

20 Profitable Freelance Niches Guide

Here are the top 20 freelance niches that will offer the best income and client opportunities this year and beyond!

Content

1. Content Management & Marketing

Planning, developing, and managing the creation, production, and updating of relevant, useful content for a business or client. Creating and implementing a client's marketing strategy.

Who's offering this service?

- Mel Wood Virtual Services: <http://melwoodvirtual.com/>
- The Vegan Writer: <https://theveganwriter.com/>

2. Content Writing / Copywriting

Writing content for advertising and other types of marketing in the form of blogs, articles, ebooks, guides, reports, social media posts, landing pages, video scripts, and emails.

Who's offering this service?

- Melanie J Sparks Copywriter: <https://www.melaniejspark.com/>
- Elna Cain: <https://www.innovativeink.ca/>

3. Copy Editing

Checking content for consistent use of style including grammar, punctuation, spelling, and continuity of facts and details.

Who's offering this service?

- Telegram Writing Consulting: <http://telegramwriting.com/>
- Freelance Editing by Tara Foss: <https://www.freelance-editing.com/>

4. Course Design

Working with online instructors and course developers to set up a learning platform, determining the topics students will learn and the materials instructors will use.

Who's offering this service?

- Erin Gibson: <https://www.eringibson.co/>
- Brainy Girl Virtual Assistant: <https://brainygirlvirtualassistant.com/>

Digital Marketing

5. Marketing Funnels

Setting up marketing funnels and pages, creating opt-in pages, sales pages, event pages, and order pages using tools like Leadpages, Instapage, and OptimizePress.

Who's offering this service?

- The Technology Queen: <https://thetechnologyqueen.com/>
- Pepper It Marketing: <https://www.pepperitmarketing.com/>

6. Email Marketing & Automation

Setting up new email lists, creating, editing, and scheduling email broadcasts, creating email newsletters, setting up email autoresponder sequences.

Who's offering this service?

- Denise Aday: <https://deniseaday.com/>
- Brookside Virtual Assistance: <https://www.brooksideva.com/>

7. Social Media / Community Management

Managing clients' social characteristics across a number of channels including LinkedIn, Facebook pages and groups, Twitter, Instagram, Pinterest, and YouTube. Moderating and managing online communities on social networks, including blogs, Facebook and LinkedIn groups, forums, pages and profiles.

Who's offering this service?

- Sabrina & Company: <https://sabinacompany.com/>
- Kelly Bateson: <https://www.kellybateson.com/>

8. Digital Advertising (Facebook / Google Ads)

Creating Facebook and Google Ads as a way of promoting a business's products and services.

Who's offering this service?

- Jennie Lyon Digital Marketing & Virtual Assistant Services: <https://jennielyon.com/>
- In Social: <https://insocial.ca/>

9. Ecommerce Management

Setting up online order forms, testing order payment processes, setting up online stores using tools like Shopify or Infusionsoft.

Who's offering this service?

- Click Virtual Assistance: <https://clickva.com/>
- Sarah Marie Lacy: <http://www.sarahmarielacy.com/>

- E-Kart Commerce: <https://www.ekc1.com/Home>

10. SEO / Analytics

Researching relevant keywords that your client's audience would be searching for, creating a keyword research report, adding keywords to online content (blogs, articles, social media posts, video descriptions), tracking client's search engine results for their website.

Who's offering this service?

- Epic Virtual Services: <https://epicvirtualseervices.com/>
- A Clever Cat: <https://aclevercat.com/services/>

Media & Events

11. Podcast Production

Recording, editing, and transmitting podcasts, managing all aspects of podcast production.

Who's offering this service?

- Podcast Progress: <https://podcastprogress.com/>
- Pursuing Results: <https://pursuingresults.com/>

12. Video Production

Editing video files using video editing software like Camtasia or ScreenFlow (Mac), uploading videos to YouTube or other hosting platforms.

Who's offering this service?

- Andrea Kalli: <http://www.virtualassist.net/>

- Balanced Business Service: <https://www.balancedbusinessservice.com/>

13. Webinars & Virtual Events

Planning and scheduling online events, moderating and managing webinars, teleseminars, livestreaming events through Facebook Live, online conferences and virtual summits, creating, repurposing, and distributing event replays, marketing and promoting events through blog, social media and other content channels, tracking and monitoring event signups and attendees.

Who's offering this service?

- Tiel Virtual Solutions: <https://tielvirtualsolutions.com/>
- Screencast Video Services: <https://screencastvideoservices.com/>

Business Management & Support

14. Virtual Project Management

Coordinating and managing your client's projects, managing contractors' projects and schedules, setting up, updating, and managing project management software like Trello, Asana, or Basecamp.

Who's offering this service?

- Dynamix Business Solutions: <https://bedynamix.com/>
- Shelley McKenzie: <https://www.shelleymckenzie.ca/>

15. Customer & Client Support

Managing your client's help desk, responding to customer/client inquiries, coordinating your client's schedule and calendar, scheduling meetings and appointments, reviewing and vetting client's email inbox, drafting and sending

emails, creating and managing client's database of contacts and customers, managing and storing files using Dropbox or Google Drive, monitoring voice messages.

Who's offering this service?

- Caribbean Virtual Assistants: <https://caribbeanvaliving.com/>
- Smart to Finish Office Solutions: <https://smarttofinish.com/Blog/>

16. Virtual Bookkeeping & Financial Management

Providing services like bookkeeping, accounting, and tax preparation, creating and sending invoices, processing payments to contractors, vendors, and affiliate partners, updating profit/loss statements.

Who's offering this service?

- KG Virtual HR & Administrative Services: <https://kgvirtual.com/>
- Tessera Virtual Business Solutions: <https://tesseravbs.com/>

17. Online Research

Conducting a variety of research projects like content research for your client's blog, videos, courses, and other content channels, as well as competitor research, keyword research, audience research and conversation in social media channels.

Who's offering this service?

- Jan Udlock: <http://janudlock.com/>
- Virtual Admin Services: <http://virtualadminsolutions.com/>

Design & Development

18. Graphic Design

Using typography, images, and page layouts in tools like Canva or Venngage to create designs that can be printed or displayed online, like logos, infographics, brochures, posters, package designs, and more.

Who's offering this service?

- Tracy Rogal: <http://www.tracyrogal.com/>
- Your Virtual Business Solutions: <https://yourvirtualsolutions.com.au/>

19. WordPress Development

Adding and updating WordPress Plugins, updating new versions of WordPress, adding and scheduling blog content, sourcing new WordPress themes, designing websites.

Who's offering this service?

- Barb Henry: <https://barbhenry.com/>
- The Savvy Associate: <https://www.thesavvyassociate.com/>

20. Basic Programming & Development (CSS / HTML / Javascript)

Creating and maintaining frameworks, applications, or other components of software.

Who's offering this service?

- Mike Cavaliere: <https://mikecavaliere.com/>
- Jerrie Pelsler: <https://www.jerriepelsler.com/>

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