The Online Business Academy

COURSE GUIDE



CERTIFICATE IN FREELANCING

Turn your skill into a freelance business

Find clients, charge what you're worth and get the tax right, all tested on real prospects before you hand in your notice.

- Set up alongside your job. No business experience needed
- Learn at your own pace, with lifetime access
- An OBA Tutor on hand in every lesson
- A certificate employers can verify online

INSIDE THIS GUIDE

Table of contents

02 About us

03 Course overview

04 Course modules

06 OBA Tutor and Career Centre

07 Your certificate

08 Is this course right for you?

ABOUT US

Welcome to The Online Business Academy

68

certificate courses across business, finance, marketing, design, tech and AI, all built the same hands-on way.

Lifetime

access. Pay once and your course is yours forever, including every update we add.

Most online courses hand you hours of video and hope something sticks. We built The Online Business Academy to do the opposite. Every lesson puts the tool in your hands, every module ends with a checkpoint that proves you've got it, and every course ends with a certificate that shows you can do the work, not just that you watched it.

You're never stuck on your own. The OBA Tutor sits inside every lesson, knows exactly where you are, and explains things another way the moment they don't click. It's there at 7am before work and at 11pm when the house is finally quiet, and our support team is an email away whenever you'd rather talk to a person.

And we don't stop at the certificate. Every course comes with the Career Centre, free: AI tools that review your CV, rebuild it with your OBA certificates ready to drop in, and put you through practice interviews for the role you want. One payment, lifetime access, and everything you need to take the next step.



OUR MISSION

Skills you can use on Monday morning, and the proof that you have them.

BUSINESS & FINANCE COURSES

Certificate in Freelancing

In this course, you'll turn a skill you already have into a business that brings work in on purpose. You'll pick a niche clients still pay a person for, set a day rate that covers tax and quiet weeks, build a portfolio, fill a pipeline with prospects and write proposals clients find easy to say yes to. Then you'll put it all to the test on real prospects over two weeks.

This course is a great fit for designers, writers, marketers, editors and anyone with a skill to sell. You don't need business experience, or to quit your job first.

Enrol now

Learn more

COURSE PRICE

$159

One payment. Lifetime access. No subscription.

COURSE LENGTH

17 hours

of learning across 11 modules and 100 hands-on lessons.



What you'll be able to do

- Choose a service and niche that clients still pay a person to do
- Set a day rate that covers tax, costs, holidays and the hours you can't bill
- Build a case study, portfolio site and one-pager that make clients want to hire you
- Find clients through your network, marketplaces, local routes and outreach
- Run a discovery call and write a proposal with three priced options
- Protect your work and income with clear terms, insurance and a status check
- Register for an ABN, invoice properly, chase late payers and put tax aside
- Keep scope under control and turn one-off projects into repeat work

Module 01 Getting ready to go freelance

8 lessons

In this module you'll find out whether freelancing suits you right now, and what it needs to pay. You'll check your employment contract, work out your survival number and runway, learn when the ATO needs to know, and turn it all into a one-page plan with a monthly client target.

Module 02 Choosing your service and niche

9 lessons

In this module you'll pick a niche on evidence, not hope. You'll audit your skills and contacts, see which work clients now hand to AI and what they still pay a person for, talk to three potential clients, then package your service into an entry offer, a core offer and ongoing support.

Module 03 Pricing your work

10 lessons

In this module you'll stop guessing what to charge. You'll turn your survival number into a minimum day rate that allows for unbilled time, choose between hourly, day, project and retainer pricing, estimate a project with a buffer, turn down mates' rates and raise your rates with confidence.

Module 04 Your portfolio and professional presence

9 lessons

In this module you'll build the proof clients look for, even before your first client. You'll write a case study as problem, process and result, publish a one-page portfolio site, set up your LinkedIn Services page and design a service one-pager with your offers and starting prices.

Module 05 Finding your first clients

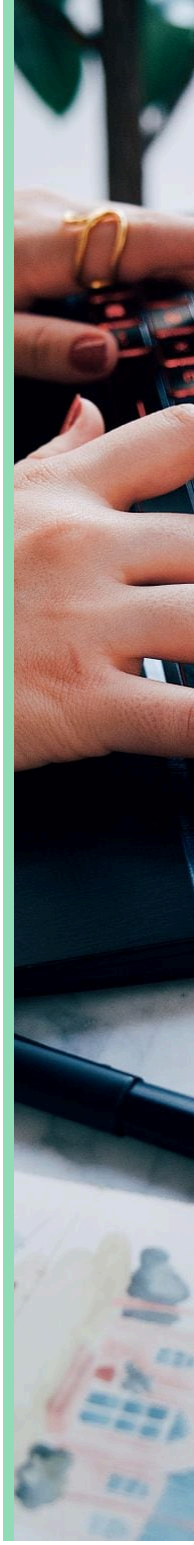
12 lessons

In this module we'll replace waiting for work with a routine that finds it. You'll tap your network and local groups, see how Upwork, Fiverr, Freelancer.com and Airtasker really work, build a list of 30 prospects and write cold emails that stay within the Spam Act and Do Not Call rules.

Module 06 Discovery calls and proposals

10 lessons

In this module enquiries start turning into signed work. You'll qualify leads on budget, timing and fit, run a discovery call that finds the real problem, scope deliverables and revision rounds, then write a proposal with three options and negotiate on scope instead of price.



Module 07 Contracts, rights and insurance

9 lessons

In this module you'll protect your work and your income. You'll adapt terms of business, keep copyright until you're paid, question the clauses in a client's contract, check your employment status with the ATO's tool, and choose the insurance and data terms that fit your service.

Module 08 Delivering work and keeping clients

9 lessons

In this module the focus moves to keeping good clients. You'll onboard with a welcome pack and kick-off call, keep revisions and scope creep in check, handle difficult conversations, turn a finished project into referrals and retainers, and spot a quiet month before it arrives.

Module 09 Registering, invoicing and getting paid

8 lessons

In this module you'll make sure the money actually arrives. You'll register for an ABN, send invoices that pass a larger client's supplier checks, take payment from overseas, and chase late payers step by step, from a friendly reminder to a letter of demand and small claims.

Module 10 Tax, GST and your safety net

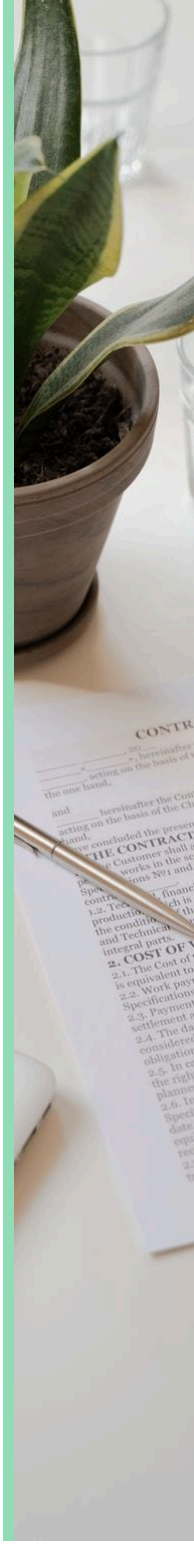
8 lessons

In this module a tax bill stops being a shock. You'll learn how profits are taxed, what expenses you can claim, why PAYG instalments catch first-year freelancers out and whether GST applies to you, then build a tax pot, a deadline calendar and a safety net for sick days.

Module 11 Capstone: your freelance launch kit

8 lessons

In this module you'll put everything to work on real prospects. You'll run a two-week market test, write a proposal for a live brief and pitch it in five minutes, build a 90-day plan from what the test showed, and submit your launch kit for marking.



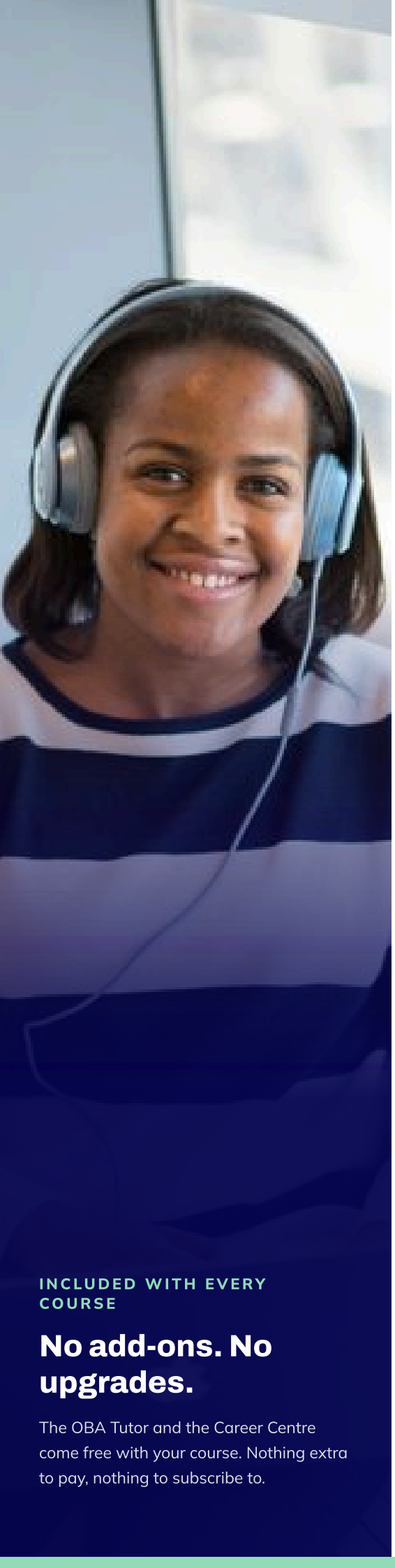
HOW YOU'RE ASSESSED

11 checkpoints

Each module ends with a short quiz, so you know the ideas have stuck before you use them with real clients. Retake any of them as often as you need.

80% to pass

A twenty-question final assessment brings all eleven modules together. Reach 80 per cent and your certificate is ready to share.



A TUTOR INSIDE EVERY LESSON

Meet the OBA Tutor

Stuck at 11pm? You don't have to wait for office hours. The OBA Tutor lives inside every lesson, knows exactly which one you're on, and explains it another way until it clicks. Stuck on an exercise? It nudges you towards the answer instead of handing it over, so the skill is genuinely yours.

- Knows the lesson you're on
- Explains things in new words and examples
- Gives you hints before answers
- Quizzes you on what you've covered

CAREER CENTRE

Step into your next role prepared

A new skill is only as valuable as your ability to show it. That's why every course includes the Career Centre, free: three AI tools that sharpen your CV and get you interview-ready for the role you want.

1. **AI resume reviewer**
   Upload your CV and the job you're after, and get a clear score plus the specific fixes that will make it stronger.

2. **AI resume builder**
   Build a polished CV from a professional template, with your OBA certificates ready to add in one click.

3. **AI interview practice**
   Rehearse real questions for the role you want, out loud or in writing, and get feedback on every answer.

Verified, not just listed. Every OBA certificate carries a credential ID, so an employer can check yours on our verify page in seconds.

INCLUDED WITH EVERY COURSE

No add-ons. No upgrades.

The OBA Tutor and the Career Centre come free with your course. Nothing extra to pay, nothing to subscribe to.

YOUR CERTIFICATE

Finish with proof you can show



A sample. Yours will carry your name and credential ID.

Pass your final assessment and you'll earn a certificate with its own credential ID and web page. Add it to your CV or LinkedIn profile and any employer can verify it in seconds.

Where this could take you

Clients hire on proof and trust, so this course has you building both: a portfolio, a proposal pitched to a client and a launch kit tested on real prospects. Your certificate backs it up, and anyone can verify it online.

- Copywriter
- Graphic designer
- Small business owner
- Freelance consultant
- Freelance social media manager
- Wedding and events videographer

Build a portfolio as you learn

01

A priced service menu and rate card

Three offers priced from a day rate that covers tax, holidays and quiet weeks.

02

A client proposal and five-minute pitch

Three priced options for a live brief, pitched to the client and marked.

03

Your freelance launch kit

Terms, invoice, tax pot and a 90-day plan built on a real market test.

BEFORE YOU ENROL

Is this course right for you?

For people with a skill clients pay for and the drive to sell it themselves, whether that starts on the side or the day you hand in your notice.

Made for

- Employees who want a tested plan and early clients before handing in their notice
- New freelancers winning work by accident who want a system that brings it in on purpose
- People freelancing on the side who want to price, contract and handle tax properly
- Designers, writers, marketers and video editors ready to sell straight to clients
- Developers, consultants and bookkeepers setting up on their own
- Career changers and returners who want flexible work built on a skill they have
- Anyone who has undercharged, chased an unpaid invoice or dreaded a tax bill

What you'll need

- A skill people pay for, such as design, writing, video or marketing. Still learning one? Follow a ready-made case freelancer.
- Google Sheets or Excel, and Google Docs or Word. The free versions work, and every template comes ready to fill in.
- No business experience. Canva, LinkedIn and a website builder are used on their free plans, and marketplaces are optional.
- About 17 hours of lessons, plus the practice tasks and a two-week market test with real prospects in the capstone.
- A phone or webcam to record your pitch. For advice on your own tax return or contracts, you'll want an accountant or solicitor.

NOT SURE FREELANCING IS FOR YOU?

Planning a business with premises, stock or staff? Small Business Management covers all of it. Selling products rather than a service? Start with eCommerce. Want sharper emails, meetings and pitches first? Business Communication is the place to begin.



The **Online Business** Academy

ENROL IN MINUTES

Go freelance on your terms

Enrolling takes a few minutes. Pay securely on our site and your first lesson opens straight away.

01 Press enrol now

02 Check out on our site

03 Choose your password

04 Start your first lesson

Enrol now for $159 →

Instant access. Yours for life.

Learn more

www.oba.au · support@oba.au