



**Women's Initiative  
for New Growth and Skills  
Empowering Migrant Careers**

Project 2024-1-DE02-KA220-ADU-000247718



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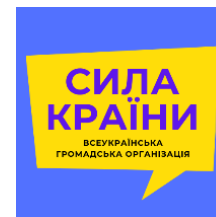
# **Comprehensive Integration Learning Program "Leap Forward: Women's Career Transformation" for Adult Women - Forced Migrants**

Lesson 6:

## **Work for Yourself**

**WINGS: Women's Initiative for New Growth and Skills - Empowering Migrant Careers**

**01/09/2024 - 31/08/2026**





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# 1. Session Overview

**Purpose.** To empower women to see **self-employment** and **freelancing** as realistic and achievable paths to financial independence, personal fulfillment, and community contribution.

## Learning Objectives

By the end of this session, you will:

- 1 Explore freelance and entrepreneurial opportunities suitable for women in host countries.
- 2 Learn the basic legal steps of starting a business or registering as self-employed.
- 3 Identify your strengths, passions, and marketable skills.
- 4 Understand how to build your personal brand and promote your services.
- 5 Get inspired by real stories of women entrepreneurs who started small and grew strong.

# Why Self-Employment Matters



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 *Self-employment means taking ownership of your future.*

It allows you to use your skills, creativity, and passion to build a career that fits your life – not the other way around.


## Why It's Important for Women Migrants

-  **Flexibility:** you can work from home or choose your own schedule.
-  **Language-friendly:** you can start even with basic local language skills.
-  **Transferable:** skills learned in one country can be used anywhere.
-  **Financial independence:** you decide how much to work and earn.
-  **Empowerment:** you create opportunities instead of waiting for them.

“Working for yourself means creating stability where life brought change.”

## Economic and Social Impact

- Self-employed women contribute to **local economies**, bringing innovation and diversity.
- Entrepreneurship strengthens **integration, social participation, and self-confidence**.
- Each small business started by a woman migrant helps **revitalize communities** and inspire others.

 *In the EU, women represent around 30% of all self-employed persons — and the number is rising as digital and micro-entrepreneurship expand.*



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## 2. Understanding Freelance Work



# What Is Freelancing?

🌸 Freelancing means working independently — using your skills, time, and creativity to offer services to clients, not for one fixed employer.

You are **your own boss**, choosing projects, clients, and working hours.

## Definition

Freelancing is a type of **self-employment** where you:

- Work on **short-term or project-based contracts**, not long-term jobs.
- Offer **specific services or expertise** to different clients.
- Manage your own time, schedule, and income.
- Can work **online or offline**, locally or internationally.

💡 *Freelancers = independent professionals.*

## Common Fields for Freelancers

Creative & Digital	Education & Services	Practical & Local
Graphic design, writing, translation	Tutoring, online teaching, consulting	Handmade crafts, cleaning, cooking, repairs
Social media, marketing, photography	Language services, coaching	Babysitting, caregiving, sewing, beauty services

# Benefits and Challenges of Freelancing





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## Main Benefits

 Opportunity	 What It Means for You
<b>Flexibility</b>	You decide when, where, and how much to work. Perfect for mothers or caregivers.
<b>Independence</b>	You choose your projects and clients — no boss, no office politics.
<b>Creativity</b>	You can work in areas you love: crafts, design, teaching, services.
<b>Global Market</b>	Work with clients from other countries online.
<b>Skill Growth</b>	Every project teaches something new — you keep learning and improving.

## Common Challenges

 Challenge	 How to Handle It
<b>Irregular income</b>	Start part-time, build savings, keep track of expenses.
<b>Finding clients</b>	Use online platforms, local networks, and word of mouth.
<b>Time management</b>	Set working hours, take short breaks, stay organized.
<b>Self-discipline</b>	Create a routine and treat freelancing as a “real job.”
<b>Taxes &amp; paperwork</b>	Learn the basics of self-employment (covered later).

# Global Platforms for Freelancers



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 *Freelance platforms connect your skills with people who need them — locally and globally. They make it easier to start, find clients, and build experience step by step.*

## International Freelance Platforms



 Platform	 What You Can Do There
<b>Upwork</b>	Offer professional services (translation, design, writing, teaching, admin). You create a profile and apply for projects.
<b>Fiverr</b>	Create small “gigs” (short services) that clients can buy directly (e.g., “I’ll design your logo for €10”).
<b>Freelancer.com</b>	Bid for different jobs across industries — suitable for beginners.
<b>Workana / Guru</b>	Good for digital work, IT, and creative services.
<b>Etsy</b>	Sell handmade crafts, art, and digital products worldwide.

# EU and Local Platforms for Freelancers



 *Freelance platforms help you connect your skills with real clients in your host country and across Europe. These platforms make it possible to **start small**, work safely, and grow step by step — even from home.*

## EU-Level Platforms

 Platform	 What It Offers
<b>EURES</b> ( <a href="https://eures.europa.eu/index_en">https://eures.europa.eu/index_en</a> )	Official EU job and freelance portal. Lists verified opportunities, remote jobs, and guidance for newcomers.
<b>Malt</b> ( <a href="https://malt.com">malt.com</a> )	EU marketplace for digital freelancers (IT, marketing, design, consulting). Transparent contracts and secure payments.
<b>Useme.eu</b> ( <a href="https://useme.com/en/">https://useme.com/en/</a> )	Lets freelancers issue invoices legally without registering a company. Great for short-term projects.
<b>Europass</b> ( <a href="https://europa.eu/europass">europa.eu/europass</a> )	Build your professional CV and showcase freelance skills and certificates. Trusted across Europe.

## Local Platforms by Country


 *Local platforms help you find first clients, use your native language, and learn how to manage small projects safely.*

### Tips for Success



- ✓ Create a clear, friendly profile — describe what you can do and show examples of your work.
- ✓ Use simple English or local language for communication.
- ✓ Check reviews before accepting jobs.
- ✓ Use safe payment systems (e.g., PayPal, Wise, platform wallet).

*“Each platform is a door — choose one, open it, and start your journey.”*






# What Skills Do Freelancers Need?

 Freelancers succeed not only because of what they do – but how they do it. To work for yourself, you need a balance of **technical**, **business**, and **personal** skills.

## Core Skill Areas for Freelancers

 Skill Area	 Examples of What It Includes
<b>Professional &amp; Technical Skills</b>	Translation, design, teaching, writing, crafts, IT, marketing — your main service.
<b>Digital Skills</b>	Using email, online tools (Zoom, Canva, Trello), creating online profiles, managing payments.
<b>Business &amp; Organizational Skills</b>	Planning projects, setting prices, writing simple contracts, managing time and deadlines.
<b>Communication Skills</b>	Talking to clients, understanding their needs, giving feedback, problem-solving politely.
<b>Self-Management &amp; Motivation</b>	Setting daily goals, staying focused, keeping learning even when it's hard.

### Soft Skills That Make You Stand Out

-  Reliability – deliver what you promise.
-  Creativity – find new solutions for clients.
-  Empathy – understand people's needs and cultures.
-  Resilience – handle challenges calmly.
-  Confidence – believe in your skills and worth.

*“Clients hire people, not profiles — your attitude matters as much as your ability.”*

### How to Learn These Skills

-  Free online courses (EU Academy, Coursera, OpenLearn)
-  Practice on real small projects or with friends
-  Watch tutorials, join freelancer Facebook or Telegram groups
-  Ask for feedback from mentors and peers



# Could Freelancing Fit Me?

 *Freelancing is not for everyone – and that's okay.*

The goal is to find a **work style** that fits your personality, lifestyle, and goals.


This reflection helps you understand whether freelancing could be your next step – now or later.

## Quick Self-Assessment: “Is Freelancing Right for Me?”

Read each statement and think **YES**, **SOMETIMES**, or **NOT YET**:

### Statement

- I enjoy working independently and making my own decisions.
- I can organize my time and meet deadlines without supervision.
- I'm comfortable communicating with new people online.
- I can handle uncertain income for a while.
- I'm ready to learn new tools and platforms.
- I like variety – doing different types of projects.
- I can stay motivated even when things are slow.
- I believe my skills can be useful to others.

 *More “YES” answers = stronger fit for freelancing.*

*“SOMETIMES” or “NOT YET” just means you know where to grow.*



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# 3. Legal Basics of Self-Employment



# What Is Self-Employment in the EU?



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 *Self-employment means working for yourself instead of for an employer.*


You are your own business – responsible for your work, income, and legal obligations.

 In the EU, self-employed people are **recognized professionals** who have rights, responsibilities, and access to support programs.

## 1 What It Means


Being **self-employed** means that you:

- Provide goods or services to clients (individuals or companies).
- Work under your own name or small business registration.
- Decide how, when, and where to work.
- Pay your own taxes and social contributions.
- Can cooperate with others or hire help if your business grows.


 *In short: you are your own boss, but also your own accountant and manager.*

## 2 Examples

 **Example 1:** A woman starts a small catering service for local events.

 **Example 2:** A teacher offers online language lessons as a private tutor.

 **Example 3:** A designer sells handmade crafts through Etsy and local fairs.

 *Each of these women is self-employed — even if they work from home and have no employees.*

# Education Levels in Ukraine (adapt the slide for your country)







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Ukraine's education system offers clear pathways for lifelong learning — from basic vocational skills to academic and research excellence.

 Level	 Approx. Duration	 Purpose / Outcome	 Award / Degree
<b>1. Vocational (Professional Pre-Higher Education)</b>	1–3 years after basic secondary school	Practical training for specific professions (e.g., technician, crafts, service work)	Vocational diploma / Qualified worker certificate
<b>2. Professional Pre-Higher (Colleges, Technical Schools)</b>	2–4 years after secondary education	Combines general and professional education, prepares for skilled jobs or higher studies	Junior Bachelor / Professional Junior Bachelor
<b>3. Higher Education (Bachelor)</b>	3–4 years	Academic foundation and professional qualification	Bachelor's Degree
<b>4. Higher Education (Master)</b>	1.5–2 years after Bachelor	Advanced specialization, research or managerial preparation	Master's Degree
<b>5. Doctoral Studies (PhD, Doctor of Sciences)</b>	3–6 years	Independent research and innovation, academic or expert career	Doctor of Philosophy (PhD) or Doctor of Sciences

# Self-Employment in Ukraine (adapt the slide for your country)



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✦ In Ukraine, self-employment is called “FOP” – Фізична особа-підприємець (Individual Entrepreneur). It is the **simplest and most popular** way to legally work for yourself, offer services, or run a small business.

💡 Many freelancers, teachers, designers, and small traders in Ukraine use the FOP form.

## 1 What Is FOP (ФОП)?

**FOP** is a legal status that allows an individual to:

- Work independently and provide services or sell products.
- Hire employees (if needed).
- Receive payments officially and issue invoices.
- Pay simplified taxes and social contributions.

■ FOP = “I work for myself, officially and legally.”

## 2 How to Register

🖥️ The easiest way: **online through the Diia portal** (digital government service).

You can also register at your **local Center for Administrative Services (ЦНАП)**.

### Steps:

Log in with your Bank ID or digital signature.

Fill in your personal information.

Choose your **group** (1st, 2nd, or 3rd – depends on income and business type).

Choose types of activities (КВЕД) – e.g., 62.02 “IT services”, 96.02 “Beauty services”, 85.59 “Education and training”

Submit online – registration is free and usually done within **1 working day**.

You'll automatically receive a **tax number and FOP certificate**.

💡 It's one of the fastest online registration systems in Eastern Europe.

# Self-Employment in Ukraine (adapt the slide for your country)



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## 3 Taxes and Payments

Type	Description
Single Tax	3% (with VAT) or 5% (without VAT) of income.
Unified Social Contribution (ECB)	Fixed monthly payment to the pension fund (~1,650 UAH/month in 2025).
Reporting	Simplified quarterly or annual reports via <a href="https://cabinet.tax.gov.ua">cabinet.tax.gov.ua</a> .

## 4 Advantages for Women Entrepreneurs

- Simple and quick online setup (no lawyer needed).
  - Low taxes for small income levels.
  - Access to **grants and state programs** (e.g., *єРобота*, *Business for Women*, *Diia.Business*).
  - Ability to receive **foreign payments** for freelance services (Payoneer, Wise, etc.).
  - Legal foundation to work with EU or global clients.
- “Becoming FOP means your skills officially become your business.”*

## 5 Support and Learning Resources

- Diia.Business – free training and guides for entrepreneurs.
- Erobota.gov.ua – state grant program for small businesses.
- NGO “Syla Krainy” and local business incubators offer training and mentoring for women.



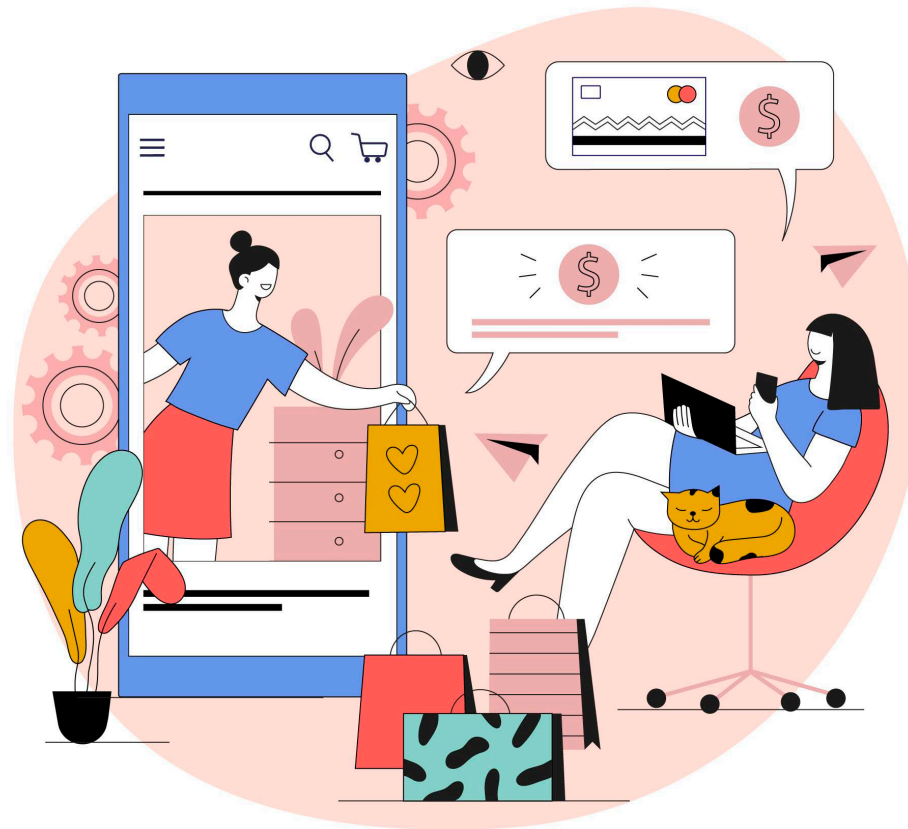
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# 4. From Idea to Micro-Business





# What Is a Micro-Business?

🌸 A micro-business is a very small company – often run by one person or a family – created to turn skills, talents, or hobbies into income.

It's the **first real step** from freelancing toward building your own sustainable business.

## 1 Definition

A **micro-business** is an enterprise that:







- Has **fewer than 10 employees**
- Generates a **small annual income** (under €2 million per year, fewer than 10 employees per EU definition)
- Often starts from **home, online, or in a small workshop**
- Provides **local or online services** or sells handmade or digital products

💡 *Most women-owned businesses in Europe are micro-businesses.*

## 2 Why Micro-Businesses Matter

- ✓ Create jobs for yourself and others
- ✓ Strengthen local communities and families
- ✓ Encourage creativity, innovation, and resilience
- ✓ Allow flexible schedules — especially for mothers and caregivers
- ✓ Build confidence and long-term economic independence

## Typical Examples

 Sector	 Example of Micro-Business
 Creative	Handmade crafts, candles, jewelry, art, or design studio
 Services	Home-based bakery, cleaning service, childcare, tailoring
 Digital	Online tutoring, copywriting, social media marketing, translation
 Green	Eco-products, recycling crafts, sustainable cosmetics

# Steps to Start a Micro-Business



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 *Every big company once started small.*

Your business can begin with a single idea – if you take the right steps, one at a time.

## 1 Step 1 – Identify Your Idea

Ask yourself:

- What am I **good at** or **enjoy doing**?
- What do people **need or want** in my community or online?
- Can I **solve a problem** or offer something unique?


 *Start from your skills, passion, or experience — even hobbies can become business ideas!*

**Example:** A woman who loves baking begins offering healthy snacks for children at local schools.

## 3 Step 3 – Make a Simple Business Plan

Write short answers to these 5 questions:

- 1.What will I sell or offer?
- 2.Who are my customers?
- 3.How will I reach them?
- 4.What will it cost me?
- 5.How will I make a profit?

 *You don't need a 50-page plan — one page is enough to start.*

## 2 Step 2 – Validate Your Idea

- ✓ Talk to potential clients — ask if they'd buy it.
- ✓ Research competitors — what do they offer, and how can you be different?
- ✓ Try a small test: sell to 5–10 people, gather feedback, adjust.

 *Validation saves time and money — it turns a dream into a realistic plan.*

## 4 Step 4 – Register Legally

## 5 Step 5 – Promote Your Business

- Create a **social media page** (Instagram, Facebook, YouTube).
- Share stories, photos, and client feedback.
- Join **local online groups** or **marketplaces**.
- Offer discounts or free samples for your first customers.

## 6 Bonus Step – Keep Learning

# Validating Your Business Idea



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## Three Simple Validation Steps

Step	How to Do It	Example
1. Talk to People	Ask 5-10 potential clients what problems they have and what they would buy.	"Would you be interested in buying handmade eco-bags instead of plastic?"
2. Create a Small Test (Prototype)	Make a basic version of your product/service and show it to others.	Offer free samples of your cupcakes or post your service on social media.
3. Collect Feedback & Adjust	Ask for honest opinions — price, design, usefulness — then improve.	"Would you prefer smaller portions or different flavors?"

### Questions to Ask Potential Customers

- What problem do you face that my idea could solve?
- What do you currently use instead?
- How much would you pay for this?
- Where would you prefer to buy it (online, local, social media)?
- What would make you trust my brand?

### Mini Exercise

- 💬 Think of one idea you like.
- 👉 Ask 3 people this week if they'd buy it and why. Write down what surprised you most about their answers.

### Tools to Help Validation

- 📊 **Google Forms** – to create simple surveys
- 💬 **Facebook or Instagram groups** – to ask for opinions
- 🌐 **Canva** – to show visual mockups of your idea
- 💻 **EU Academy** – for short courses on testing ideas

# From Idea to Customer: Understanding Your Market



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## 1 What Does “Market” Mean?

Your **market** = the group of people who might buy your product or service.

It includes:

- 👤 **Customers** (who buy)
  - 🏪 **Competitors** (who already sell similar things)
  - 🌐 **Place** (where sales happen – online or in person)
- 💡 *The better you know your market, the easier it is to find clients.*

## 3 Create a “Customer Portrait”

Try to describe one person who would buy from you:

💡 Question	✍️ Your Answer
Who is she/he?	Age, gender, location
What do they need?	Problem you solve
Where do they look for help or products?	Online? In stores? Social media?
What influences their decisions?	Price, quality, trust, emotions
How can you reach them?	Ads, posts, events, word of mouth

## 2 Identify Your Target Customer

Ask yourself:

- Who exactly is my ideal customer?
- What are their needs, problems, or dreams?
- Where do they spend time (online or locally)?
- How can my idea make their life easier, happier, or better?

🧩 *The more specific you are, the clearer your message becomes.*

## 4 How to Research Your Market

- 📊 Observe similar businesses on Instagram or Facebook
- 💬 Ask people in online groups or local communities
- 📍 Visit local markets or shops to see trends and prices
- 📝 Create a short online survey (Google Forms)
- 💻 Use free platforms like **EU Academy** for market research basics









*“Your first customers will teach you what works — listen carefully.”*



# Business Plan Template

**Why You Need a Business Plan:** clarifies your goals and direction, helps you estimate costs and income, attracts partners, mentors, or funders, keeps you focused and motivated. Tools [EU Academy](#), <https://www.canva.com/templates/>

## One-Page Business Plan Template

Section	Guiding Questions	Example
 <b>1. My Business Idea</b>	What do I want to sell or offer?	Handmade eco-soap and bath products
 <b>2. My Customers</b>	Who will buy from me and why?	Women 25-50 who want natural skincare
 <b>3. My Value</b>	What makes my product/service special?	100% natural ingredients, eco-packaging
 <b>4. My Costs</b>	What do I need to start (materials, tools, licenses)?	3,000 UAH for materials, 1,000 UAH for packaging
 <b>5. My Income Sources</b>	How will I earn money?	Direct sales, Instagram orders, craft markets
 <b>6. My Promotion Channels</b>	How will people learn about me?	Facebook, Instagram, word of mouth
 <b>7. My Resources &amp; Partners</b>	Who can help me?	Friend (designer), local business center
 <b>8. My Next Steps</b>	What 3 actions can I take this month?	Register FOP, open Instagram page, test first sales



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## 5. Personal Branding & Marketing






# What Is Personal Branding?

 *Your personal brand is what people think of when they hear your name.*  
It's how you show your **skills, values, and personality** to the world – online and offline.  
A strong personal brand helps you **build trust, attract clients, and create new opportunities.**

## Why Personal Branding Matters

- ✓ Builds **credibility and trust** with clients
- ✓ Helps you **stand out** among other freelancers or entrepreneurs
- ✓ Shows your **professionalism** and confidence
- ✓ Creates **loyal connections** and long-term clients
- ✓ Helps you grow your business through **word of mouth and social media**

## Key Elements of a Personal Brand

 Element	 Description	 Example
<b>Identity</b>	Your name, logo, photo, style	Use same profile photo and colors on all platforms
<b>Message</b>	What you stand for and why you do it	“Helping women find confidence through handmade fashion”
<b>Voice</b>	How you speak and write	Friendly, warm, honest tone
<b>Values</b>	What’s important to you	Sustainability, quality, care
<b>Consistency</b>	Same look and message everywhere	Website, Instagram, and CV match each other




# Steps to Build Your Brand

## 1 Step 1 – Know Yourself

Ask yourself:




- What are my **main strengths and skills**?
- What **values** do I stand for?
- What makes me **different** from others in my field?

 *Your brand begins with self-awareness.*

 Example: “I help people feel confident through simple and natural style.”

## 3 Step 3 – Create Your Visual Identity

Choose:


-  **Photo & colors** that match your style
-  **Logo or name design** (optional – can be simple text)
-  **Same image** on all platforms (Facebook, Instagram, LinkedIn)

 *Visual consistency builds recognition and trust.*

 Use free tools like **Canva** to design your materials.

## 2 Step 2 – Define Your Message

Decide what you want people to remember about you. Think of one **short sentence** that describes your purpose.





 *“I help / create / teach / support...”*

### Examples:

- “I create handmade crafts that celebrate Ukrainian traditions.”
- “I teach English online for beginners in a friendly way.”
- “I design eco-friendly packaging for small businesses.”

## 4 Step 4 – Be Present Online

Create or update your profiles:

-  Instagram / Facebook – show your work and daily process
-  LinkedIn – highlight your professional story
-  Europass or portfolio site – showcase your experience
-  Add your logo, short bio, and contact info everywhere

## 5 Step 5 – Build Trust Over Time

• Share your **work**, not only results – “behind the scenes” builds connection

- Ask clients for **reviews** or testimonials
- Post regularly – even once a week matters
- Keep your tone friendly, respectful, and optimistic

*“People buy from people they trust – and trust grows with time.”*

# Social Media for Entrepreneurs



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## Choosing the Right Platform


 Platform	 Best For	 Tips for Beginners
<b>Facebook</b>	Community groups, local clients, storytelling	Join groups, post regularly, reply to comments
<b>Instagram</b>	Visual content – crafts, design, food, fashion	Use good photos, hashtags, and short stories
<b>LinkedIn</b>	Professional networking, B2B services	Keep it formal, share achievements and projects
<b>TikTok / YouTube</b>	Tutorials, creative promotion	Post short videos showing your work or tips
<b>Telegram / Viber Channels</b>	Community communication, updates	Great for loyal customers or small groups

### What to Post

 **Show your work:** before/after photos, creative process, results

 **Share stories:** what inspired you, how you started, what you learned

 **Add value:** give short tips, advice, or positive messages

 **Show clients' feedback:** testimonials build credibility

 **Call to action:** "Message me for details" or "Try it today!"


### How to Build Engagement

- Respond to comments and messages promptly
- Use local hashtags (e.g., #WomenInBusiness)
- Tag your location to attract nearby customers
- Post consistently (2–3 times per week)
- Collaborate with other women entrepreneurs



# Elevator Pitch Practice


 An elevator pitch is a short speech that introduces who you are, what you do, and why it matters. It's your opportunity to make a **strong first impression** – in person, online, or at networking events.

 You have 30 seconds to make people remember you.






## Elevator Pitch Structure (4 Simple Parts)




An **elevator pitch** is a brief self-presentation that:

- Explains **who you are**
- Describes **what you offer or do**
- Highlights **what makes you unique**
- Ends with a **call to action** (e.g., contact, collaboration, visit page)

 The name comes from the idea that it should fit into a short elevator ride (30–60 seconds).

### Tips for a Great Elevator Pitch

-  Be confident but natural – smile and use friendly body language
-  Keep it under 60 seconds
-  Avoid jargon or complicated words
-  Practice aloud until it sounds natural
-  Adapt it for different audiences – clients, partners, mentors

 Part	 Question to Answer	 Example
<b>1. Who you are</b>	What's your name and profession?	"Hi, I'm Olena, a handmade jewelry designer from Kyiv."
<b>2. What you do</b>	What product or service do you offer?	"I create unique, eco-friendly accessories inspired by Ukrainian culture."
<b>3. Why it's special</b>	What makes your work different or valuable?	"Each piece is handcrafted with natural materials and tells a personal story."
<b>4. Call to action</b>	How can the listener connect with you?	"You can see my designs on Instagram @OlenaArt or visit my stand at the market."

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