

Personal Branding, Online Presence and Negotiation for Freelancers

Area: Client acquisition and relationship building

Course Description

This course focuses on helping freelancers build a strong personal brand and professional online presence to attract clients effectively. It also develops essential negotiation and self-promotion skills needed to communicate value, set fair prices, and close agreements confidently in digital freelance markets. Participants will learn the core principles of branding and positioning, understand how authority is built through clarity rather than imitation, and define a compelling brand mission, vision, values, and voice. The course emphasizes identifying individual strengths and differentiators to position oneself as a credible expert within a chosen industry.

Objectives

The goal of this course is to enable freelancers to: (a) design a consistent personal brand, (b) create an effective online presence, and (c) apply negotiation techniques that support sustainable client acquisition and long-term professional growth.

After completing the course, participants will be able to:

- Develop a clear and coherent personal brand aligned with their freelance goals.
- Create and optimise an online presence and portfolio for client attraction.
- Apply digital marketing basics to promote freelance services effectively.
- Use negotiation techniques to agree on prices, scope, and conditions with clients.

Topics

1. Personal Branding for Freelancers.
2. Defining your Value Proposition and Professional Identity: Brand's Vision, Mission and Core Values.
3. Building an Online Presence and Portfolio.
4. Digital Marketing Basics and Self-promotion Strategies.
5. Negotiation Techniques for Freelancers.
6. Practical Exercise: Personal Brand and Pitch Review.

Authors

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