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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.





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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

"Personal branding" makes many freelancers cringe, it sounds like self-promotion and pretence. But a personal brand is really just the clear, consistent impression you leave: what people think of, and say about you, when your name comes up. Built honestly on your actual strengths and values, it's not a performance; it's how you become the obvious choice for the right work, instead of a forgettable option among many.



WHAT IT IS

A personal brand is the **consistent impression** people hold of you and your work, your reputation, distilled. A useful freelancer brand answers, quickly and clearly: *what do you do, who for, and what makes you different?* It's built from three honest ingredients, your **strengths** (what you're genuinely good at), your **values** (what you stand for), and your **audience** (who you're for), expressed consistently across everything people see, so the impression is clear rather than muddled.

WHY IT MATTERS FOR YOU

Clients hire people they remember and trust, and a fuzzy impression is neither. Without a clear brand, you're "a freelancer who does a bit of everything," easy to forget and easy to replace. With one, you become "the person who does X for Y," the obvious call when that need arises. A clear brand also filters: it attracts the clients you want and gently repels the ones you don't, so you spend less time on mismatched work. Being clear beats being loud.

THE COMMON MISTAKE

Two errors. Trying to be for everyone ("I do everything for anyone"), which makes you memorable to no one. And faking a brand, performing a personality or expertise that isn't yours, which is exhausting and eventually shows. A good brand is narrow and true: clear about what you do and who for, and built on strengths and values you actually have.

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

BE KNOWN FOR SOMETHING

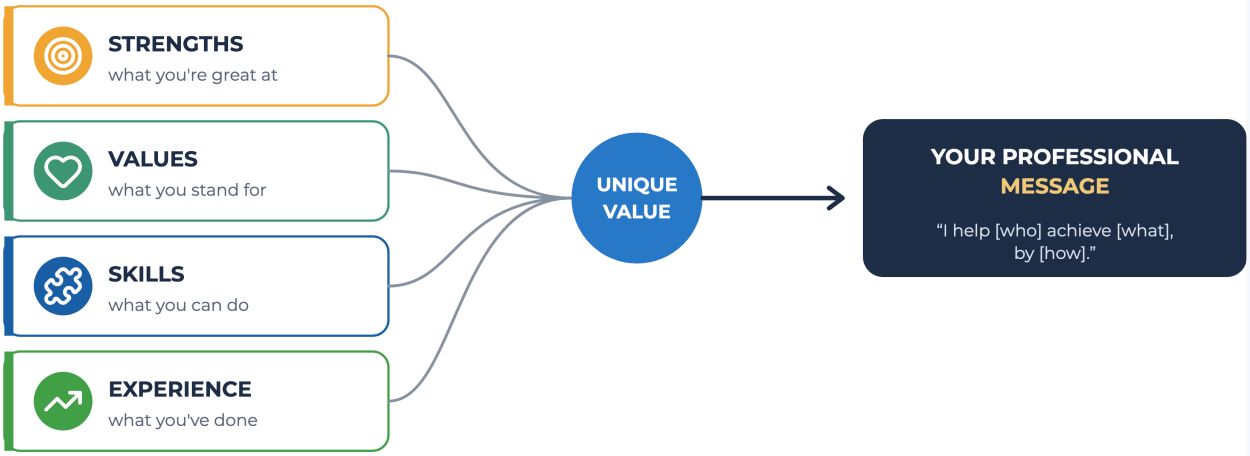
Your personal branding framework

HOW IT WORKS

Start from truth, not tactics. Name your real strengths (what people already praise you for), your values (how you like to work and what you won't compromise), and your ideal audience. Distil them into a simple statement, “I help [audience] to [outcome] through [what you do]”, and then make everything consistent with it: your profile, your samples, how you talk about your work. Consistency is the whole game; the same clear message, everywhere, until it sticks.

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.

A WORKED EXAMPLE

Ana called herself “a freelance designer, open to anything”, and got occasional, random, low-paid work. She rebuilt her brand on truth: she's warm, clear, and great at making small businesses look trustworthy. Her new line: “I help local businesses look as professional as they are.” Same person, but now memorable and specific, and she started attracting exactly the clients she wanted.

Your personal brand is the clear, consistent impression you leave, built on your real strengths, values and audience. Make it true, make it specific, and repeat it everywhere. Clarity, not hype, is what gets you remembered and chosen.

SHOW UP WITH A PLAN

A simple content strategy

Most freelancers approach content backwards: they sit down asking “what should I post today?”, run out of ideas, and give up. A content strategy, even a very simple one, flips it: you start with your audience and what they care about, choose a handful of themes you'll consistently show up around, and then let the response guide you. It's not about posting more; it's about posting on purpose, and learning as you go.



WHAT IT IS

A content strategy is a simple, repeatable plan for **what you share, for whom, and why**. At its lightest it's three decisions: **who** you're talking to (your ideal client), **what themes** you'll consistently cover (a few topics tied to your work and their needs), and **how often** you'll show up (a rhythm you can actually sustain). Then a feedback loop: watch what resonates, and let it steer the next round. That's it, no marketing degree required.

WHY IT MATTERS FOR YOU

Random posting produces random results and burns you out chasing ideas. A strategy makes content sustainable and effective: knowing your audience and themes means you always know what to say, and a steady rhythm builds familiarity and trust over time, which is what turns strangers into clients. The feedback loop means you get better automatically, doing more of what works and less of what doesn't. Consistency plus learning beats bursts of clever, sporadic effort every time.

THE COMMON MISTAKE

Starting from “what should I post” instead of “who am I for and what do they need”, which leads to generic, forgettable content and creative burnout. Also chasing volume over consistency (daily posts for a week, then silence), and ignoring the feedback, posting into the void without noticing what actually lands. Sustainable and audience-first beats frequent and random.

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

SHOW UP WITH A PLAN

A simple content strategy

HOW IT WORKS

Decide three things and start small. One, who you're for (your ideal client, be specific). Two, three or four themes you can talk about endlessly, tied to their problems and your expertise. Three, a rhythm you can keep, once a week beats daily-then-nothing. Then post, and watch: which topics get responses, questions, saves? Do more of those, drop the flops. Review lightly every month. The strategy improves itself if you pay attention.



A WORKED EXAMPLE

Miguel used to post whenever, and rarely. He picked his audience (small café and shop owners), three themes (simple branding tips, before/afters, local business stories), and one post a week. Within months the before/afters clearly outperformed, so he did more. The steady, focused presence, not volume, brought him three clients who'd been quietly following along.

A content strategy is simple: know your audience, pick a few themes, choose a rhythm you can keep, and let the response guide you. Start with who you're for, not what to post.

YOUR SHOPFRONT ONLINE

LinkedIn profile & outreach

Long before a client emails you, they look you up, and for professional work, that usually means LinkedIn. Most freelancers waste that moment with a profile that reads like a CV: a list of past jobs that says nothing about how they help clients today. This sub-chapter treats your profile as what it really is, a shopfront, and pairs it with outreach that's genuinely human, because online is where trust now begins.



WHAT IT IS

This has two parts. Your **profile**: the page people find when they look you up, which should work like a shopfront, an instantly clear headline (who you help + how), a top section that sells your value not just your history, visible proof (work, results, recommendations), and an easy way to contact you. And **outreach**: proactively reaching relevant people with **personal, genuine messages**, a real reason you're contacting them, rather than mass copy-paste pitches. Profile builds trust passively; outreach starts conversations actively.

WHY IT MATTERS FOR YOU

Because the profile is doing the talking when you're not there. A CV-style profile makes a visitor work to understand your value, and most won't bother, they leave. A shopfront profile converts that look-up into interest and contact. Outreach matters because waiting to be found is slow; reaching out multiplies your chances, but only if it's human, generic pitches are deleted on sight, while a personal message that shows you actually looked at them earns a reply. Together they turn “being online” into actual clients.

THE COMMON MISTAKE

A profile that's a CV (job titles and dates, no clear value), no proof, and a hidden or missing way to contact you. On outreach: blasting identical copy-paste pitches to everyone, which reads as spam and gets ignored, or being so afraid of “selling” that you never reach out at all. The fix for both is the same: be clear, show proof, and be genuinely human.

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

YOUR SHOPFRONT ONLINE

LinkedIn profile & outreach

HOW IT WORKS

For the profile: rewrite your headline as who you help and how (not your job title); make the top lines sell your value; add real proof (samples, results, a recommendation or two); and make contact obvious. For outreach: pick people you can genuinely help, and write to each like a human, reference something specific about them, say why you're reaching out, and make a small, low-pressure ask. Quality over quantity: ten personal messages beat a hundred copy-pasted ones.

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 WORKED EXAMPLE

Sofia's headline read “Freelancer | Graphic Designer.” She changed it to “I help small brands look trustworthy, logos, websites, and brand refreshes.” She added three samples and a client recommendation. Then she messaged ten local business owners, each personally (“loved your new café, noticed your menu design, here's a thought…”). Two replied, one became a client, from a profile and ten human messages.

Online is where clients meet you first. Make your profile a shopfront, clear on who you help, backed by proof and easy to contact, then reach out with genuinely personal messages.

POST ON PURPOSE

Practical social media marketing

Social media overwhelms freelancers because they think it means being everywhere, all the time, chasing virality. Practical social media is the opposite: a small, sustainable loop on one or two platforms where your clients actually are. You post with a purpose, observe what resonates, do more of that, and improve, treating the whole thing as a feedback machine that quietly teaches you about your audience while building familiarity and trust.



WHAT IT IS

Practical social media marketing is a simple, repeatable **loop**: **observe** (what does your audience respond to?), **create** (make content around that, and around your work), **publish** (consistently, on one or two chosen platforms), **measure** (what landed?), and **learn** (do more of what works). It's not about volume, virality, or being on every platform. It's about showing up with purpose where your clients are, and getting steadily better by paying attention to the response.

WHY IT MATTERS FOR YOU

For a freelancer, social media's real value isn't going viral, it's familiarity and trust: people buy from those they've seen show up consistently and helpfully. Trying to be everywhere spreads you too thin to be good anywhere, and posting without observing wastes the effort. The loop fixes both: one or two platforms keeps it sustainable, and the observe-and-improve cycle means your content gets better automatically. Steady, purposeful presence beats sporadic attempts to “blow up” every time.

THE COMMON MISTAKE

Trying to be on every platform at once (and sustaining none), chasing virality instead of consistency, and broadcasting without ever looking at what worked. Also posting only polished “finished” content when process and personality often connect more. The freelancer win isn't a viral hit; it's steady, purposeful presence in one or two right places, improved by watching the response.

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

POST ON PURPOSE

Practical social media marketing

HOW IT WORKS

Pick one or two platforms where your ideal clients actually spend time, ignore the rest. Post with purpose: show your work, your process, your thinking, things that demonstrate your value, on a rhythm you can sustain. Then observe: which posts got saves, comments, enquiries? Do more of those, quietly drop the rest. Keep the loop turning, observe, create, publish, measure, learn, and let it teach you what your audience wants. Sustainable beats spectacular.



A WORKED EXAMPLE

Léa tried to be on five platforms and burned out. She cut to one, Instagram, where her craft clients hang out, and posted her process twice a week. She watched: short “making-of” clips far outperformed finished shots, so she made more. Six months of steady, purposeful posting, no viral moment, brought a stream of enquiries from people who'd watched her work and felt they knew her.

Practical social media is a sustainable loop, not a popularity contest: pick one or two platforms where your clients are, post with purpose, and let the response teach you what to do more of. Consistency and learning beat virality.

PROOF THAT OPENS DOORS

A simple no-code portfolio

Many freelancers put off having a portfolio because they think it means building a whole website, which means coding, or money, or both. It doesn't. No-code tools now let anyone assemble a clean, professional one-page portfolio in an afternoon, for free. And a portfolio matters more than almost anything else you'll make, because it's **proof**: the concrete evidence that turns a curious prospect into a client. Simple, live, and real beats elaborate and imaginary.



WHAT IT IS

A portfolio is a simple page (or short site) that shows, at minimum, **who you are, what you can do, examples of your work, and how to contact you**. "No-code" means you build it with drag-and-drop tools, Carrd, Notion, a Canva site, and others, with no programming and usually no cost. It doesn't need to be fancy or large; one clean, clear page with a few real examples and an obvious contact route does the job. Its purpose is singular: to prove you can do what you say.

WHY IT MATTERS FOR YOU

Proof is the most persuasive thing you have. Clients are wary of claims, everyone says they're good, but a few examples of real work settle the question instantly. Without a portfolio, you're asking people to take your word for it, and many won't. With one, you can point to evidence, which shortens the path from interest to hiring. And because no-code makes it free and fast, not having one is purely a matter of not starting, an easy, high-value gap to close.

THE COMMON MISTAKE

Waiting until you can build the "perfect" full website, so you end up with nothing to show, which is far worse than a simple page. Also cramming in everything you've ever done (dilutes your best work, show a curated few), or making the contact route unclear. And thinking you need coding skills or money, you don't. The only real mistake is not shipping a simple one.

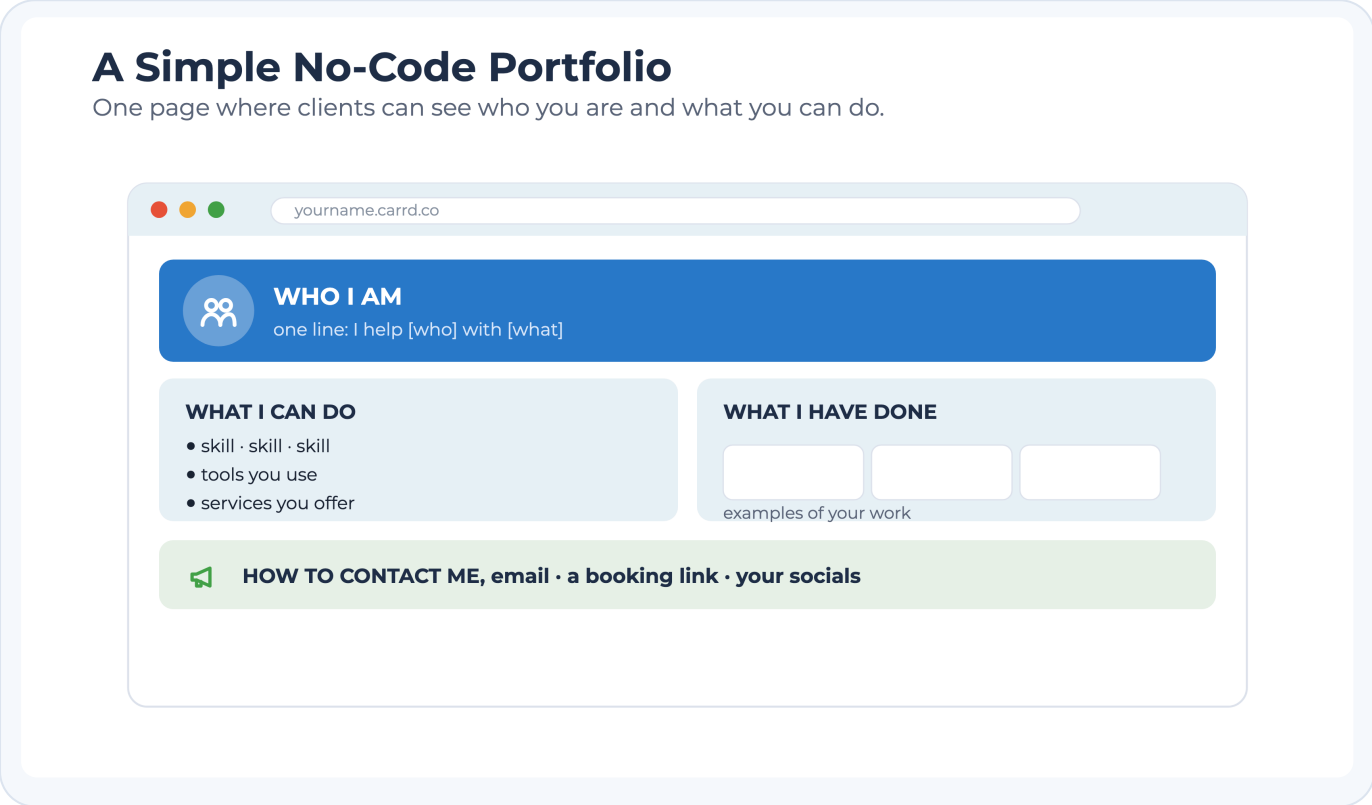
One simple page that shows who you are and what you can do is proof, and proof opens doors.

PROOF THAT OPENS DOORS

A simple no-code portfolio

HOW IT WORKS

Pick a free no-code tool (Carrd and Notion are great for a single page). Include four things: a short line on who you are and who you help, a few of your best real examples (quality over quantity), a sentence or two of proof or testimonial if you have it, and a clear way to contact you. Keep it to one clean page. Don't polish forever, get it live, then improve it. A simple portfolio online today beats a perfect one that never ships.



A WORKED EXAMPLE

Tomás kept saying he'd “build a proper site someday” and had nothing to show prospects. In one afternoon he made a free Carrd page: a line about who he helps, six of his best photos, one client quote, and his email. It cost nothing and took hours, not weeks, and within a month he'd sent it to three leads and landed one. Proof, finally, beat promises.

A portfolio is proof, and proof opens doors. You don't need code or money, just a free no-code tool and an afternoon to make one clean page showing who you are, your best work, and how to reach you. Live and simple beats perfect and imaginary.

FAST DRAFTS, YOUR VOICE

AI content-generation tools

AI content tools are a real gift to time-poor freelancers: they can produce a first draft of almost anything in seconds. But they come with an equally real trap, treating the draft as finished. AI is a fast, tireless assistant, not the author of your work. Used well, it removes the terror of the blank page and speeds you up enormously; used blindly, it floods the world with generic, sometimes wrong, voiceless text. This sub-chapter is about using it well.



WHAT IT IS

AI content-generation tools (like ChatGPT and similar) produce written drafts, posts, emails, outlines, captions, from your instructions. The useful way to think of them is as an **assistant that drafts, while you remain the author**. The workflow is a loop: **prompt** clearly (tell it what you want, for whom, in what tone), **generate**, **judge** the result honestly (is it accurate? does it sound like you?), **improve** it (edit, rewrite, add your voice), and only then **use** it. The tool accelerates; you stay in charge.

WHY IT MATTERS FOR YOU

Two reasons to get this right. The upside: AI removes the blank-page paralysis and does the slow first-draft work in seconds, freeing your time for the parts that need you. The risk: raw AI output is often generic, occasionally factually wrong, and always in a bland, non-you voice, publish it unchanged and you sound like everyone else (or worse, spread an error). The value isn't in the generating; it's in your prompting, judgement and editing. AI makes a good freelancer faster, and a careless one forgettable.

THE COMMON MISTAKE

Publishing AI output unchanged, generic, voiceless, and sometimes factually wrong, which makes you sound like everyone else and can spread errors. The opposite mistake is refusing to use it at all and doing slow first-draft work by hand. Also giving lazy, vague prompts and blaming the tool for bland results. The rule: AI drafts, you judge, edit and own, always.

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

FAST DRAFTS, YOUR VOICE

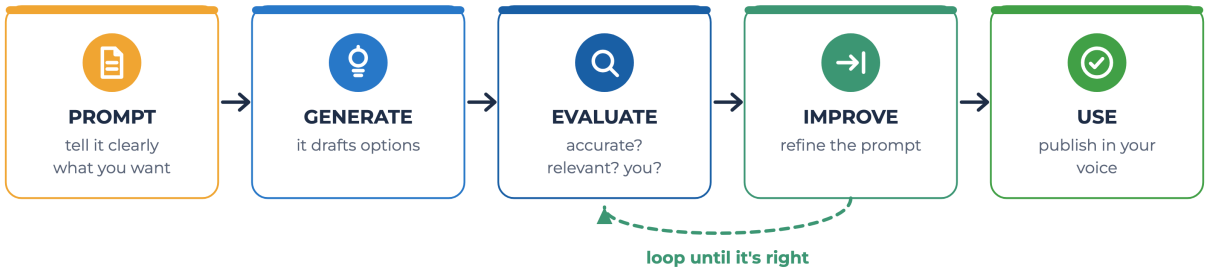
AI content-generation tools

HOW IT WORKS

Use the loop. Prompt clearly, tell it the topic, the audience, the tone, and any key points (vague prompts give vague results). Generate a draft. Then judge it honestly: check facts, and ask “does this sound like me?” Improve it, cut the fluff, fix errors, rewrite in your own voice, add your specific insight. Only then publish. Treat every AI output as a rough first draft from a keen intern: helpful, fast, and never to be sent out unchecked.

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.**

A WORKED EXAMPLE

Facing a week of content, Rita asks AI to draft five post ideas and a first version of each. In minutes she has raw material, most of it generic. She keeps three ideas, rewrites them in her warm, specific voice, fixes a wrong claim it invented, and adds a real client story. What would've taken a day takes an hour, and it still sounds entirely like her, because she stayed the author.

AI is a fast assistant, not the author. Prompt it clearly, judge the draft honestly (it's often generic or wrong), and rewrite it into your own voice before it goes out. Let AI start you faster, never let it publish for you.

SPEAK TO ONE PERSON

Your ideal-client avatar

It feels safer to aim your message at “anyone who might hire me”, but casting the widest net actually catches the least: a message for everyone speaks to no one in particular, and blurs into noise. The ideal-client avatar is the fix, a vivid, specific picture of the one client you most want to serve. Once you can picture that person clearly, everything you make, your content, your profile, your pitch, gets sharper, more relevant, and more magnetic to exactly the people you want.



WHAT IT IS

An ideal-client avatar is a **detailed, single portrait of your perfect client**, treated almost like a real person. It captures who they are and what matters for reaching them: their **situation**, their **problem/pain**, what they **want**, their **behaviour** (how they decide, what they worry about), **where** they spend time (so you know where to show up), and the **words** they use for their problem. It's one focused person, not a broad demographic, so that everything you create can speak directly to them.

WHY IT MATTERS FOR YOU

Specificity is what makes communication land. When you speak to a clearly-pictured individual, your message becomes concrete and relevant, and relevance is what makes someone stop and think “that's me.” Aiming at “everyone” forces you into vague, generic language that no one feels spoken to by. The avatar also guides practical choices, which platform, what tone, which pain to lead with, because you know exactly who you're trying to reach. Counter-intuitively, narrowing your focus widens your appeal.

THE COMMON MISTAKE

Refusing to narrow, insisting on targeting “everyone” for fear of missing out, which produces vague messaging that attracts no one. Also building an avatar from fantasy rather than real, enjoyable clients, or making it a lifeless demographic (“25–45, urban”) instead of a specific person with a real problem and real words. Vague and universal loses to specific and human every time.

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

SPEAK TO ONE PERSON

Your ideal-client avatar

HOW IT WORKS

Build one detailed avatar of the client you most want more of. Give them a situation, a specific problem in their own words, a desired outcome, and habits, especially where they spend time and how they choose. Base it on real clients you've enjoyed, not a fantasy. Then use it as a filter for everything: write your content and pitches *to* that person, choose platforms where they actually are, and lead with the pain they actually feel. When in doubt, ask "would my avatar care about this?"

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.

A WORKED EXAMPLE

Diogo tried to appeal to "any business needing design" and his message was bland. He built one avatar: "Marta, runs a small café, proud of her food but embarrassed her branding looks cheap, scrolls Instagram at night, worried about wasting money." Suddenly he knew exactly what to say, where, and how. His content started speaking straight to the Martas of the world, and they started getting in touch.

You can't speak to everyone at once. Build a vivid picture of one ideal client, their situation, problem, wants and words, and speak directly to them. Narrow your focus and your appeal grows.

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.