



# Freelancing Curriculum

Learn how to earn online as a freelancer through positioning, proposals, pricing, and client acquisition.

Duration: 6 weeks

Format: Online classes with practical positioning exercises

Level: Beginner Friendly

## Program Overview

A business-building curriculum focused on niche selection, service packaging, lead generation, proposals, delivery systems, pricing, and long-term client growth.

## What Students Will Achieve

- Choose a clear niche and position a service offer more professionally
- Attract clients through platforms, outreach, content, and referrals
- Write stronger proposals, scope work properly, and price with confidence
- Build systems for delivery, repeat business, and long-term freelance growth

## Tools and Platforms

Upwork | LinkedIn | Canva | Google Docs | WhatsApp

## Curriculum Modules

### Module 01: Freelance Mindset and Business Foundations

Shift from casual gig thinking into professional service-business thinking.

- Freelance mindset, independence, and long-term positioning
- Choosing between service paths and income models
- Setting business goals and a practical freelance plan

**Practical Output:** A freelance business foundation plan



## Module 02: Niche Selection and Offer Design

Clarify who you serve, what problem you solve, and how your service is packaged.

- Choosing a profitable niche and target market
- Packaging services around results instead of vague tasks
- Differentiation, authority signals, and value messaging

**Practical Output** A niche statement and service offer sheet

## Module 03: Brand Presence, Profiles, and Visibility

Make it easy for clients to trust, find, and evaluate you online.

- Optimising your online profile and portfolio presence
- Building credibility with testimonials, samples, and case examples
- Creating a simple personal brand and discovery system

**Practical Output** A client-facing profile and portfolio setup

## Module 04: Client Acquisition and Winning Proposals

Learn practical outreach and proposal strategies that increase your chances of getting hired.

- Finding leads on platforms, social channels, and direct outreach
- Writing proposals that are specific, relevant, and outcome-driven
- Discovery calls, qualification, and follow-up systems

**Practical Output** A proposal pack and outreach message sequence

## Module 05: Pricing, Scope, and Professional Delivery

Protect your value and deliver work in a way that builds trust and repeat business.

- Pricing models, scope boundaries, and revision rules
- Contracts, payment terms, and onboarding expectations
- Client communication, timelines, and delivery workflows

**Practical Output** A pricing sheet and client delivery workflow

## Module 06: Retention, Referrals, and Growth Systems

Turn one-off work into a sustainable freelance business with better systems and stronger reputation.

- Client retention and upsell opportunities
- Referral systems, testimonials, and recurring demand
- Calendar management, content marketing, and growth planning

**Practical Output** A freelance growth kit and operating checklist

## Capstone Project

Launch a complete freelance business starter kit including niche statement, profile, offer sheet, proposal template, pricing model, outreach sequence, and delivery workflow.



# Icrust Digital Academy

Learn Digital Skills. Build Your Future.

Phone: 0805555646

Facebook: [facebook.com/icrustdigitalacademy](https://facebook.com/icrustdigitalacademy)

Website: [icrustacademy.ng](https://icrustacademy.ng)

---

## Student Support

- Mentorship and guided support throughout the learning journey
- Certificate of completion after successful participation
- Career guidance to help position students for opportunities