

The logo for EdYOUfest, featuring the text 'EdYOUfest' in a bold, red, sans-serif font. The 'YOU' is in a larger, more prominent font size than 'Ed' and 'fest'. The background of the logo is white with a red outline.

Free Online Webinar

# FREELANCE

A circular portrait of Rob Howard, a middle-aged man with short, graying hair, wearing a dark green collared shirt. He is looking directly at the camera with a slight smile. The background is a blurred office setting.

**ROB HOWARD**

## Caveat Emptor: Taking free advice for freelancers can be costly

February 1st 2023 14.00 GMT  
Register at [www.edyoufest.org](http://www.edyoufest.org)

**Bio:**

Rob Howard Rob Howard, after a 20-year business career in the US training Sales, Management, Customer Service, and Communications, is online as an active Facilitator of Advanced Communication Skills, an EFL Teacher and training teachers to build their own freelance businesses. Rob is the owner of Online Language Center and managing partner at Business Language Training Institute.

He is a speaker worldwide on Business English, Customer Service, English for Specific Purposes, Teacher Development, Teaching Online, Online Business and Retention, Technology, and Image Utilization.

He is joint coordinator of the IATEFL BESIG, past co-coordinator of the IATEFL BESIG Web and Online Team, Online & Video Coordinator for the Visual Arts Circle, and organizer of the Independent Authors and Publishers. He has authored and coauthored several books for EFL. He is a presenter and panelist for various Gallery Teachers TEFL Masterclasses and a trainer for the iTDi TOEFL Teacher Training Course. Rob is also the creator of EFLtalks, teachers teaching teachers, nominated for the 2016 British Council's ELTon Award for Innovation in Teacher Resources. [RobHoward.me](http://RobHoward.me)

**Abstract:**

Caveat Emptor: Taking free advice for freelancers can be costly.

Caveat emptor means “let the buyer beware”. This is the best free advice for any freelancer or small business owner today. Just five minutes on social media and you will be bombarded by info gurus that will tell you how to advertise, run your business, build a sales funnel, make millions etc. The problem is that most of these, and even people you know, don’t know your business. Your business needs are as different as those of your students. Discover how bad advice can be bad for business.



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