

The Freelance Blogger's Client Hunting Masterclass

Cheat Sheet for Week 2: Where to Find Job Ads

The first thing to realise is that job ads themselves aren't what you need. You need *clients*. That means you need to know where your ideal clients are likely to advertise.

When it comes to making effective use of these sources of freelance blogging clients, the most important thing is that you not spend more time looking than you have to. Set up email alerts or an RSS feed if you can.

Industry Job Boards

Check out Tom Ewer's video (linked below) about how to analyse job ads, and read Sarah Russell's guest post about job application mistakes you can easily avoid. There's a big list of suggested industry job boards in this cheat sheet for you to check out.

Warning phrases to look out for in a job ad:

- "Our budget is tight."
- "Would suit a student or stay-at-home mom."
- "No experience required."
- "Great exposure for your writing career."
- "Send us a free trial article to be considered."
- "This is an easy job, I could do it myself but..."

Freelance Marketplaces

Freelance marketplaces have a bad reputation but you can make them work for you if you find one that meets these criteria:

1. Has requests for proposals (AKA "ads") at a budget that meets your needs.
2. Provides an easy-to-use search facility that lets you filter by budget.
3. Lets you build up feedback and testimonials to boost your proposals' power.

4. Lets you set up email notifications or RSS feeds for the job types or project budget ranges that interest you.

The only marketplace I use is People Per Hour (linked below). The upside of a *good* freelance marketplace is the customer care, which should be just as caring for freelancers as for the people who hire them. The other upside is convenience; when you find yourself with an empty day or two, a freelance marketplace can be a good way to fill the gap with a short one-off job.

Open Calls for Contributions

These have no expiry date, so you simply send a pitch when you're ready. To find open calls for a specific site, look for a "Contribute" or "Write for Us" page or check their About and Contact pages. Also, download the [Ultimate List of Better-Paid Blogging Gigs](#) if you haven't already got a copy.

TEMPLATE: Job Board Application

[SUBJECT LINE:] [TYPE OF BLOGGER] blogger application

Hi [NAME],

Your ad at [PLACE YOU SAW AD] immediately caught my attention. I'm a freelance blogger with experience in [YOUR RELEVANT EXPERIENCE] and I'd love to work with you.

Check out my portfolio at [YOUR PORTFOLIO URL] or take a look at these recent publications to see some of my work:

[LIST URLs FOR 3 RELEVANT CLIPS]

Let me know if you need any extra information about me before you make a hiring decision. I'm looking forward to working with you.

Best,
[YOUR NAME]

TEMPLATE: Marketplace Proposal

Hi [NAME IF YOU KNOW IT],

I'd love to [WHATEVER THE PROJECT IS]. I have many years of experience in [YOUR EXPERIENCE]; please see my portfolio at [YOUR PORTFOLIO URL] and testimonials at [TESTIMONIALS URL IF YOU HAVE ONE]..

My fee is [FEE AMOUNT] per [hour/article/week/whatever]. This includes [WHAT'S INCLUDED IN YOUR FEE], and turnaround time is typically [HOW LONG IT WILL TAKE YOU]. To get us started, I'll request a deposit of [YOUR UPFRONT DEPOSIT AMOUNT].

If you have any questions, let me know! I look forward to learning more about your business and making a start on this project.

Best,
[YOUR NAME]

Week 1 Lesson Resources

- [The Ultimate List of Better-Paid Blogging Gigs PDF](#) [Be a Freelance Blogger]
- [7 Job Board Mistakes that Compel Clients to Reject You](#) [Be a Freelance Blogger]
- [How to Spot Viable Freelance Writing Opportunities on Job Boards](#) [Leaving Work Behind]
- [10 Places to Find Blogging Gigs That Pay](#) [Brazen Life]
- [How to Avoid Getting Played by Your Clients](#) [Be a Freelance Blogger]
- [7 Ways to Take Charge of Your Freelance Blogging Career](#) [Be a Freelance Blogger]

Week 1 Optional Resources

- [ProBlogger Jobs Board](#)
- [Gorkana Jobs](#)
- [JournalismJobs](#)
- [Mediabistro](#)
- [FlexJobs](#)
- [BloggingPro Jobs Board](#)
- [Freelance Writing Gigs](#)
- [SoloGig Jobs Board](#)
- [LinkedIn](#)
- [Facebook 4 Freelancers](#)
- [SF Bay Craigslist](#)
- [People Per Hour](#) freelance marketplace
- [Freelance Writers Den](#) is the home of the Junk-Free Job Board; I'm a member and an affiliate.
- [Write Your Revolution](#) is Sarah Russell's blog for freelance web writers.
- [Take the big Freelance Blogging Rates Survey](#) if you haven't already.