

# The Freelance Blogger's Client Hunting Masterclass

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## Cheat Sheet for Week 6: Hunt Down Hidden Gigs

The best freelance blogging gigs are never advertised. Your job is to **hunt them out**.

That means you hunt for the information that matters to you. What does it look like? How will you know when you've found it? Let what you want guide how you hunt.

### What's Your Objective?

#### **High pay:**

- Target blogs and businesses that you **KNOW** have money to spend.
- Look up businesses' incomes online. (Try [Manta.com](http://Manta.com) or [Hoovers.com](http://Hoovers.com).)
- Follow news about venture funding.
- Aim for clients with between a million and 20 million dollars in annual revenue. They can afford you and probably don't have a dedicated blogger on their staff.
- Look for ways to create a connection. Relevant specialist knowledge adds value.

#### **Portfolio building:**

- Figure out your portfolio's objective and what you want to add to it.

- Use Google, LinkedIn and online business listings to identify leads.
- If it's a fantastic market but you've got no relevant experience, consider offering a discount. You can offer to work for free, but I recommend asking for a fee unless you know the blog you're approaching doesn't pay contributors.

### **Ongoing contracts:**

- When you approach a business, assume that they'll want regular blog posts.
- When you query a blog editor, mention you've got plenty more post ideas to pitch.
- Turn one-off gigs into repeat or regular gigs using the strategy further down.

## Tip-Offs and Referrals

Your goal is to build a network of people who'll tip you off if they hear about a gig that sounds right for you, and who'll recommend you to potential clients.

### **If you get a tip-off:**

- Follow it up as soon as possible.
- Research the company, its blog, and its budget.
- Ask whoever tipped you off to tell you where they heard about this hidden gig.

### **If you get a referral:**

- Find out who referred them to you (and thank them).
- Ask plenty of questions and get full contact information
- Do your own research to confirm what you've been told.

## Reaching Out to Potential Clients

### **Step 1: Contact the right person**

Use Google, LinkedIn and the organisation's website to hunt down contact information. Dig deep to find the most appropriate person for your enquiry. If you get stuck, email or tweet their marketing or general info account and ask "Who's the best person to contact about your blog?"

### **Step 2: Send the right message**

An email in a typical query or LOI format is the simplest way to go. Explain what interests you about their blog or business, and explain why they'd be interested in you. Remember to talk about the benefits of your blogging services and not the features! Outline your relevant credentials clearly and briefly, and close with a strong call to action.

## 3-step Blueprint: One-Off to Regular Gig



### **Step 1: Shock and Awe**

Do an incredible job on the first assignment you get from your new client. If you want this to turn into a regular gig, you've got to make your first assignment your best work.

That means it's concise, interesting, and either useful or entertaining —or both. If you can deliver it at least a day ahead of deadline, that'll boost your chance of getting more work from this client, too.

## **Step 2: Always Pitching**

Follow up with an email to thank them for the gig. Be genuine in your thanks and in your curiosity about their current blog needs. Say how much you enjoyed working with them, and mention performance indicators like comments or social shares if you can find the data. A lot of blogs show comment counts and social sharing counts publicly on each post.

Then, suggest another idea or two that you could write for their blog. Make these fleshed-out pitches; don't just throw a few titles at the client (unless you know that's how they like to work).

## **Step 3: Never Forget**

If you don't get a repeat assignment right away, keep pitching a fresh idea to this client at least once every 3 months.

Each time a pitch is rejected, ask what made it not quite right for your old client's needs, and use that feedback to improve your next pitch. That way they won't forget you exist, and they're more likely to accept a future pitch or reach out to you when they need a post in your area of expertise.

Ideally, try to use this blueprint every time you get a one-off blogging gig, and win yourself some reliable, regular work.

## Week 6 Lesson Resources

- [7 Ways to Take Charge of Your Freelance Blogging Career](#) [Be a Freelance Blogger]
- If you didn't download your free copy during Week 4, now's the time to check out Gary Korisko's ebook [The Simple, Stress-Free Way to Sell Your Services With Style](#), created exclusively for Client Hunting Masterclass students.

## Week 6 Optional Resources

- [How I Found 488 Promising Freelance Writing Prospects](#) [Make a Living Writing]
- [Manta](#) and [Hoovers](#) will help you find businesses and revenue data for free.
- [How Facebook Helps You Find Freelance Blogging Jobs](#) [Be a Freelance Blogger]
- [How You Can Use Twitter to Land More Freelance Gigs](#) [Be a Freelance Blogger]
- [7 Winning Ways to End Your Pitch, Query or LOI](#) [Be a Freelance Blogger]
- Interesting article: [The Hidden Job Market is Even Bigger Than You Think](#) [AOL Jobs]