



# FREELANCING & PERSONAL BRANDING

Duration: 3-4 Weeks | Level: All Levels

## SDMI – Suriya Digital Marketing Institute

### Course Overview

Learn how to turn digital marketing skills into income through freelancing platforms and a strong personal brand.

### Curriculum Modules

1. **Personal Branding Basics** - Defining your niche and building a portfolio.
2. **Freelance Platforms** - Fiverr profile & gig optimization, Upwork proposal writing.
3. **Client Communication & Negotiation** - Handling inquiries, setting expectations, and contracts.
4. **Pricing Your Services** - Packages, pricing strategies, and upselling.
5. **Building a Personal Brand Online** - LinkedIn & Instagram branding for professionals.
6. **Getting First Clients & Testimonials** - Outreach strategies and building credibility.
7. **Scaling Freelance Income** - Managing multiple clients and building a service-based business.

### Tools & Platforms Covered

Fiverr, Upwork, LinkedIn

### Learning Outcome

Students can launch a freelancing career, attract clients, and build a recognizable personal brand.

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