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Freelancers and the importance of online training

If continuous training is fundamental for all workers, it is even more so for freelancers. In fact, keeping up to date and offering new skills allows you to find new customers.

Freelancers are growing exponentially, both as independent professionals as well as employed inside a company. Working remotely can represent great savings for companies and a better quality of life for workers. However, for freelancers, work can become a real jungle if you don't know how to get organized or find new customers. For this reason, among the needs of a freelance or a remote worker there is certainly continuous training.

Always adding some skills to their knowledge base helps freelancers find new customers and increase their benefits. In this perspective, online courses can be a fundamental help for those who work for themselves and want to update and / or enhance their skills. What are the main benefits freelancers can acquire through online training?

1. Offer added value

Acquiring new skills means being able to offer added value to businesses with one's work. A worker in continuous training can always provide new services, guaranteeing high performance.

2. Increase motivation

The danger of freelance work is that of closing oneself at home and moving away from the reality of one's sector, also running the risk of losing motivation for one's profession on the street. Taking an online course, on the other hand, allows you to get involved again and to acquire new skills that allow you to renew your job, but also the portfolio of customers.

3. Be always up to date

Working remotely and, in most cases, not being able to participate in the courses offered by the companies with which they collaborate, the danger is that their knowledge becomes obsolete, especially for those who are dedicated to the technological sector. Online training, however, is the answer to avoid falling behind colleagues and offering a service that always lives up to expectations.

4. Flexibility

Freelancers often don't have fixed hours. For this reason, the ability to choose the time and place to follow the training course is fundamental. Online courses respond to this need for flexibility. In addition, when eLearning offers courses based on **microlearning** it allows freelance workers to "train" new skills even during work breaks.

These benefits for freelancers must push eLearning companies to create training courses centered on the needs of those who work remotely and who are therefore already active in the world of work, making online courses even more flexible and practical.

Are you a freelancer who deals with training and wonders how an LMS could improve your business? Read also **LMS at the service of freelancers**