

MD-01: Freelance Business

Turn Your Skill Into a Business - Position, Price, Sell, and Deliver

Freelancing is not just about finding clients. It is about building a repeatable business system around a skill you can already deliver. This 4-week module helps you move from scattered hustle to structured freelance operations through positioning, platform setup, proposals, outreach, pricing, and delivery workflows.

The focus is on business clarity, sales discipline, and professional delivery habits that help skilled people become reliable freelance operators.

Why This Course?

The Market Reality

Global Context: Freelance platforms, remote delivery tools, and productized services have made independent client work a mainstream business model. Clients increasingly hire specialists for short, outcome-based projects, which rewards strong positioning, fast communication, and dependable delivery.

Nepal Context: Nepal's freelance and remote-work economy is growing rapidly. Upwork, Fiverr, and outsourcing networks create real access to global clients, while Nepal's IT outsourcing sector continues to expand year over year. Strong internet penetration and a young workforce make this a practical path for service providers, but many freelancers stay trapped in low-rate work because they lack positioning, proposal strategy, and client operations.

Your Opportunity: This course positions you for **independent freelance work, agency contracting, and remote service delivery** by helping you build the systems clients trust.

Nepal-Relevant Reality	Opportunity
Internet access and remote work awareness are rising	You can reach international clients from Nepal
Many freelancers still compete only on price	Better positioning creates pricing power
Outsourcing demand keeps expanding	Service businesses can grow without relocating
Clients value professionalism and consistency	Strong systems help you stand out quickly

Course Snapshot

Parameter	Details
Course Code	MD-01
Title	Freelance Business
Duration	1 Month (4 Weeks)
Schedule	Monday to Friday (Mon-Fri, 5 Days/Week), 2 Hours/Day
Total Hours	40 Hours of Live Training
Batch Size	Maximum 10 Students
Course Fee	NPR 15,000
Prerequisites	Basic computer fluency and at least one service area you want to sell. Saarathi Gate Assessment (diagnostic, no pass/fail) before Day 1.
Self-Study	Minimum 2 hours/day outside class (mandatory)
Outcome	Freelance Specialist / Remote Contractor

Your Learning Week

Day	Activity
Mon-Fri	2-hour live class session (hands-on, template-based)
Mon-Fri	Minimum 2 hours self-study and outreach practice (mandatory)
Saturday	No classes - flexible self-study, peer collaboration, and profile work
Sunday	Whole day self-learn time. Classrooms remain fully open for you to come in, study, collaborate with peers, and build your systems.

Every student MUST spend at least 2 dedicated hours a day on focused freelance practice beyond the classroom at home. This is non-negotiable for success because consistency is what separates hopeful freelancers from working professionals.

Week-by-Week Curriculum

Phase 1: Positioning, Platforms & Proposal Systems (Weeks 1-2, 2 Weeks, 20 Hours)

Week	Focus Area	What You'll Master
Week 1	Freelancing Fundamentals & Positioning	What freelancing really is, self-assessment, niche selection, service clarity, goal setting
Week 2	Platform & Proposal Systems	Upwork positioning, Fiverr gig setup, LinkedIn profile setup, proposal templates, credibility assets

Phase 2: Sales, Operations & Launch (Weeks 3-4, 2 Weeks, 20 Hours)

Week	Focus Area	What You'll Master
Week 3	Outreach & Sales	Cold outreach systems, lead tracking, discovery calls, objection handling, pricing logic
Week 4	Operations & Launch	Contracts, scope control, invoicing, client onboarding, retention basics, 90-day launch plan

Skills You'll Gain

Freelance Platforms & Tools

Platform / Tool	Proficiency Level
Upwork	Profile and Proposal Execution
Fiverr	Gig Positioning and Packaging
LinkedIn	Prospecting and Professional Presence
Google Sheets / Notion	Lead Tracking and Simple CRM
Canva	Proposal and profile asset support
Payoneer / Wise	International Payment Readiness

Business Skills

Skill	Application
Service Positioning	Niche clarity and offer design
Proposal Writing	Personalized pitches that address client pain points
Pricing Strategy	Rate setting, packages, and scope logic
Client Communication	Discovery calls, feedback handling, and relationship management

Topic Depth and Awareness

Section	Guidance
Purpose	This course intentionally separates what you need to master in depth from what you only need to understand with working awareness.
Depth	<p>The core platform, proposal, outreach, and client-delivery workflows practiced repeatedly in class</p> <p>The business assets you are expected to build independently, including profiles, templates, and tracking systems</p> <p>The sales and communication habits most likely to affect your real freelance results immediately</p>
Awareness	<p>Adjacent tools, optional automation ideas, and platform nuances introduced for context and future improvement</p> <p>Business topics you should be able to discuss and recognize even if you are not yet executing them at an advanced level</p> <p>Longer-term growth paths such as agency transition, retainers, and team-based delivery models</p>
How to use this syllabus	Spend most of your self-study time strengthening the depth topics first. Treat awareness topics as context builders that help you make better decisions and grow after the course ends.

Project Pool

*All options below are **intermediate-level final projects**. Each student chooses **one** final project from this pool. Trainers may run smaller guided exercises during the course, but public phase-*

wise project sections are intentionally removed so the completion standard stays clear and consistent.

#	Final Project Choice	What You Will Build	Core Stack / Tools
1	Positioning & Offer System	Define a niche, offer ladder, service packaging, proof assets, and pricing logic for a real freelance direction.	Positioning, offer design, proof assets, pricing framework
2	Platform Profile Launch Kit	Build a complete Upwork, Fiverr, and LinkedIn setup with focused messaging, samples, and proposal hooks.	Upwork, Fiverr, LinkedIn, profile optimization
3	Proposal & Outreach Campaign	Create a reusable proposal library and run a tracked outreach campaign with personalized messages and follow-ups.	Cold email, LinkedIn outreach, proposal frameworks, tracking sheet
4	Client Operations Pack	Build the operating system behind delivery: onboarding, scope control, revision limits, invoicing, and communication templates.	Scope templates, contracts, invoicing, client communication
5	90-Day Freelance Growth Dashboard	Turn your freelance setup into a measurable plan with weekly goals, pipeline tracking, and retention checkpoints.	Google Sheets / Notion, CRM workflow, goal tracking, retention metrics

Career Paths & Trajectory

Role Path	Focus and Proof	Stage and Timeline	What Actually Matters
New Freelancer / Solo Service Provider	Win early projects with a focused service, clean profile setup, and a repeatable delivery workflow. Proof you leave with: Profiles, proposals, pricing, and outreach system	Entry stage - first 0-6 months	Fast replies, clear scoping, and getting first proof assets and testimonials without overpromising.
Remote Contractor / Retainer Freelancer	Work more steadily with agencies or clients who need consistent delivery instead of one-off gigs only. Proof you leave with: Positioning, delivery workflow, and client-management assets	Growth stage - 6-18 months	Reliability, repeat business, and understanding client needs beyond the task list.

Role Path	Focus and Proof	Stage and Timeline	What Actually Matters
Freelance Consultant / Specialist Contractor	Package higher-value advisory or specialized execution around a clearer niche and stronger authority. Proof you leave with: Discovery-call process, strategic offers, and authority positioning	Specialist stage - 18 months–3 years	Better-fit clients, stronger positioning, and value-based conversations instead of price-only negotiation.
Small Agency Operator / Fractional Service Lead	Build a small delivery system around subcontractors or recurring clients without rushing into a bloated agency model. Proof you leave with: Portfolio proof, service operations, and professional collaboration habits	Expansion stage - 3+ years	Systemized delivery, careful delegation, and business judgment that protects quality and margin.

Saarathi Gate & Completion Review

Before You Start: Saarathi Gate Assessment

All students complete the **Saarathi Gate Assessment** before Day 1. It is a short diagnostic review of aptitude, learning behaviour, and thinking style. It has **no pass/fail** and is used only to tailor support from the start.

After Course Completion: Saarathi Completion Review

The **Saarathi Academy Certificate** is issued after the selected final project is completed, documented, and reviewed by the trainer. There is **no separate certification exam** for this course.

Completion Requirements:

- Attendance:** Minimum 80% attendance
- Weekly Work:** Core deliverables, revision work, and practice tasks completed
- Final Project:** One intermediate-level project selected from the project pool and completed to trainer-approved quality
- Portfolio Proof:** Screenshots, documentation, case-study notes, or equivalent proof assets updated
- Trainer Review:** Practical execution, consistency, communication, and overall growth signed off by the trainer

Enrollment & Next Steps

Next Batch: Starting soon (contact for exact dates) **Offline Location:** Old Baneshwor Chowk, Kathmandu, Nepal **Mode:** Online + Offline **Contact (Call/WhatsApp):** 9761095364, 9744442469

>> [ENROLL NOW] - Limited to 10 seats per batch

Freelancing is not a side hustle. It is a business. In 4 weeks, you'll have the system to run it.

Last Updated: Mar 30, 2026

