COURSE
CATALOG 2020

WELCOME TO
THE FREEU COMMUNITY

U
FREE
Freelance University

Table of Contents

2020 Freelance University Course Catalog

FREELANCING FOUNDATIONS

❑ **Freelance 101 Program**

Freelance 101 is our flagship start-up system for Freelancers, VAs and Online Professionals. This program features a 10-step roadmap to launching your business the RIGHT way including:

- Assess your entrepreneurial readiness
- Define your "Big Why"
- Discover your niche
- Create your personal brand
- Build your online presence
- Build your virtual business structure and office
- Determine your service rates and packages
- Build your success network
- Find your ideal client
- Design your personal productivity system

These 10 modules will guide you step by step to launching and growing the freelance business you've always wanted!

❑ **The Fine Art of Niching Down**

At FreeU, we regularly talk about the importance of discovering the right niche in order to build a thriving service people need! In this workshop, we are going to take things a step further and show you how you can "niche down" and discover unique niches and specializations that will allow you to charge more and set yourself apart from others. This workshop will be a go-to resource for anyone that is looking to create a highly profitable freelance business in today's market.

❑ **Business Planning 101**

One of the keys to the success of any business is proper planning. As you consider your own business, do you currently have an effective and organized business plan in place? If not, don't worry, as this workshop is for YOU! In this practical workshop, you will receive a step-by-step system for creating an effective business plan for your own company. You will also learn strategies for evaluating and updating your business plan so that it remains current and effective. Let's help you get the right plan in place to ensure your success moving forward!

❑ **Pricing Your Freelance Services**

One of the keys to the success of any business is proper planning. As you consider your own business, do you currently have an effective and organized business plan in place? If not, don't worry, as this workshop is for YOU! In this practical workshop, you will receive a step-by-step system for creating an effective business plan for your own company. You will also learn strategies for evaluating and updating your business plan so that it remains current and effective. Let's help you get the right plan in place to ensure your success moving forward!

❑ **The Entrepreneur's Mindset**

No one is born an "entrepreneur"! While some may seem to adopt the entrepreneurial spirit early on, most of us start out as employees and in turn develop an "Employee Mindset." As you are building your VA or Freelance business, it is very important to make the critical shift from an "Employee Mindset" to an "Entrepreneurial Mindset"!

❑ **Personal Branding Success**

Did you know that YOU are a brand? Yes, You! We often look at Apple, Costco or Samsung as brands, but YOU are the most important brand you'll ever know! In this skill workshop, we will seek to answer the question "How do you discover your own distinctive personal brand?" We will walk through a simple process for assessing,

defining, presenting and marketing your personal brand in order to boost credibility, increase your influence and maximize your client and income opportunities.

❏ Productivity Power

Most successful entrepreneurs will agree that our daily productivity has a strong link to the forward progress and success in our business. Yet, no matter how many productivity books, blog posts and videos we consume, we often still fail to maximize the time we are allotted each day.

In the Productivity Power workshop, we are going to offer some very practical strategies, tools and a simple system you can use to maximize the productivity and results in your day, so you can essentially get more done in much less time. We will incorporate timeless, age-old productivity strategies with a blend of new tools to help you to be more accomplished and productive each day. Join us for this workshop and let's boost the "Productivity Power" in our businesses.

❏ Create Multiple Streams of Income

The most successful VAs or Freelancers (especially those earning 6 figures or more) have built automated streams of income into their business so they can move away from relying solely on the "dollars for hours" model. This course will help you learn the "how-to" tactics for igniting multiple streams of income in your freelance business. You'll discover a number of profitable and easy-to-implement streams of income that will help you to build a profitable and enduring business.

❏ Legal Protection for your Freelance Business

As a freelancer, it is important that you are putting the right measures in place to make sure that your business and its content are legally protected from any litigation from clients or others. In this workshop, we are going to show you the key things you need to put in place to ensure your website, data, and personal information are

properly protected. You will also discover effective ways to store your files and secure information along with the key information to include in proposals and agreements. This workshop is a must-attend for every freelancer and business owner.

FINDING AND MANAGING CLIENTS

❑ Referral Marketing Success

I think we would all agree that "Getting Referrals" is the easiest and most effective way to build your freelance business. In this workshop, you will learn how to set up a powerful referral marketing system in your business that will result in a steady stream of new clients. You will also discover how to strategically use incentives to motivate others to refer you business.

❑ [NEW] Facilitate a Winning Client Discover Session [MAY 2020]

We all have heard the expression, "You never get a second chance to make a great first impression." This is so true when it comes to your initial discovery call with a prospective client. In this workshop, you will learn a proven approach to authentically connecting with new client prospects in a way that builds credibility and improves your chances of "sealing the deal." You will also discover some practical strategies to running an effective video call.

❑ [NEW] The Client Attraction System [JULY 2020]

The ultimate key to success in your freelance business rests on your ability to secure quality, long-term clients. The new client attraction system workshop will definitely get you moving in the right direction to maximizing your business potential this year! In this course, you will discover the 5 key ingredients to building a successful "Client

Attraction System" in your business, 7 important adjustments and tweaks you must make to your online presence in order to attract the right type of clients, the top Content Marketing strategies for igniting your credibility and opportunities and many more skills to help you attract and build a profitable, long-term client base.

❑ **Become a Networking Rock Star**

If we were to be entirely honest with ourselves, we would probably agree that in-person networking kind of freaks us out (well, at least most of us). The thought of entering a room and striking up conversations with strangers may well send you into a "cold sweat"!

If you fall into that category, this workshop is definitely for you. In this workshop we will offer a simple system for building an effective in-person network for generating new client leads and income opportunities. You will learn some helpful strategies for "breaking the ice" and making a positive first impression with a new contact. We will also explore the best ways to find new business networking opportunities in your local area.

❑ **Cold-Calling Success in a Digital Age**

Who likes cold-calling? I am sure the majority of you would be happy doing anything else other than cold-calling businesses potentially looking for a freelancer or VA. But, times have changed and the art of cold-calling has shifted in this rapidly evolving digital landscape.

In this workshop, you will receive some practical helps, strategies, and cold-calling scripts to help you reach and secure the right kind of client for your business.

❑ **Marketing Success in 60 Minutes per Day**

If you struggle to get new clients, you're not alone. Most freelancers have a tough time effectively and consistently marketing their services to new clients. Unfortunately, that sometimes means settling for any old client who will write a check, leading to frustration and resentment… and nobody wants to go down that road!

In this course, you will develop a powerfully effective new strategy for marketing your freelance or VA business in just 60 minutes per day to help you attract amazing new clients effortlessly.

❑ Create Client Proposals

You meet a great new prospective client at a conference and follow up with a detailed and thorough email exchange. They then ask you to send over a proposal.

"*Gulp*," you say. "*What the heck do I do now?!*"

In this course we'll offer up powerfully practical templates and strategies for creating top-notch "client-getting" proposals that "WOW!" potential new clients and land you new projects in record time.

❑ Onboarding New Clients with Excellence

One of the most important components to building a healthy relationship with a new client is ONBOARDING. In this workshop, you will discover a step-by-step roadmap for successfully onboarding new clients from the initial discovery call and intake right through to your first project. Come learn an effective client onboarding system that will help you to build trust and credibility quickly!

❑ **Build a Powerful Client Intake System**

One of the best ways to make a positive, lasting impression on a new client is to create a credible, easy-to-follow intake system for onboarding them into your business. In this workshop, our resident copywriter and trainer, Melanie Sparks, will take you step by step through one of the best client intake systems and workflows we have ever seen. Melanie shows you how to utilize key tools and apps for simplifying the proposal, contract and initial intake process for new clients. Onboarding is the "key to success" to retaining long-term clients as long as you use the right system and approach. Melanie has this nailed down, so don't miss this one!

❑ **Setting Boundaries and Building Healthy Client Relationships**

In this valuable skills workshop, you will learn how to set appropriate boundaries with "difficult clients" and how to build healthy long-term relationships with ideal clients. Topics explored will be the five types of boundaries, tips for setting healthy boundaries, and much more.

SOCIAL MEDIA TRACK

Certifications

❑ **Social Media Manager Program**

The Social Media Manager Program will help you discover how to build a thriving Social Media service business for a rapidly growing list of clients in desperate need of your skills and knowledge! In this course, you will learn how to build, manage, and grow a powerful Social Media platform for virtually any type of client.

The course features specialized, step-by-step training in the most relevant Social Media platforms including:

- Facebook

- Twitter
- Pinterest
- Instagram
- Linkedin

Sharpen your Social Media skills and ignite your income opportunities in 2019 and beyond!

❑ **Facebook Advertising Specialist**

One of the most in-demand skills required by Social Media Managers today is Facebook Ads Management & Optimization. Most businesses are "in the dark" on how to run a highly targeted FB Ads Campaign and need a specialist to manage things.

In this certification, we will walk you step by step through building a Facebook Ads Campaign and will cover such topics as:

- Creating a FB Ads strategy
- Designing winning Facebook Ads
- Writing conversion-friendly ad copy
- Targeting and remarketing ads
- Managing and tracking ad results
- Creating FB Ads service packages

If you are interested in adding FB Ads services to your offerings, this certification is designed for you!

Courses

❑ **Social Media Measurement Success Course**

The Social Media Measurement Success Course will help you discover a simple system for effectively managing your clients' Social Media ROI. In this course, you

will learn 7 steps to building an effective and measurable Social Media Plan and how to help your clients set clear and compelling Social Media goals for the next 12 months. You will also learn how to use 6 awesome tools for tracking and measuring your clients' Social Media campaigns, how to leverage Google Analytics to build a simple Social Media reporting system, how to create and deliver effective monthly Social Media reports to your clients, and 10 keys to ensure you are properly and accurately measuring your Social Media campaigns.

Workshops

❏ **Facebook Messenger Marketing**

Did you know that Facebook Messenger currently has 1.5 billion users sending almost 10 billion messages per month? This is a huge opportunity for you and your clients to capitalize on right now! In this workshop, you will discover how to generate targeted leads and results using a variety of cool automated tools known as Bots. We will walk you step by step through the process of setting up personalized message sequences that will engage your audience! This technology is the "wave of the future," so don't miss this opportunity to develop some in-demand, specialized skills.

❏ **Facebook Community Management**

The popularity of Facebook Groups has grown in leaps and bounds with Facebook adding a whole variety of cool new features to improve the group experience and make it easier to manage. There is a great need in the market right now for qualified Facebook Community Managers to handle the day-to-day management and moderation of groups for a variety of clients.

In this workshop, you will discover the key success strategies for effectively managing Facebook groups for your business or your clients. You will learn the key

steps you need to take to effectively manage and grow a group. You will also discover some creative ideas for maximizing your group engagement and retention.

❏ **Create Social Media Contests**

One of the best ways to build some viral buzz in the Social Media realm is to run a contest. In particular, Instagram and Facebook have become very effective platforms for running contests that generate new traffic, leads and results! In this workshop, you will learn a 10-step process for setting up, running and managing successful social media contests for your business and your clients. You will also walk away with some new creative and proven ways to build your Social Media presence and email list using a couple Social Media contest apps!

❏ **Build Your Brand with Facebook LIVE**

The Facebook Live for Business course will help you discover the KEY secret to getting more visibility for your clients' Facebook pages (and yours) in the Facebook News Feed. In this course, you will learn the 5 BEST ways to build your business with Facebook Live, how to effectively structure your content and present yourself LIVE, how to use one amazing tool that will enable you to deliver Facebook LIVE video through your desktop or laptop, and key best practices for adding Facebook Live into your clients' Social Media Marketing Strategy.

DIGITAL MARKETING TRACK

Certifications

❏ **Digital Marketing Specialist Program**

* This new program will replace our existing Internet Marketing Specialist Program!

Eight years ago, we launched our very first Internet Marketing Program, and at the time, very few businesses were hiring freelancers for Internet Marketing support. Today the landscape has completely changed, and there are all sorts of excellent income opportunities available for freelancers and VAs with specialized Internet Marketing Skills. In fact, the more common marketing term used now is Digital Marketing!

The new Digital Marketing Specialist Program is designed to give you the skills, tools, and confidence to deliver the following 8 core Digital Marketing services:

- Digital Marketing Strategy & Planning
- Marketing Funnel & Page Creation
- Email List Building & Marketing
- Keyword Research & Search Engine Optimization
- Online Content Marketing & Management
- Affiliate Program Set-up & Management
- Website Tracking & Analytics

Note: Social Media is also included under the term "Digital Marketing"; however, we do not include it here due to our stand-alone Social Media Manager Program!

❑ **Product Launch Specialist Program**

The Product Launch Specialist Program will help you to master new product launch skills, systems, and tools to attract a wave of clients in desperate need of your help with book, product, program, and event launches! In this course, you will walk through the product launch strategy, planning, and implementation phases so you can help your clients set up and run killer product launches!

Workshops

❑ **Email List Builder**

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 workshop, 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!

❑ **YouTube Marketing 101**

With almost 2 billion users watching at least one YouTube video each month, there is good reason why you and your clients need to consider how to leverage this powerful platform to build your presence and results! In this workshop, you will learn how to set up a winning YouTube channel and to upload optimized videos that generate views and leads for your clients! YouTube is an incredible marketing platform not to miss out on!

❑ **Local Business Marketing Success**

One of the best ways to find new clients is to look in your own backyard! There are many local businesses who are excellent at their craft, but struggle with employing digital marketing strategies to build their visibility and results. In this workshop, you will learn some new digital marketing strategies to help your local clients get noticed by the right audience. You will discover how to set up and optimize "Google My Places," local Facebook Ads as well as many other effective local marketing strategies. This workshop could pave the way to you adding a whole bunch of new local clients!

❑ **Influencer Marketing 101**

A recent study from eMarketer revealed that 84% of businesses surveyed expect to launch at least one campaign involving an influencer in the next year. An "influencer" is essentially someone who is a trusted presence in a given market.

In this workshop, you will discover what Influencer Marketing is and why it is a fast-growing marketing channel for you and your clients. We will unpack how to build an effective Influencer Marketing strategy from start to finish and offer some creative ideas for reaching out to influencers and building a winning campaign for your clients!

❑ **Book Marketing Mastery**

With the rapid growth of self-publishing, more small business entrepreneurs are launching books to boost their credibility, increase leads, generate revenues and upsell to higher priced products. Of course, the challenge many face is how to effectively market their books online to maximize their visibility. In this workshop, we will provide some strategies on how you can leverage Social Media, blogging, word of mouth marketing, virtual events and collaborative partnerships to help your clients' books reach the masses. We will also walk through the core Author marketing tasks and services you can do to support this fast-growing client base!

DIGITAL MEDIA & EVENTS TRACK

Certifications

❑ **Online Events Management Program**

The New Online Events Management Program is designed to give you the skills, tools, and strategies to set up, manage, produce, and distribute a variety of Online Events including teleseminars, webinars, and live streaming events. The program will

give you a practical walk-through of a few of the most popular webinar tools available and will offer a clear blueprint for effectively marketing all your client's online events!

❑ Podcasting 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 certification course, Susan Weeks will guide you through the practical strategies, steps, and skills needed to set up, launch, support, market and monetize a podcast. She 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! She will also show you how to syndicate your podcast in the most popular platforms including iTunes, Stitcher, Google Podcasts and Spotify.

Courses

❑ Leading Effective Meetings and Events with Zoom

Video conferencing has become an effective tool to manage ongoing client relationships. One of the most popular tools used by freelancers and VAs today is Zoom. In this course, you will learn some effective strategies and tips for leading great meetings with prospective or existing clients. You will also learn the "ins and outs" of Zoom.us and how to make the most of this video conferencing and online presentation tool for your client meetings or training events.

❑ **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 and VAs 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, Susan will show you:

- 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

Workshops

❑ **How to Coordinate Virtual Conferences and Online Events**

With the rising costs of travel and quality event venues, more and more businesses are seeing the power in hosting Virtual Conferences in order to reduce expenses and reach a much larger audience. In this workshop, we will show you the key steps and strategies to setting up, marketing and managing a Virtual Conference the right way. The focus of this event will be less on webinars and more on online, multi-speaker conferences.

TECHNOLOGY TRACK

Courses

❑ **[NEW] Buildling an Ecommerce Store with Shopify [JUNE 2020]**

Shopify is one of the most popular platforms for setting up an online store for any type of ecommerce business. In light of the global pandemic and the subsequent growth in ecommerce, there is a great demand for freelancers with solid Shopify skills! In this course, you will learn a step-by-step process to building an online Shopify store from scratch. You will also discover how to build a profitable service managing your clients' ongoing ecommerce responsibilities.

❑ **Mastering Zapier**

It is clear to see that we live in an age of automation, and companies like Zapier are leading the charge in the digital space. Zapier essentially enables businesses to integrate and automate 1300 different apps from Dropbox and Google Sheets to Trello and Facebook Pages. In this course, you will learn how to set up Zapier integrations with some of your favourite software and create workflows that will allow you to automate tasks that you and your clients regularly need to do manually! Creating Zapier integrations will be a powerful skill set and service to offer clients this year and beyond!

❑ **Mastering Asana**

Asana has quickly become one of the top digital project management tools out there! In this course, you will learn how to set up and manage projects, tasks, teams and timelines through this intuitive platform. Many of your clients are looking for the ideal project management platform to manage their team and Asana is the perfect tool for small businesses with growing teams!

❑ **Managing Clients with Dubsado**

Dubsado is a powerful client intake and management software that has completely simplified and streamlined the process of onboarding clients into your business. In this course, you will learn how to:

- Set up your CRM to track new leads and clients
- Create client proposals, agreements and intake forms
- Set up your payment system and schedule for your clients

- Set up effective portals for managing your client's projects and activities.

This course will save you tons of time in managing your client relationships!

❑ **Leadpages Mastery Course**

Leadpages is one of the most popular marketing page creation tools online today! Currently, there is a wave of clients who have purchased Leadpages, but lack the skills and time to effectively set up and produce relevant and visually engaging pages. In this course, you will uncover the key set-up steps to selecting the right page template, designing the page, writing the copy, and integrating into your WordPress site. As part of the course, you will have access to a Leadpages account to practice creating all types of landing pages!

❑ **Mastering G Suite**

G Suite (formerly known as Google Apps for Business) is the world's most widely used cloud-based computing platform for business. Many of your clients are either using a cloud-based system or considering accessing one. In this workshop, we will walk through the key applications and tools available in G Suite and offer some strategies on how you can best set up and manage G Suite for your own business and for your clients. G Suite has recently added some cool enhancements that we will be introducing as well!

Workshops

❑ **[NEW] CRM Systems and Support [AUGUST 2020]**

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 workshop, 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 workshop will be very applicable to your own client recruitment process as well!

❑ **Mastering ActiveCampaign**

While ActiveCampaign has been around for many years, it has really become a "rising star" in the email marketing & automation space in the last couple years!

In this workshop, you will learn how to set up and manage your client's email marketing campaigns. We will walk you through some practical steps to setting up the account, importing subscribers, creating email templates, building email sequences as well as the many cool automation features available.

Email Marketing is a highly requested service, so ActiveCampaign could become another great income stream in your business!

❑ **Mastering Google Analytics**

For any business with an online presence, it is vital to understand how your website users are responding to your pages and products. Google 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.

❏ **Mastering MailChimp**

MailChimp is most popular email platform used by small business clients today with over 11 million active users. In this workshop, you will discover how to set up a new account, import email lists, create and schedule email broadcasts as well as a number of cool automations. MailChimp offers a FREE version that you will be able to use to practice and get ready to deliver in-demand MailChimp services to your clients.

❏ **How to Set Up and Manage ConvertKit**

One of the fastest growing email marketing platforms today is ConvertKit with many of your prospective clients considering making the move to this awesome, user-friendly platform. In this workshop, you will discover how to seamlessly move your client from their current email platform to ConvertKit. You will also learn how to set up email tags, forms, landing pages, and sequences as well as utilize some of the cool automation features available with this tool. ConvertKit has the potential to become a very profitable service to offer clients this year!

CONTENT DEVELOPMENT TRACK

Certifications

❏ **Digital Content Manager Program**

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! The NEW Digital Content Manager 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!

❑ **[NEW] Online Course Creation and Management Program [May 2020]**

Online Learning is one of the fastest-growing markets on the Internet and is projected to exceed $325 Billion by 2025. The ability to create and manage online courses either for your business or clients is an incredible skill set to develop right now.

In this important certification, you will discover a simple and repeatable process for strategizing, designing, building and managing online courses. You will learn how to:

- Create an effective online course strategy
- Design a course outline and plan
- Develop video-based modules and resources
- Set up your course technology and platform in a cost-effective manner
- Manage and update courses

Join us for this certification and develop an excellent new income stream creating courses for your business and your clients!

Courses

❑ **Create Online Sales Pages**

Sales page styles have changed over the years, and it's important to understand the background and types of sales pages that are effective now. In this course, you will

discover a 12-step system to creating awesome sales pages for any client (even if you are NOT a writing rock star)! You will also receive a helpful sales page checklist and list of sales page best practices you can utilize for yourself or your clients' sales pages!

❑ **Create Engaging Blog Posts**

WordPress would not be that popular if no one really blogged or created website content. In this course, you'll discover the 7 types of blog posts that are STILL popular and the simple method to setting up and publishing awesome blog posts. You'll also learn how to build an effective blogging and blog management service for your clients, and 7 tools for simplifying the blog content creation and distribution process.

Workshops

❑ **Online Copywriting Fundamentals**

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 workshop, 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.

❑ **Website Writing Success**

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!

❑ **Writing Powerful Email Sequences**

Marketing funnels are a popular buzzword that I'm sure you have heard lots of lately. The key to creating a high-converting funnel is to write a powerful and relevant email sequence that builds trust, engages an audience and leads to conversions. In this workshop, you will learn a simple and repeatable system for writing powerful email sequences for virtually any type of client. You will also discover how to effectively package this writing and marketing skill set into an in-demand service to offer your clients!

❑ **The Online Course Builder Workshop**

This workshop is definitely near and dear to our heart! Over the past ten years, we have had the privilege of designing 100s of courses for our students as well as for major companies and organizations. In the early days, the OLD technology made it cumbersome and slow to set up and manage courses online. Today, with the advent of powerful new course platforms, it has never been easier to set up and manage new online courses.

In this workshop, we will walk through the steps to setting up and managing all types of courses online either for your business or for your clients. The online education space is growing in leaps and bounds so the timing is perfect to become an "Online Course Builder."

❑ The Fine Art of Writing Effective Headlines

Most copywriters would agree that the Headline is the most important element to any sales or web page! A headline often could be the difference between a user staying on your website or immediately leaving and never coming back! In this workshop, you will discover a simple process for writing engaging headlines and email subject lines that convert. You will walk away with a library of winning subject lines and headlines that you can repurpose for your own projects.

❑ Repurpose Your Online Content

As many of you know, "Content is King" in the online world as businesses seek to gain visibility and build credibility through podcasts, articles, Social Media posts, blogs, online presentations, and videos. But creating and managing all this online content can be daunting for the average Entrepreneur!

In this workshop, Craig introduces you to an effective system for creating and repurposing content that will completely simplify the way you create, manage, and distribute your clients' online content moving forward.

BUSINESS DEVELOPMENT TRACK

Certifications

❑ **Project Management Specialist Certification**

"The ability to convert strategy into action is the emerging skill of our time." Tim Wasserman, Stanford University

That skill, of course, is Project Management. Businesses today are in desperate need of talented individuals that can effectively manage all sorts of different projects and tasks, including writing, social media, web design, product launch, and business management projects.

In this Certification, you will discover a 5-step system for successfully managing projects in a digital world. You will learn how to use a number of cool tools to successfully manage a client's project virtually! This certification is a "must-take" for any VA, freelancer or online business manager who wants to improve the way they manage and administer all their projects.

❑ **[NEW] Virtual Bookkeeper Certification Program [JULY 2020]**

Bookkeeping is one of those recession-proof businesses that is always in demand. Many clients are actively seeking VAs and 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
- How to build a profitable virtual bookkeeping service

Courses

❑ **Internet Research Skills**

The Internet Research Skills course will help you develop new Internet Research techniques and utilize a variety of newer online research tools across FIVE key areas:

1. Market Research
2. Competitor Research
3. Keyword Research
4. Content Research
5. Website Research

In this course, you'll walk away with current skills and tools to conduct effective Internet Research in these five areas, and the tools and supports we provide will be invaluable for you (and your clients) moving forward! Your newfound research skills and strategies will help your clients to quickly cut through ALL the noise on the web and uncover the exact information they need for their specific projects.

Workshops

❑ **[NEW] Build a Coaching / Consulting Service [JUNE 2020]**

A natural progression for many freelancers and VAs is to offer coaching and consulting services in their respective niche. This opens up new opportunities to leverage your expertise and increase your rates. In this workshop, you will learn some practical strategies on how to add a new coaching and consulting service to your business including what specific services to offer, how to package your expertise and what to charge clients. You will also discover some helpful tips to being an effective coach and consultant. Join us for this workshop and launch an exciting new income stream in your business.

❑ **The Virtual Team Builder**

The world of work has changed radically over the past ten years with more people telecommuting, more subcontractors working remotely and freelancers doing business from anywhere. With this change has come an emerging need for new skills in effectively managing virtual teams! In this workshop, you will discover some practical steps, strategies and tools for successfully recruiting and managing a virtual team either for your business or your clients. This workshop will be a perfect complement to our Project Management Specialist Certification.

❑ **Deliver Winning Strategy Sessions**

One of the areas that many of your clients commonly struggle with is "Building a Strategy"! In this workshop, Business Growth Consultant and Trainer, Kat Soper, will introduce a exciting new system and "recipe" for delivering winning strategy sessions with your clients. You will have the opportunity to practice using a powerful "Business Health Check Tool" on your own business. This workshop is an excellent opportunity for you to play a bigger game with your clients and become their go-to strategist!

❑ **Virtual Business Management Day-By-Day**

Managing your business can seem like more than a 9 to 5 job. Yet, a couple of reasons you became a Freelancer were for the Freedom & Flexibility. Do not allow managing Your Business or Your Clients' Business to interfere with your plan, whether just beginning your own business or assisting your clients with their business, taking it one step at time. From the type of business to the software you use, all go into the managing of a business. In this workshop we will focus on these aspects as well as billable hours, figuring out your wage and invoicing clients.

Managing businesses has become increasingly difficult. In addition, many businesses have software and subscriptions to help run parts of the business. All of

these needs can lead to overload if you do not take preventative measures by putting boundaries, processes and systems in place, as well as managing your own self-care needs. But you can successfully balance it all.

Many freelancers struggle with these and we will help you successfully manage all aspects of business life for you or your clients.

❑ **Small Business Bookkeeping Success**

One of those ongoing activities that you can't avoid (even though you might want to) is managing your business finances. In this workshop, chartered accountant and bookkeeping instructor, Michelle Cornish, will guide you through some simple practices you can do on a daily, weekly and monthly basis to stay on top of your business finances. She will show you how to do proper expense tracking, bookkeeping, and invoicing as well as maintaining proper tax records. She will also introduce some simple cloud-based accounting tools you can use to simplify the process of managing your books on a monthly basis! In addition, Michelle will discuss how you can offer virtual bookkeeping services to your clients.

❑ **Email Inbox and 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 workshop, you will learn 10 core steps to organizing and streamlining your email inbox that will save you heaps of time. You will learn how to take your new email inbox and calendar skills and turn them into a valuable service almost any client would benefit from!

❑ **Customer Support Rock Star**

Based on our recent survey, Customer Service continues to be one of the most requested services by clients today. In this workshop, you will discover some key

strategies and tips for delivering excellent customer service for your clients! You will also learn some effective systems for organizing and managing a large customer base. Finally, we will introduce a couple popular customer service software and CRM tools that you will find very useful!

❑ **Create Effective Systems for Your Business and Clients**

Some of you may know the experience of working with a client who is scattered and disorganized with no systems guiding their day-to-day business activities. These types of clients need YOUR help! In this workshop, you will learn the FIVE core systems that will get your client's business whipped into shape. We will also show you a few practical steps for how you can think more systematically about your own business as well!

❑ **Subcontracting and Building Virtual Teams**

Depending on what stage you are at in your business, you might be interested in subcontracting to other VA or freelance agencies or possibly scaling your business by building your own Virtual Team! In this workshop, you will learn how to find and secure subcontracting relationships as well as how to best position and market your services to agencies.

In addition, you will learn the key steps and systems to successfully transitioning your Solopreneur business to a Team or Agency model.

GRAPHIC DESIGN TRACK

Certifications

❑ **Graphic Design Intermediate Program**

This action-packed Graphic Design Certification is our next level in design training after the "Graphic Design Foundations" program.

In this course, you will discover some intermediate techniques in typography, color pairing and schemes, layering and use of light as well as some cool tools for making the design process much simpler!

This certification will specifically focus on the "Designers Triad" and provide training in Adobe Photoshop, Illustrator and InDesign! You will learn…

- How to manipulate, modify and enhance photos in Photoshop
- How to design from scratch cool business logos and graphics using Illustrator
- How to design and format brochures, forms and ebooks using InDesign

The main project of the course will focus on helping you build branding materials for your business or your clients including logos, brochures, branded Social Media graphics and much more.

Prerequisite: Graphic Design Foundations Program

❑ **Graphic Design Foundations**

Back in the early days of the Internet, graphic design seemed like "Rocket Science" and was reserved for the techies with a creative flair. Today, the landscape has completely changed with the advent of low-cost graphic design apps that have simplified the process of creating cool designs.

But, to be a top-notch graphic designer, there are some key fundamental skills that are important to know and apply. In this course, our resident Graphic Design instructor, Lindsay Marsh, will cover such important topics as

- Typography and fonts
- Working with photography in design
- The use of color in design
- Design layout and blocking
- Free and paid graphic design tools and apps

This course will equip you to create a whole variety of graphic design projects for your business and for your clients!

WEB DESIGN & DEVELOPMENT TRACK

Certifications

❑ **WordPress Fundamentals Program**

We are excited to partner with the team at WP101 to bring you a new program designed to give you a solid foundation to setting up and managing WordPress sites for your business (or for your clients). In this program, you will learn how to publish in both the Classic WordPress Editor as well as the newer Gutenberg block editor. We will cover such topics as:

- Setting up WordPress
- Creating and publishing content
- Embedding video and audio files
- Installing and customizing your site theme
- Installing Plugins
- Creating and formatting content blocks
- Managing your WordPress site

Courses

❑ **WordPress Maintenance and Management**

In this course, one of our new WordPress trainers, Steve Dougherty, will show you the ins and outs of how to regularly maintain, manage and optimize your client's

WordPress websites to ensure they are secure, safe and up to date. He will cover important topics such as:

- How to do regular back-ups
- Testing site speed
- Optimizing images
- Updating themes and plugins
- Reviewing Error logs
- Clearing out Spam
- And so much more

WordPress Maintenance is an excellent retainer service to offer, and this course will show you how to effectively maintain your client's sites, so they can rest easy as night!

❑ WooCommerce Success

WooCommerce is the most widely used WordPress ecommerce plugin online powering 30% of all online stores! The average small business entrepreneur can get overwhelmed with the whole ecommerce piece, so mastering WooCommerce could be an ideal way to add a new income stream to your business!

In this course, you will learn how to set up the WooCommerce platform, integrate Stripe and PayPal, create products and manage the whole billing and order process. There is a terrific income opportunity for those interested in setting up and managing online stores.

❑ OptimizePress Success

OptimizePress is another very powerful landing page theme and plugin for WordPress. In this course, you will learn how to quickly set up marketing funnels and all types of landing pages within the WordPress environment. You will discover how to integrate OptimizePress with popular email platforms such as MailChimp to ensure your client's marketing funnel is running smoothly.

❑ **Mastering Squarespace**

Squarespace is a rising star in the web design platform space supporting over 2 million websites currently. In this workshop, we will teach you how to set up, design, customize and manage a beautifully-designed Squarespace site for a variety of "creative clients." This course will give you another tool to add to your "Web Design" toolbox!

THE APP LAB

The App Lab features a series of mini-courses under 30 minutes that cover different mobile applications that are important to your business and your clients.

Here is a list of the current mini-courses available in The App Lab:

❑ Mailchimp
   o Create and manage email campaigns on the fly

❑ Adobe Spark
   o Create mobile presentations and videos

❑ Trello
   o Manage projects, tasks and timelines

❑ Toggl
   o Time tracking device

❑ Canva for Work
   o Design cool graphics and images

❑ Cloud Storage Apps
   o Review how to use Google Drive and Dropbox from any device

❑ Evernote
   o Take notes and compile web clips

❑ Slack
   o Instant message, collaborate and share files with team members

❑ GIFs and Video Animations
   o Create cool GIFs and video clips to share in Social Media

❑ Zoho Docs
   o Create, edit and publish documents from any mobile device

VIRTUAL OFFICE HOURS

Here is an overview of some of the theme topics covered in our Monthly Virtual Office Hours sessions.

Note: You can access a library of valuable recordings and resources at the University.

- ❑ Attracting Clients with Facebook Ads

- ❑ Create a Winning Marketing Funnel

- ❑ Become an Online Publisher

- ❑ How to Have "Your Best Year Ever" in Your Business

- ❑ 7 Keys to Great Web Design

- ❑ The Fine Art of "Sub-Contracting"

- ❑ Building your "Elevator Speech"

- ❑ How to Turn Your Passion into a Profitable Niche

- ❑ Inside the Mind of Your "Ideal Client"

- ❑ The Key Attributes of a Success Entrepreneur

- ❑ WordPress Challenges

- ❑ The Best Project Management Apps and Tools

- ❑ Navigating Your Top Business Challenges

- ❑ A Day in the Life of a Social Media Manager

- ❑ How to Discover Your Niche

FACEBOOK FRIDAYS

Each month, we run a Facebook Live on topics vital to the growth and success of your business. Here are a few of the topics covered:

- ❑ 12 Steps to Launching a New Service in Your Business

- ❑ How to Raise Your Rates

- ❑ Discovering Your Brand Voice

- ❑ Create Your Signature Offer

- ❑ Create Your Content Calendar

- ❑ Choosing the Right Business Name

- ❑ How Make More Money with Your Clients

- ❑ Five Income Streams for Your Business

- ❑ Finding Balance in Your Entrepreneurial Life

- ❑ How to Market Your Business with Integrity

- ❑ The Lasting Impact of Your Virtual Business and Life

- ❑ 12 Keys to Making the Most out of Your Social Media Platform

- ❑ 12 Steps to "Closing the Sale" with a Client Prospect

- ❑ How to Grow and Scale Your VA Business

- ❑ Ten Steps to Creating Time in Your Business