



1



2



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4

The First IBM Computer



5

Adopting a "Dorothy Vaughn" Mindset

- Committed to learning, growing & developing new skills every day
- Proactive in identifying new opportunities (before others do) and staying on the cutting edge
- Motivated to overcome the "challenges of the day" to achieve her goals



6



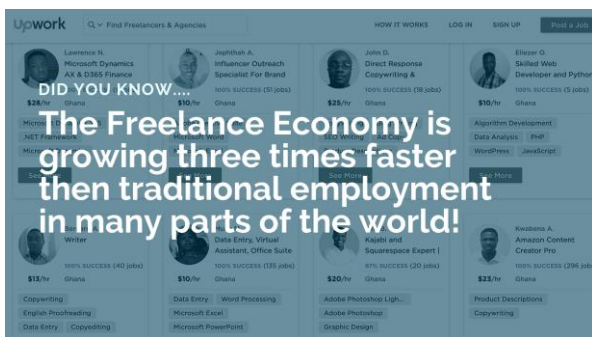
7

Interesting Findings from Digital Skills Report...

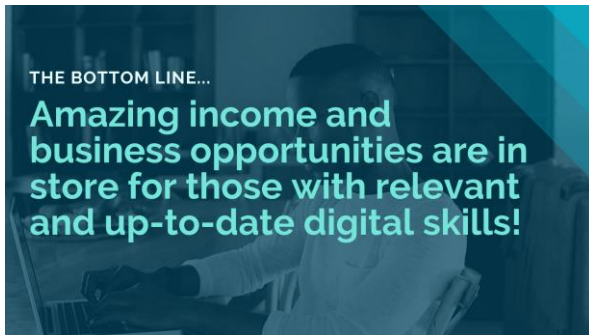
- Demand for digital skills is high in Ghana (50% of jobs require digital skills)
- Presently, there is not enough people with current digital skills to meet the labour market demand
- 230 million jobs in Sub-Saharan Africa will require digital skills by 2030



8



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12

THREE KEY SKILL AREAS



TECHNICAL SKILLS

Up-to-date, digital skills to stay competitive in the labour market and as a Freelancer.



ENTREPRENEURIAL

Self-starter, independent leader and open to pursuing new business opportunities.



SOFT SKILLS

Personal qualities and character traits to help you adapt and thrive in a rapidly changing digital landscape.

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Technical Skills

- Social Media
- Email Marketing
- Web Analytics
- Graphic Design
- Content Creation
- Virtual Administration
- Video / Audio Production
- WordPress Design
- CRM / Database Management

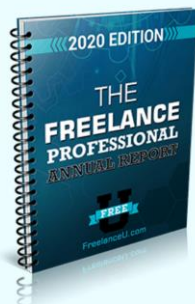
Entrepreneurial Skills

- Leadership
- Critical Thinking
- Self-Directed
- Decision-Making
- Project Management
- Team Management
- Creative Thinking

Soft Skills

- Interpersonal Communication
- Emotional Intelligence
- Problem Solving
- Stress Management
- Time Management
- Customer service
- Team player
- Adaptable

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What skills are most important in your Freelance business right now?

288 out of 288 answered

1	Writing / Editing	48% / 140resp.
2	Technology	46% / 135resp.
3	Social Media	42% / 123resp.
4	Digital Marketing	42% / 122resp.
5	Project Management	40% / 116resp.

16

What Soft Skills do you feel are most important to your success as a Freelancer? (Select your top five)

288 out of 288 answered

1	SERVICE: A commitment to providing the best quality service and experience for your clients	79% / 228resp.
2	COMMUNICATION: The ability to write and speak in a clear and professional manner	76% / 220resp.
3	PROBLEM-SOLVING: The ability to quickly diagnose a problem and identify potential solutions	67% / 195resp.
4	EMPATHY: Understanding your client's unique needs	66% / 191resp.
5	ADAPTABILITY: Responding positively to changing circumstances	60% / 173resp.

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Discover Seven Digital Skills for a Brighter Future of Work

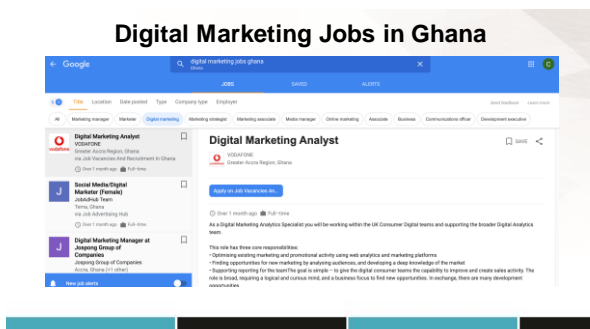
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19

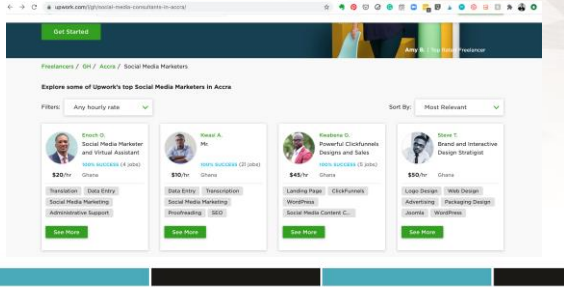
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Digital Marketing Freelancers



22

Digital Marketing Services

Market Research

Social Media Marketing

Funnel Marketing

Affiliate Marketing

Email Marketing

Video Marketing

Content Marketing

Paid Advertising

Search Engine
Optimization

Influencer Marketing

23

Facebook Advertising Specialists





24



25

Graphic Design


- ☐ Photo editing
- ☐ Image design and formatting
- ☐ Logo design
- ☐ Ebook design
- ☐ Forms and brochure design
- ☐ Infographic Design
- ☐ Branding package design


Adobe Creative Cloud

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Web Design



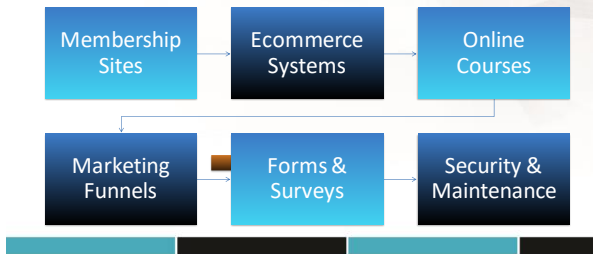
WordPress



Squarespace.com

27

The Many Income Streams of WordPress



28

WordPress Experts

NOVALIS Y.
Accra, Ghana - 3:37am local time
100% Job Success
TOP RATED

View profile

CMS Development

Functional QA

All work

30 166
Total Jobs Total Hours

Affordable Premium Wordpress Developer \$22.50/hr

Hello! How are you doing today? Thank you for visiting my profile.

Congrats on choosing Wordpress as your Content Management System, it is one of the best platforms out there to build a high-quality blog or website! What to do next? It will be a pleasure working alongside you as your partner, looking for a personalized solution, adapted to your request and requirements.

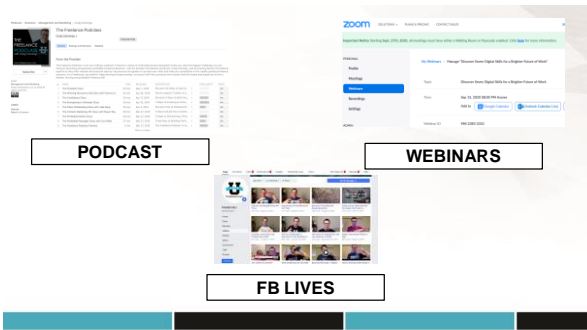
I specialize in the customization of premium Wordpress themes like X-theme, Flatome, Enfold, etc, and pages builders like Elementor, WP Bakery, Themify, Builder amongst others. I can also help with other site issues like maintenance, migration, optimization, or security.

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DIGITAL SKILL #3

DIGITAL MEDIA PRODUCTION

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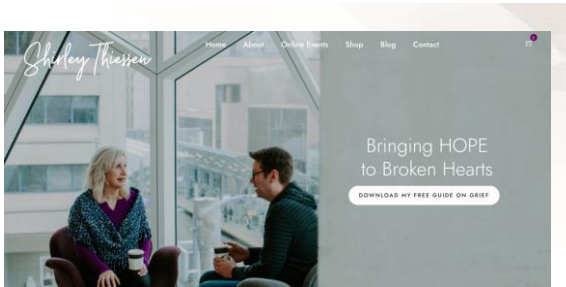
Digital Media Skills

PODCAST PRODUCTION	VIDEO / AUDIO EDITING	WEBINAR / VIRTUAL EVENTS
<ul style="list-style-type: none"> • Edit podcast audio and add intro • Distribute podcast on iTunes and other major directories • Publish podcast on client's website 	<ul style="list-style-type: none"> • Edit raw video or audio files • Create video intros and add music • Publish on videos on website, YouTube and Social Media 	<ul style="list-style-type: none"> • Set-up and moderate Zoom events and conferences • Edit and produce webinar recordings and publish replay

32



33



34

Ecommerce Skills

Woo
COMMERCE

shopify

#1 WordPress Ecommerce
Plugin used by 3 million
websites

Over 1 Million stores
powered by Shopify.

35

Ecommerce 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

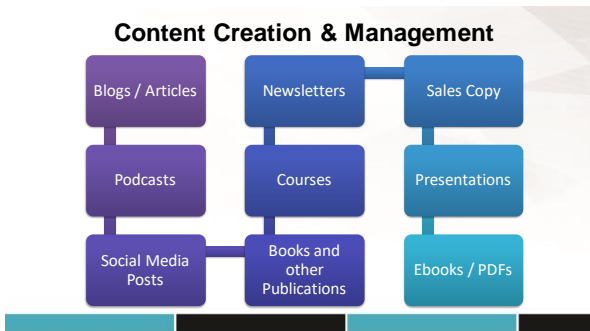
shopify

Woo
COMMERCE

36



37



38



39

Many "Content" Hats You Can Wear...

- ☐ Content management
- ☐ Newsletter editing
- ☐ Blog writing
- ☐ Transcription
- ☐ Sales/web copywriting
- ☐ Copy editing
- ☐ Course creation
- ☐ Document formatting
- ☐ Ebook design
- ☐ Email sequence creation

40

Jennifer T.
Accra, Ghana • 4:48am local time
99% Job Success
Top Rated

View profile
Project Management
All work

Cookbook Writer | Recipe Developer | Culinary Web and App Development
\$40.00/hr

1 of Upwork's 27 best recipe developers, 2020.

Cookbook writing and culinary content creation that gets you sales, leads, and opens.

- General Cookbook Ghost-Authoring, E-Cookbook Creation & Meal Planning Expert.
- Diet-Focused Recipe Developer (Keto, Intermittent Fasting, DASH, Paleo, Mediterranean, Vegan, Vegetarian, etc.)
- Food Article and Blog Writing
- Culinary In-App Community Engager
- Culinary Web and App Development
- Founder, Food Hub | Culinary Team Lead | Food Consultant

From writing & editing over 200 cookbooks and providing culinary consulting to many food businesses, I've garnered excellent skills to help grow your business. I provide you with relevant solutions to meet your core needs, drive sales and allow your business to thrive.

Availability

41



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Virtual Administration Skill Areas

- ☐ Online Business Management
- ☐ Online Research
- ☐ Data Entry
- ☐ Document Preparation
- ☐ Project Management
- ☐ Customer / Client Support
- ☐ Bookkeeping
- ☐ CRM Management
- ☐ Calendar / Inbox Management

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The Rapid Growth of Virtual Assistants

View profile

Virtual/Administrative Assistance

All work

\$7k+ Total Earnings

21 Total Jobs

1,309 Total Hours

Availability

More than 30 hrs/week

Languages

English: Native or Bilingual

Virtual Assistant with Multiple Skills \$50.00/hr

I am Ewurama! I am a Virtual Assistant/Designer among other things I love and enjoy what I do. I am detail oriented and hard working and also team player.

My Experience:

I have worked as an Administrative (Office) Secretary, a Personal/Virtual Assistant, and a Manager. In these three positions, organization skills, care for the client, company and staff, attention to detail and effective time management is of utmost importance. In execution of these, people always remembered my work.

I have a natural talent for art and design. I've had the privilege to work 12 years in the Print and Printing field as a full-time Designer and Administrative Secretary.

During this time I used the Corel Draw suite, Adobe Illustrator, and Photoshop, the Microsoft Office Suite, etc. Over these years I've gained a lot of experience in running a business.

I have also done some Article and Blog post writing, Data Entry and Bookkeeping.

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DIGITAL SKILL #7

TECHNOLOGY MANAGEMENT & SUPPORT

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5. Technology Management & Support



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Online Course Platforms

- During COVID-19, people who typically deliver content in-person are moving online
- Set up and manage course creation tools like Teachable, Thinkific & Kajabi
- Customize learning platforms to meet client needs



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Kajabi Expert

Yaw B.
Accra, Ghana - 5:00am local time
97% Job Success
TOP RATED

Kajabi and Squarespace Expert | Digital Marketer | Graphic Designer \$20.00/hr

Experienced Kajabi and Squarespace developer, graphic designer, and digital marketing expert with over 7 years of experience. My goal is to make the client happy therefore my work process and ethic revolves around your needs.

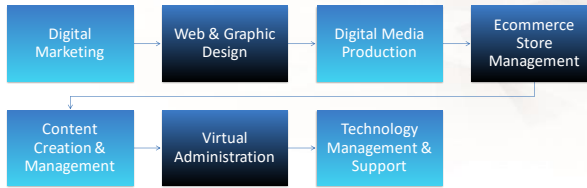
Do you need your website built with Kajabi, Squarespace, Wix, or any other website building platform? I can do that.

Do you need an experienced graphic designer to create logos, eBooks, magazines, or brochures for you? You are on the right profile page.

\$2k+ Total Earnings
20 Total Jobs
197 Total Hours

48

Seven Digital Skills for a Brighter Future



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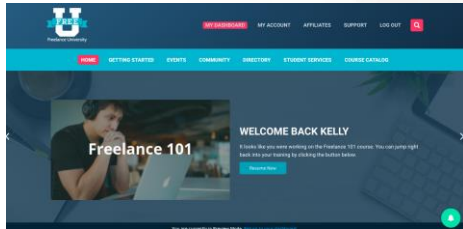
50

The mission of the African Freelance Initiative is Two-Fold...

1. To develop up-to-date digital skills to increase your employability and income opportunities in Ghana and beyond.
2. To equip you with the necessary business and technical skills to join the fast-growing Freelance movement in Africa.




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What Makes Freelance University Different?



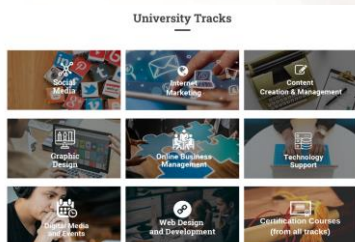
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What Makes Freelance University Different?

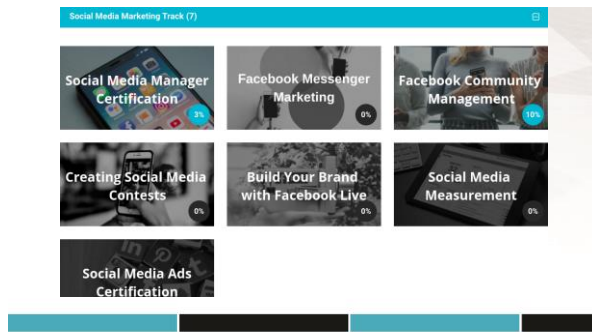
 <p>All-Access University</p>	 <p>Expert Mentors</p>	 <p>Income-Building Courses</p>
<p>Gain FULL access to 80+ certifications and courses for one low-cost annual tuition plan.</p>	<p>Connect with talented business mentors through LIVE, interactive Q&A sessions every month.</p>	<p>Enroll in practical, self-paced courses designed to build your skills and income opportunities.</p>

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University Training Tracks



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The African Freelance Initiative Scholarship Program

In partnership with Freelance University and
Social Edge Africa

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The AFI Scholarship Program

ANNUAL PLAN OF \$99
(80% Scholarship)
Regular Tuition: \$497/month

MONTHLY PLAN OF \$10
(80% Scholarship)
Regular Tuition: \$49/month

<http://www.freelanceu.com/African-Freelance-Initiative>

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**AFI Scholarship Offer is Available for a
Limited Time!**

www.freelanceu.com/African-freelance-initiative

Any questions?
Contact us at: support@freelanceu.com

