

**PILOT ROUND**  
**COURSE INFORMATION**

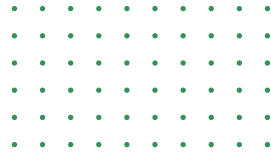
# Fresh 2 Freelancing

with Mel Loy

*Let's do this!*



# About the course



## WELCOME!

Welcome to Fresh 2 Freelancing, and thanks for joining our pilot round! It's great to have you along for the ride.

This course is designed to give you the knowledge and tools you need, as quickly as possible, so you can hit the ground running when the time comes to start your own freelancing career.

We will cover a huge range of topics, from financial and company set-up, through to branding and marketing, and how to scale your business.

As this is a pilot round, I will be asking for your feedback throughout the course, not just at the end, so please don't be shy! I won't cry! With every iteration of the course, I'm sure it will get better and better, and support more people like you.

I'm looking forward to getting to you know you, and your goals!

## HELP AND SUPPORT

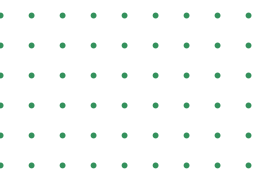
I'll be here with you every step of the way, and you'll have plenty of opportunities to ask questions with each class. You can also reach out at any time by sending me an email, and I'll respond as soon as possible.

Email: [hello@heymelcomms.training](mailto:hello@heymelcomms.training)

## GET READY WITH ZOOM

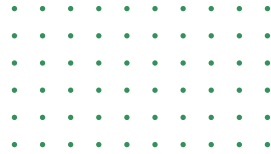
We use Zoom as our preferred webinar platform. For the best experience, make sure you have the Zoom app downloaded to your personal device, and the settings for audio and sound are correct (you may need to alter some security settings).

To download the app and get support, [click here](#).



*Let's do this!*

# Course structure



## HOW THE COURSE WORKS

The pilot round of Fresh 2 Freelancing is a **six-week intensive course, facilitated virtually**. We will meet online for **90 minutes each week** where we will cover off one or two modules, and have Q&A time.

Virtual classes will be held on **Wednesdays, 6-7.30pm (Queensland time)** each week, unless specified otherwise in the course schedule.

You will also be issued with a **workbook** with activities to complete during the six weeks. This will be provided as a digital PDF.

## COURSE SCHEDULE

### WEEK 1: Wednesday, 8 November 2023

Introduction module

Module 1: Freelancer Foundations

### WEEK 2: Wednesday, 15 November 2023

Module 2: Your brand and offer

### WEEK 3: Wednesday, 22 November 2023

Module 3: Building an interested audience

Module 4: Creating your channels

*Wednesday 29 November: No class*

### WEEK 4: Wednesday, 6 December 2023

Module 5: Building your support mechanisms

Module 6: Pricing and proposals

### WEEK 5: Wednesday, 13 December 2023

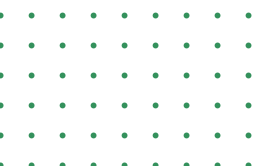
Module 7: Time for launch!

Module 8: Maintain a sustainable business

### WEEK 6: Wednesday, 20 December 2023

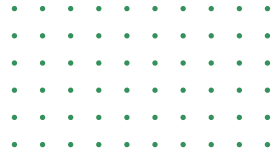
Module 9: To grow or not to grow?

Course wrap-up and feedback



*Let's do this!*

# Course topics



## Module 1: Freelancer Foundations

- Choosing the right approach for you – ‘side hustle’ or ‘all in’ or something else?
- Setting up your company structure
- Setting up your financial systems and processes
- Protecting yourself from the start
- Setting up your IT system

## Module 2: Your brand and offer

- Getting clear on your niche and developing a USP
- Clarifying your offer and how you’ll work
- Developing your brand
- Developing your messaging

## Module 3: Building an interested audience

- How to get on the radar (before you quit your job)
- Building connections
- Building your mailing list

## Module 4: Creating your channels

- Developing a website that sells you
- Choosing the right social media channels
- Developing your content plan
- Tactics for driving SEO

## Module 5: Build your support mechanisms

- Ways to find your tribe
- Combatting imposter syndrome

## Module 6: Pricing and proposals

- Figuring out your worth
- Developing your pricing structure
- Writing a great proposal
- Protecting yourself with Ts & Cs

## Module 7: Time for launch!

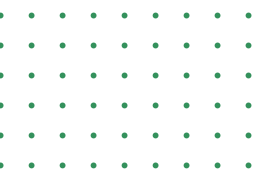
- Developing your launch communication plan
- Engaging your network

## Module 8: Sustainable business

- What makes a business sustainable
- Staying on the radar and building your following
- Tactics to keep the work coming
- Diversifying your income stream

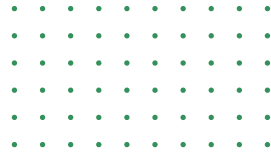
## Module 9: To grow or not to grow?

- Grow, scale back, or stay where you are?
- Focusing your time on the things that matter
- Hiring strategies and team structures



*Let's do this!*

# FAQs



## **Is this course for me?**

This course is designed for anyone who is considering a freelancing or consulting career - from communication and marketing pros to project managers, business analysts, and everything in between. Whether you're about to jump ship from your 9-5, you recently have started out on your own, or it's just an idea for now, this course is for you.

It's not designed for people who have product-based businesses - I don't know enough about supply chains, managing stock, etc. That's not to say you won't get anything out of this course! But there are probably others who will be more helpful who I can connect you with.

## **What happens if I can't make some of the evening classes?**

All the sessions will be recorded and made available on the LearnWorlds platform (that's the platform you used to purchase this course). Everything will be available for 12 months after the course commences.

## **What materials are provided?**

You will receive a PDF workbook, comprising activities we will complete throughout the course. You will also receive an Excel spreadsheet containing tools you will also use during and after the course.

## **Are there any assessments?**

No, but there are activities to complete so that you can build your plan as we go.

## **What will I get at the end of the course?**

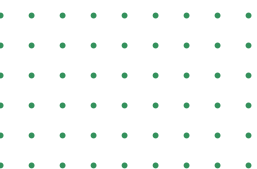
A sense of self satisfaction and my eternal gratitude! Also, a lovely Certificate of Completion.

## **I have additional needs to support my learning - what can you do?**

Please get in touch ASAP so we can discuss what you need from us so you can fully participate in the course.

## **What if I need further support after the course?**

I offer coaching services. If this is of interest, check out the details [here](#).



*Let's do this!*

## Refund policy

This course is designed for anyone who is considering a freelancing or consulting career - from communication and marketing pros to project managers, business analysts, and everything in between. Whether you're about to jump ship from your 9-5, you recently have started out on your own, or it's just an idea for now, this course is for you.

At HMC, we strive to provide you with the best online training experience. We understand that there may be situations where you need to request a refund for your course purchase. Please review our refund policy below to understand the conditions under which refunds are granted.

### 1. Eligibility for Refunds:

We offer a 30-day satisfaction guarantee for our online training courses. To be eligible for a refund, you must meet the following criteria:

- Your refund request must be submitted within 30 days of the date of purchase.
- You have not completed more than 50% of the course material.
- You have actively participated in the course, submitted assignments (if applicable), and demonstrated a sincere effort to learn from the course content.

### 2. Refund Process:

To request a refund, please email [hello@heymelcomms.training](mailto:hello@heymelcomms.training) within the 30-day window. We will require the following information for processing your refund:

- Your full name and contact information.
- The name of the course for which you are requesting a refund.
- A brief explanation of why you are dissatisfied with the course.

Once we receive your refund request, we will review it and respond within 10 business days to notify you of the approval or rejection of your refund.

### 3. Approved Refunds:

If your refund request is approved, we will process the refund using the same payment method you used to purchase the course. Please allow up to 28 business days for the refund to be reflected in your account.

### 4. Rejected Refunds:

If your refund request is rejected, we will provide a clear explanation of the reasons for the rejection. You may have the option to discuss your concerns with our support team to explore possible solutions.

### 5. Course Access:

Upon receiving a refund, you will lose access to the course content, including any course materials, quizzes, and discussion forums.

*Let's do this!*

## Refund policy cont'd

### 6. *Special Circumstances:*

In exceptional cases, such as technical issues or changes in course availability, we may consider refunds beyond the 30-day window.

### 7. *Modifications to the Refund Policy:*

HMC reserves the right to make changes to this refund policy at any time. Any modifications will be posted on our website, and they will apply to all purchases made after the date of the change.

If you have any questions or concerns about our refund policy, please feel free to email [hello@heymelcomms.training](mailto:hello@heymelcomms.training)

The Melanie Loy Trust  
**Trading as Hey Mel! Communication & Training**  
ABN 22 694 452 468

PO Box 353, Bulimba Qld 4171

[hello@heymelcomms.training](mailto:hello@heymelcomms.training)

*Let's do this!*