

Freelance Foundations

BootCamp Outline

Every Saturday | April 4–May 9

Block 1. **Real Overview of the Creative Market**

How the freelance and remote creative market really works
Common myths vs real professional scenarios
Types of clients and projects you will actually face
Typical beginner mistakes and how to avoid them

Block 2. **Professional Positioning**

Difference between skills, roles, and market demand
How to define your professional profile
Why focus matters more than “doing everything”
Making strategic career decisions early

Block 3. **Services and Scope Definition**

What services a designer or illustrator can realistically offer
How to define clear deliverables
Understanding scope creep and how to prevent it
Setting professional boundaries from the start

Block 4. **Client Communication and Briefs**

How to read and interpret a brief correctly
Translating client language into actionable tasks
How to respond professionally to requests
Managing revisions, expectations, and feedback

Block 5. **Pricing and Professional Limits**

How to approach pricing without guessing
What affects the value of your work
Understanding international pricing references
Learning when to say no and how to defend your work

Block 6. **Market-Focused Portfolio**

What a professional portfolio should show
Difference between personal work and market-ready work
How to select and present projects strategically
Aligning your portfolio with your career goals

Block 7. **Platforms and Opportunities**

Overview of freelance and remote work platforms
How and when contests make sense
National vs international opportunities
Evaluating where your time is worth investing

Block 8. **Personal Workflow and Action Plan**

Creating a basic personal work system
Organization, follow-up, and consistency
Short- and mid-term action planning
Turning clarity into concrete next steps