follow Up
- ◆ Create a Winning Freelance Bio
- ◆and more!
- ◆ [Go to Find & Manage Clients](#)

SHARPEN YOUR SKILLS

These workshops will ignite your passion for learning and equip you with the knowledge and proficiency needed to excel in your freelance career.

note : New workshops run live every month. Replays are added to the University automatically.

- ◆ Creating AI Prompts
- ◆ Freelancing in an AI World
- ◆ Create Slide Deck Presentations
- ◆ Creating Social Media Graphics
- ◆ Creating Free Offers
- ◆ Creating Winning Newsletters
- ◆ Finding and Preparing for Speaking & Interview Opportunities
- ◆ Become an Executive VA
- ◆ Mastering Wordpress Plugins
- ◆ Digital PR Specialist
- ◆ Content Marketing Mastery
- ◆ The Fine Art of Writing Great Headlines
- ◆ Create Powerful Email Sequences
- ◆ ..Community Management
- ◆ Wordpress Design
- ◆ Mastering Wordpress Plugins
- ◆ [Go to Sharpen Your Skills](#)

LEARN TECHNOLOGY

Master the tech essentials with these foundational mini-courses.

note: New courses are added every month.

- ◆ Convertkit
- ◆ LastPass
- ◆ Dropbox
- ◆ Calendly
- ◆ Toggl
- ◆ Loom
- ◆ Upwork
- ◆ Google Workspace
- ◆ Chat GPT
- ◆ Google Tasks
- ◆ Google Docs
- ◆ Freshbooks
- ◆ Canva
- ◆ [Go to Learn Technology.](#)