

THE FUTURE IS

FREELANCE



MATT DOWLINGFounder @FREELANCER CLUB

- Ex-freelancer
- 4 x Founder
- Speaker
- Consultant
- Campaigner
- Thought-leader
- Freelancer Club

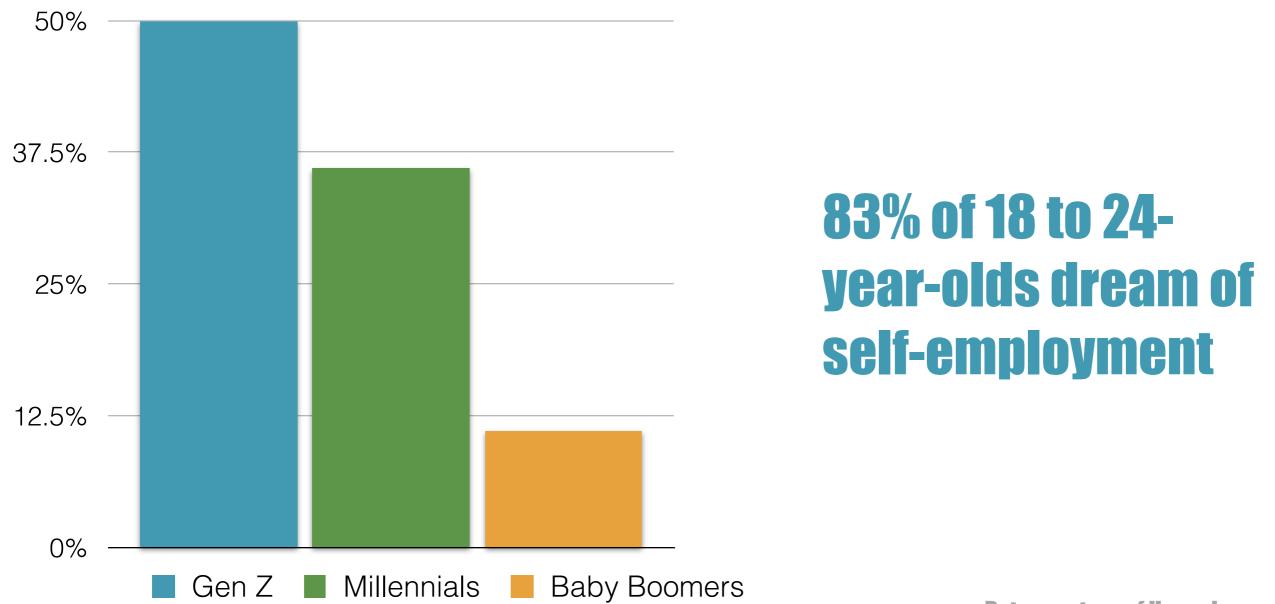
FREELANCER CLUB

- Award-winning platform
- 60,000 members
- 200,000 freelance jobs
- 300,000 supported
- Rise, Freelancer



It is projected that in **2027, 86.5 million people will** be freelancing in the United **States and will make up 50.9%** of the total US workforce.

FREELANCED IN SOME FORM



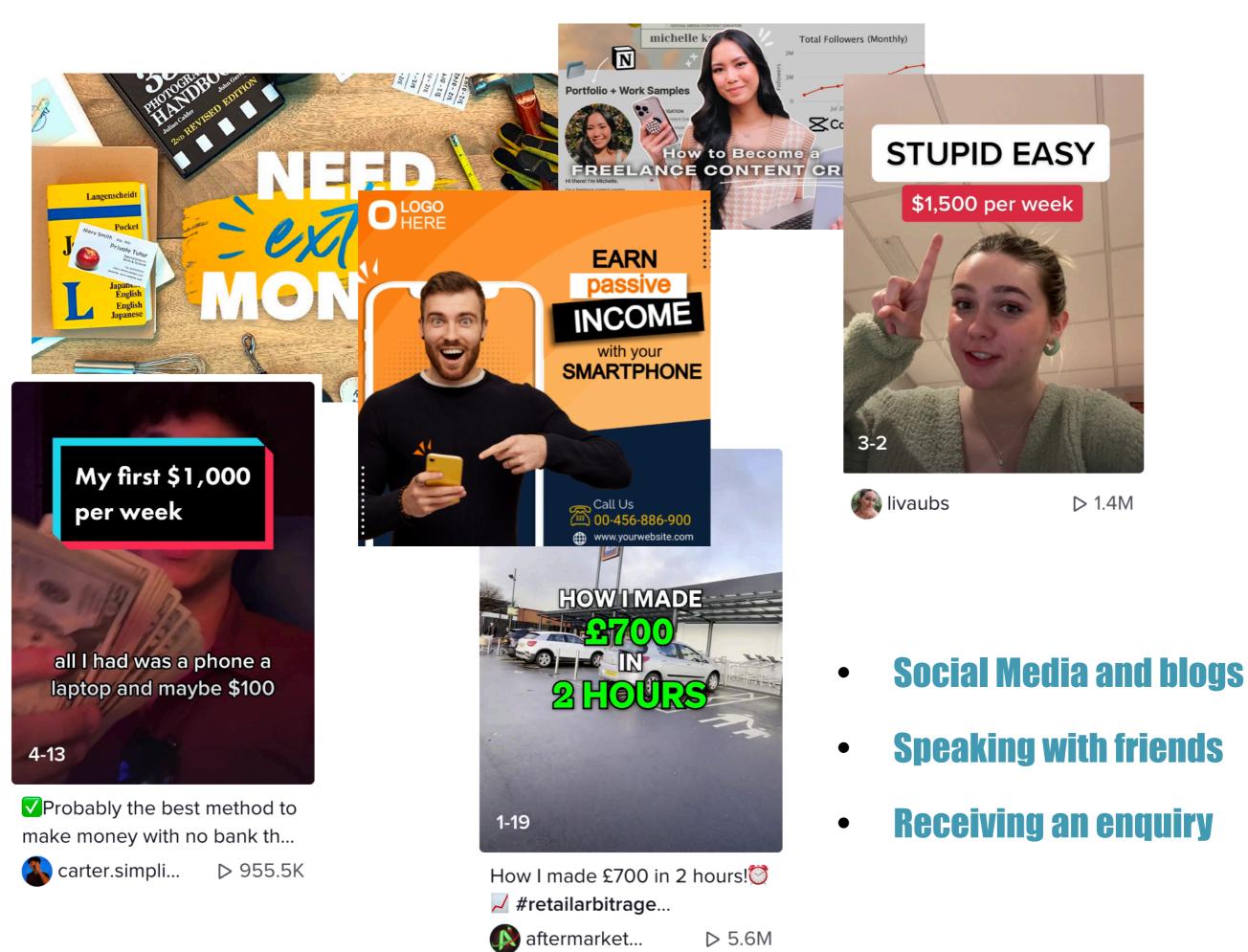
Data courtesy of Upwork

FREELANCE STATS

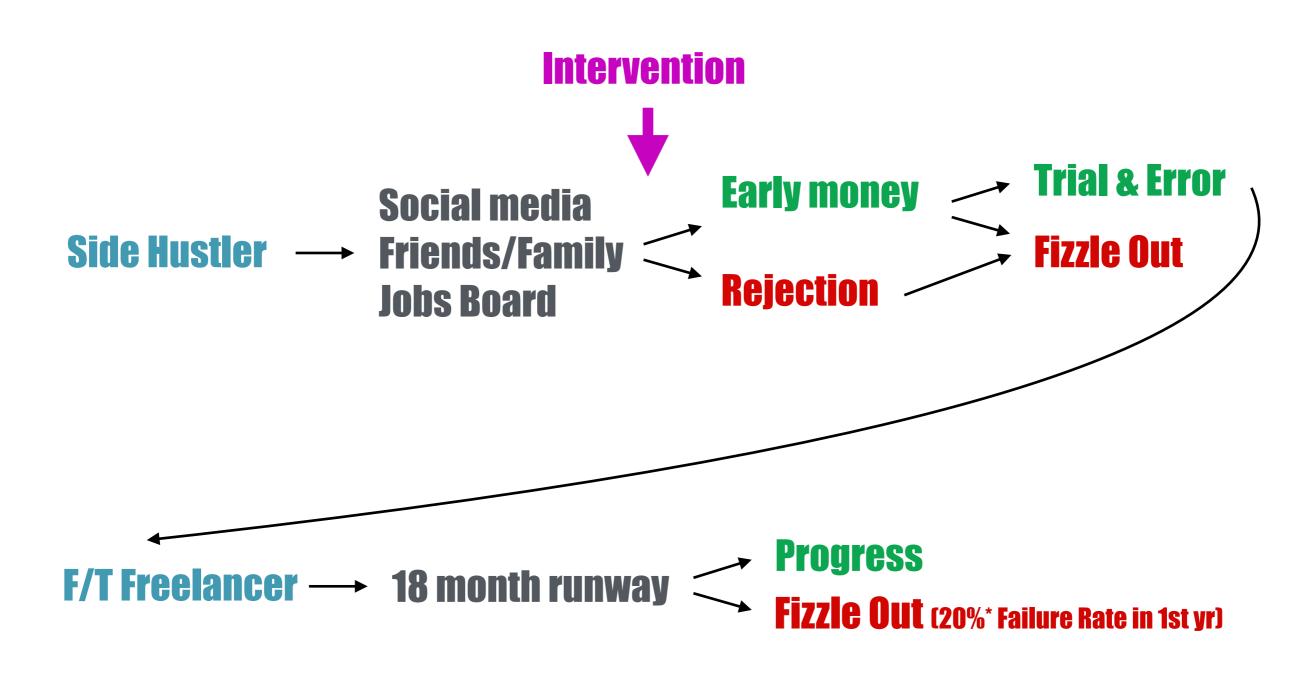
80.3% of graduating students expressed dissatisfaction with universities' ability to adequately prepare them for freelance careers through the provision of effective tools, courses, and guidance.

Only 23% of students that we spoke to go on to set up some form of freelance business after graduation.

THE STUDENT FREELANCE JOURNEY



THE STUDENT/GRADUATE FREELANCE JOURNEY WITHOUT SUPPORT



*20% based on individuals that have registered as self-employed

DEFINE, ADJUST LANGUAGE, INTERVENE AND CHANGE THE CULTURE

- Define, Acknowledge and Distinguish (side hustle & full-time freelancer)
- Outcome-focused language and avoid business jargon
- Coordinate with departments, lecturers and marketing departments (comms)
- Explore how you view and value freelancing

UNIVERSITY PARTNERSHIPS

- University partnerships
- In-person talks, workshops
- Academy License access
- Data-driven reports
- Graduate Outcome Survey





FREELANCER CLUB UNIVERSITY OF WESTMINSTER[#]

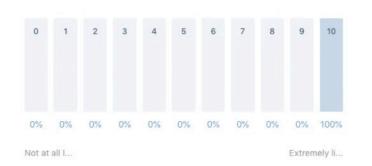






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 How likely is it that you would recommend the Freelance summer Avg. 10

 school to a friend, peer or colleague?









Taking Charge of Your Mental Wellbeing workshop:

We were privileged to hear from such a qualified speaker. It was very interesting to explore the science of success from both a psychological and neurological perspective and apply this to a career in freelance.

> Jasmine Dowden BA Fine Art Mixed Media



"Based on the university's Graduate Outcomes Survey data, there was a huge jump in the number of students from the School of Media & Arts registered as professional freelancers which are now equivalent to someone getting a grad job in terms of how universities are ranked in league tables.

The Freelancer Club programme makes up most of our engaged audience... so kudos for all of your hard work!"

Shiela Birungi, Student Enterprise Manager, Creative Enterprise Centre, University of Westminster

ACADEMY LICENSE

89% Engagement in a Course/FBS

64% Completion (Freelance Business School)

Most Popular Course: How to Set Freelance Rates

59% One-To-One Session 62% Engaged After 9 Months

FREELANCE BUSINESS SCHOOL

Getting Started & Business Bas

Att Dowling





Branding for Freelancer

Matt Dowling

Course Info Your Instructor

Freelance Business School

Freelancing is BOOMING! The rise in hybridised work and advancements in technology has seen an increase in demand for skilled freelancers instead of full-time employees.

There is an exciting opportunity to earn extra income from your skill, work whenever you want, or even set up a full-time freelance business.

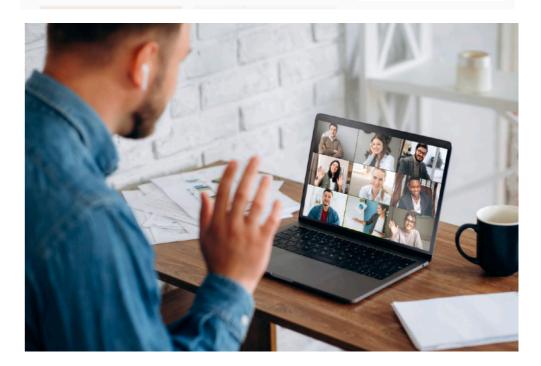
Designed for aspiring, early-stage and growing freelancers, our jargon-free courses will help you turn your passion into profit!

Unfortunately, your core skill is not enough. To succeed as a freelancer, you'll need to develop another set of skills including business basics, branding, marketing, and sales.

Freelance Business School will teach you how to set up your freelance business, showcase your services, find new clients and manage your finances.

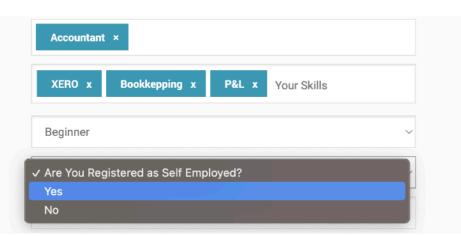
Each course includes a Group Chat to connect with others, Course Material with templates, recommendations, and links to apps, Assignments with action steps, and Live Q&A Sessions to ask questions.

Once you complete the Freelance Business School you can request a **Certificate of Completion** to add to your CV, website and social media profiles.

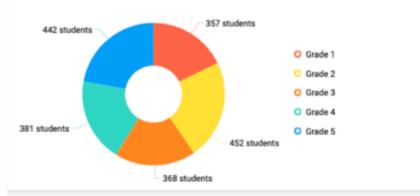


STUDENT EMPLOYMENT DATA

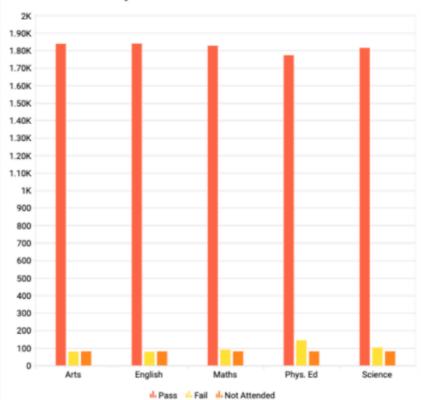




Students count by Grade and Gender ①



Examination Results by Branch O





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