

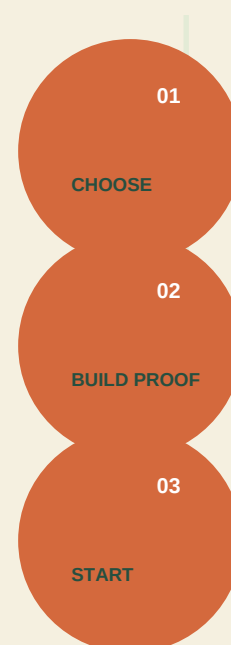
FREELANCER LAUNCH KIT FREE SAMPLE

Contents, one practical lesson and a complete example

Review the actual teaching style before choosing a kit

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A working resource. Keep the examples fictional; make the decisions your own.

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02 Choose a service buyers can understand

01 Who this level helps

For a beginner, student, career switcher or employed person testing freelance work alongside other commitments.

A defined service offer, three honest portfolio samples, a role-focused CV and profile, an adaptable proposal, and a 30-day action plan.

02 Choose a service buyers can understand

- Separate a skill from a sellable service: 'I know Canva' is a skill; 'I turn a small shop's product photos into a consistent 12-post monthly content pack' describes a buyer, a problem and an output.
- Use the Service Fit scorecard to compare proof you can build, buyer access, repeatability, delivery cost, setup requirements and interest. Score each from 1 to 5. The score helps structure a decision; it does not predict income.
- Compare five starter lanes with sample tasks: virtual assistance, customer support, short-form video editing, social media operations and AI data evaluation. The AI track is separated from client freelancing because access and task supply can change.

03 Sample profile virtual assistant

Virtual assistant for customer inboxes and order follow-up

I help small online shops keep customer questions and order follow-ups organized. My practice portfolio includes an inbox triage log, response drafts based on a fictional store policy, and a weekly handoff report. I check every response against the approved policy, flag exceptions instead of guessing, and keep customer information inside the tools the shop has approved. I am available for a clearly scoped starter assignment and can share the samples before we discuss access.

- Fictional teaching example; not a testimonial or real worker history.
- Best proof to attach: triage spreadsheet, five response examples and one escalation note.
- Useful first question: 'Which channels, response hours and refund rules are approved?'

Research sources

External prices, yields, fees, and regulatory claims use the source markers shown throughout this guide. Verify time-sensitive figures before committing capital.

[S1] Ajira Digital Programme

Publisher: Ministry of Information, Communications and the Digital Economy

Geography: Kenya

<https://ajiradigital.go.ke/>

Check current free online-work training and mentorship options; do not promise placement or income.

[S2] Digital labour in Kenya

Publisher: International Labour Organization

Geography: Kenya

<https://www.ilo.org/sites/default/files/2024-06/24004-ILO-Digital-Labour-Kenya-v6%20Final%20May%2031%202024.pdf>

Research on digital labour workers in Kenya, including online freelancers and microtask workers. The report describes opportunities and working-condition risks.

[S3] Staying safe on Upwork

Publisher: Upwork

Geography: Global

<https://support.upwork.com/hc/en-us/articles/211067668-Staying-Safe-on-Upwork>

Check current marketplace requirements for payment, communication, tests, account access and suspicious requests before acting.