



INTERNATIONAL FREELANCERS ACADEMY

Training that transforms your solo business

3 Quick and Easy Marketing Tactics to Keep Work Coming by Pete Savage

Pete Savage: Hi everyone. It's Pete Savage from International Freelancers Academy. I want to talk to you about three quick and easy marketing tactics to keep work coming. You know when you got a steady flow of freelance work coming through the door, one of the biggest temptations is to take your foot off the gas pedal, so to speak, and to stop marketing. Don't do that though. The challenge, of course, is that a full workload can consume your entire schedule if you let that happen. No matter how busy you are, you always have a choice as to how you spend your time.

So here are three things you can do to keep the marketing tap turned on even when you're slammed. Number one is to send Thank You notes to clients and colleagues. Now this is really an easy thing to do. Buy yourself a pack of 50 Thank You cards, keep them on your desk. And then every Friday, write five Thank You cards out to clients, colleagues, others who have helped you in your business or have the potential to do so. This is one of the oldest techniques around for keeping your name in front of clients and prospects.

But the fact is very, very few solo professionals actually do this. Which of course is good news for you because you'll stand out if you do.

Number two is to set up Google Alerts and to check them. Assemble a list of keywords in Google Alerts that are relevant to clients in your industry. And with the constant supply of relevant and fresh industry news coming your way, you'll have a list of topics that you can pass along to clients with a little note saying "I saw this article, thought you'd be interested in the part about X Y Z." If you're not familiar with Google Alerts, just Google the phrase Google Alerts and you can learn about them online. They're very easy to set up and of course they're free.

And the third tactic is to write articles. And you may be saying, "Wait a minute. I thought that these were going to be quick and easy tips." Well, I'm not saying you have to write one piece. I'm just saying write one 3 to 500-word article on your area of expertise every month. Just write one article every month. I'm only talking about a page or two of





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writing. You can take the entire month to write it if you like. But a 500-word article works out to just 25 words per day, Monday to Friday.

And of course, you can use this as fodder for your blog post. You might have a newsletter that you can use this for. And as you develop articles, you can then pitch these to publications in your industry so that you can be published by a third party. Anyone can find the time to just write 25 words per day over the course of a month. That's the equivalent of just two tweets for all of you Twitter users out there.

Over time, as your articles increase or if you decide to write more, you can actually pull them together and create a special report out of them. Like a 4 to 8-page special report that you could use as a lead generating piece on your website.

Whatever marketing efforts appeal to you, it's important that you commit to setting aside a block of time to get this stuff done on a regular basis. And then during periods when you're super busy with project work, maybe your marketing time is reduced to just 20 or 25 minutes each day. That can still add up to over two hours per week. If you do that consistently, you'll be spending more time marketing than most freelancers do.

Now here's a quick assignment. The first part is to write down three marketing activities that are reasonably low effort that you can do on a regular basis. The three that I talked about here was writing Thank You cards once a week; establishing Google Alerts and then of course using those, checking them and disseminating them out to your prospects when you find relevant information; and third, writing articles.

So if you like the idea of those three, those can be your three. If not, pick a couple others or a few others and just come up with three that you're going to commit to doing on a regular basis. That's the first part of the assignment. The second part is carve out a specific amount of time when you're going to do this ongoing marketing. Now you might





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dedicate 40 minutes everyday. You might decide you're going to spend two and a half hours every Thursday afternoon.

The point is to just carve out a reasonable amount of time on a regular basis and commit to doing it. Actually write it in to your calendar for the next, say three or four months. So I encourage you to make that commitment now and follow through on it. Then you can look back and measure how closely you adhere to that commitment.

Thanks for listening to these tips on how to market even when you're busy and there's work coming through the door. This has been Pete Savage from International Freelancers Academy. Have a great day.

