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TARGET PRACTICE

“To win in business, you need clients who value your genius.” – Apryl Beverly

As mentioned last week, there’s a ton of work available for writers, but if you have no idea where high-paying clients are hanging out, it’s gonna be tough for you to succeed in this wild and crazy world of business.

Right now, I get it. It seems like your only mission is to accept ANY paid gig that comes your way whether it’s a \$0.01/word blogging project or a \$25/article assignment for a nursing school.

They’re offering – you’re taking it. No questions asked.

You just want to sling sentences, operate in your zone of genius and get paid good money to do it.

But instead, you’re stuck with clients who keep you on the hook for weeks, ignoring your requests to edit and finalize the assignment. Or worse yet, you end up accepting a project you absolutely HATE.

Over the past 7 years, I’ve worked with some crazies and I’ve had some incredible clients. Nowadays, I get less crazies because I have a no-exceptions rule on who I’m willing to work with as well as what type of projects I’ll accept.

For example, a client must:

- Value me as a writer/consultant
- Understand my craft
- Pay my rate
- Answer my emails and calls within agreed upon time frames
- Pays me on time every time
- Adheres to the business processes and procedures I have in place to ensure delivery of quality work.

My writing projects must:

- Focus on a topic/area I enjoy writing about
- Align with my rate structure and business hours (nothing that requires me to write evenings or weekends)
- Be in my sweet spot of sales writing

Your requirements will likely be different from mine, but you should certainly have them nailed down before you start (continue) pitching clients.

So, let's give it a whirl ...

MY CLIENTS MUST

MY PROJECTS MUST

THREE KEY WAYS TO FIND HIGH-PAYING CLIENTS

Now that you've outlined who you want to work with and what you're willing to accept, it's time to find high-paying clients.

Here are 3 ways to do that:

WAY #1: JOB BOARDS

I've landed some of my first high-paying projects on free job boards including:

- [Prologger](#)
- [Journalism Jobs](#)
- [Media Bistro](#)

Of course, there are plenty more job boards, but these are the ones I've used.

WAY #2: SOCIAL MEDIA

Social media may take some time to nurture and build recognition as a writer, but it's a great place to find exceptional clients.

I primarily land clients on Facebook, LinkedIn and Instagram. Here is some insight on how you can do the same:

Facebook

When I started promoting my business on Facebook, I had 200 "friends." And they were all family, old classmates and real-life friends. So instead of wasting my time posting and sharing what I do with people who have no interest, I created an interested community by engaging in Facebook groups (where my potential buyers, not colleagues, hang out) and accepting friend requests immediately.

From there, I consistently reminded my "friends" what I do and how I roll and BOOM! I'm now talking to over 5,000 potential clients daily.

Now, this didn't happen overnight and I still have a journey ahead of me. But I was able to turn things around by getting strategic about how I use social media.

Social media is a marketing tool for me. While, it may seem like I'm shooting the breeze, I'm really rotating human, business, zone of genius and inspirational posts so my audience sees me as a relatable servant here to help them write words that

make them money.

That's it. Everything I post – even if it feels personal – has a business angle.

Have a Facebook personal page filled with family and friends? Join and engage in RELEVANT Facebook groups to change that.

Now, don't join peer groups. Join groups where people recognize the value of your type of writing and need your services.

For example, if you're a content writer, joining the [Smart Passive Income Community](#) will be a great place for you because people who want to create passive income need a great deal of content – blogs, courses, articles, case studies and so on.

If you support people dealing with health issues or specifically moms, find Facebook Groups catering to those specific groups.

Now, almost all groups have a no-spam, no-promo policy so here's a great way to introduce yourself in a non-spammy, “kicked-out-in-10-seconds” way:

Heyyy _____ [insert name of the tribe]. I'm thrilled to be here and thank [insert and tag name of the group facilitator] for putting together such an amazing group of [insert type of members i.e., moms, website designers and so on].

I read your [insert something about the group facilitator i.e., blog post on moms who boss up and absolutely loved it, especially point #3 – I felt you were talking to ME].

Welp, I'm a [insert what you do in a relatable, personality-infused way i.e., sentence-slinging mom to an incredible 7-year-old I call #AlstonTheGreat] and I look forward to sharing my genius and learning from you all. Much love for accepting my request to join.

From there, you engage, comment, share, high-five and dive into the community.

LinkedIn

Now, if you're a service provider, you likely already know LinkedIn is a goldmine. But what you may not know is how to really get it poppin' with your LinkedIn business development efforts.

You see, nearly every single time I go on LinkedIn, I land a client.

How? I take valuable conversations off LinkedIn and into the inbox where I can control spacing, character amounts, attachments and so on. You see, like you I used to send those LinkedIn messages and wouldn't hear a peep from the recipient.

But once I started emailing smokin' hot leads from LinkedIn ... all that changed. So, I know you're wondering ...

Apryl, how can I get the email address from someone who's NOT in my LinkedIn contact list?

My secret weapon is SellHack (<http://sellhack.com/>). With this tool, I've been able to slide up inside the inbox of hot leads AND land lucrative projects. And now, I'm passing that power over to YOU.

Instagram

It goes down in the DM. I get a ton of writing clients by sharing posts detailing what I do and asking fans to DM me a certain word or phrase to work with me further.

When they DM you, share a pre-written message detailing the service and invite them to let you know if they're interested. This is critical. When people respond, "YES, I want to know more," their natural tendency is to wait for the information.

Without posing the question, you'll send the details and most will never even look at it.

WAY #3: SNEAKERS TO THE STREET

When launching (or growing) your business, you have to let people know what you do. I know this is not always easy for writers because many of us prefer cuddling up with our laptops over human communication.

But you gotta get over it if you want to attract high-paying clients.

Yes, doing business online is great, but you can't forget about the sea of businesses sitting in your backyard who need you ... but they have no idea you exist.

To find local clients, search Eventbrite for marketing, small business, design and other relevant events. Load up your business cards and attend the events. You'll

want to make REAL connections and uncover something you have in common with others. And follow UP!

Here are a few scripts for follow-up success:

Dear Derek,

I enjoyed meeting you yesterday at The Global Business Connection conference. Inspired by our conversation about social media marketing, I have attached an article on how B2B companies can benefit from social media.

I would enjoy having coffee or lunch with you the first week of October to learn more about your widgets business and share information about our company.

I will call or email you next week to ask you about scheduling a meeting.

Sincerely,

Charles Smith

Hi Samantha,

It was great to meet you at The Global Business Connection conference yesterday. I am still laughing at your joke about the triplets named, “Winter, “Autumn” and “Summer.”

You said you were looking for freelance writers in the Cleveland area. I would love to continue our conversation about the possibility of working together. Since you will be traveling next week, would you like to schedule a discussion the first week of October?

I look forward to talking with you again soon. Please let me know a day and time that fits your schedule.

Best wishes,

Autumn Thomas

Dear Todd,

It was a pleasure talking with you at The Global Business Connection conference earlier this week. I appreciate you taking the time yesterday to share information about your company.

I am very impressed by the work your company is doing, and I would enjoy hearing more about how we can help you reach your goals. As promised, I have attached additional information about the services I feel would best suit your needs.

I will call or email you next week to ask you about scheduling a meeting.

Sincerely,

Tracy White

Dear Sally,

Thank you so much for taking the time to meet with me during the Matchmaker Forum at The Global Business Connection. I enjoyed hearing more about your organization as well as your love for designer purses. I have attached a link where you can sign up to receive discounts from our favorite store.

I would appreciate learning more about how your company handles its digital marketing. Would you be willing to meet for coffee or lunch? I will call you next week to ask about your schedule.

It was a pleasure to meet you.

Sincerely,

Jackie Hill

Leverage Opportunities to Collaborate

One of my first five-figure projects was with a competitor of one of my previous employers. How did I land this client?

I sent an email reminding the Marketing Director we met at a past association

meeting, sent over my portfolio and rates, and met with her to discuss how I could serve her company.

I also sent emails to all of my past employers and landed long-term contracts with them.

The bottom line is this:

You have to let people know what you're doing.

The email I sent to previous employers said something like this:

Hi XX,

Wow, it's been X years and I'm thrilled to see the firm is doing so well. I saw you recently rebranded – the new style is awesome! I'm reaching out to let you know I'm now taking on contract writing projects, and I would love to schedule some time to catch up and share some insight on how I can lighten the load for your marketing team.

After spending X years with the firm, I understand how stressful those late nights and early mornings can get and I'm excited to offer some relief.

I'm available as early as Tuesday. Can we grab lunch?

Talk to Family

I wrote a business plan for my uncle. Did some website copy for a cousin. And they paid me. We had professional meetings where I shared my services and rates, and they retained me.

Not all family members expect a free pass so you have to set the tone and let them know you don't work for free. They will follow your lead or find help somewhere else.

Web and Marketing Agencies

Web design and marketing agencies are goldmines for writing projects. You see, many of their clients don't have access to the right content so if they can refer someone reliable, their clients will love them forever.

I've partnered with website developers/designers to craft countless pages of

website copy. Marketing agencies have hired me to write white papers, case studies, blogs, articles, landing pages and so much more to help their clients compete in their respective marketplaces.

In fact, here's the email script that landed me a \$4,500 project in 48 hours without even a phone conversation:

Subject Line: His tips were right on the money ...

Dear [Soon-To-Be-Client],

Paragraph #1: Start with a compliment or a story to let the prospect know you did your homework before reaching out

I watched and enjoyed the YouTube video your CEO shared on tried and true advice for marketers and how it's important to be "scrappy" and "surround yourself with great people." As you know, the business world is constantly evolving, and it's a much better place because of the innovative, passionate ideas of marketers.

By the way, that picture on the wall in the video that said, "Get Shit Done," was classic!

Paragraph #2: Go in for the SUBTLE sales pitch

I'm reaching out because I wanted to see if [insert business name] is in the market for a freelance copywriter who gets stuff done. Let me explain ...

You know how Tom said he spent time climbing mountains in Alaska before joining the team? Well, that's what I do every single day – only on the page and with spine-tingling sentences.

I'm sure climbing those mountains gave him a huge adrenaline rush, and that's exactly how my clients feel when I deliver copy that pierces the hearts and opens the wallets of their audiences. And putting millions of dollars of revenue in their pockets isn't too bad of a bonus either.

Now, the sweet cherry on top for [insert business name]: I write words that make my clients money. I've been bleeding the alphabet for 15 years. I also have an extensive list of thrilled clients and a couple of degrees to boot.

Paragraph #3: Include a specific call to action (with a timeline) and FOLLOW UP

I thought it'd be cool (and quite profitable for your clients) for us to connect. If you're in the market for a "get-stuff-done-and-do-it-right" copywriter, can I take 15 minutes of your time next week to discuss how I can make you more money?

Thanks for your time.

Sincerely,

[You-Are-About-To-Hire-Me]

WEEK #2 ASSIGNMENT + WRAP UP

Your assignment for this week is to establish your client and project requirements. From there, I want you to choose at least ONE of the client-attracting steps I identified earlier and pitch a prospect.

You can use the pitch scripts inside the Six-Figure Vault or create your own. Be sure to follow up in a week if you don't receive a response.

BONUS You can download the Chrome plugins [Yesware](#), [MixMax](#) or [Gmail Boomerang](#) to track email reads so when your prospect opens the email, you're ready to send a follow-up message a few days later.***

And WEEK #2 is in the history books! Be sure to claim your spot on the Block (<https://www.facebook.com/groups/writersblockmentorship/>) so you can ask questions and get feedback on tasks.

I ask that you share all questions on the Block so your fellow word sistas can gain the additional knowledge as well.

ONE-ON-ONE FEEDBACK

To qualify for the weekly assignment feedback, you must complete your assignments by 12 p.m. EDT each Friday. While you are welcome to work at your own pace, we will not be able to review any "catch-up assignments."

General questions are welcome throughout the mentorship. Be sure to hashtag your questions with #Question on the appropriate weekly thread so my team can easily find them.