

The Freelance Blogger's Client Hunting Masterclass

Cheat Sheet for Week 8: Be the Bait

Going out to hunt down clients is good, but bringing clients in to you is even better. You need to be noticed, remembered and liked before clients start coming to you.

Phase 1: Get Noticed

There are three routes to get your blogging skills in front of people:

- Paid, bylined blogging gigs on popular sites with a relevant audience
- Unpaid guest posts on high-profile blogs
- Your own blog.

Use social media to build up a network of friends and followers who can refer clients to you and tip you off about freelance blogging gigs. Take those relationships beyond social networks by sending a personal email.

Demonstrate your alignment with your ideal client's values. Be helpful: solve a problem, point to a great resource or a useful tool. Offer something specific, be tactful, and don't ask for anything in return.

Phase 2: Be Memorable

You can look professional as hell and do a great job but if people can't remember you a week later, it won't help you.

Make yourself memorable by being unusually helpful, generous, thoughtful, insightful and interesting. Be honest, open and genuine to attract clients who are looking for someone just like you.

Emphasise easy-to-remember things about yourself. If you have a consistent image and personality, a theme, a signature phrase that sticks in people's minds, then it'll be easy for them to remember you later on.

Your Elevator Pitch

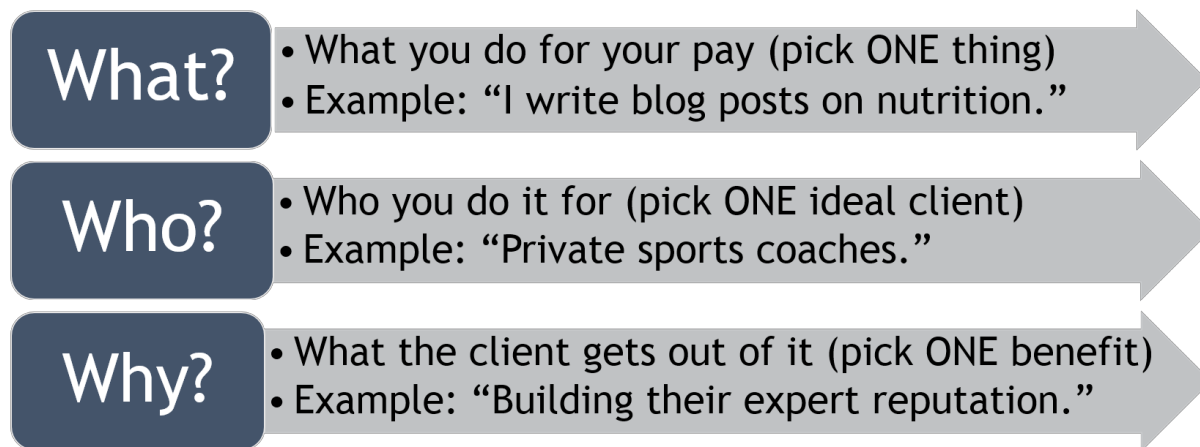


Figure out your what, who and why, then put them together into a sentence that's short enough not to trip you up when you say it out loud, like these examples:

"I write nutrition-focused blog posts for private sports coaches who want to build their expert reputation."

"I write blog posts about mental health issues to help psychotherapists attract customers who need treatment."

Phase 3: Be Liked

You're already likeable. You just have to show it.

A lot of the things that make you memorable make you likeable too. But people need to get to know you well enough to like and trust you, so help them gain that knowledge.

Have extended conversations with people. Ask questions about them, get to know them, and let them get to know you at the same time. Show you care by taking a genuine interest people's lives, families and hobbies. And let people know you like them and what they're doing. Telling someone you like something they did is an easy way to encourage them to like you back.

Do You Need Your Own Blog?

The advantages of having your own blog as a freelance blogger:

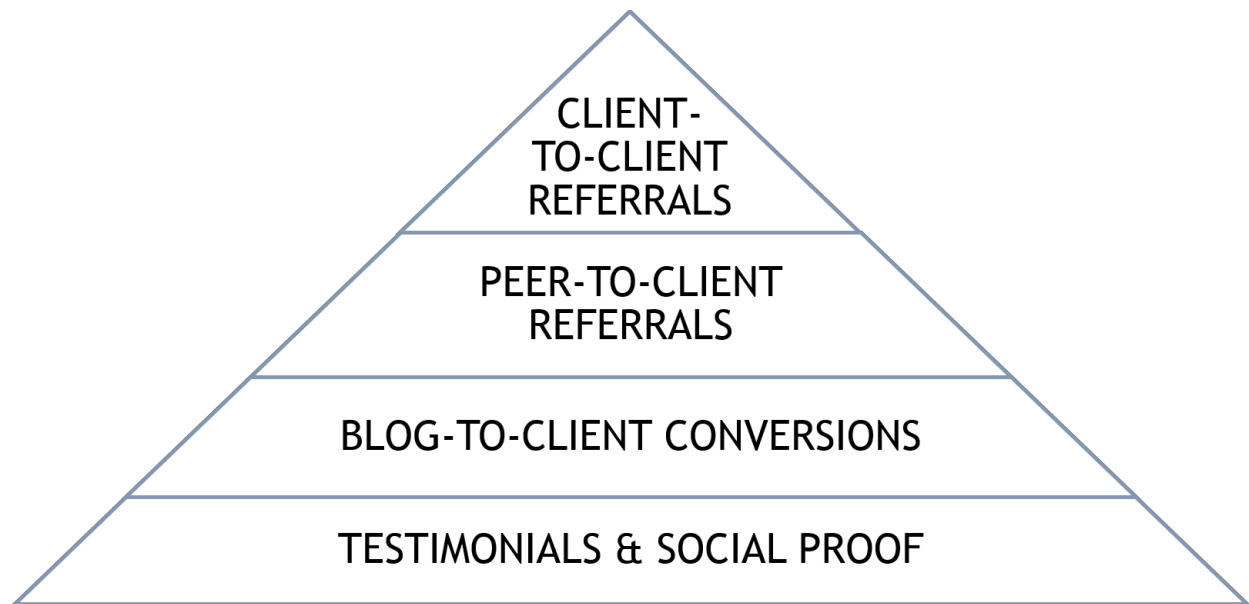
- Demonstrates your skills even if you haven't got any clients yet
- Somewhere to send traffic from your guest posts
- Builds your personal brand
- Doesn't cost much
- You can start a blog on your business site

The downsides:

- Takes up time
- Publishing content for free that you could have sold
- Have to keep it updated and promote it
- Clients will judge you by your blog's fame, not just your credentials

Only start your own blog if you're keen to write about a specific topic for free several times a month as well as spend extra time promoting it. You don't need a blog to get started as a freelance blogger—well placed guest posts are enough to get you hired.

The Bait Value Pyramid



Testimonials and social proof aren't too hard to get, but they don't bring you new potential clients unless you've already attracted their attention some other way. Slightly better than testimonials are blog-to-client conversions, which mean that your enquirer already likes your style on your own blog.

Peer-to-client referrals have a much better chance of resulting in a paying project, because they're based on a level of trust between the referrer and the new client. And client-to-client referrals have a very high value because they come from people who've experienced your services for themselves and are driven to share that with others.

Week 8 Lesson Resources

- [Be Picky, Get Paid to Promote Yourself, and Build Your Dream Career](#) [Be a Freelance Blogger]
- [7 Ways to Take Charge of Your Freelance Blogging Career](#) [Be a Freelance Blogger]
- [The Elementary Marketing Tactic You Don't Know You're Missing](#) [Be a Freelance Blogger]
- Visit Tom Ewer's blog [Leaving Work Behind](#) and take a look at his [Successful Freelance Writing Online](#) ebook [that's an affiliate link for Tom's comprehensive guide to freelance blogging and other forms of online writing.]
- Get more elevator pitch examples in [The Simple Secret to Beating Impostor Syndrome](#) [by Client Hunting Masterclass student Lauren Tharp for Be a Freelance Blogger]

Week 8 Optional Resources

- Get paid gigs with good blogs via [The Ultimate List of Better-Paid Blogging Gigs 2013 Edition: 57 Blogs That Pay \\$50+](#).
- In case you didn't grab it last week, here's the link to [The Be a Freelance Blogger Rate Guide](#).
- Find your fast track to guest blogging success with Jon Morrow's [free guest blogging video series](#) [I'm one of Jon's students and affiliates].
- Read the [Naked Marketing Manifesto](#) [Firepole Marketing].
- Learn to research and write your queries and posts faster than ever with Firepole Marketing's [Write Like Freddy](#) training course [of which I'm also a student and affiliate].
- Check out [Reboot Authentic](#) for more tips on how to attract clients by being you.
- [How You Can Use Twitter to Land More Freelance Gigs](#) [Be a Freelance Blogger]
- [How Facebook Helps You Find Freelance Blogging Jobs](#) [Be a Freelance Blogger]
- [How a Zombie Apocalypse Can Help You in Your Blogging Career](#) [Be a Freelance Blogger]