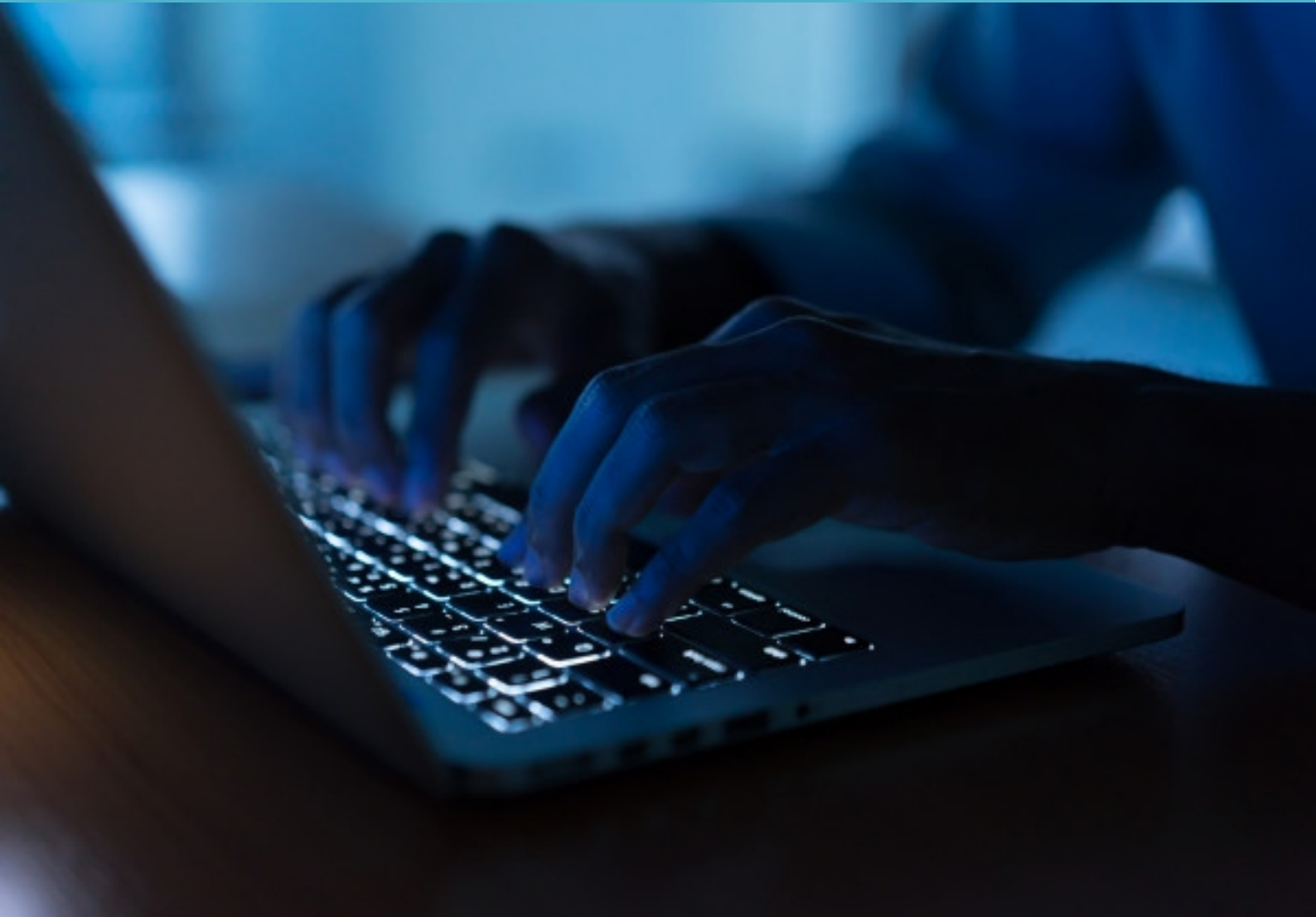




# DISCOVER 21 IN-DEMAND FREELANCE SERVICES TO OFFER IN 2021



Hi there,

Welcome to our important guide, “21 In-Demand Freelance Services to Offer in 2021!”

We created this important resource for you to introduce 21 Freelance Skills (and Services) that offer the best client and income opportunities for your business this year!

Take a moment to review each of the below services and the example websites for those actively offering the service. It is always helpful to see real people achieving great results, so take a look!

There has never been a better opportunity to start and grow your Freelance business then right now, so the sooner you determine the service offerings that are the best fit for you, the faster you can starting earning a great income in these skill areas!

We want to see you take control of your financial situation TODAY!

Enjoy the guide!

**Craig and Kelly Cannings**

Co-Founders, [Freelance University](https://freelanceu.com)



# Content

## 01 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/>

## 02 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.melaniejsparks.com/>
- Elna Cain: <https://www.innovativeink.ca/>

## 03 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/>
- Woosley Virtual Assisting: <https://woosleyva.com/services/proofreading/>

## 04 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/>
- Proof Mango: <http://www.proofmango.com>

# Digital Marketing

## 05 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/>

## 06 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/>
- Jennie Lyon: <https://jennielyon.com/email-marketing/>

## 07 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/>
- The Holistic VA: <https://theholisticva.com.au/offerings/social-media-packages/>

## 08 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?

- In Social: <https://insocial.ca/>
- John Schmidt: <https://www.johnschmidt.ca/services/facebook-advertising/>

## 09 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/>
- Eluminous Technologies: <https://eluminousva.com/ecommerce-virtual-assistant>

## 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?

- Julie Seeney: <https://julieseene.com>
- A Clever Cat: <https://aclevercat.com/services/>

## 11 Digital Product Launches

Planning and setting up digital product launches for a variety of clients including coordinating the pre-launch, launch and post-launch phases. Involves creating landing pages, lead magnets and email sequences in addition to managing webinars and customer service during the launch. Project management skills are a must for those specializing in Digital Product Launches.

Who's offering this service?

- The Launch Guild: <https://thelaunchguild.com/online-business-management>
- Creative VA Services: <http://www.creativevaservices.com/>

# Digital Media & Events

## 12 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/>

## 13 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/>

## 14 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/>
- CC Shared Services: <https://ccsharedservices.com/>

# Business Management & Support

## 15 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/>

## 16 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 GoogleDrive, monitoring voice messages.

Who's offering this service?

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

## 17 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/>
- Your VA: <https://yourva.co.nz/services/virtual-bookkeeping/>

## 18 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/>

# Design & Development

## 19 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://yourvirtuallösungen.com.au/>

## 20 WordPress Design

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/>

## 21 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/>
- Squarespace Virtual Assistants: <https://ssvirtualassistants.com/>



We hope this guide has sparked some new ideas about the types of services you would like to offer in your Freelance or VA business.

If you are at a place where you are looking to develop your skills and business, then I would highly recommend having a look at Freelance University!

Since 2008, we have helped over 20,000 VAs and Freelancers develop the skills, tools and confidence to build a great business and experience many new freedoms!

Our All-Access University features over 80 courses, a warm and supportive learning community as well as a terrific Freelance Directory and Job Board!

**CHECK OUT ALL THE DETAILS HERE!**



Finally, if you have questions, please don't hesitate to [drop us a note here...](#) we always love connecting with new people!