Co-funded by
the European Union

MODULE 5 · FREELANCER-TO-STARTUP TOOLKIT

# Being Seen

Visibility & personal branding, communicate your value, understand your audience, and build a professional presence that creates opportunities.





Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. · Erasmus+ KA210-YOU · Project 2025-1-SI02-KA210-YOU-000365490

MODULE FIVE

# Being Seen

05

Being good at what you do is only half of it. People also need to know who you are, what you offer, and why they should choose you.

This module is about **visibility**, how a freelancer communicates value, understands an audience, and builds a professional presence that creates opportunities. It moves through one clear question at a time: **Who am I? → What do I offer? → Who do I want to reach? → What should I communicate? → Where should I show it? → How can I improve it?** Everything is practical: participants work with their own skills, services and potential clients.



### By the end, a participant can

- Write a clear personal brand statement and communicate it consistently.
- Build a simple content strategy, portfolio and professional profile.
- Use AI to support content, and target one ideal client with sharper messages.

~4 hrs facilitated | 4 facilitator-led + 3 self-directed | Localised · PT · LT · SI

Youthpass · Digital + communication

### SUB-CHAPTERS IN THIS MODULE

1 · Personal branding framework
2 · A simple content strategy
3 · LinkedIn profile & outreach
4 · Practical social media marketing
5 · A no-code portfolio
6 · AI content-generation tools
7 · Your ideal-client avatar

### ACTIVITIES & RESOURCES

**F1** · Stand Out, 60 min
**F2** · My E-Image, 60 min
**F3** · Client Detective, 75 min
**F4** · Who's Buying?, 60 min
**S1** · Scroll Stoppers
**S2** · E-Face
**S3** · Fake-Imagine
+ Case study · resources · templates

BE KNOWN FOR SOMETHING

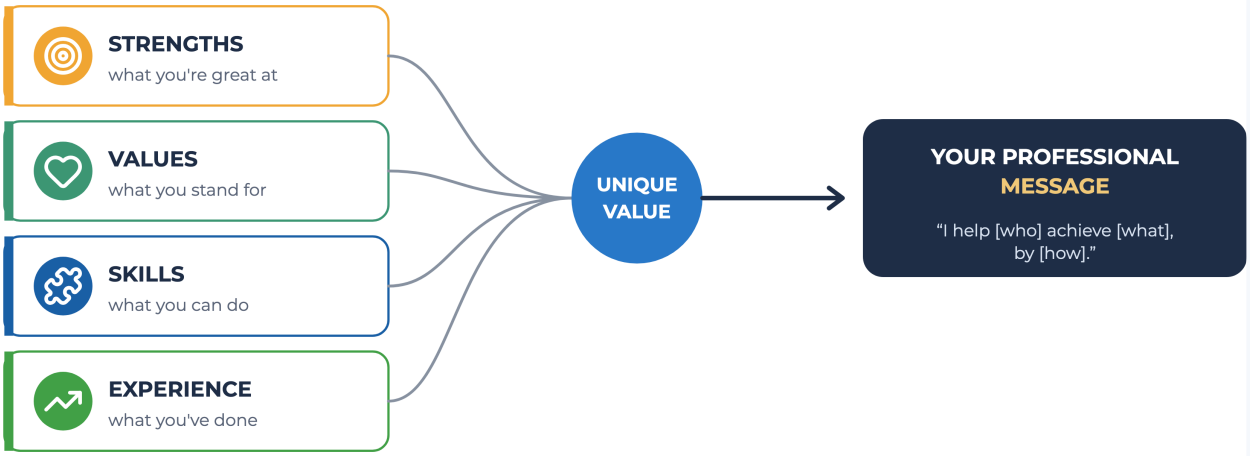
# Your personal branding framework

A personal brand sounds grand, but it's simply this: what people reliably think of when they think of you. For a freelancer, a clear brand answers one question fast, “what do you do, and why you?” Built on your real strengths and values, it's not an act; it's the shortest honest way to be remembered and chosen.



## Your Personal Brand

Four honest inputs combine into one clear professional message.




**Not an artificial image, a clear, consistent way to say what makes your work valuable.**

### Brand = what they remember

Your brand is the impression left behind, the thing people say about you when you're not in the room. Decide what that should be, then be it consistently.

### Built on truth, not hype

A strong personal brand isn't a mask, it's your genuine strengths and values, made clear and consistent. Authentic is memorable; performed is forgettable.

**A clear personal brand isn't an act, it's the simplest honest way to say what makes your work valuable.**

SHOW UP WITH A PLAN

# A simple content strategy

Posting at random, when inspiration strikes, rarely builds anything. A simple content strategy fixes that without turning you into a marketer: start with your audience and what they care about, decide a few things you'll consistently talk about, and let each post's response tell you what to do more of. Small, consistent, audience-first beats sporadic and clever.



## A Simple Content Strategy

Start with the audience, not the post, then learn and improve.




### Audience first, post second

Don't start with "what shall I post?" Start with "who am I talking to, and what do they need?" The content follows from the audience, not the other way round.

### Let the response teach you

Every post is a small experiment. Notice what people react to, and do more of that. Your audience will show you your strategy if you watch.

**Start with the audience, not the post, then let each response teach you what to do next.**

YOUR SHOPFRONT ONLINE

# LinkedIn profile & outreach

For most freelancers, people check you online before they ever speak to you, and often that's LinkedIn. Treat your profile as a shopfront, not a CV: make it instantly clear who you help and how, show proof, and make it easy to get in touch. Then reach out to real people with genuine, personal messages, not copy-paste pitches.



## Your Professional Profile

Each layer builds trust, turning a profile view into an opportunity.




**People meet you online before they meet you in person, make the profile do the work.**

### A shopfront, not a CV

A CV lists your past; a shopfront sells your value. Your headline and top section should say who you help and how, at a glance, not just your job title.

### Outreach = be human

Cold outreach works when it's personal and genuine: a real reason you're writing to this person. Copy-paste pitches get ignored; a human message gets a reply.

**People meet you online first, make the profile do the work of building trust and inviting contact.**

POST ON PURPOSE

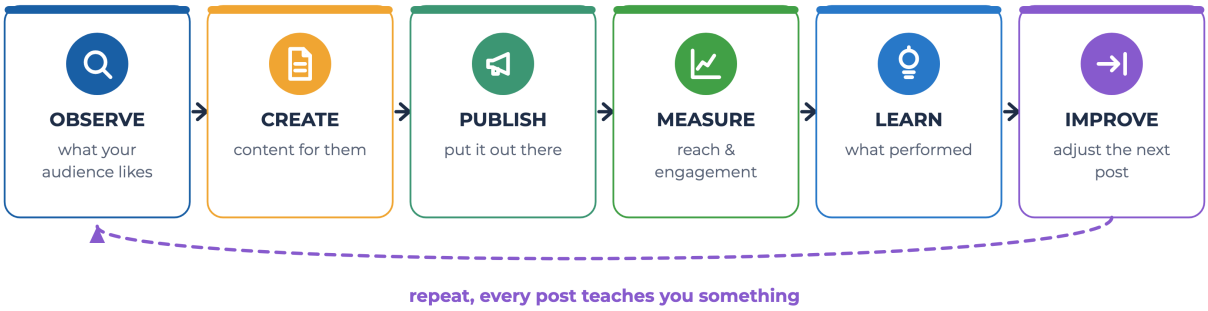
# Practical social media marketing

You don't need to be everywhere or go viral. Practical social media for freelancers is a simple loop: post with a purpose, watch what works, do more of that, and keep it sustainable. Pick one or two platforms where your clients actually are, show your work and your thinking, and treat every post as a small lesson about your audience.



## Practical Social Media

Post on purpose, watch what works, and do more of it.




### One or two platforms, done well

You can't be everywhere. Choose the one or two places your ideal clients actually spend time, and show up there properly, rather than spreading thin across all of them.

### Observe, repeat, improve

Post, then look at what landed. Do more of what works, drop what doesn't. Social media is a feedback machine, use it to learn, not just to broadcast.

**Post on purpose: observe what works, do more of it, and let every post teach you something.**

PROOF THAT OPENS DOORS

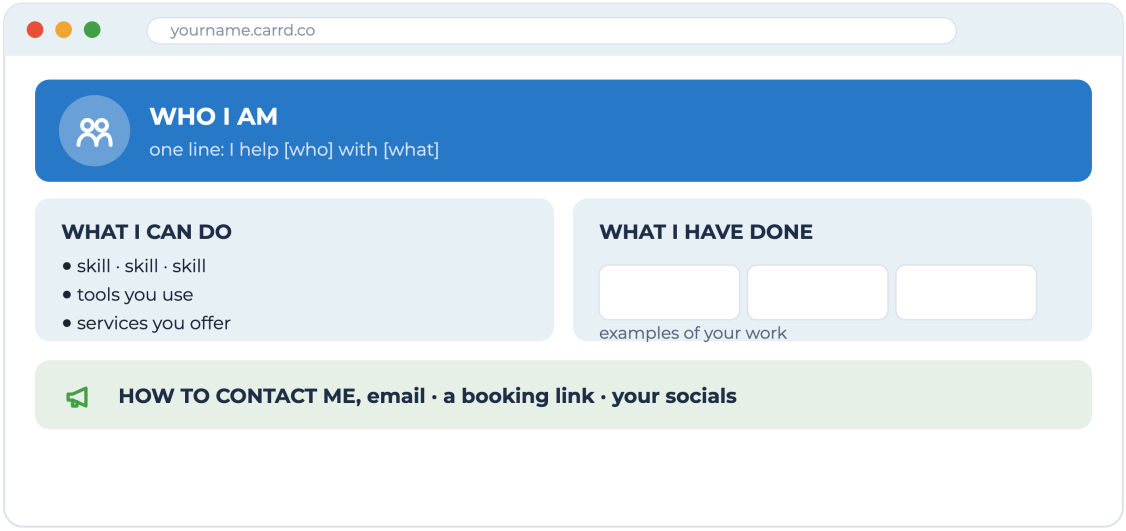
# A simple no-code portfolio

You don't need to code, or hire anyone, to have a portfolio. With today's no-code tools you can build a single clean page that shows who you are, what you can do, and how to reach you, in an afternoon. A portfolio is proof, and proof is what turns “sounds interesting” into “let's work together.” Simple and live beats perfect and imaginary.



## A Simple No-Code Portfolio

One page where clients can see who you are and what you can do.




### Proof beats promises

Anyone can claim they're good. A portfolio shows it. A few real examples of your work do more to win a client than any amount of describing yourself.

### No-code, no excuses

Free tools (Carrd, Notion, Canva sites and more) let you build a clean portfolio page with no coding and no cost. The barrier isn't skill or money, it's just starting.

**One simple page that shows who you are and what you can do is proof, and proof opens doors.**

FAST DRAFTS, YOUR VOICE

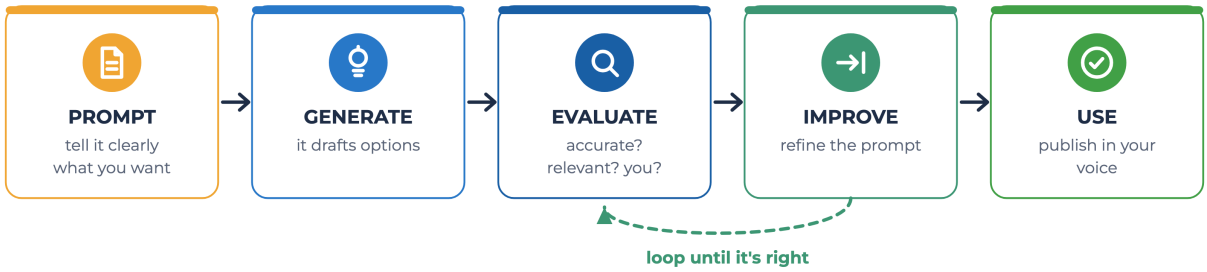
# AI content-generation tools

AI can draft a post, an email, or an outline in seconds, a genuine time-saver for a busy freelancer. But it's a fast assistant, not the author. The skill is to prompt it clearly, judge what it gives you honestly, and rewrite it into your own voice before anything goes out. Use AI to start faster, never to publish blindly.



## AI Content, Prompt, Then Judge

AI speeds up the draft; your judgement makes it good.




⚠ **Never publish what you haven't read, and never put private client data into the tool.**

### Assistant, not author

AI is brilliant for first drafts and getting unstuck, and terrible as a final voice. Let it draft; you decide, edit, and make it yours before it's published.

### Prompt, judge, own it

Good results come from clear prompts, honest judgement of the output (it's often generic or wrong), and rewriting into your voice. Never paste AI text straight out.

**AI drafts fast, but you decide. Prompt clearly, judge honestly, and publish only in your own voice.**

SPEAK TO ONE PERSON

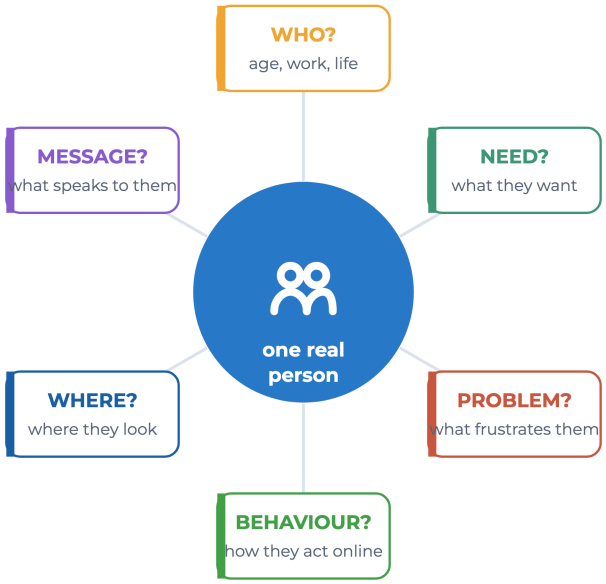
# Your ideal-client avatar

Trying to appeal to everyone means connecting with no one. An ideal-client avatar is a clear picture of the one person you most want to serve, their situation, their problem, what they want, where they hang out. Speak to that one person and, paradoxically, more people listen, because specific, relevant messages always beat vague, universal ones.




## Your Ideal Client (Avatar)

You can't speak to everyone, picture one real person you want to reach.




**Know one client deeply and every post, service and message gets sharper.**

### Speak to one, reach many

When you write for one specific person, your message gets clear and relevant, and clarity attracts. Aim at everyone and you blur into background noise.

### Picture them clearly

A good avatar is concrete: their situation, their problem, what they want, where they spend time, what words they use. The clearer the picture, the sharper everything you make.

**You can't reach everyone at once. Picture one ideal client, and speak clearly to them.**

FACILITATOR-LED

# F1 • Stand Out

60 min

Reflection & pair work

**BASED ON**

Sub-chapter 1 · Personal branding framework.

**BY THE END, PARTICIPANTS CAN**

Identify their key strengths and unique value, and write a personal brand statement they can say consistently.

## Step by step

1. **Frame it** · 5 min
   You already have a brand, today we make it intentional and clear, not artificial.
2. **Strengths dump** · 10 min
   Each person lists what they're genuinely good at and what they're proud of, quantity first.
3. **Find the pattern** · 15 min
   In pairs, help each other spot the thread: strengths + values + skills + experience → a unique value.
4. **Write the statement** · 15 min
   Each person fills the worksheet: "I help [who] achieve [what] by [how]."
5. **Say it out loud** · 10 min
   Practise saying it to a partner; refine until it's clear and sounds like you.
6. **Commit** · 5 min
   Everyone writes where they'll use this line first, profile, intro, proposal.

**THE FRAMEWORK**

Strengths → Values → Skills → Experience → Unique Value → Professional Message.

→ See the full diagram

**MATERIALS**

The printed Personal Brand Statement worksheet; sticky notes; pens.

**FACILITATOR PREP**

Read sub-chapter 1. Prepare your own brand statement as a live example. Have a few strong/weak examples ready to contrast.

## Facilitator tips

For low-confidence learners, start from the strengths a partner sees in them, it's often easier to hear than to claim. Keep it honest; the goal is clarity, not hype.

## → What can I do next?

Put your brand statement on your main profile this week, worded exactly the same way.

## Reflection & Youthpass

What do I want to be known for, and does my statement say it clearly? **Youthpass:** Personal, social & learning-to-learn + entrepreneurship, "I can say clearly what makes my work valuable."

FACILITATOR-LED

# F2 • My E-Image

60 min

Feedback & adaptation

**BASED ON**

Sub-chapters 1, 6 & 7 · Perception, message and audience.

**BY THE END, PARTICIPANTS CAN**

Explore how others currently perceive them, describe themselves in one clear sentence, and adapt the message for different audiences.

## Step by step

1. **Frame it** · 5 min
   People form an impression of you online in seconds, let's see what yours currently says.
2. **Perception check** · 15 min
   In small groups, look at each person's public presence and note the first impression it gives, honestly and kindly.
3. **One sentence** · 10 min
   Each person writes a single clear sentence describing who they are professionally.
4. **Adapt the message** · 15 min
   Rewrite that sentence for two different audiences (e.g. a local business vs a creative peer).
5. **Reflect** · 10 min
   Compare the impression you want with the one you give. What one change closes the gap?
6. **Commit** · 5 min
   Each person names one concrete update to their online presence.

**THE FRAMEWORK**

Perception → one clear sentence → adapt to each audience.

→ See the full diagram

**MATERIALS**

Devices to view each other's public profiles; the brand statement from F1; note cards for feedback.

**FACILITATOR PREP**

Set ground rules for kind, useful feedback. Prepare one example of the same message adapted for two different audiences.

### Facilitator tips

Keep feedback about the impression, not the person. For learners anxious about being seen, focus on small, doable changes (a clearer headline, one line about who they help).

### → What can I do next?

Make the one change you named to your online presence this week.

### Reflection & Youthpass

What impression do I give, versus the one I want to give? **Youthpass:** Communication + personal/social competence, "I can present myself clearly and adapt my message."

### ★ Expert extension

Ask an AI tool to describe your professional identity from your public profile text. Does it match your intended message? The gap shows what to clarify.

FACILITATOR-LED

# F3 • Client Detective

75 min

Analysis & strategy

**BASED ON**

Sub-chapters 2, 3 & 4 · Audience, profile and content.

**BY THE END, PARTICIPANTS CAN**

Analyse an audience's behaviour and online content, and develop a simple content strategy tailored to them.

## Step by step

1. **Frame it** · 5 min
   Good content isn't about posting more, it's about understanding who it's for.
2. **Pick a subject** · 10 min
   Each group chooses a real business or creator whose audience they'll investigate.
3. **Detective work** · 25 min
   Analyse the audience, online behaviour and which content performs best, and why.
4. **Spot the strategy** · 15 min
   Infer the audience's need and the message that works; note what you'd change.
5. **Build a mini-strategy** · 15 min
   Draft a simple audience → need → message → content plan for that subject.
6. **Share** · 5 min
   Each group shares one insight about what makes content land with that audience.

**THE FRAMEWORK**

Audience → Need → Message → Content → Response → Improve.

→ See the full diagram

**MATERIALS**

Devices with internet; a chosen business/creator to analyse; the content-strategy loop printed as a worksheet.

**FACILITATOR PREP**

Pick 2–3 real, relatable profiles to analyse. Read sub-chapters 2–4. Prepare a simple "what to look for" checklist.

### Facilitator tips

Steer groups away from "more followers" toward "the right audience." For learners new to platforms, pair them with a more confident peer.

### → What can I do next?

Apply the loop to your own next post: name the audience and their need before you create it.

### Reflection & Youthpass

Whose need was I really answering with my last post, mine, or my audience's? **Youthpass:** Digital + entrepreneurship, "I can read an audience and plan content that fits it."

FACILITATOR-LED

# F4 • Who's Buying?

60 min

Group analysis

**BASED ON**

Sub-chapter 7 · Ideal client / customer avatar.

**BY THE END, PARTICIPANTS CAN**

Analyse local businesses, customers and competitors, and develop affordable, client-focused solutions.

## Step by step

1. **Frame it** · 5 min
   You can't sell to everyone. Today we get specific about one ideal client.
2. **Pick a business** · 10 min
   Each group chooses a local business type and imagines its typical customer.
3. **Build the avatar** · 20 min
   Fill the avatar sheet: who they are, needs, problems, behaviour, where they look, what message fits.
4. **Find the gap** · 10 min
   Look at the business's branding, marketing and online presence, what's missing for that avatar?
5. **Design a solution** · 10 min
   Sketch one affordable, client-focused service or content idea that meets the avatar's need.
6. **Pitch it** · 5 min
   Each group presents its avatar and solution in one clear sentence.

**THE FRAMEWORK**

Who? → Need? → Problem? → Behaviour? → Message? → Solution?

→ See the full diagram

**MATERIALS**

The printed Ideal Client Avatar sheet; access to local businesses' online presence; paper for solution sketches.

**FACILITATOR PREP**

Choose relatable local business types. Read sub-chapter 7. Prepare one worked avatar example.

### Facilitator tips

Keep avatars grounded in real, local people, not clichés. For migrant/Roma learners, their own communities are a rich, real avatar source, not a limitation.

### → What can I do next?

Build a full avatar for the one client type you most want to attract, and write one post aimed only at them.

### Reflection & Youthpass

Who exactly am I trying to reach, and do my content and services actually fit them? **Youthpass:** Entrepreneurship + communication, "I can identify an ideal client and design for their needs."

SELF-DIRECTED · ~40 min · Content test

# S1 • Scroll Stoppers

Test what your audience actually responds to, then do more of it.

1. **Review your posts**
   which got most reach and engagement?
2. **Make two new posts**
   copy what worked; change one thing.
3. **Publish and review**
   compare results after a few days.



**→ Next**

Keep a short list of what your audience reliably responds to.

**✎ Your workings**

**Reflection & Youthpass**

Which post, page or prompt actually reached the right people?

SELF-DIRECTED · ~45 min · Portfolio build

# S2 • E-Face

Build a simple portfolio that proves what you can do.

1. **Pick a free tool**
   Carrd, a Google Site or a Notion page.
2. **Add the four parts**
   who I am · skills · work · contact.
3. **Share the link**
   put it in your bio and proposals.



**→ Next**

Update it whenever you finish a piece of work worth showing.

**✎ Your workings**

**Reflection & Youthpass**

Which post, page or prompt actually reached the right people?

SELF-DIRECTED · ~30 min · AI practice

# S3 • Fake-Imagine

Use AI to draft faster, then make it yours before you publish.

1. **Write a clear prompt**
   audience, goal, tone, format.
2. **Generate and compare**
   make 2–3 versions; judge each.
3. **Edit into your voice**
   never publish it unread.



**→ Next**

Save the prompts that gave the best results as templates.

**✎ Your workings**

**Reflection & Youthpass**

Which post, page or prompt actually reached the right people? **Youthpass:** “I can create a professional presence, test content, and use digital and AI tools to be seen by the right audience.”

CASE STUDY

# Justin Welsh: a business built on being seen

**Justin Welsh** left a corporate job and, instead of chasing clients one by one, decided to **become visible**. He picked one clear audience, solopreneurs and freelancers, and started publishing short, useful posts on LinkedIn and X, consistently, for years.

He didn't rely on a big budget or going viral. He ran the same loop this module teaches: **understand the audience, post something useful, watch what resonates, and improve.** A clear personal brand ("I help you build a one-person business") made him easy to understand and recommend. His profile did the selling; his content built the trust.

Over time that visibility turned into a **multi-million, one-person business**, courses and products bought by an audience that already knew, trusted and followed him. He never cold-pitched his way there. He was simply **seen, consistently, by the right people**.

Justin Welsh (justinwelsh.me). Facilitator tip: the principle scales down, even 20 local followers who trust you can bring your first paying clients.



**THE MODULE 5 IDEAS IN THIS STORY**

- **A clear personal brand →**
- **An audience-first content loop →**
- **A profile that builds trust →**
- **One ideal client, spoken to clearly →**

## What you can borrow, at any size

1. **Pick one audience.** Being clear about who you're for beats trying to appeal to everyone.
2. **Be consistent, not viral.** Showing up usefully every week compounds far more than one big moment.
3. **Let visibility do the selling.** When the right people already trust you, you rarely have to chase them.

**He didn't chase clients, he became visible to the right ones, consistently, until they came to him.**

GO DEEPER

# Resource library

Everything to go further with Module 5. The **printable templates are built into this booklet** (next pages) and also at shift.elnlab.eu/resources.

## SHIFT printable templates

- Personal Brand Statement · F1 ↗
- Ideal Client Avatar · F4 ↗

## Reading & further learning

- Building a StoryBrand, Donald Miller
- Show Your Work!, Austin Kleon
- Justin Welsh, the LinkedIn Operating System (paid online course, ~€150)
- Company of One, Paul Jarvis

## Free tools to be seen

- Portfolio, Carrd / a Google Site / Notion
- Design, Canva (free) for posts & visuals
- Scheduling, Buffer / Meta & LinkedIn native
- AI drafts, a free AI chat tool (read before posting)

## Where to build presence

- LinkedIn, clients meet you here first
- Instagram / TikTok, for visual & creative work
- A local directory or community group
- Your own simple portfolio page

## Watch & listen (free)

- Personal branding for freelancers
- Justin Welsh, content that builds a business
- Build a free portfolio with Carrd

### Case study

The “built on being seen” story on the previous page, Justin Welsh, pairs well with a local creator who grew through consistent, useful content.

PRINTABLE TEMPLATE · 1 OF 2

# Your Personal Brand Statement

The worksheet for facilitator activity **F1 · Stand Out**. Fill each line, then combine into one clear sentence.

## Your Personal Brand Statement

SHIFT · print & fill

Fill each line, then combine the last box into one clear sentence.

**My top strengths**
what I'm genuinely good at _____

**My values**
what I stand for / won't compromise _____

**Who I help**
the one kind of client I'm for _____

**The result I create**
the outcome they actually want _____

**MY BRAND STATEMENT**
"I help _____ achieve _____ by _____."

▶ **Say it the same way everywhere, profile, proposals, first hellos.**

1. **Start honest, not impressive**, your real strengths and values are the foundation.
2. **Name one kind of client**, "everyone" is not an audience.
3. **Lead with the result**, the outcome they want, not the task you do.

**Combine the boxes into one sentence, and then say it the same way everywhere you show up.**

PRINTABLE TEMPLATE · 2 OF 2

# Ideal Client Avatar

The worksheet for facilitator activity **F4 · Who's Buying?**. Picture one real person and answer for them.

## Ideal Client Avatar

SHIFT · print & fill

Picture one real person and answer for them, not for 'everyone'.

| | |
|---|---|
| WHO ARE THEY? | age, work, situation |
| WHAT DO THEY NEED? | the goal they want |
| WHAT'S THEIR PROBLEM? | what frustrates them today |
| WHAT DO THEY VALUE? | what matters most to them |
| WHERE DO THEY LOOK? | the platforms & places they trust |
| WHAT MESSAGE FITS? | the words that speak to them |

▶ **Now write one post, one service and one intro line aimed only at this person.**

1. **One person, not a crowd**, give them an age, a job, a situation.
2. **Focus on their problem**, what frustrates them is what you solve.
3. **Meet them where they look**, show up on the platforms they already trust.

**Know one ideal client deeply, and your content, services and messages all get sharper at once.**