



Syllabus: Certificate in Freelancing Fundamentals (CFF)

- **Duration:** 1 Month
 - **Eligibility:** 10th Pass / Knowledge of any digital skill
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Evaluation Scheme

- **Full Marks:** 200
 - **Theory Paper:** 100 Marks
 - **Practical/Project Works:** 80 Marks
 - **Internal Assessment/Viva voce:** 20 Marks
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Course Syllabus

This program equips students with the business skills needed to launch an independent career, covering platform algorithms, professional bidding, and international payment management.

Module 1: The Freelance Ecosystem

- Introduction to Freelancing: Advantages, challenges, and mindset.
- Platform Selection: Deep dive into Upwork, Fiverr, and Freelancer.com.
- Defining Your Service: Identifying high-demand niches and crafting a USP.

Module 2: Profile Engineering & Branding

- Account Setup: Verification processes and security best practices.
- Portfolio Building: Creating a digital showcase of work (Behance, GitHub, or PDF).
- Optimization: Mastering SEO for platform search bars to get discovered by clients.

Module 3: Proposal Writing & Client Communication

- Bidding Strategies: Writing high-converting, personalized cover letters.
- Pricing Your Work: Hourly vs. Fixed-price models and project estimation.
- Soft Skills: Client onboarding, managing expectations, and handling revisions.

Module 4: Finance, Legal & Management

- Payment Gateways: Setting up PayPal, Payoneer, and direct bank transfers.
- Contracts & Security: Escrow basics and preventing payment scams.
- Time Management: Using tools like Trello, Clockify, and Notion for project tracking.

Module 5: Final Capstone Project (The Freelancer's Launchpad)

- **Project Task:** Build a complete professional freelance identity.
- **Requirements:** One fully optimized platform profile, a digital portfolio of 3 sample works, and 2 mock project proposals tailored to real job postings.
- **Submission:** Live presentation of the profile and a mock client-negotiation viva.

This syllabus is a property of Axomtech Skill Education Council.

