



Playbook for Getting Your

First WRITING CLIENTS

A GUIDE FOR ASPIRING FREELANCE WRITERS

STEP 1

Choose Your Focus

What type of writing will you do? Will you write marketing copy, website copy, and/or thought-leadership articles?

What market will you serve? Successful freelance writers tend to serve a specific niche market. What industry or demographic will you pursue work from?

STEP 2

Build Your Personal Brand

Your brand is your reputation. Jeff Bezos describes “brand” as “what others say about you when you’re not in the room.”

Define your brand by making yourself visible across the Internet and social media.

Create content that grows your network and allows others to enroll in your ideas.

STEP 3

Market Your Business



Create a “digital breadcrumb trail” across the Internet by creating lots of content.



Establish yourself as a thought leader to your niche audience by sharing your best ideas.



Publish as much of your content as possible on third-party websites your audience knows, likes, and trusts.



Build an email list by offering a valuable free download on your website.



Promote your content through an email newsletter and on social media.



Tap your friends-and-family network to get your first writing projects.



Ask clients for testimonials that serve as “social proof” of the value of your services.



Create a portfolio of your work so clients can see the quality of your written content.

STEP 4

Make Your Clients Happy



The easiest way to get more work is to make your current clients happy.



Think through every step of the process of interacting with clients and fashion a great client experience.



Practice the “golden rule” of client service—serve how you’d like to be served.