

Marketing Checklist For Freelance Writers

(Attract Your Dream Customers & Grow Your Business)

Section 1. Brand yourself

Stand out from the crowd by branding as an industry expert

- Pick a niche
- Take courses to improve your skills
- Create a brand identity to give your business a unique voice and face
- Share your expertise on social media
- Build relationships and network with professionals in your field
- Separate yourself from your brand

Section 2. Join freelancing platforms

Join various freelancing platforms to reach ready-to-pay clients.

- Upwork
- Fiverr
- PeoplePerHour
- Freelancer.com
- Legiit
- Guru.com

- Toptal

Section 3. Create a portfolio website

Create a portfolio website to control your marketing and brand message.

- Define your goals.
- Choose a domain and hosting service.
- Install WordPress.
- Plan your website structure.
- Pick a clean and visually appealing portfolio WordPress theme.
- Create a compelling “About Me” page.
- Showcase your works in a dedicated “Portfolio” section.
- Include testimonials and reviews.
- Highlight your skills.
- Add a contact page.
- Add social media links to the website.
- Optimise the website for search engines.
- Include a blog.
- Optimize for mobile-friendliness.
- Test and debug.
- Set up Google Analytics and Google Search Console.
- Launch and promote.

Section 4. Build an email list

Nurture and upsell clients by building an email list.

- Sign up on your preferred email marketing platform.
- Completely set up your account.
- Create an embeddable subscription form for your email list.
- Add an email sign-up button or form on your website.
- Entice prospects to subscribe with discounts and offers.
- Build your lists with social media promotions and lead magnets.
- Segment your lists.
- Create your email sequences and automations.
- Launch your campaign.

Section 5. Stay active on social media

Sign up on all the popular social networks to establish omnipresence.

- Facebook:** Share customer success stories and testimonials.
- Twitter:** Join trending conversations.
- LinkedIn:** Share expert opinions and tips to achieve thought leadership.
- Quora:** Provide valuable answers to industry-relevant questions.
- Instagram:** Share customer video testimonials.

Section 6. Optimise for local searches

Dominate the local competition with search engine optimization.

- Create dedicated city pages for every location you target.
- Optimise your website for location-based keywords.
- List on Google Business Profile to boost local visibility.
- Embed explainer video on relevant pages to boost dwell time.
- Help search engines understand your pages better with schema.
- Leverage content marketing to target long-tailed keywords.
- Connect all your social media accounts to your website.
- Build quality links to boost your ranking and stay on top.
- Pay attention to Google's quality content and algorithm updates.

Section 7. Explore paid ads

Achieve quick wins with paid ad campaigns.

- Run paid search campaigns on Google to rank for relevant search keywords.
- Leverage Google Display affinity audience to show ads to people who visited a particular website, let's say, competitors' or freelancing websites.
- Launch a Facebook ad campaign to target business owners in the United States.
- Use Facebook's custom audience to retarget customers on your email list.
- Retarget website visitors who didn't convert on Facebook, Instagram, Google Display, and Twitter.

Section 8. Build thought leadership

Achieve thought leadership to demonstrate credibility and expertise.

- Define and understand your audience.
- Review existing thought leadership in your field to understand the stance they're taking.
- Create thought leadership content on ideas your clients care about.
- Distribute and promote your content.
- Measure results.

9. Send cold emails

Use personalised cold emails to reach specific clients.

- Define your target audience.
- Get email addresses of the prospects you want to reach.
- Design personalised email sequences to nurture them.
- Include social proofs to your email sequence.
- Make it easy for subscribers to opt-out.
- Test email deliverability.
- Set up your KPIs and tracking system.

10. Ask for referrals

Ask for referrals from satisfied clients to lower your acquisition costs.

- Only ask for referrals from happy customers. And do this when you think they are happiest. It improves your chances of getting quality referrals from them.
- Don't just send out a mass email asking for referrals. Take the time to reach out to each person individually and explain why you're asking for their help.
- When someone gives you a referral, be sure to thank them. A simple thank-you note or email can go a long way. It could help you get more referrals from them.
- Offer discounts to entice clients to make referrals.