WELCOME TO
START FREELANCING

IN THIS WELCOME PACK: We'll be going through the course schedule, what to expect each week, the assignments, the reward cards, and how to get the most out of Start Freelancing.

Welcome to Start Freelancing! This is your introduction to the course: hopefully it'll answer any questions you've got, but please do feel free to email me (ali@aliventures.com) if anything's confusing or unclear.

The Course Schedule

We're going to work through Start Freelancing week by week:

Monday 4ᵗʰ November – Sunday 10ᵗʰ November
Module #1: The Foundations of Your Freelancing Business

Monday 11ᵗʰ November – Sunday 17ᵗʰ November
Module #2: Registering Your Domain and Social Profiles

Monday 18ᵗʰ November – Sunday 24ᵗʰ November
Module #3: Setting Up Your Website, Step by Step

Monday 25ᵗʰ November – Sunday 1ˢᵗ December
Module #4: Getting Great Experience – and Testimonials

Monday 2ⁿᵈ December – Sunday 8ᵗʰ December
Module #5: What to Charge and How to Work

Monday 9ᵗʰ December – Sunday 15ᵗʰ December
Module #6: Finding Writing Gigs and Pitching Editors

You'll have full access to the materials after the course (plus four weeks of additional support through the Facebook group), so don't worry if you need to take a little extra time. To get the most out of the course, though, it's best to work through the modules along with the rest of the group.

The Weekly Emails

Each week, you'll receive two emails from me. Each will have **[Start Freelancing]** at the start of the subject line and they'll come from ali@aliventures.com.

On Mondays, you'll get the module for the week. There'll be a quick introduction to this in the email itself, with a link to download the full module as a .pdf. *(I'll also include links to the previous weeks' modules, in case you've lost any and want to refer back.)*

On Fridays, I'll send you a quick reminder about that week's module. This will include the download link again, in case you've misplaced it, and any news or updates about the course.

Our Facebook Group

So that we can get to know one another as a group, I've created a private Facebook group for us:

Start Freelancing (2019)
facebook.com/groups/startfreelancing2019

This is where you can introduce yourself to other members of the course, chat about freelancing, and ask any questions you want. It's a private group: no one will see your posts except fellow freelancers taking the course alongside you.

Note: As it's a private group, I'll need to manually approve your request to join. Apologies if this means a short wait!

I'll be in the Facebook group as often as possible to answer any questions you've got about the course or about freelancing more generally.

The Facebook group is structured with different sections for the six modules, so that it's easy to ask questions (and find answers!) about each week's material.

Even if you don't want (or don't have the time) to use the Facebook group on a regular basis, I'd definitely encourage you to pop in once a week to "check in" once you've completed your assignment.

Which leads me on to …

Your Assignments

All modules have a suggested assignment at the end, which will normally take around one to two hours.

I strongly encourage you to have a go at the assignment each week, even if you're not able to finish it. Most of the assignments are split into several parts, so you can just do the bits you have time for.

Once you've completed the assignment, or done as much as you can for that week, come over to our Facebook group and "check in" by leaving a comment to let us know you've finished that module.

(If you prefer not to use Facebook, email me at ali@aliventures.com to "check in" instead: please put "Module #1 check in" etc in the subject line.)

To help you stick with the assignments, I've created …
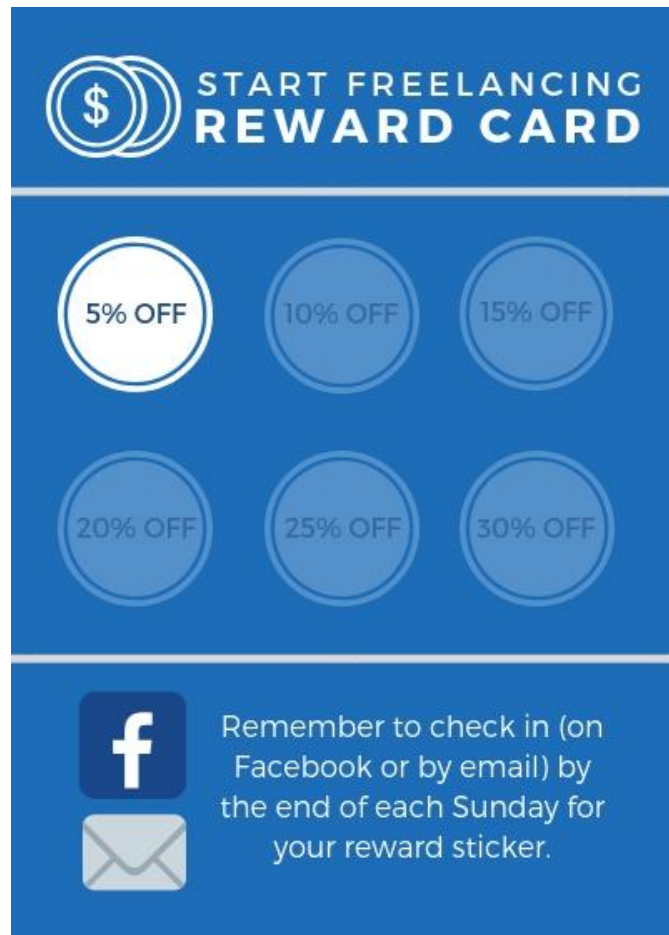
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Your Reward Card

Each week that you check in on time, you'll get a stamp on your reward card. Each stamp is worth 5% off any other Aliventures course, so you can save up to 30%. (The full list of courses is at aliventures.com/courses.)

You'll receive your stamped reward card each Monday, either as a reply to your "check in" on the Facebook topic, or as a reply to your email, if you checked in by email.

(In case you're wondering, the next freelancing-specific course I have planned is "Freelance Confidence", in spring 2020, which follows on from "Start Freelancing" and tackles more advanced topics.)

To be eligible for your stamp for the week, you need to check in by the end of the Sunday – i.e. for Week 1, you need to check in by the end of Sun 10th November.

Getting the Most Out of the Course

While I've aimed to make Start Freelancing helpful even if you don't have much time, the more you put into the course, the more you'll get out of it!

To help you make the most of Start Freelancing, I suggest that you:

#1: Set aside a regular time to read through the modules. They come out on a Monday, so you might want to read through on a Monday evening, during your Tuesday lunch break, or whatever works well for you.

You can download the module .pdf as often as you like, to as many devices as you like – so if you want to read half the module on your phone, half on your tablet, then tackle the assignment at your computer, that's fine.

#2: Find at least an hour a week to work on your assignment. Every week, you'll be making real progress towards your freelancing career: setting up your website, writing pitch emails, and so on. The assignments should normally take between one and two hours.

#3: Ask questions in the Facebook group. Throughout the course, I'm here to support you. If you have *any* freelancing or writing related question, bring it to the group – chances are, you're not the only person who's struggling with it, and I'll be glad to help. Plus, other members may have their own ideas and solutions to share with you.

#4: Take a look at the further reading too. Every module comes with suggested further reading – links to blog posts or articles that tie into the topics covered in that module. If you can find an extra ten minutes, go through some of these resources too … you may find they give you a new idea or explain something in a helpful way.

Finally … I am very much looking forward to getting to know you, and to supporting you at this stage of your freelancing career. Come on over to the Facebook group now and introduce yourself here:

facebook.com/groups/startfreelancing2019/permalink/402434997345005