

**No Boss. Just Stars.**



Digital Vocation Training to Become an Online Freelancer  
or Remote-Work Employee

By [ReboundEmployment.com](http://ReboundEmployment.com)



Freelancing Market Overview and VirtualiaNet Course Syllabus

# Introduction

Rebound Employment, LLC. is an education and training company that initially has two online courses. **Your Best Life** teaches character development, and **VirtualiaNet** trains how to become an online freelancer.

Dozens of freelancing websites post thousands of new jobs every day. In VirtualiaNet, students learn the nine most popular skill sets to become productive on worksites such as Upwork.com and Freelancer.com. The Freelancer can steadily increase their entry-level pay as they grow their 5-star portfolio. These same digital skills apply to full-time employment from companies looking for remote workers.

Freelancing is a work-from-home (or anywhere) profession. With just a few regular clients, the online freelancer can receive an attractive income base equal to, or better, than a full-time job. Many of the gigs become recurring monthly assignments. If one client drops off, the freelancer is still receiving income from the other clients and can apply for new work to replace the lost revenue.

The Freelance Forward 2020 report<sup>1</sup>, commissioned by Upwork and conducted by an independent research firm, Edelman Intelligence, reports that 59 million Americans freelanced in 2020. That represents 36% of the total US workforce.

The VirtualiaNet training teaches how to be a successful online freelancer. This training program is an online course with live weekly virtual Open Office sessions. In these live video calls, the students get live support on the course and coaching on their paid gigs to ensure they receive a 5-star rating.

VirtualiaNet launched initially to consumers in the Spanish market. It was very successful and grew to over 25,000 students worldwide. The course was then translated to English and is offered to universities and non-profits to complement their existing programs.

Correctional facilities are offering the Virtualianet course on tablets to reduce recidivism. Reentry programs can also offer the course so that the returning citizen can continue having access, plus the live support, upon release.

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<sup>1</sup> [Freelance Forward 2020](#)

The training program teaches the nine digital vocations that are the most in-demand on the leading Freelancing websites. This report will review these nine digital vocations and the personality traits to be successful for each one.

The recommended prerequisite is to have a GED or better, although anyone with strong soft skills and basic computer knowledge can succeed.

## **How Does Online Freelancing Work?**

Businesses and entrepreneurs post jobs or gigs on freelancing websites. Freelancers from all over the world can reply, or be invited, to complete the work. Many of the jobs posted ask for US-only freelancers, which mitigates the challenge of competing with low-cost international labor.

VirtualiaNet teaches our entrepreneur students how to be productive contributors for these Freelancing networks and the tactics and strategies to get a 5-Star rating for their work.

The Freelancer does not have to produce a resume or background information other than a name, where they live, project history, talent summary, and star rating testimonials. The Freelancer also gets to rate the client that hired them. It's an entirely level playing field.

Most Freelancing sites discourage direct contact (phone/email) between Freelancer and the hiring client. All communication is through the website messaging system, which can include video calls.

The Freelancing sites manage the money exchange, so both sides are protected. Even if the hiring client wants to hire the Freelancer for a repetitive monthly assignment, the service website can handle the transaction, track the workflow, and provide an income summary for tax-reporting purposes.

Some of the most popular Freelancing sites include...



In addition to the technical skills, the course teaches soft skills such as mindset and effectively communicating with the client, leading to getting a 5-Star rating for each completed task.

Bonus courses include advanced marketplace tips and psychology and how to get local clients in their city. Attracting local clients to get started is a strategy to collect their first 5-star ratings, which accelerates their success with remote customers.

Some of the online vocations in this course will have assignments that the student can complete to practice fulfilling new gigs. The student can submit their projects for review during the live Open Office sessions.

Some professions such as Content Creator (covered in more detail in the next section) can benefit significantly if the Freelancer has the experience, or even a hobby, relating to a specific market niche such as woodworking, cooking, child caring, coaching, sports, art, music, yoga, boxing, etc.

Blogs from all over the world hire content writers, and if the Freelancer has the topics of the blog listed as a hobby or distinct talent, they can charge a premium.

In the course, we teach an easy-to-follow article-writing formula and how to research the topic to complete the assignment. These assignments and live critiques give the students lots of practice and build their confidence.

The course offers a 90-day plan that guides the student on completing the material for the nine digital vocations in the first two months, selecting a few digital vocations that best match their talents and interests, and then commencing applying for jobs in month three. Within six months, the student should be receiving a consistent, sustainable income.

## **Which Vocations Do We Teach, What is the Entry Level Pay, and What Personal Talents Contribute to The Student's Success?**

The nine professions taught are the most in-demand Freelancing digital vocations that do not require high-tech skills. The Freelancer can steadily increase the entry-level pay range as their star ratings and experience evolves. In addition, the Freelancer can multiply their earnings/time ratio by charging for completed milestones versus by the hour.

The following represents average entry-level hourly pay that can range based on experience and star ratings.

1. **Transcriber** [\$10-\$25/hr] - The Freelancer receives a video or audio file and types the written transcription. In the training, they discover tools to slow down or speed up the transmission to match their typing skills. The students also learn free and for-pay software that converts audio or video into its text equivalent. These new AI apps can eliminate most of the typing requirements.

### **Complementary Talents:**

- Good Ear
  - Basic to Decent Typing Skills - 30+ WPM
  - Curiosity
  - Decent Vocabulary
  - Attention to spelling & grammar (online tools assist)
2. **Content Creator** [\$15-\$25/hr] - In this trade, the Freelancer is paid to research and write articles for the client's web content (blog/social media). If the Freelancer has expertise in a specific trade, such as carpentry, they can demand a higher fee for their article writing. We teach a simple formula they can follow to

write the article after they complete the online research.

**Complementary Talents:**

- Internet Research (a key topic in the course)
- Writing - turning your research into an article
- Decent spelling and grammar (online tools are excellent)
- Curiosity
- Topic interests or expertise
- Focus and organization

3. **Web Design** [\$20-\$40/hr] - The Freelancer learns to use simple visual tools complete with templates to produce websites and landing pages for the client. No programming is required.

**Complementary Talents:**

- Proficiency with a text editor (Word or Google Docs)
- Copying, pasting, and modifying the text
- Basic design skills
- Writing skills
- Creativity
- Basic Copywriting
- Keep current with your business client, promotions, new products.

4. **Translator** [\$15-\$25/hr] - Freelancer translates articles to other languages. Online translation tools assist in the task.

**Complementary Talents:**

- Know your limits
- Organize yourself
- Know another language (online tools are excellent)
- Know your primary language
- Grammar and spelling
- Knowledge of accents, slang
- Know your typing speed

5. **Virtual Assistant** [\$10-\$35/hr] - Many of the other professions taught in this training are combined when a Virtual Assistant performs these tasks for a remote executive or entrepreneur.

**Complementary Talents:**

- Internet Research
- Organized
- Ability to “see around the corner.”
- Figure things out on your own
- Trustworthy
- Google Docs
- Calendar Management
- Combination of all the other professions

6. **Online Advertising Manager** [\$15-\$35/hr] - The Freelancer develops Facebook and Instagram advertising skills to help local businesses attract more customers.

**Complementary Talents:**

- Analytical Skills
- Creativity
- Adapting to Change
- Basic Copywriting
- Keep current with your business client, promotions, new products
- Interview skills to understand the client’s business and objectives
- Learn the Facebook Ads Manager Platform
- Facebook Advertising Regulations

7. **Customer Support** [\$15-\$30/hr] - The students learns the basics of telephone, chat, email support, ticket systems, and creating an FAQ document.

**Complementary Talents:**

- Be empathetic and understand what the customer wants
- Be service driven
- Think from the point of view of the client but also of the company
- Listen well and answer on point
- Respect processes and create them when they do not exist
- Be analytical and translate your experience into insights for the client
- Appropriate vocabulary and spelling
- Have basic computer skills

8. **Social Media Manager** [\$15-\$35] - The student freelancer creates content, graphics and programs the posts on the client's social media platforms.

**Complementary Talents:**

- Enjoy spending time and being productive on the Internet and Social Networks
- Empathetic and the ability to portrait unique personalities for each client
- Constant eagerness to learn
- Creativity
- Analytical Skills
- Careful spelling and use of slang
- Extroverted personality
- Patients
- Willing to experiment

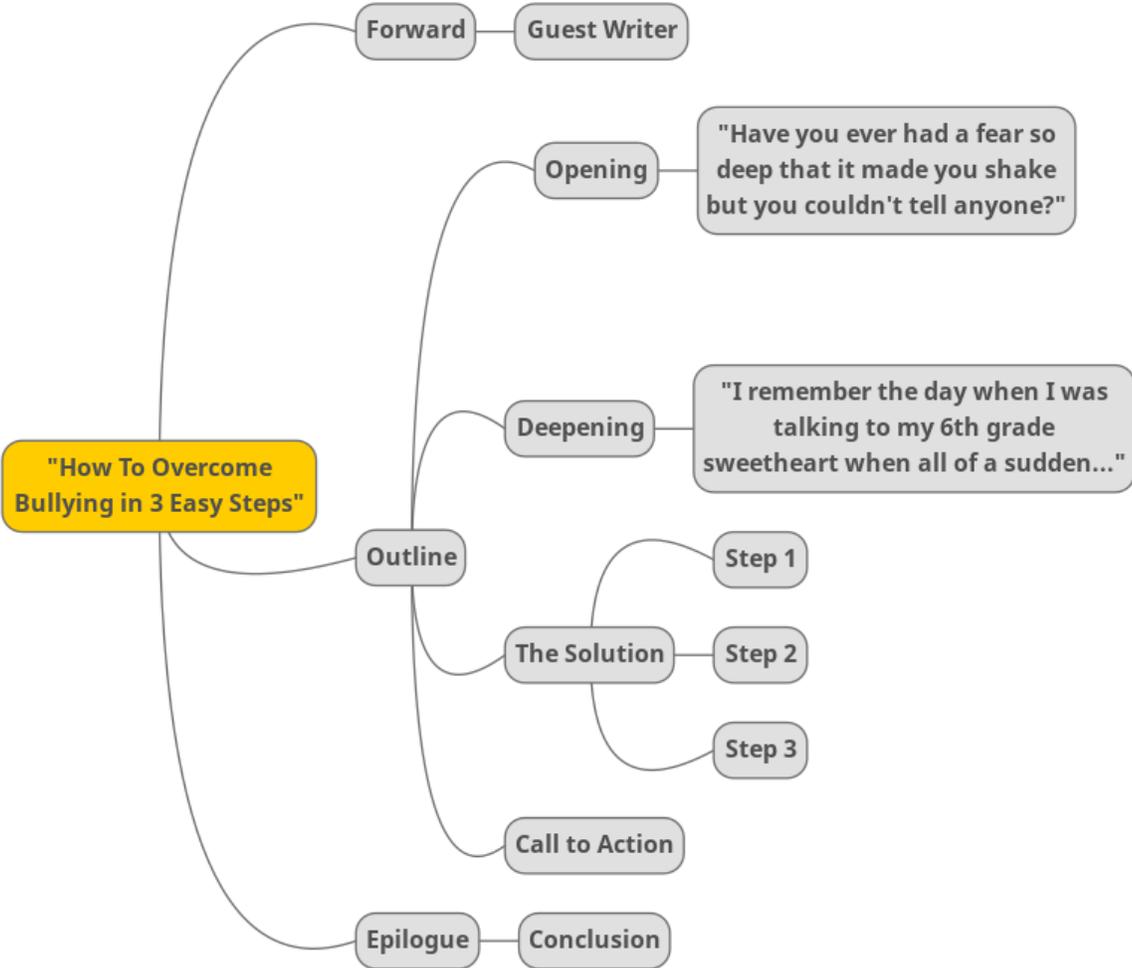
9. **Create Their Own Product [\$\$\$]** - Freelancer learns how to combine all these skills to create and market a digital product they produce. In the course, we teach them how to write an e-Book, both individually or in a team. How to create other types of online courses can be added in the future.

**Complementary Talents:**

- Entrepreneurial spirit
- Storytelling
- Mastery of some skills
- Life Lessons to share
- Interviewing skills
- Passion for reading and writing
- Enjoys being in front of a camera
- Leadership

The exercise to create an e-Book takes them through an easy-to-follow formula. We take it one step further and teach the students how to write an e-Book in a team where each participant is responsible for one chapter sharing their perspective on the main topic.

# eBook Writing Formula



# Course Syllabus

Each of the topic segments listed is a video, no longer than 15-minutes each, PDF files they can download, and related assignments. The LMS tracks their progress.

The course has approximately 18 hours of videos and related PDF documents.

- **Introduction & Getting Started**
  - Wintley Phipps Introduction to Freelancing
  - Personalizing Your Freelancing For Your Life
  - Your Success Plan
  - The Nine Digital Professions Most In-Demand
  - Create Your Gmail Account
  - Bonus: Your 90-Days Plan
  - Bonus: Mindset For Being Your Own Boss
  - Mindset Exercise: "Your Perfect Day"
  - PDFs
    - Mindset
    - 90-Day Plan
  - Assignment: Write the "Your Perfect Day" exercise highlighted in the Perfect Day video.
  - Getting Started Quiz
  
- **Upwork Best Practices**
  - Freelancing Jumpstart
  - Upwork Client Account Strategy
  - Searching Freelancer Project Catalogs
  - Creating Your Upwork Profile
  - Getting Started- Upwork Getting Paid
  - Mastering Your Upwork Profile Creation
  - Using Loom to Record Videos for your Profile and for Proposals
  - Upwork Profile Review and Project Catalog
  - Upwork Specialty Profile
  - Upwork Best Practices Quiz
  
- **Digital Vocation #1: Transcriber**
  - Transcriber Overview
  - 10 Fast Fingers - typing speed test

- VLC Demo - free software to control the speed of a video replay
- NCH Software Demo - additional software for transcribing
- Dragon Anywhere - Smartphone app that automatically creates a text file transcription of an audio or video file (free and paid version)
  - Dragon Anywhere Demo
- Video Speed Controller
- PDFs
  - Transcriber Overview
- Assignment: Download this Video and write a transcription
  - Second chances | Richard Branson | TEDxIronwoodStatePrison
  
- **Digital Vocation #2: Translator**
  - Translator Overview
  - Setting Up Your Workspace
  - Tools for Grammar Checking
  - Language Proficiency Test
  - PDFs
    - Translator Overview
  
- **Digital Vocation #3: Customer Support**
  - Customer Support Overview
  - Setting up the Gmail Platform for Customer Support
  - Setting Up Canned Responses
  - Creating Frequently Asked Questions (FAQ)
  - Ticket System Walkthrough
  - Email Support Overview
  - Chat Support Overview
  - Phone Support Overview
  - PDFs
    - Customer Support Overview
  
- **Digital Vocation #4: Content Creator**
  - Content Creator Overview
  - Research Tips
  - The Article Writing Formula
  - PDFs
    - Content Creator Overview
    - Article Writing Formula
    - The Best Sources to Get Free and Paid Stock Images

- Writing Assignment #1
  - How To Get in Shape with Boxing
    - PDF: Assignment Description
  - Research Articles from Google Search
    - Give Me Your Best Shot- Get In Shape By Boxing
    - Mental Conditioning- Mindset of a Champion vs. the Mindset of the Mediocre
    - The 5 Reason You Need to Start Boxing ASAP
    - The Boxing Weight Loss Workout
    - This Boxing Workout Will Get You in the Best Shape of Your Life
    - Why Boxing Is Such a Good Workout
    - Will Boxing Training Get Me Into Shape?
  - Article Creation Final Draft
    - PDF: Final Draft Article
  
- Writing Assignment #2
  - Dating After 40
  - PDF: Writing Assignment Description
  - Research Articles from Google
    - 7 Essential Tips for Dating After 40
    - 40 Best Dating Tips for Women Over 40
    - Dating After 40- The Top Mistakes To Avoid
    - The Thrill of Dating in your 40's and Beyond
    - Top 10 Tips for Dating After 40
    - Ways dating is different after 40
  
- **Digital Vocation #5: Virtual Assistant**
  - Virtual Assistant Overview
  - Getting Added to Client's Calendar
  - Task Management Spreadsheet
  - Password Sharing Document
  - PDFs
    - Virtual Assistant Overview
    - Script to Send Client to Get Added to Their Calendar
  
- **Digital Vocation #6: Community Manager**
  - Community Manager Overview
  - Social Media Sites Tour

- Launching a Facebook Fan Page
- Launching a Twitter Account
- Canva Graphics Tool
- Launching a YouTube Channel
- How to use Buffer for Managing Posts
- Scheduling Posts on Facebook
- Creating Great Content
- Contests to Grow the Community
- Results Tracking Report
- PDFs
  - Community Manager Overview
- **Digital Vocation #7: Web Designer**
  - Web Designer Overview
  - How Websites Work
  - Weebly Website Creator
  - How to Create a Landing Page with Email Capture using Weebly
  - Setting Up Domain DNS with Hosting
  - WordPress Install and Elementor Site Creator Plugin
  - PDFs
    - Web Designer Overview
- **Digital Vocation #8: Advertising Manager**
  - Ads Manager Overview
  - Facebook Business Manager Setup
  - Facebook Business Manager Tour
  - Facebook Campaign Performance Reporting
  - Facebook Ad Campaign Preparation
  - Facebook Traffic Ad
  - Facebook Post Engagement Ad
  - Facebook Slideshow Ad
  - Facebook Marketing Tips
  - PDFs
    - Ads Manager Overview
    - Facebook Demographics Guide
    - Facebook Marketing Tips
    - Facebook Ad Campaign Checklist

- **Digital Vocation #9: Sell Your Own Products & Services**
  - Sell Your Own Products & Services Overview
  - Strategy for Selling Your Non-Fiction eBook
  - Creating Your eBook Outline
  - How to Design your eBook Cover
  - PDFs
    - Selling Your Own Products Overview
    - Method for Writing Your eBook
    - eBook Outline MindMap
    - eBook Team Outline MindMap
  - Assignment
    - The student can use the research PDFs from the Content Creation course and use it to fuel an ebook. We can easily add research PDFs on multiple topics.
    - The eBook creation course also teaches how to write the eBook in a team, so each participant only has to write one chapter. This has the potential to develop some interesting team dynamics.
  
- **Advanced Bonuses**
  - Advanced Marketplace Tips & Psychology
  - How To Get Offline Clients
  - PDFs
    - Advanced Marketplace Tips & Psychology
    - How To Get Offline Clients