

Brand and Portfolio Development

Sl. No.	Content
1	Understanding the Freelance Economy
2	Building Critical Capabilities for the Gig Economy
3	Getting Started with Upwork, Fiverr, and Others
4	Crafting Your Personal Brand & Portfolio (Developing a Unique Identity and Showcasing Work)
5	Case Studies and Project Samples (Demonstrating Value through Real-World Examples)
6	Building a Professional Online Presence (Social Media, Website, and Landing Page)
7	Smart Bidding Strategies for Winning Projects (Compelling and Competitive Proposals)
8	Protecting Your Work and Online Identity (IP and Privacy Essentials)
9	Freelance Pricing Strategies
10	Cross-Border Payment Management
11	Growing Your Client Base Strategically (Outreach, Retention, Repeat Business)
12	Leveraging AI in Freelancing (Tools and Techniques to Boost Productivity)
13	Community Building and Peer Collaboration
14	Hands-on Assignment: Building Individual Portfolios