

GET BETTER CLIENTS

Long and Short Term Strategies

that bring in consistent work with YOUR ideal clients

Amy Posner

Module 1:

**Where do I even start
looking for better
copywriting projects?**

Define what bigger and better mean to you

- Instead of dream clients, look for **ideal clients** who buy copy regularly
- Find the **crossover** between your interests, skills, and experience, and the people who buy copy
- **Don't** try to be everything to everyone
- Attract the people for whom you are a **good fit**

Module 2:

**How do I get the
attention of clients I
want to work with?**

Create a reason to reach out

- Anchor pieces should always deliver **real value**
- Your anchor piece makes you a “product of the product” – you **demonstrate the power of copy** and your skills at the same time.
- Use your anchor piece to show that copywriting is **a job for a pro** (aka you!)
- Create anchor pieces about the **type of work you want** to get
- Use your anchor piece/info kit to show that **you have a process**
- Use **testimonials** to reinforce specific points

Module 3:

**How do I fill (or refill)
my client pipeline
quickly?**

Work the numbers in your favor

- Look to your own **database of contacts** – past clients and coworkers, other service providers you've worked with, etc.
- Make **genuine connections** with people on **social media**
- Make it **easy to refer** you
- Try **contracting** with agencies
- Try sending **lumpy mail**
- Remember that you have **something of value** to offer!

Module 4:

**How can I bring clients
to me instead of
chasing them down?**

Build your internal and external authority

- Show up where your target audience hangs out and start **delivering value** – answer questions, provide insight and strategy
- Be creative, innovative, and **helpful**
- **Borrow credibility** by appearing in other people's press or groups

Module 5:

**How do I get off the
freelance rollercoaster
and find steady work?**

Turn client acquisition into a **system**

- Prepare your anchor pieces and info kit **before** you need them
- Continue **building authority** and demonstrating expertise
- Be **consistent**
- Build a solid **email list**
- Always be testing

Good news: consistent implementation means you won't have to prospect forever!

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