



# 2022 FREELANCE UNIVERSITY COURSE C A T A L O G —

# TABLE OF CONTENTS



03	BUSINESS FOUNDATIONS
08	FINDING AND MANAGING CLIENTS
13	SOCIAL MEDIA TRACK
18	DIGITAL MARKETING TRACK
24	DIGITAL MEDIA & EVENTS TRACK
29	TECHNOLOGY TRACK
36	WRITING & EDITING TRACK
41	ONLINE BUSINESS MANAGEMENT / VIRTUAL ADMIN TRACK
47	GRAPHIC DESIGN TRACK
50	WEB DESIGN & DEVELOPMENT TRACK
54	THE APP LAB
56	VIRTUAL OFFICE HOURS
57	FACEBOOK FRIDAYS



**BUSINESS  
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!

## BUSINESS STRATEGY & PLANNING

A black horizontal banner with blue triangles at both ends. Inside the banner, the text reads: "Plan the work. Work the Plan." followed by a signature that reads "~Napoleon Hill".

*"Plan the work. Work the Plan."  
~Napoleon Hill*

One of the keys to success for any business is to have a clear and organized plan of attack! Regardless of whether you are just starting or have been at it for awhile, this workshop will provide a step-by-step system to crafting a winning plan and strategy for your Freelance business. You will discover simple strategies for evaluating and tweaking your business plan so it remains current and relevant. Let us help you get the right plan in place to ensure your success moving forward!

## SELF-CARE STRATEGIES FOR FREELANCERS

If I were to ask you how well you are taking care of yourself right now, what would you say? Proper self-care is critical to our long-term success as Freelancers and VAs, but often in the midst of our busy workdays, we fail to put the proper self-care practices in place to protect ourselves. In this important workshop, you will learn how to create a self-care system for your Freelance business to ensure you are setting healthy boundaries between your work and personal life. We will also discuss the warning signs for burnout and how to make sure it doesn't happen to you. This workshop is a must-attend for all of you seeking to build a long-term Freelance business!

## 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.

## 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.

## 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.



A woman with long braids and glasses is sitting at a desk, focused on her laptop. The scene is dimly lit, with a soft light source from the left. A glass of amber liquid is on the desk to her right. The background features a white wall with a large yellow geometric shape. Two vertical cyan lines are positioned on either side of the text.

# 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 your business

## FACILITATE A WINNING CLIENT DISCOVERY SESSION

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.

## THE CLIENT ATTRACTION SYSTEM

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.

## 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!

## PARTNERING IN YOUR CLIENT'S SUCCESS

In this workshop, you will discover some practical strategies to lead your clients into a healthy partnership and away from an "Employer/Employee" relationship. You will identify potential blind spots that could keep you in an "employee" mindset. You will also learn seven important traits to cultivate in your partnership role with your client. Finally, you will uncover FIVE types of boundaries you need to set with clients in order to facilitate a healthy, long-term relationship! It's time to let go of your "inner employee" and hire the "partner in your client's success"!



## MARKETING YOUR BUSINESS IN 30 MINUTES A DAY

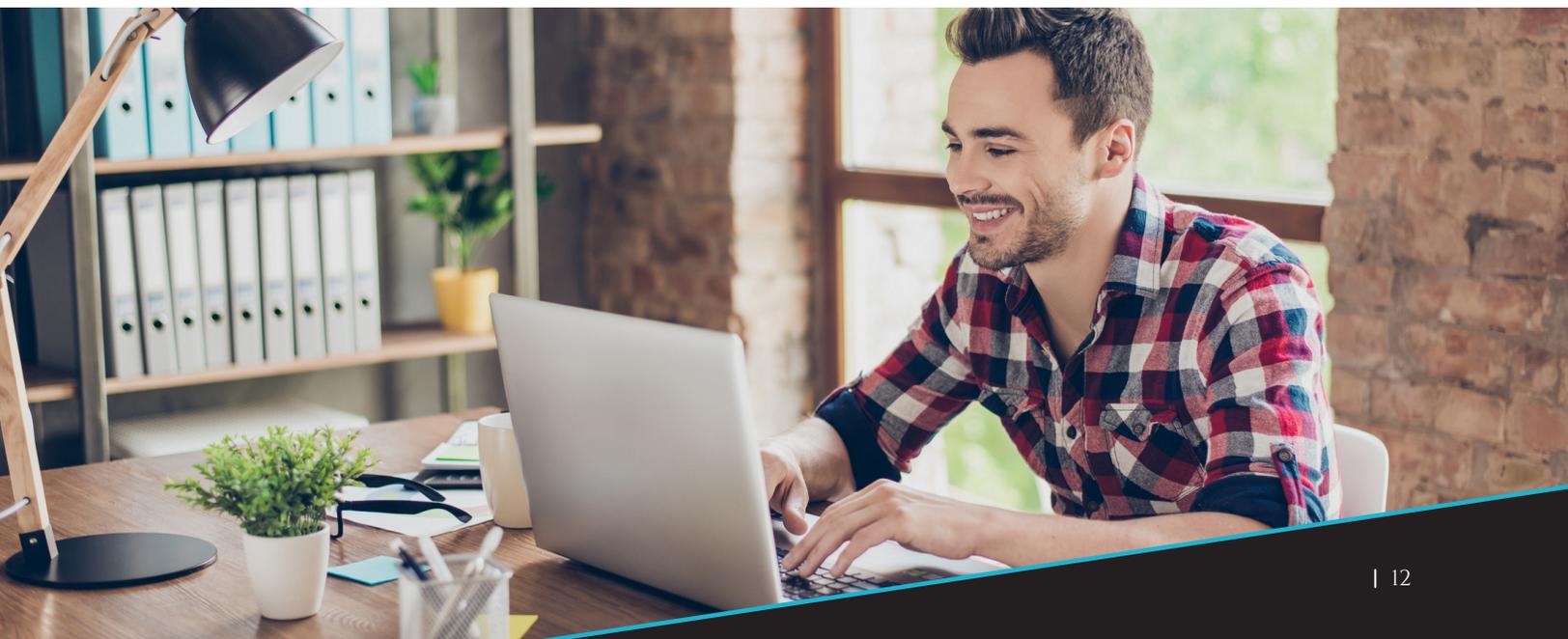
[AVAILABLE FEBRUARY 2022]

If you struggle to grow your business and get new clients, you're not alone! Most freelancers and VAs have a tough time effectively and consistently marketing their services to new, prospective 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 workshop, you will develop a powerful new strategy for marketing your freelance or VA business in just 30 minutes a day to help you continually attract amazing new clients!

## CREATING CLIENT PROPOSALS AND RESPONDING TO JOB BOARDS AND RFPS

[AVAILABLE MARCH 2022]

You meet a great new prospective client at a conference or you see a Freelance project on a job board that seems tailor-made for you. But, how do you submit a proposal or respond to a job board post or RFP (Request for Proposal) that will win over the new client? In this workshop, you will be equipped with some practical templates and strategies for creating top-notch proposals to WOW "potential clients". You will also learn some effective strategies for responding to job boards and RPFs that will help you stand out from the crowd of applicants!



A person's hands are shown typing on a laptop keyboard. The laptop screen displays a grid of social media posts, including photos and videos. The background is dark and slightly blurred, suggesting an office or workspace setting. Two vertical cyan lines are positioned on either side of the text.

# **SOCIAL MEDIA TRACK**

## SOCIAL MEDIA MANAGEMENT SUCCESS PROGRAM

Social Media Management continues to be one of the most in-demand niches in the Freelance Space. Many businesses are in desperate need of a point person to manage their ongoing Social Media activities.

In this course, you will learn the strategies, skills and tools to become an in-demand Social Media Manager for your clients. You will discover key strategies for providing an effective Social Media Strategy and Action Plan for your clients. You will also walk through the activities and tasks that successful Social Media Managers do every day, complete with useful checklists and templates!

## FACEBOOK SPECIALIST CERTIFICATION

Facebook continues to be the most popular and profitable Social Media platform for businesses today! Yes, it's also a daunting task for businesses to keep pace with the technology changes and work involved with running great Facebook Campaigns. Hence, the need for a Facebook Specialist!

In this timely course, you will discover how to develop and implement a solid Facebook Marketing Strategy for your clients. You will learn how to set up and optimize Facebook Pages, identify the best content to post and discover ways to maximize community engagement! Finally, you will discover some simple steps and strategies to leveraging Facebook LIVE videos for your clients!

## INSTAGRAM SPECIALIST CERTIFICATION

Instagram is one of the fastest-growing platforms in the Social Media Space with no end in sight! In this course, you will learn how to develop an effective Instagram Marketing strategy for any type of client.

You will also learn some practical steps for setting up and optimizing the profile and posting engaging visual content. You will uncover simple and effective ways to design engaging Stories, IGTV videos and Reels! Finally, this course will show you how to amplify your client's presence and targeted following that leads to results.

## FACEBOOK ADVERTISING CERTIFICATION

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!

## 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.

## ONLINE COMMUNITY MANAGEMENT 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.

## 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!

## PINTEREST MARKETING SPECIALIST

Pinterest continues to be a very powerful Social Media channel for driving traffic and results to your clients. In this course, you will learn how to:

- Set-up and optimize your Pinterest profile
- Find and engage with your target audience
- Optimize your boards with great visual and keyword-rich descriptions
- Drive traffic to your articles and blog posts through Pinterest pins
- Leverage Video Pins
- Offer a valuable Pinterest Marketing service

## LINKEDIN MARKETING SPECIALIST

Linkedin is the ideal platform to make meaningful connections with a target client/customer audience. In this course, we will show you... \* How to build a compelling and complete profile that attracts the right audience \* The ideal types of content to post and share in LinkedIn \* How to post relevant LinkedIn articles \* How to leverage LinkedIn videos \* The keys to optimizing your profile for the LinkedIn Search Engine \* How to research and make a personalized connection with your client prospects and so much more!



Digital Marketing

**DIGITAL  
MARKETING TRACK**

## DIGITAL MARKETING SPECIALIST PROGRAM

Twelve 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!

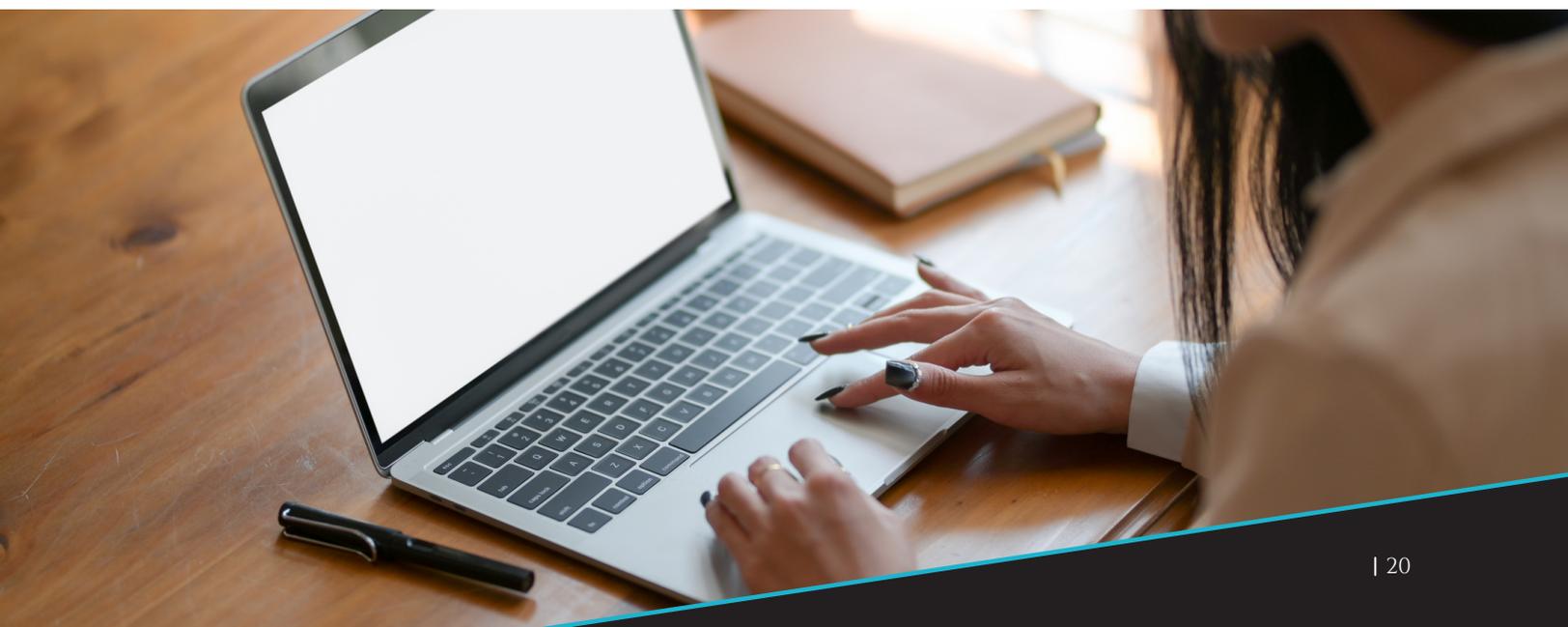
## PRODUCT LAUNCH MANAGER PROGRAM

Digital Product Launches have become an in-demand service for Entrepreneurs launching all types of products including courses, books, coaching programs, software and memberships, to name a few.

In the PLM program, we will teach you a practical system and set of steps for planning, setting up and running a highly successful launch for your clients. We will walk you through four core phases of any successful product launch: Strategy, Planning, Implementation and Evaluation. It's time to add an awesome new income stream into your business as a highly sought-after Product Launch Manager.

## CONTENT MARKETING MASTERY

One thing that will never change is the importance of content for your clients! It's the fuel that drives the success of any business seeking to gain visibility and influence in the digital realm. In this course, you will discover how to create a winning Content Marketing Strategy for your clients. You will also learn an effective system for creating the RIGHT type of content for blogs, ebooks, podcasts, newsletters, social media posts and so much more. You will also learn some useful strategies for re-purposing content to maximize your client's traffic and visibility. Finally, you will learn how to build and manage a simple but effective content calendar to keep your clients (and their content) on track!





## 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!

## ONLINE VIDEO MARKETING 101

In this course, we will show you how to create a winning online video marketing strategy for your clients and walk through some key steps to igniting your video visibility in such platforms as YouTube, Facebook and Instagram. Online Video is here to stay and definitely a powerful medium to leverage both in your business and with your clients!

## BECOME A DIGITAL PR SPECIALIST

Many clients today are seeking to get publicity online for their businesses from reputable sources including popular online magazines, podcasts, blogs and newsletters. In this workshop, you will learn the key strategies to help your clients reach their target audience through Digital PR. You will discover how to set-up a high-value service providing Digital PR services to clients. We will share specific templates and tools to equip you to become a Digital PR Specialist!

## 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 Business," 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!

## CREATING LEAD MARKETING FUNNELS

Most businesses navigating the digital landscape are very interested in setting up marketing funnels to generate email leads, but they often lack the technical know-how to set up an effective lead funnel. In this workshop, we will walk you through the key steps to setting up a lead marketing funnel from scratch. You will discover the BEST "lead magnets" to use and how to integrate them with an effective email follow-up sequence. Mastering Marketing Funnels is a terrific skill set to hone this year. so don't miss this important workshop!





# DIGITAL MEDIA & EVENTS TRACK

## VIRTUAL EVENT MANAGER PROGRAM

In light of the current Global Pandemic, the shift to virtual events and conferences is happening in every industry with no end in sight. This is the perfect time to hone your virtual event management skills and deliver a high-demand service to clients who need help planning and launching their next big online event. In this course, you will learn how to set-up, moderate, manage and promote a variety of online events from FB Lives and Zoom webinars to multi-day virtual summits and conferences. You will also learn the most important event tools to manage and produce awesome events for your clients.

## 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.

## 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!

## ONLINE COURSE CREATION AND MANAGEMENT PROGRAM

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!

## 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."

## 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, you will discover:

- How to create and edit quality audio recordings using such tools as Audacity and Audacity
- 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





# TECHNOLOGY TRACK

## THE FREELANCER TOOLBOX

Do you ever struggle with Shiny Object Syndrome as it relates to the different tools you utilize in your business? Well, we have a cure for you! In this workshop we will help you identify the most important and budget-friendly tools you will need to successfully power your business into the future. You will also learn a simple framework for streamlining and organizing your technology, so you don't experience tech overwhelm! So, get your "geek on" and join us for this important technology workshop!

## BUILDING AN ECOMMERCE STORE WITH SHOPIFY

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 TEACHABLE

Online learning is growing at a rapid rate right now with so many course creators joining the ranks in this exciting industry. One of the most popular course platforms out there today is Teachable. Many new businesses are flocking to Teachable, but often lack the skills and time to set up and manage their course platform. This is where YOU come in!

In this course, you will uncover all the nitty-gritty steps to setting up a client's learning platform, course landing pages as well as course videos and learning materials. At the end of this course, you will walk away with a brand-new skill set that you can turn into a profitable course management service. Don't miss this one!

## 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 GOOGLE WORKSPACE

Google Workspace (formerly known as GSuite) 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 Google Workspace and offer some strategies on how you can best set up and manage Google Workspace for your own business and for your clients. Google Workspace has recently added some cool enhancements that we will be introducing as well!

## CRM SYSTEMS AND SUPPORT

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.

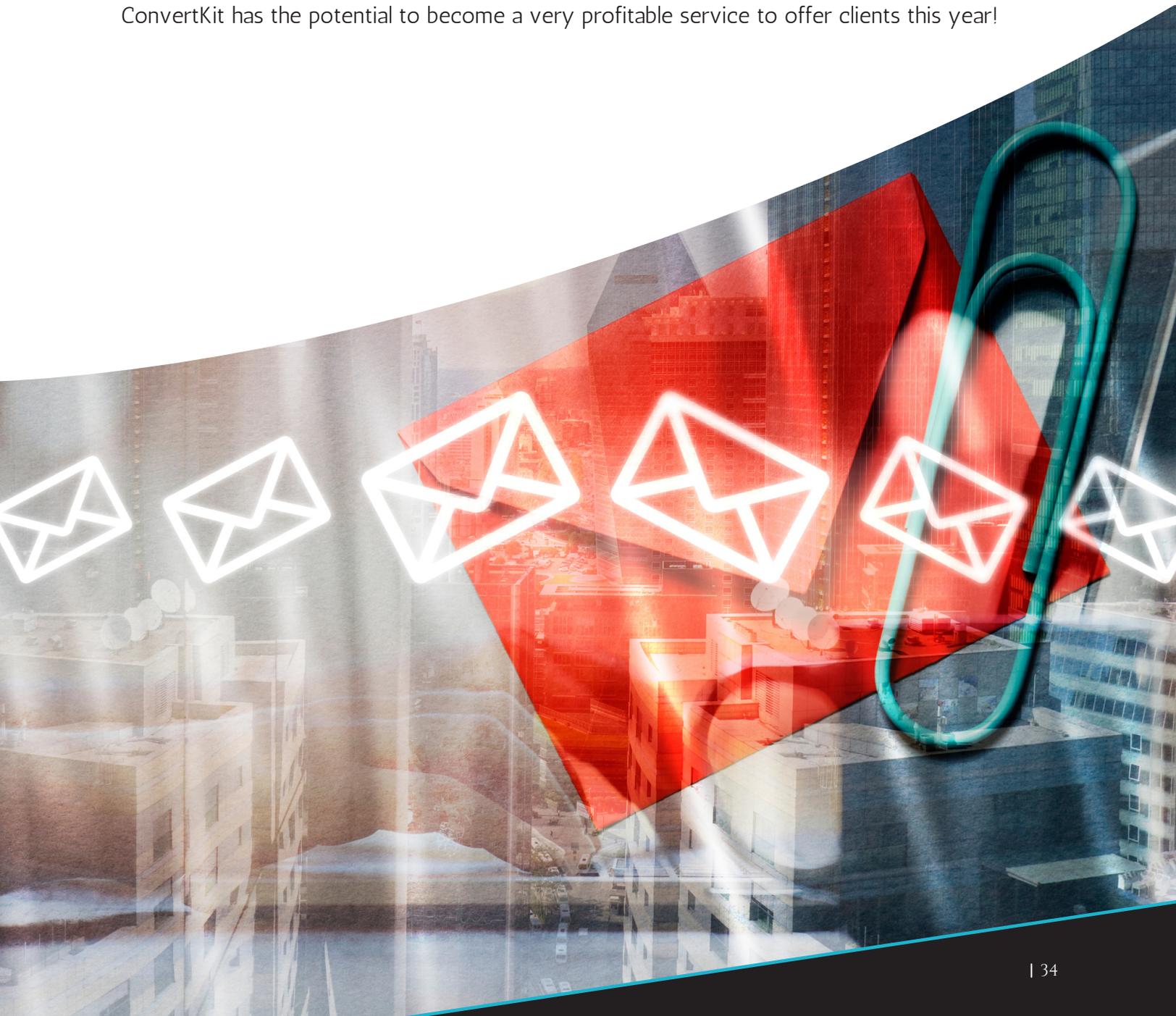
In this workshop, you will develop the skills to effectively navigate the often complicated interface of Google Analytics and pull out the exact data and information your clients need to improve their business results.

## 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.

## 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!

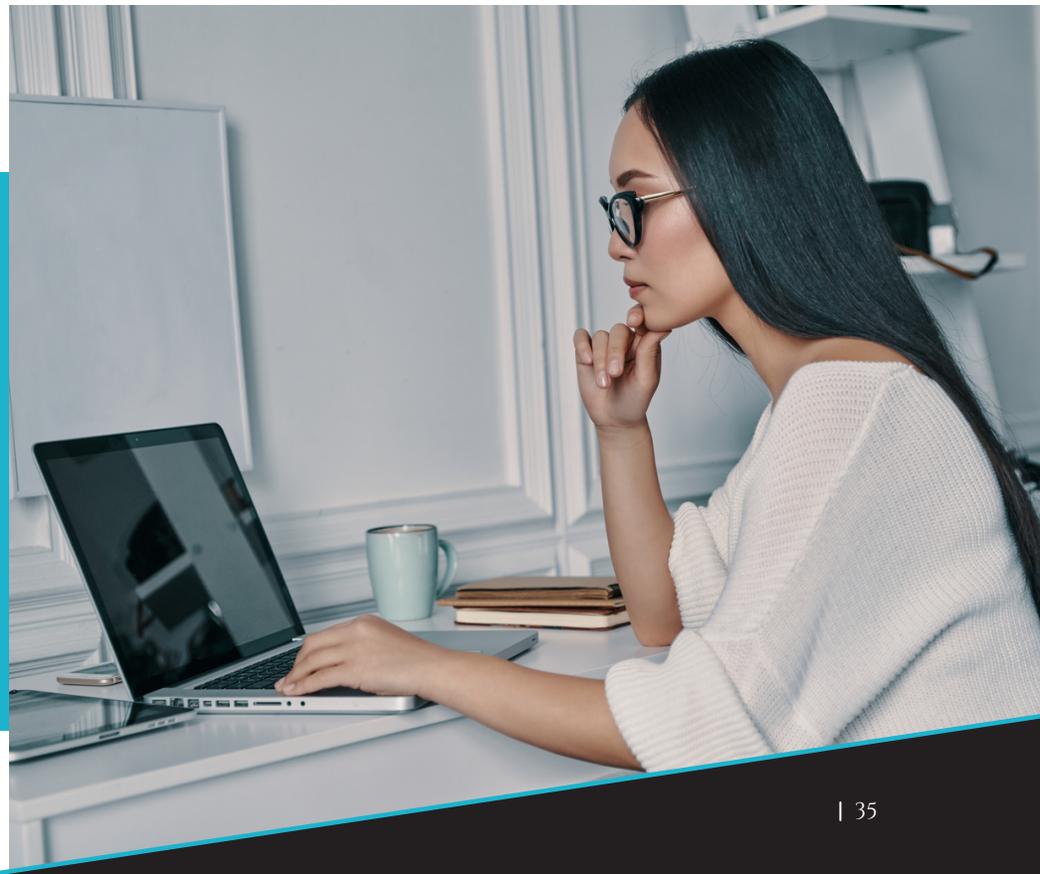


## KAJABI SPECIALIST

With the rapid growth in online education, many businesses are turning to Kajabi to build their marketing and membership platforms. In this course, Kajabi expert, Forest Linden will guide you step-by-step through the process of designing the marketing website, building the online course platform as well as setting up and managing an email marketing system. Plus, we will show you how to build a new income stream as a Kajabi Specialist.

## MANAGING CLIENTS WITH HONEYBOOK

Honeybook is a powerful client management system that will streamline your business and simplify your life if used properly. In this course, we will walk you through the Honeybook pipeline and discuss how to set up winning proposals, accept payments, integrate your email system and set up your client management portal. We will also introduce some cool methods for effectively branding your business in Honeybook.



A person is writing on a document with a pencil. The scene is cluttered with various items: a clipboard, several colorful sticky notes (green, yellow, pink), and a large grid of small photographs. The background is dark and slightly blurred, suggesting a workspace or office environment. Two vertical light blue lines are positioned on either side of the text.

# WRITING & EDITING TRACK

## 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.

## EMAIL WRITING SUCCESS

Email continues to be the most profitable online marketing channel for businesses today. It is imperative to develop your email writing skills so you can create newsletters, write email broadcasts and sequences and even craft winning emails to new and existing clients. In this workshop, you will learn a simple, but effective strategy to crafting engaging emails for any type of audience. You will also learn practical strategies for writing winning email autoresponders that convert subscribers to buyers!

## SEO CONTENT WRITING

Who doesn't love seeing their blog content show up on the first page of Google? I know we do! In this workshop, you will learn the fundamentals of creating awesome content that is well optimized for the Search Engines. You will learn how to strike the balance of writing well for your audience and the search engines. You will also uncover some valuable tools that will simplify the keyword research and optimization process. Get ready to sharpen your SEO skills for your business and your clients in this powerful workshop!

## BECOME A PROOFREADER

In today's digital, content-driven world, every great entrepreneur needs a talented Proofreader that makes their content shine. If you have a love for words and enjoy finding mistakes in others' content, then this might be a great freelance niche for you! In this workshop, you will learn the key distinction between proofreading and copy editing and review the most common errors to watch out for. You will also learn four key types of editing to master and discover some very helpful tools to simplify the editing and proofreading process. Finally, you will learn a few popular ways to price and package your proofreading and editing services!

## 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!

## LAUNCH YOUR FREELANCE WRITING BUSINESS

Freelance writing continues to be one of the most in-demand services out there right now. There are so many niches and writing specializations, but many new writers often struggle with the steps they need to take to build a thriving and sustainable writing business.

In this workshop, you will discover how to find the right and most profitable Freelance writing niche. You will also learn how to build an effective writing portfolio, determine the best way to price your writing services, discover the best ways to find your ideal writing client and so much more. If you are interested in making a living as a Freelance Writer, then this workshop is for you!

## 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 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.

## BECOME A BETTER BLOGGER

In the midst of our current Global Pandemic, the consumption of blog posts is at an all time high. The opportunities for Freelance bloggers have never been better! In this course, you will learn from a 12-year blogging veteran the keys to writing blog content that engages and even inspires your audience. We will introduce the seven most popular types of blog posts and the key strategies for creating blog content that will propel your audience to subscribe to your content. Plus, we will discuss the best ways to monetize your blogging skills and turn it into another income stream.





**BUSINESS  
MANAGEMENT &  
VIRTUAL  
ADMINISTRATION  
TRACK**

## ONLINE BUSINESS MANAGEMENT CERTIFICATION

In the corporate world, one of the most important roles in any business is the COO (Chief Operations Officer). In the digital realm, a COO is also known as an Online Business Manager. In this powerful certification, you will learn how to position yourself as the "point person" for your client's business operation including managing systems, teams, projects and of course the clients themselves. You will also learn the skills to manage a variety of day-to-day tasks as an indispensable Online Business Manager. If you are looking to play a larger role with your clients, then the Online Business Management certification might be coming at the perfect time for you!

## VIRTUAL PROJECT MANAGER

[AVAILABLE FEBRUARY 2022]

During the Global Pandemic, there has been a sudden, large-scale shift to working remotely, which has changed how businesses lead and manage projects. The need for remote project managers is at an all-time high and is one of the most important skill sets you can develop in your VA or Freelance business. In this important course, you will discover a 5-step system for successfully managing projects during this remote work revolution! You will learn specific tools, systems, and strategies for effectively managing both small and large projects and teams! Don't miss this opportunity to hone the skills you need to become a highly sought-after Virtual Project Manager.

## VIRTUAL BOOKKEEPER CERTIFICATION PROGRAM

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

## DIGITAL RESEARCH SKILLS

The Digital 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.

## CUSTOMER SERVICE IN A DIGITAL WORLD

Businesses rise and fall based on great customer service! In this workshop, you will hone and develop your service skills in the context of a digital world. You will learn some effective skills and strategies for providing awesome customer service via Social Media, Help Desk Software and Live Chat apps. Customer Service gigs are in high demand, so don't miss this opportunity to add a new income stream to your business.

## BUILD A COACHING / CONSULTING SERVICE

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

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.

## 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.

## CALENDAR MANAGEMENT WITH GOOGLE WORKSPACE

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 some simple strategies and tricks to organize your inbox (and your clients') with the hope of achieving Inbox Zero! We will also walk through some useful ways to set up and manage Google Calendar and integrate it with Zoom and other applications.

## BUSINESS SYSTEMS AND PROCESSES

[AVAILABLE MARCH 2022]

Systems and processes are integral to the success of any business. Recording your processes and systems is a critical part of creating and scaling a growing business. Join this important course to learn how to analyze, research, recommend & record processes & systems for you and your clients. Discover the key skills required to be a top-notch operations manager for your client. Finally, learn how to create killer Standard Operating Procedures (SOPs) that will streamline your client's businesses!



**GRAPHIC DESIGN  
TRACK**

## CANVA DESIGN SPECIALIST PROGRAM

Canva is one of the most popular design tools used today by Freelancers and Virtual Assistants. While many have learned Canva through experience, the intent of this course is to help you level up your Canva skills so you can complete a whole variety of projects for your clients including Presentations, Social Media Graphics, Landing Pages, Zoom Backgrounds, Logos, YouTube Thumbnails, Business Proposals and Digital Books.

Canva is a terrific skill set and service to offer virtually any type of client, so become a Canva Specialist today!

## 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!

## 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



# WEB DESIGN & DEVELOPMENT TRACK

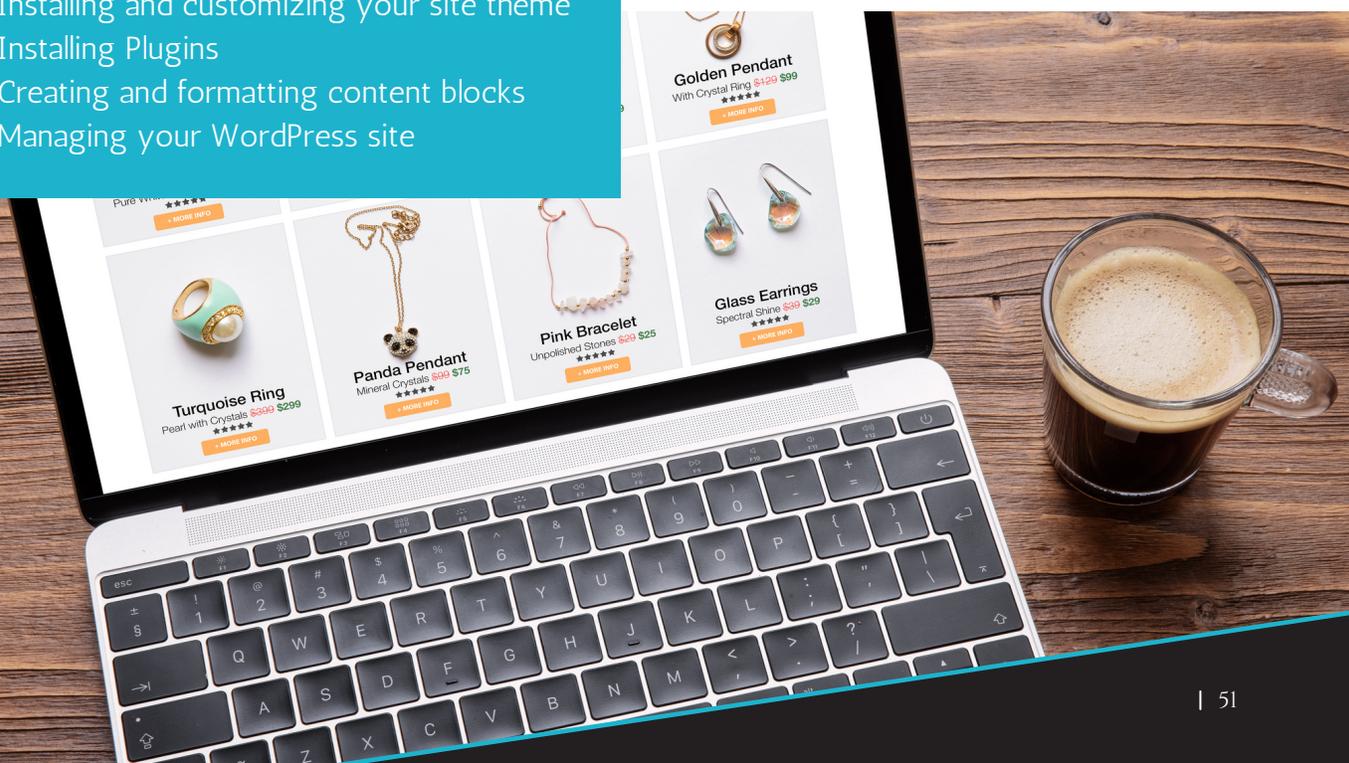
## WEB DESIGN BOOTCAMP

Bring all your websites (and design ideas) to this interactive Web Design Workshop with Craig and Mentor Barb Henry! In this workshop, you will learn some key web design tips and strategies to improve your current design and better attract your ideal client audience. Some of the topics to be covered include WordPress theme selection, color schemes, fonts, images, navigation, conversion design, logos and so much more.

## 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



## 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!

## WORDPRESS SECURITY

Your clients would likely sleep better at night if they knew they had someone taking care of their WordPress Security. This is where you come in!

In this course, you will learn the key security steps to follow before and after installing your client's WordPress site. We will walk through the different ways that a WordPress site can be hacked or corrupted and how to prevent it. You will learn how to update WordPress Plugins and Files to make sure they are safe and secure. Finally, you will get acquainted with some great tools to help you keep an eye on your website's security and performance. If you have a WordPress website or plan to offer any WordPress service to your clients, then this course is an absolute necessity!

## 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.

## 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**
  - Create and manage email campaigns on the fly
  
- ◉ **Adobe Spark**
  - Create mobile presentations and videos
  
- ◉ **Trello**
  - Manage projects, tasks and timelines
  
- ◉ **Toggl**
  - Time tracking device
  
- ◉ **Canva for Work**
  - Design cool graphics and images

## ➤ Cloud Storage Apps

- Review how to use Google Drive and Dropbox from any device

## ➤ Evernote

- Take notes and compile web clips

## ➤ Slack

- Instant message, collaborate and share files with team members

## ➤ GIFs and Video Animations

- Create cool GIFs and video clips to share in Social Media

## ➤ Zoho Docs

- 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
- ◆ And so many more...

# 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
- ◆ And so many more...