

Building Your Freelancing Career

 **Live Online**



SCAN HERE

Why Join This Course?

Dreaming of financial freedom and flexible work hours?

This course helps you turn your skills into income by launching a thriving freelance career from scratch. Whether you're just starting out or trying to go full-time, you'll gain:

- ✓ A clear plan to identify your niche and ideal clients
- ✓ Real-world strategies to build your brand and profile
- ✓ Tools to attract, pitch, and retain clients
- ✓ Insights on pricing, negotiation, and project delivery
- ✓ Confidence to turn freelancing into a sustainable income stream

Workshop Details

What You'll Learn:

- ✓ Discover high-demand freelance niches aligned with your skills
- ✓ Build a standout online profile and professional portfolio
- ✓ Find clients through Upwork, Fiverr, LinkedIn, and cold outreach
- ✓ Learn how to price, pitch, and manage freelance projects
- ✓ Navigate client relationships and build long-term success



Format: Live Online (Instructor-Led, Zoom-based)



Investment: PKR 16,000 per participant



Includes: 4-Day Training, Certificate of Participation, Portfolio Templates, Client Outreach Scripts, Freelance Success Tracker



Date

17, 23, 24, 30 May 2025

Time

6:30 PM – 9:30 PM

Get Professional
Certificate By
Bahria University



Trainer Profile

Muhammad Burhan Raza holds a BS in Media Studies from Bahria University and is a Top-Rated Plus freelancer on Upwork. With over 8 years of freelancing experience, he has worked with multiple million-dollar clients and renowned voice artists like Bill Mondy. As the CEO of OnPoint (Creative Marketing Solutions), Burhan specializes in PR, branding, sales and digital marketing. He has successfully completed over 300 projects across global markets, including the USA, UK, Australia, Canada, and the UAE, bringing a wealth of experience and strategic insight to his training sessions.



Muhammad Burhan Raza

Top-Rated Plus Freelancer on
Upwork | CEO – OnPoint

Who Should Attend?



Students & recent graduates seeking flexible income



Professionals wanting to switch to freelance



Anyone ready to build an independent income path online



Homemakers, career restarters & side hustlers

Course Outline



Session 1:
Freelancing Fundamentals & Finding Your Niche



Session 3:
Client Acquisition, Pitching & Project Management



Session 2:
Branding, Portfolio Building & Profile Setup



Session 4:
Rate Setting, Negotiation & Sustaining Growth



Limited Seats Available – Register Early!

<https://forms.gle/D242pgEiGeFSSrQX8>



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