



FREE EBOOK

HOW TO BUILD A **SUCCESSFUL** ELEARNING CAREER

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1 6 Top Tips To Start A Successful eLearning Career

Are you interested in a career in eLearning, but aren't sure where to start? In this article, I'll give you a simple and actionable roadmap to jumpstart your eLearning career.

How To Start A Successful eLearning Career

Have you ever wondered how successful eLearning professionals got to such a rewarding point in their career? The simple truth is that everyone starts somewhere. It all begins with aspirations, a limited or non-existent client base, and a game plan. It might be a bit daunting at first, but creating a pathway to success means taking one step at a time.

Here are 6 top tips to start a winning [eLearning career](#) that leads to personal and professional fulfillment.

1 Find Your eLearning Niche

What is your area of expertise? While you might know the answer to this in a broad sense, you really need to drill down and examine the details. This detailed knowledge is what you are going to build your career on, as you will use it to set yourself apart from the crowd. Many eLearning professionals go broad with their eLearning courses. While a comprehensive and basic approach works for some, it does not keep online learners coming back. Proving you have extensive knowledge in your field is the best way to get your audience excited and engaged. If you feel that you have a unique perspective or view on the subject, share it through your eLearning course design. The more value you add to your eLearning course, the more word will spread. Thus, you will build a solid reputation in the eLearning industry and continually expand your client base.

2 Develop An eLearning Course Sample

It's wise to create an eLearning course sample to showcase to potential clients. But you only get one chance to make a great first impression. Think back to some of the most impactful classes you have taken in the past. What made them stand out? If they were traditional classes, are there any elements that you could adapt and use in a digital setting? Creating a strong eLearning course means thinking outside of the box. You have a world of digital options at your disposal, which can be inspiring or overwhelming. Select online training resources that inspire and enlighten you the most. Then build your eLearning course around those elements.

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2 Develop An eLearning Course Sample

(cont) You may also want to become an online learner yourself. Take some eLearning courses to see what works and what doesn't. This allows you to see things from an entirely new perspective.

3 Be Open To Feedback

Feedback is critical to developing the strongest eLearning content possible. You will be working with a wide range of online learners who each have different backgrounds and experience levels. This means that they will have differing learning preferences and support needs. Select a group of online learners to test out your eLearning course example, then ask for their input. Bear in mind that soliciting [eLearning feedback](#) is only part of the equation. It is what you do with this eLearning feedback that really makes a difference.

Use online learner input to make meaningful changes when necessary. While your first reaction might be to reject criticism, this type of dismissive attitude will hold you back. Be open to modifying and improving your eLearning content. If you are unsure about a change, test your eLearning content through focus groups and see which path leads to greater online learner success. You may not use every piece of eLearning feedback that you receive. However, there is bound to be some [constructive criticism](#) that helps you create more effective eLearning courses.

4 Hone Your Professional Style

As you begin to see what works and what doesn't, refine your approach. This is a much deeper and in some ways more difficult step as it takes a lot of conscious effort to modify your Instructional Design style. Be careful not to bounce from one style to the next trying to please everyone. Instead, think carefully about what makes the most sense in terms of industry growth, [eLearning trends](#), and learner needs. Not to mention, your own personal preferences and interests. Remember, above all else, that in order to forge a successful eLearning career you must be passionate about eLearning.

5 Create An Effective eLearning Portfolio

An [eLearning portfolio](#) includes samples of work, recommendations, and detailed information regarding your skills and talents. In other words, everything that potential employers or clients need to make their hiring decision. It can also help you attract new clients who are looking for your particular skill sets or experience. In addition to the content of the eLearning portfolio, you should also focus on the overall design. For example, the layout of each page, which graphic elements you include, and content organization. Keep in mind that this eLearning portfolio is a reflection of your brand. It's what you're capable of achieving. Thus, it should be polished, cohesive, and user-friendly.

6 Network With Other eLearning Professionals

You never know who you'll meet at networking events, or even in social media groups and [online discussions](#). It's crucial to reach out to other eLearning professionals and start building partnerships. This gives you access to a wealth of information, tips, advice, and potential job leads. For example, a member of your eLearning group may need your skills and expertise on a future [eLearning project](#). Networking also helps you narrow down your niche and create more effective eLearning experiences. You get to see things from different perspectives, which broadens your understanding of learning behaviors or Instructional Design methodologies.

Beginning a successful eLearning career takes time, dedication, and perseverance. But the reward is well worth the effort. As an eLearning professional, you have the rare opportunity to create meaningful change, to help online learners achieve their goals and fulfill their potential. Use this article to get off to a great start and embark on an exciting, enlightening, and profitable career path.



2 6 Tips To Switch From Part-Time Freelancing To A Full-Time eLearning Career

Have you considered transitioning your current eLearning freelancing into something a bit more permanent? In this article, I'll share 6 tips to make the switch and start a successful full-time eLearning career.

How To Make The Switch From Part-Time Freelancing To A Full-Time eLearning Career

Freelancing is a great way to make some extra money while doing something you enjoy. If you've felt that pull to making eLearning your full-time career, it may be time to take the leap. However, this involves a major commitment of time, energy, and dedication. Not to mention the stress of having to establish a solid client base and steadily grow your profit margin. The good news is that there are some tips to help you cultivate a successful and rewarding full-time [eLearning career](#).

1 Evaluate Your Situation

First, you need to understand how realistic this goal truly is for you and your lifestyle. You should plan everything out to see if the change will make sense for you. This includes considering everything from the financial implications to the impacts it might have on your personal life. As with any career change, making the shift from part-time to full-time eLearning career will change things. Once you have determined that you do want to make the switch, you should create a reasonable timeline for yourself. Give yourself ample time to make a smooth transition. You may be anxious to get started as soon as possible. However, it's crucial to create a stable foundation before you forge ahead.

2 Survey The eLearning Landscape

While you're working on your plan of action, see what the landscape is like right now. Is the field saturated with eLearning courses in your area of expertise? Assessing the current state of eLearning in your field can give you a real sense of how realistic your goal is. It may be that you need to rethink your [eLearning niche](#), or bolster your knowledge in a certain area in order to stay relevant. Be open and flexible to new and creative ways to grow your eLearning career.

3 Strengthen Your eLearning Content

You need to ensure you are putting your best work out there. Reputation is extremely important for an eLearning professional, and can impact how successful you will be in the future. If online learners and clients enjoy your eLearning course and feel it is worthwhile, they will likely recommend you to others. Your [eLearning content](#) is at the core of your eLearning course, and you need to make it as strong as possible. If you have noticed any weak points in your eLearning course design, change them now. Revise your eLearning content and create new materials that will keep online learners interested.

4 Learn More About Your Field

If you really want to make a full-time eLearning career, you are going to need to learn more about your field. Your eLearning content needs to stay fresh and current. Which means you need to know what is changing in the field, as soon as it happens. Strive to be an online learner yourself. Your reputation relies on you being knowledgeable in the field, and your clients will expect you to remain on the cutting edge. Learn about the latest technologies, theories, and Instructional Design approaches by attending networking events or joining social media groups. You should also read up on new [Instructional Design theories](#), models, and best practices, as well as seek out advice from more experienced eLearning professionals who are willing to share insider tips.

5 Establish An Online Presence

There are a variety of factors to consider when cultivating an [online presence](#). Ideally, you should have an [eLearning portfolio](#), professional website or blog, and social media page. This allows you to reach out to potential clients and establish yourself as an industry expert. You can also [post eLearning articles](#) to raise awareness of your work. In addition, consider hosting free webinars to share tips, tricks, and techniques. This gives people the opportunity to interact with you directly and build all-important trust.

6 Create A Marketing Campaign

In order to have a successful full-time eLearning career, you need to have an ever-expanding client base. For this reason, it's essential to create an ongoing [marketing](#) and promotion campaign. Determine your eLearning budget and then figure out the best approach. As an example, offer discounts for new clients via your social media page or offer special perks to those who refer clients. You can also host or sponsor events to generate new business and spread the word about your new eLearning company. Lastly, create a marketing schedule, complete with milestones, long-term goals, and evaluation criteria. For example, you will use [social media](#) stats to judge the success of your Facebook promotional campaign. >

6 Create A Marketing Campaign

(cont) Transitioning from part-time to a full-time eLearning career is a great career move, if you're prepared to invest the time and energy. Also, don't hesitate to check in with former clients to see if they're in need of your skills and expertise. A job well done in the past may translate into a long-term contract now that you're switching to a full-time eLearning career.



3 8 Ways To Continually Develop Your eLearning Skills And Knowledge

Being a thought leader is important in the eLearning field. In order to be an eLearning field expert, you need to stay engaged and hungry for more eLearning skills and knowledge.

How To Continually Develop Your eLearning Skills And Knowledge

The eLearning industry thrives on the latest information and cutting-edge tech. eLearning professionals need to continually strengthen their knowledge and establish their expertise. But how do you find the time to cultivate your talents and become a lifelong learner yourself?

Here are 8 simple ways to hone your [eLearning skills](#) and knowledge to ensure eLearning career success.

1 Create eLearning News Alerts

One of the simplest ways to get the latest eLearning information is to follow the eLearning industry news. Instead of combing through countless irrelevant articles and seeking out information, let information come to you. It's easy to set up a news alert on your favorite online search engine. That way, any news that is published online with specific keywords is automatically sent to you. You can even control the frequency of alerts, so that you aren't inundated with content every time an [eLearning article](#) is published. For example, opt for a weekly digital digest of the current news in the eLearning field delivered right to your inbox.

2 Get Involved Outside Of The Virtual Classroom

There are a lot of great ways to develop your eLearning skills beyond your role as an eLearning professional. One option is to join a society or group with an eLearning or [Instructional Design](#) focus. Some of these eLearning groups are formal and require membership, while others are more loosely constructed and require less effort. For example, open social media groups or online discussions. It all depends on your personal preferences and needs. There are also great eLearning summits and gatherings that feature presentations by leaders in the field. These [eLearning events](#) give you the opportunity to interact and engage with others who are passionate about eLearning. Plus, you have the chance to network and find potential job leads.

3 Try Other eLearning Courses

Do you want to know more about eLearning? Become an online learner yourself! It will give you unique insight into the role that online learners play in making an eLearning course successful. You will also get to preview how other eLearning professionals develop and deploy their eLearning content. At the end of the eLearning course, you'll walk away with knowledge about a new field. Not to mention, some interesting tips and tricks to improve your own eLearning course design approach. Ideally, you should opt for eLearning courses that are relevant to your niche. For example, a negotiation skills class to help you create more effective [sales online training courses](#).

4 Play With Technology

Technology plays a pivotal role in the eLearning experience. With this in mind, you should be open to try new technology and digital platforms yourself. This allows you to think of new and innovative ways to enhance your eLearning course design and content. Familiarize yourself with online video platforms, [eLearning authoring tools](#), and new [LMS solutions](#). Take advantage of online training tutorials, demos, and reviews to find the software that's right for your needs. Always be on the lookout for emerging game-changing eLearning trends that you can use on future eLearning projects.

5 Stay Engaged With Online Learners

A big part of learning is listening. More specifically, [active listening](#) and open communication. To develop your eLearning skills in the field, you should have a channel of communication with your online learners and clients. Listen to what they enjoy about the eLearning course, and take that information with you to future eLearning projects. That includes [constructive criticism](#). Use all their eLearning feedback to make your next eLearning course even more valuable. Online learners give you the power to see your eLearning course with a fresh perspective, which may shed light on areas for improvement.

6 Step Inside Your Online Learners' Shoes

Some eLearning professionals may only see things from a single perspective: the viewpoint of the [Instructional Designer](#) or eLearning developer. However, you could probably benefit from some self-review. Improve your eLearning skills by test-driving your latest eLearning course design. Notice areas where you excel, and those that may need some more work. As an eLearning professional, you need to reflect on your Instructional Design and find gaps in your knowledge. Identify your strengths and weaknesses so that you can remove roadblocks standing in your way and fine-tune your talents. This also allows you to facilitate meaningful change in your online learners and help them challenge their own assumptions.

7 Join An Online Discussion

This is a great low-maintenance way to brush up on your eLearning knowledge. People can post their questions and ideas, and get opinions from other eLearning professionals. [Online discussions](#) give you the opportunity to see what other people in your position are thinking about. It is also a great way to get input if you are stuck on a particular subject or idea. Less formal than joining a society, these online discussions put you in touch with like-minded individuals. You might find useful suggestions or topics that you had never considered before.

8 Attend Webinars

You may [host webinars](#) to attract potential clients but it's also wise to attend these interactive live events as a participant. You can improve essential eLearning skills, gather new ideas, and interact with your peers. Attending webinars also gives you the chance to perfect your own hosting style. For example, the host may use a scripting approach that you can apply in your next live event. In addition to webinars, participate in live Q&As on social media, [eLearning blogs](#), and other social learning activities.

Creating an impressive eLearning course is just one step toward success in the eLearning field. You also need to improve your knowledge of the eLearning industry and continually evolve your eLearning skills. Staying engaged with experts in the field, voicing your thoughts and opinions, and exchanging eLearning feedback are all part of the process.



4 5 Tips To Choose The Right eLearning Career Niche

You know a lot about your field, but that's only part of the equation. Finding your eLearning career niche will help you achieve success and keep clients coming back to you.

How To Choose The Right eLearning Career Niche

eLearning is a competitive field that is growing rapidly. As a result, it is important for eLearning professionals to set themselves apart from the pack. The simplest way to do this is by carving out your own niche in the eLearning landscape. There are a lot of eLearning courses that focus on general content, and these are necessary for introductory learners. However, the more specialized knowledge often gets overlooked. This is where a lot of the opportunities are, and where you should focus your efforts.

Here are 5 steps that you can take to determine which eLearning niche will work best for you.

1 Figure Out What You Know

Sit down with a blank sheet of paper and a pen. Write down what field you are in, and a few bullets about the most common topic areas within that field. Also write down any eLearning articles that you have published in that area, distinguished [eLearning projects](#) you have participated in, or any other field work that you have done. Try and break these down into knowledge areas. Are there big areas of overlap? Nuanced field knowledge that keep coming up again and again in your skills review? Write these at the top of your paper. They will help guide your work in the next few steps. If you find that you are having trouble with this skills assessment, talk to a friend or family member about your job. Explain what you do and how you do it, and the keywords will generally bubble up from there.

2 Sort Out Common Knowledge

Now that you have a list of content areas, figure out which elements are general knowledge and which ones are specialized. If you are not sure, you can always put those concepts into a “maybe” category and research them later. What you are looking for here is a list of areas where you can really contribute something new. Try and find new angles or areas of expertise you like most. This will become your territory, and help you to have a well-defined eLearning career niche.

3 Determine What You Enjoy

Now you are left with the specialty bits of knowledge. These nuances are what is going to set you apart from other eLearning professionals. While having a general foundation in the field is critical, knowledge beyond will ensure that you have an [eLearning career](#) for years to come. Think about what you enjoyed learning when you first started in the field. Were there any topics that cemented your love for the work that you do? Make sure you want to specialize in these areas. Make samples of your work and include them into your [eLearning portfolio](#). Your excitement and enthusiasm for them will shine through, and will radiate to your online learners. Most clients prefer to hire an eLearning professional who is passionate about the field.

4 Test The Waters

Try injecting a bit of this niche into the sample eLearning courses you develop, or touch on the topic in your [eLearning blogs](#), social media posts, or [online discussions](#). See how potential clients react to the information and stay in touch with them. You should also do some research into other eLearning courses that are being taught in the field. This may give you ideas for future proposals to clients. Building this type of specialized eLearning content takes a lot of pre-work to get right. It is well worth it in the end, because you will be left with unique eLearning content that imparts information online learners won't find elsewhere. Another important aspect of testing the waters is to get client feedback. Find out what they're looking for in an eLearning professional and then compare and contrast their needs to your talents.

5 Create Your eLearning Career Niche Plan

Now that you have a pretty good idea of what eLearning career niche will work best for you, it is time to develop a plan about your next steps. Better yet, create a rough draft of a course catalog you can potentially use in the future. Include general knowledge too, but be sure to give interesting and detailed information on the particular niche you have chosen. Also, bear in mind that this plan must include the "business" side of things, such as marketing, budgeting, and creating your online portfolio to show off your expertise.

Carving out your space in the vast world of eLearning takes effort and skill. You need to constantly learn and reevaluate your [eLearning strategy](#) based on client needs and the eLearning industry. However, this approach will help to set you apart from other [eLearning professionals](#) and give clients a reason to choose you above the rest. It's also important to develop high-quality eLearning content that is engaging and is of real value to the online learners in your eLearning course. Thus, you need to constantly hone your knowledge by staying up-to-date with latest eLearning trends and technologies in your eLearning career niche.

5 7 Tips To Market Your eLearning Expertise

You have the knowledge, but how do you get the clients? Marketing your eLearning expertise is the only way to build your client base and reach the top of your game.

How To Market Your eLearning Expertise

It is one thing to be an expert in your field, but it's an entirely different challenge getting clients to pick you among other potential candidates. There are a lot of eLearning professionals vying for the job. As such, you may need to get creative to reach your target audience and land your dream [eLearning projects](#).

Here are 7 helpful and actionable tips to get the word out about your eLearning expertise.

1 Find Your Fellow Enthusiasts

The best source of clients are people who are already interested in the field. Do your research and find [online discussions](#), clubs, and organizations that revolve around your area of expertise. Some of them might already know a lot about the field. But if you have already identified your eLearning career niche, then you might just have something new to offer them. Promote your services to these groups. Ask online discussion moderators if you can post a digital flyer or ask them to point people to your site or [eLearning portfolio](#) when they inquire. Do not spam these groups with unsolicited mail or friend requests. Instead, take a business approach and work together with them to build a lasting relationship.

2 Create A Website

It might sound simple, but a lot of [eLearning professionals](#) forget about this step. The professional blurb along with the skill and experiential overview just is not enough. If you want to distinguish yourself and really [market your eLearning expertise](#), then you need a professional website. This site should have detailed information about your credentials, as well as a list of eLearning courses that you are currently developing. Place the link to this site in your email signature and on any professional jobs boards that you are a member of to boost your professional image.

3 Add Digital Incentives

Some clients may need a little nudge to contact you for their upcoming eLearning projects. Adding digital incentives and promoting them gives clients just one more reason to enlist your aid. For example, offer a special discount for new [eLearning projects](#), or a referral bonus for clients who spread the word about your unique offerings.

4 Don't Underestimate Word Of Mouth

Sure, online reviews have gotten a lot of credit for decision making in recent years. But word of mouth can often be just as impactful, especially where [eLearning services](#) are concerned. Clients tend to share recommendations about contractors or vendors they've used in the past. Especially if the experience was a favorable one. They may even have regular conversations with other companies or organizations who don't realize they need your services. That is, until they learn about the top-notch eLearning course you just created for their colleague. These conversations are great ways to get new clients to give you a try. At the end of each eLearning project, encourage satisfied clients to add a brief blurb to your social media page. You may even want to create a special referral link or digital flyer they can keep handy to refer your site in just a few clicks.

5 Get Positive Reviews And Promote Them

This is a lot like a letter of recommendation. If someone really seemed to enjoy your working relationship, ask them for a short written review that you can share. It is always best to get the person's approval to publish the review first. Another way you can do this is by conducting surveys at the end of the eLearning project. If someone leaves a particularly glowing review, ask them if you can use it to promote your eLearning services. Then, place these reviews on your website or promotional information. Having a "Former Clients Say" or "Reviews" section can help increase confidence in your eLearning brand. Make sure these reviews are specific, since vague or overly enthusiastic reviews may seem fabricated.

6 Utilize Social Media

I touched on [social media](#) briefly, but it deserves its own section. Social media is an excellent and often free way to attract clients to your website or [eLearning portfolio](#). One popular way of gaining clients is through platforms like Twitter and Facebook. Updating these feeds with useful and thought-provoking content in your eLearning field will show potential clients that you know what you are talking about. Well-maintained feeds can pique people's interest and give them an incentive to check out your current eLearning course. Then they can see your work in action and be tempted to hire you for their eLearning project. >

6 Utilize Social Media

(cont) Be sure to pin a [tweet](#) or post about your current eLearning projects and a “more information” link to the top of each feed. This gives prospect clients the easiest route to contact you.

7 Circle Back

If you have had successful eLearning projects in the past, then you probably have a list of happy clients. These are the perfect people to promote your eLearning services to, by giving them a “repeat customer” discount. If your former clients have agreed to receive future emails from you, send them a nice digital flyer advertising your new-found eLearning expertise. For example, you just attended an eLearning tech workshop and have brought new skills and certificates back with you.

Marketing your eLearning expertise is an important factor in making sure you develop a successful and fulfilling [eLearning career](#) in the field. Carefully cultivate your marketing approach and don't be afraid to incorporate new platforms and approaches to attract clients. The most important thing to have is solid sample eLearning courses to back up your advertising. If you have the best eLearning content, then the marketing will flow easily and site visitors will convert into new clients.



6 5 Tips To Build Your eLearning Client Base

Having the know-how is only half the battle. You need to build up a stable eLearning client base to keep your eLearning career afloat. This article contains 5 tips for getting and keeping your eLearning client base as you develop your eLearning career.

How To Build Your eLearning Client Base

If you're interested in starting a career in eLearning, then developing a solid eLearning client base is critical. You will find it easier to keep up with deadlines and [eLearning projects](#) if you aren't constantly worrying about your future prospects. Will the work keep flowing? Should you start looking for the next eLearning contract before this one ends to ensure your success? It's crucial to have a client acquisition and retention strategy to make sure you have a steady stream of work, as well as a loyal base of long-term clients.

Here are 5 helpful tips to build your eLearning client base.

1 Be Dedicated

Early in your [eLearning career](#), you are going to need to put a lot of effort into seeking out and maintaining your eLearning client base. Project scopes change, lower offers come in, and priorities shift. You need to give clients a reason to keep working with you. This means giving them the best possible customer experience, and keeping on top of the work. Now, that might seem like an obvious suggestion. But you might be surprised by how many clients have to chase down [eLearning freelancers](#) to get the work done well, or done at all. Your reputation in the early part of your eLearning career will set the tone for your future work. Happy clients mean more work and longer contracts. Give them a reason to keep coming back for more and consistently choosing to work with you, even if other bids may be lower.

2 Get Referrals

Clients talk to each other, and this is an amazing source of work if you leverage it correctly. Clients who are really thrilled with your performance will spread the word. Or simply ask if they know of any other areas of their company that may benefit from your [eLearning skills](#). If they say yes, request a simple online introduction. If they say no, then let them know you are always looking for new and exciting eLearning projects to get involved in. That way they'll keep you in mind for future contracts. >

2 Get Referrals

(cont) Don't seem desperate, as the client might begin to wonder why your workload is lacking. A simple referral can go a long way. In fact, that's how a lot of [eLearning freelancers](#) end up with long-term contracts, which saves them from having to constantly seek out more work.

3 Be Able To Present Proof Of Success

This is one of the biggest keys to getting great clients to work with you but it's something that so many eLearning professionals in every field tend to overlook. Make a digital [eLearning portfolio](#) and put the link on all of your marketing materials. That includes your business cards and your email signature. This digital eLearning portfolio is going to be your main gateway to new clients, so make sure it looks impressive and professional. You want to make the case that you're an expert in your field and the best person to work with. This must all be accomplished without speaking directly to the potential client. Your eLearning portfolio speaks for itself.

Add samples of your best work, mention your key skill sets, and include positive customer testimonials or recommendations. You should also add a contact form or work email address, as this gives potential new clients the opportunity to get in touch with you. You can also add a "share" button on the site. Make it as easy as possible for people to send it to their bosses or coworkers.

4 Be A Proactive Networker

Never engage in networking for the sole purpose of generating contacts. If you pass out business cards and then wait for emails, you're going to be waiting for a long time. Instead, be a responsible networking participant. When you talk to someone who has potential work, get their card and assure them you will follow up. Once you have parted ways, jot down some notes about what they said they needed on the card. Be sure to include their contact details and any other info you need to remember. Then within the next few days reach out to the person, remind them where you met and what you discussed. Include ideas or solutions that you can help with and don't forget to add a link to your eLearning portfolio website.

5 Develop New Skills

Sure, your clients might have loved working with you. But that doesn't mean you should quit while you are ahead. Give your clients a new reason to work with you. One of the best ways to keep your eLearning client base interested is showing your commitment to the field. If you always come to them with the same types of ideas, they will start to question your creativity.>

5 Develop New Skills

(cont) Continually improve your own skills and try new ideas to motivate clients to bring you more work in the future. Give your clients consistently high-quality work and fresh concepts. Innovation is essential. They will appreciate the fact that you're always striving to expand your eLearning expertise. In addition, why not sign up for eLearning courses to improve your skills and broaden your knowledge.

There's a lot of competition out there, especially with the growing popularity of eLearning. Thus, it's important to be proactive when searching for clients. You need to provide your potential eLearning client base with everything they need to choose you from the pool of candidates. Following these guidelines will help you to develop a solid eLearning client base and keep those clients coming back for more. Remember, getting clients means developing an excellent reputation and maintaining positive relationships. Put in the effort and success is sure to follow.



7 5 Benefits Of An eLearning Freelancing Career

Do you want the flexibility of setting your own schedule? Do you get bored working in just one eLearning niche? In this article, I'll highlight 5 benefits associated with eLearning freelancing.

eLearning Freelancing Career: 5 Benefits For eLearning Professionals

Freelancing can give you the ultimate freedom to live your life, while also earning a stable income. If you are tired of working on the same eLearning topics time after time, or if you just aren't that interested in landing a job with an eLearning organization, then an eLearning freelancing career may be the ideal solution. This path also allows you to get to use your hard-earned expertise while working on eLearning projects that you find interesting. Not to mention, you have the opportunity to fully engage with clients that you select.

Let's review 5 of the best reasons to jump into the [eLearning freelancing](#) field today!

1 You Can Choose Your Type Of Involvement

eLearning isn't only about teaching eLearning courses. There are countless facets of eLearning courses that need your expertise. Some [eLearning projects](#) are totally blank slates, and you get to design the eLearning content however you want. These eLearning projects require a lot of creativity and insight into the topic field. They are well-suited for field experts who want to get really involved in every aspect of the eLearning course design and development process. You will also find a lot of chances to complete eLearning courses that are in various stages of development. A lot of eLearning freelance projects center on improving or refining eLearning content that just isn't quite there yet. A quick search of available eLearning freelance opportunities will show you just how many ways you can get involved.

2 You Can Choose Your Schedule

This is pretty much a perk of freelancing in general. However, it is still worth mentioning, because it's one of the primary reasons why [eLearning professionals](#) fly solo. As long as you are responsive and meet your deadlines, you pretty much get to choose everything else about your daily work. If you do better work at night, that's not a problem! If you want to work in a coffee shop, you can do that too. >

2 You Can Choose Your Schedule

(cont) There really aren't any rules regarding how and where you get your work done. While working on such a flexible schedule can be very freeing, you should know that you need to communicate with clients. Have a set time during normal office hours once or twice a week so that they know you will be online and available. This is their opportunity to ask questions and address concerns.

3 You Can Choose Your Clients

We have all had coworkers or managers that we did not particularly enjoy working with at some point in our careers. While in a traditional job you are often stuck with these people for a long time, sometimes years, freelancing gives you the ability to cut ties once the [eLearning project](#) is complete. Instead of accepting new work from a particularly troublesome client, you can easily say that you do not have the bandwidth to accept new work. eLearning freelancing is a rich field with a lot of clients looking for [eLearning freelancers](#) to work with on new eLearning projects. Do your best work with every client; reputation is worth a lot in this business. Then move on from the ones that you did not enjoy working with in the past. The freedom to choose your coworkers is a huge incentive for people to switch to eLearning freelancing.

4 You Can Choose Your eLearning Projects

Traditional work environments typically mean work will be assigned to you. But an eLearning freelancing career lets you select the [eLearning projects](#) you take. If you are not particularly interested in a certain opportunity, there is little pressure to accept the job. Unless, of course, you want to challenge yourself or have other financial motives. This will help increase your work satisfaction, as you will primarily work on eLearning projects that you actually enjoy. This also allows you to gain experience in specific realms that you find the most interesting. For example, you have always wanted to specialize in an aspect of your field but you never really got the chance. eLearning freelancing gives you the power to try more eLearning projects that align with your specific eLearning career goals.

5 You Gain An Abundance Of Opportunities

One of the absolutely best parts of choosing an eLearning freelancing career is that the field has a very promising future. eLearning is increasing in popularity as people begin to realize the benefits of learning in a digital environment. Online learners are expecting to fit learning into their schedules instead of attending structured traditional classes. eLearning gives them a way to learn when they have the time, no matter where they are, as long as they have a mobile device and access to the Internet. This ease-of-use means that learners are rapidly choosing eLearning over other methods. The same goes for organizations that need to train their remote employees. >

5 You Gain An Abundance Of Opportunities

(cont) As technology becomes more ubiquitous, eLearning is expected to become even more prevalent. That means there's plenty of room to grow and expand your eLearning expertise.

An eLearning freelancing career is flexible, rewarding, and fulfilling. You get more control of your eLearning client base and projects. Thus, you never have to worry about being bored or enduring a humdrum profession as so many others do. Taking on new eLearning projects is now in your hands. You can develop skills that create an even stronger *eLearning portfolio* in order to continually build your eLearning client base and reap the rewards that eLearning has to offer.



8 Building A Successful eLearning Career: 7 Golden Rules eLearning Pros Should Follow

Beginning a career in eLearning is an exciting endeavor. Make sure you start out on the right foot and continue to enjoy your work by following these 7 all-important rules.

7 Golden Rules To Follow For A Successful eLearning Career

Creating a good reputation and enjoying your eLearning career is always within reach. You just need to lay the groundwork beforehand and seize control of your own professional success. There are a lot of paths to get you there. You will likely devise your own formula for the best way to grow and maintain your [eLearning career](#) through trial and error. However, there are 7 secrets that almost every eLearning freelancer discovers at one point or another.

Read on to find out what seasoned eLearning experts already know, and start putting them into practice today.

1 Create Original eLearning Content

This goes far beyond of not plagiarizing or failing to properly cite the work of others. Creating original eLearning content shows you are really actively engaged in your eLearning career. Creativity is at the crux of standing out for clients. Don't resort to cheap gimmicks or fads, but really carve out your [eLearning niche](#) in your field. Developing a reputation as an eLearning expert in certain realms will go a long way. You will quickly become the go-to person in that area, and start getting referrals rather than having to seek out work.

2 Treat Your Long-Term Clients Like Gold

These clients will get you through the lean times, when finding new [eLearning projects](#) just isn't as easy. Every [eLearning professional](#) experiences an occasional work dry spell. This is why relying on your long-term clients is so important. Developing strong relationships with your long-term clients will also lead to honest and helpful feedback that you can use to improve. Sometimes new clients are hesitant to be critical, and you miss opportunities to advance. Ask your trusted clients what they would like to see from you the next time you work together. Your entire eLearning client base will benefit.

3 Stay Active In The eLearning Community

Learn the rules from people who have been there. Since eLearning is a digital career, it comes as no surprise that there is a strong online community of eLearning experts out there. They will give you tips and advice to get the most out of your [eLearning career](#). They are also an excellent source of information about what is going on in the field. You will need to stay on top of what clients want, and often [eLearning forums](#) and closed social media groups are a great place to find out what's happening.

4 Monitor Your Own Success

Creating a digital archive of your best work will save you time and stress. It can be difficult to keep all of your past eLearning projects straight while you are constantly working. However, when a client asks if you have worked on a particular type of [eLearning project](#) before, you can refer to this list. A success "database" is also a great resource to have handy when you are trying to get new work. You will be able to cite real examples of past eLearning projects that went well instead of referring to them in vague terms.

5 Develop An Online Presence

This is a great way to entice clients to come to you with work. It is also an excellent way to establish a reputation and gain the trust of potential clients. When employers are looking at resumes, they will often do a quick online search of the candidates. eLearning career opportunities are no different. Also, your clients should have a professional website to land on when they look up your name. You can also use this [online presence](#) as a way to build up a digital [eLearning portfolio](#) of past work. When a potential client asks for samples of work, you can send them a clean link instead of a jumble of random PDFs. The online eLearning portfolio should also give people a way to contact you about working together so that you can get new clients through your website traffic.

6 Take Breaks

There is a tendency for eLearning freelancers to overwork themselves. Without regular work hours or mandatory overtime rules being dictated by human resources, it's easy to exhaust yourself. This can lead to burnout and make you enjoy your work less than you should. Instead of working all day every day, set times for yourself to get things done. If there is an emergency situation, then handle it out of these hours. Otherwise, it can wait. It might be tempting to work constantly as most [eLearning freelancers](#) are paid hourly, or they want to wrap up eLearning projects quickly to move onto the next. However, if you get into that habit, your work quality may suffer and your clients will definitely notice.

7 Keep A List Of Your Favorite Clients

Even if they weren't long-term clients, knowing who you enjoyed working with is a great plan. When you develop a new skill you want to test out, you will know just where to look. Staying connected with these clients can be an incredible pathway to more [eLearning projects](#), as well. Bonus, if you already have a good track record with the client, they're more likely to hire you over a new contractor. So, keep a running list of your favorite clients on hand.

eLearning careers are growing in popularity due to the excellent benefits and broad range of work available. If you are considering getting into the field, you need to [keep up with the daily work maintenance](#), just like with any other job. Stay involved in the field and engaged with your eLearning client base to ensure that you have a steady stream of work and a winning reputation. Not to mention, the job satisfaction you will experience if you follow these 7 golden rules.





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