

## 5 Strategies to get direct clients to come to you

Hey, it's Maggie!

So...here's the deal. The past couple of days I've been thinking about how you can give yourself that extra edge in your freelance writing career.

We all know that quality, direct clients lead to some of our biggest paydays as freelance writers. And I've put a lot of free info together for you on how to find and lock in those high-paying clients.

But today, I want to take it a step further and talk about how to get those quality direct clients to come to YOU. That way, you can spend more time making money and less time trying to find work.

Sound good? Then let's dive in! I'm going to share with you 5 powerful ways to get clients to come knocking on YOUR DOOR.

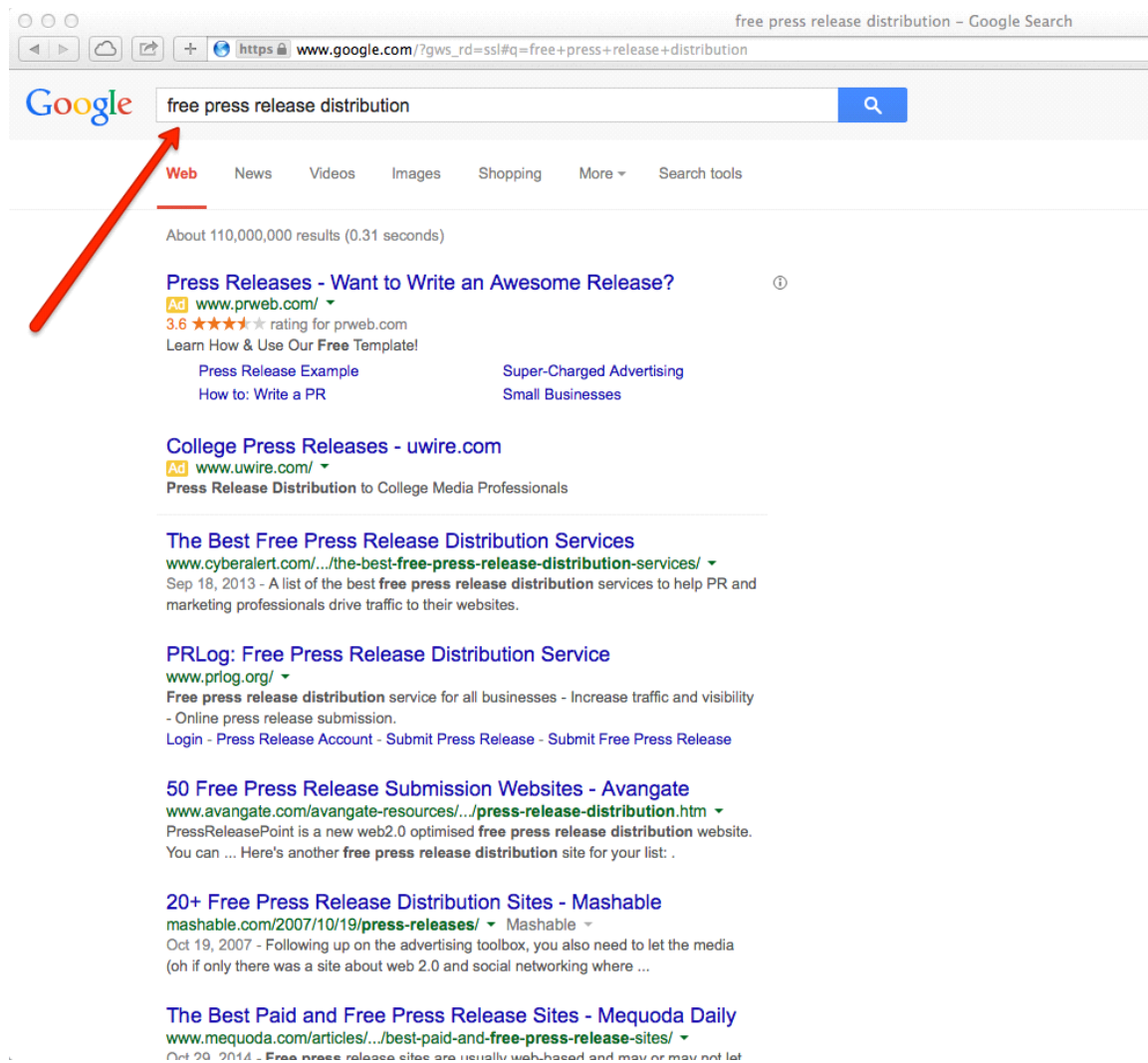
#1 – Write a press release. You may be used to writing press releases for clients but also consider writing a press release for yourself to get your profile in front of potential clients.

To do this, you need to make sure the topic you're writing about is “newsworthy.” What I mean is that you can't write about yourself or your company in the first person. But you *can* write about news in your specialty niche.

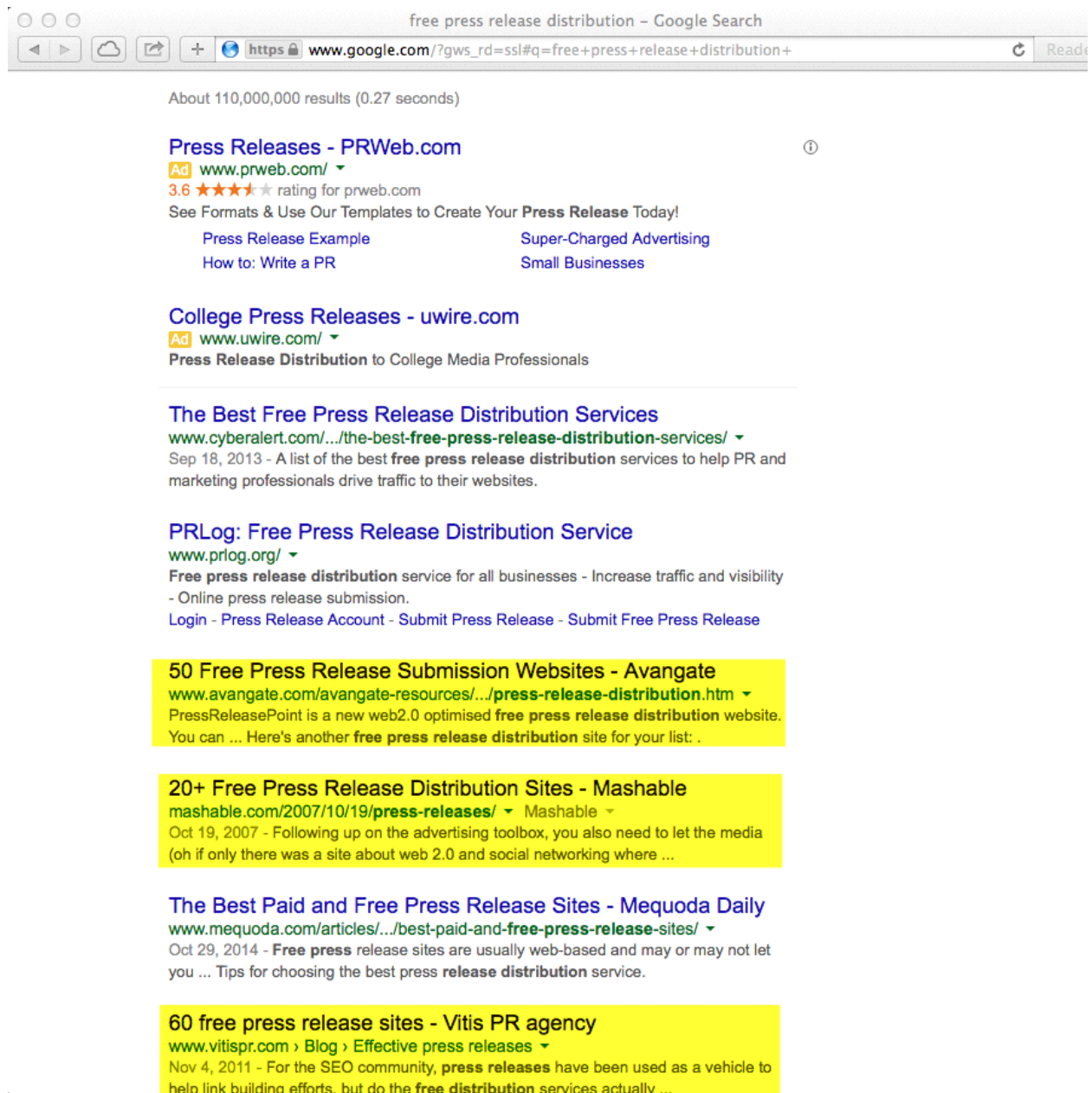
For example, let's say you specialize in writing about the travel industry and there is a special event that will take place at the Vatican in Rome, Italy. By creating a press release for this event, you can bring awareness to your writing and your company.

At the bottom of every press release, there is a place to add the author's name (which is you) and/or company of the press release. Some even allow links to your website and social media profiles. When you use the free press release service, these options vary. If you decide to pay a fee, then you can add pretty much any link and photo that you wish. It's very easy and you will get results, especially if your topic is upbeat and exciting.

There are a lot of sites out there that will distribute your press release all over the web, at no cost. Head over to Google type in “free press release distribution.”



As you can see, you have quite a few options. From here, you can click on an actual press release distribution site. Or you can find directories, which list even more free press release websites.



Let's take a look at one of them. This website lists 50 free press release sites with information about each one.

## 50 Free Press Release Submission Websites

This is Avangate Top 50 press release submission list, most trustworthy sites where you can publish a press release, all of them free of charge. This list was initially created in 2007, but thanks to your comments and suggestions, we have been able to update it regularly.

So, here is the 2010 list, ordered by Google PageRank. The links lead either to "Add/Submit a Press Release" or "Register" page.

No.	Directory	PR	Free	Comments
1	<a href="http://www.npr.org/">http://www.npr.org/</a>	9	Yes	
2	<a href="http://www.betanews.com">http://www.betanews.com</a>	6	Yes	
3	<a href="http://www.directionsmag.com">http://www.directionsmag.com</a>	6	Yes	* Register
4	<a href="http://news.thomasnet.com/">http://news.thomasnet.com/</a>	6	Yes	
5	<a href="http://www.nanotech-now.com">http://www.nanotech-now.com</a>	6	Yes	
6	<a href="http://www.prlog.org/">http://www.prlog.org/</a>	6	Yes	* Register
7	<a href="http://www.downloadjunction.com">http://www.downloadjunction.com</a>	6	Yes	
8	<a href="http://www.newswiretoday.com/">http://www.newswiretoday.com/</a>	6	Yes	* Register
9	<a href="http://www.pr-inside.com/">http://www.pr-inside.com/</a>	6	Yes	* Register
10	<a href="http://www.24-7pressrelease.com">http://www.24-7pressrelease.com</a>	6	Yes	* Register
11	<a href="http://www.pr.com/">http://www.pr.com/</a>	6	Yes	* Register
12	<a href="http://www.prleap.com/">http://www.prleap.com/</a>	5	Yes	* Register
13	<a href="http://www.free-press-release.com/">http://www.free-press-release.com/</a>	5	Yes	* Register
14	<a href="http://www.clickpress.com/">http://www.clickpress.com/</a>	5	Yes	* Register
15	<a href="http://www.pressbox.co.uk/">http://www.pressbox.co.uk/</a>	5	Yes	
16	<a href="http://www.filecluster.com/">http://www.filecluster.com/</a>	5	Yes	
17	<a href="http://digitalmediaonlineinc.com/">http://digitalmediaonlineinc.com/</a>	5	Yes	* Register
18	<a href="http://www.onlineprnews.com/">http://www.onlineprnews.com/</a>	5	Yes	* Register
19	<a href="http://www.i-newswire.com/">http://www.i-newswire.com/</a>	5	Yes	* Register
20	<a href="http://www.cgidir.com/">http://www.cgidir.com/</a>	5	Yes	* Register
21	<a href="http://www.przoom.com/">http://www.przoom.com/</a>	5	Yes	* Register
22	<a href="http://www.openpr.com/">http://www.openpr.com/</a>	4	Yes	
23	<a href="http://www.sbwire.com/">http://www.sbwire.com/</a>	4	Yes	* Register

### RSS Feeds



Avangate Blog posts



Articles & Interviews



Avangate News

### Share



Visit one of these websites and read the instructions on how to use their service to get your press release out there.

In addition to free services, there are also paid services, such as PRWeb.com. The main benefit of going with a paid press release distribution site is that they will likely get your press release posted to more reputable sites. Sites with more clout and more traffic. This can lead to more exposure for you.

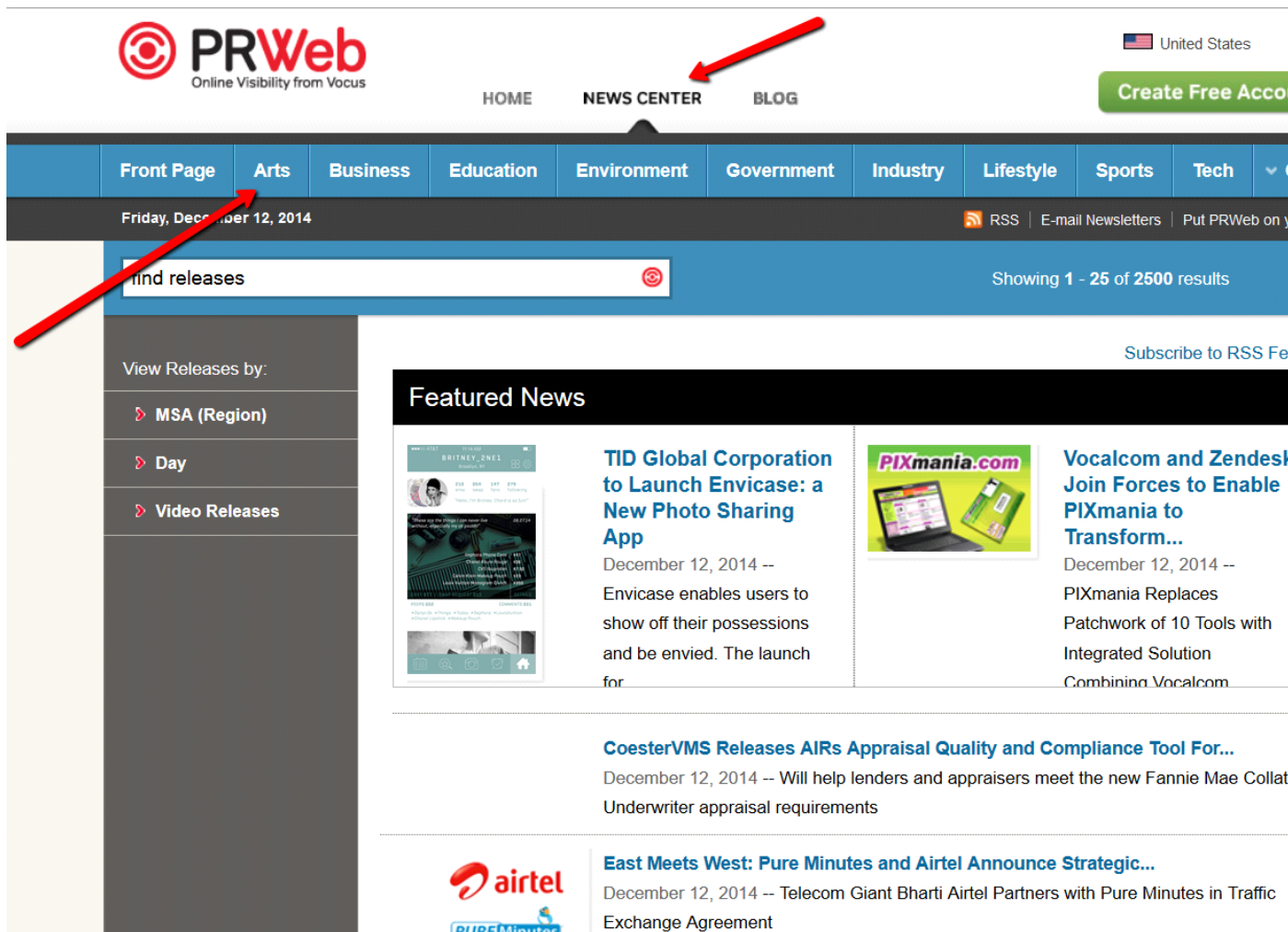
If this sounds like the route you want to go, visit PRWeb.com and you can review their pricing and how the whole process works. It's pretty simple.

Personally, I recommend starting with one of the free press release distribution services out there. Get your first release out there and see if you get any bites. If not, try another one. If you're still not seeing results, then consider investing in a paid release.

There's a second benefit that PRWeb.com can bring us as freelance writers. In addition to helping us get a paid press release out there, PRWeb.com also consolidates press releases from around the web.

You can subscribe to what are known as news feeds or RSS feeds on the PRWeb.com website that mention companies in your industry – these are companies you may want to write for. Whenever a press release goes out that mentions one of these companies you will be notified.

Subscribing to an RSS feed is pretty simple. Go to PRWeb.com. You'll see that they organize their press releases by industry. Choose your industry by clicking on "News Center" and selecting the industry from the top navigation menu.



**PRWeb**  
Online Visibility from Vocus

HOME **NEWS CENTER** BLOG

United States

Create Free Account

Front Page **Arts** Business Education Environment Government Industry Lifestyle Sports Tech

Friday, December 12, 2014

RSS | E-mail Newsletters | Put PRWeb on my calendar


find releases Showing 1 - 25 of 2500 results

Subscribe to RSS Feeds

View Releases by:

- MSA (Region)
- Day
- Video Releases


### Featured News



#### TID Global Corporation to Launch Envicase: a New Photo Sharing App

December 12, 2014 --

Envicase enables users to show off their possessions and be envied. The launch for



#### Vocalcom and Zendesk Join Forces to Enable PIXmania to Transform...


December 12, 2014 --

PIXmania Replaces Patchwork of 10 Tools with Integrated Solution

Combining Vocalcom

#### CoesterVMS Releases AIRs Appraisal Quality and Compliance Tool For...

December 12, 2014 -- Will help lenders and appraisers meet the new Fannie Mae Collateral Underwriter appraisal requirements



#### East Meets West: Pure Minutes and Airtel Announce Strategic...

December 12, 2014 -- Telecom Giant Bharti Airtel Partners with Pure Minutes in Traffic Exchange Agreement

Then, click the link to subscribe to that RSS feed.



The screenshot shows the PRWeb website interface. At the top, there's a navigation bar with links for HOME, NEWS CENTER, and BLOG. A green button labeled 'Create Free Account >' is visible. Below the navigation bar, a search bar contains the text 'find releases'. The main content area is titled 'All Business' and lists various categories like Advertising / Marketing, Books, Consumer Research, etc. A section titled 'Featured News: Business' displays several news items. A red arrow points to the 'Subscribe to Business RSS Feed' link located at the top right of the featured news section.

PRWeb  
Online Visibility from Vocus

United States Login

Create Free Account >

HOME NEWS CENTER BLOG

Front Page Arts Business Education Environment Government Industry Lifestyle Sports Tech Other

Friday, December 12, 2014 RSS E-mail Newsletters Put PRWeb on your site

find releases Showing 1 - 25 of 2500 results

All Business

Advertising / Marketing

Books

Consumer Research

Corporations

Direct Marketing

e-Commerce

Economy

Employment

Entrepreneurs

Executives

Finance

Franchise

Subscribe to Business RSS Feed

Featured News: Business

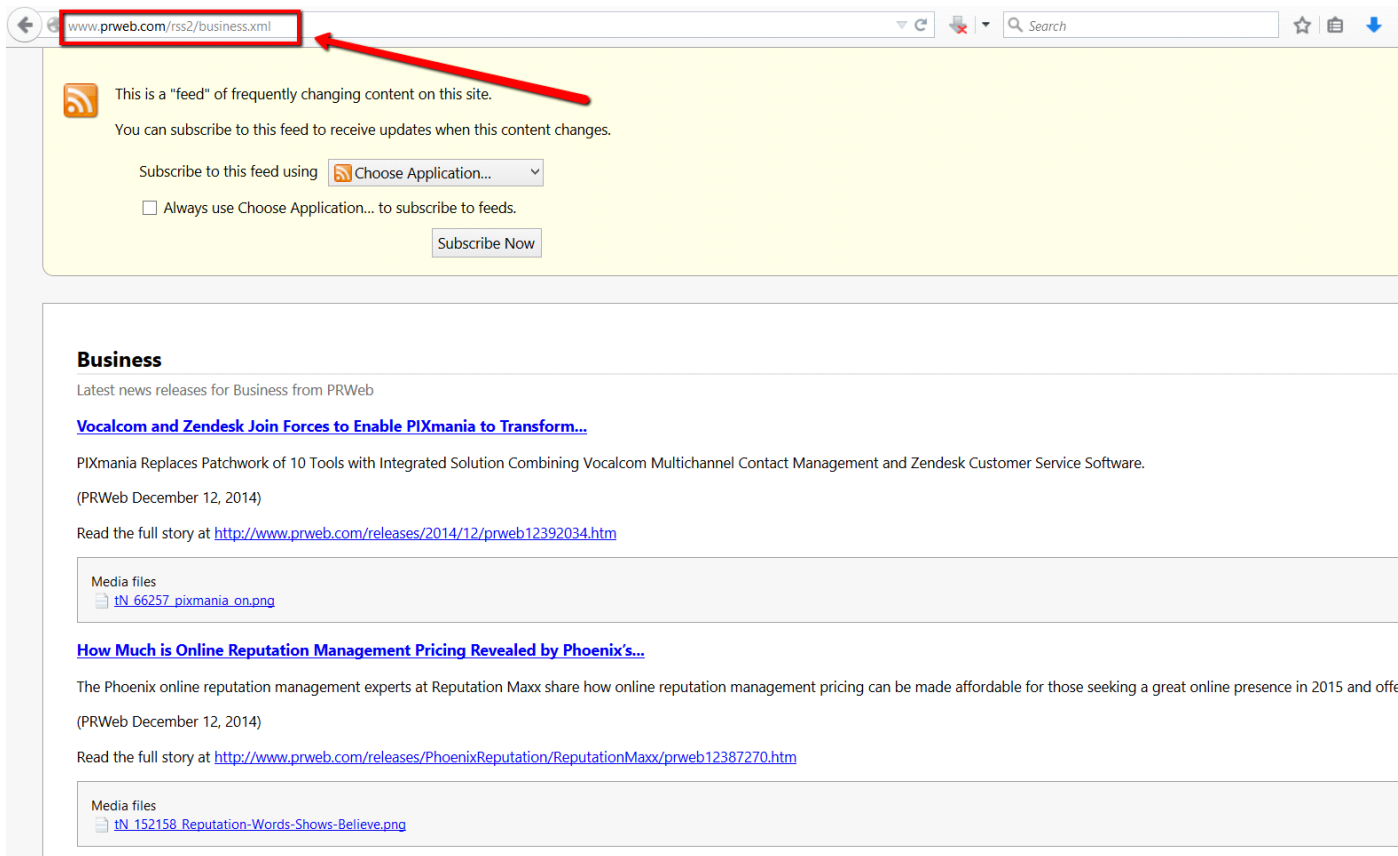
**Vocalcom and Zendesk Join Forces to Enable PIXmania to Transform...**  
December 12, 2014 -- PIXmania Replaces Patchwork of 10 Tools with Integrated Solution  
Combining Vocalcom...

**How Much is Online Reputation Management Pricing Revealed by...**  
December 12, 2014 -- The Phoenix online reputation management experts at Reputation Maxx share how online...

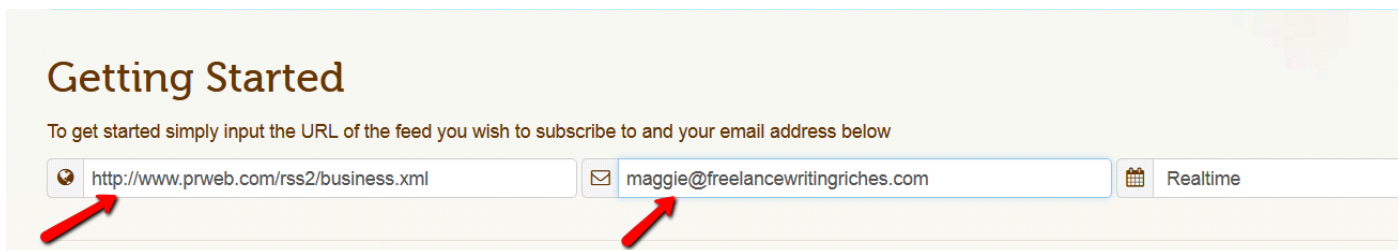
**Magnolia CMS Announces Major Growth in 2014 along with New Customers...**  
December 12, 2014 -- Digital Business is driving adoption of Magnolia.

**Sunrise Hitek's Signature Case for iPhone 6 and 6 Plus Shipping Now in...**  
December 12, 2014 -- Sunrise Hitek introduces their new Signature Case for iPhone 6 and 6 Plus.

Next, copy the url shown in your browser window as shown here:



Now go to a website called [blogtrottr.com](http://blogtrottr.com). This is a completely free service that will send your chosen feeds to your email address. To do this, add the RSS feed url you just copied and your email where you want the releases to be sent. Now click “Feed Me” to receive alerts whenever a press release is sent out.



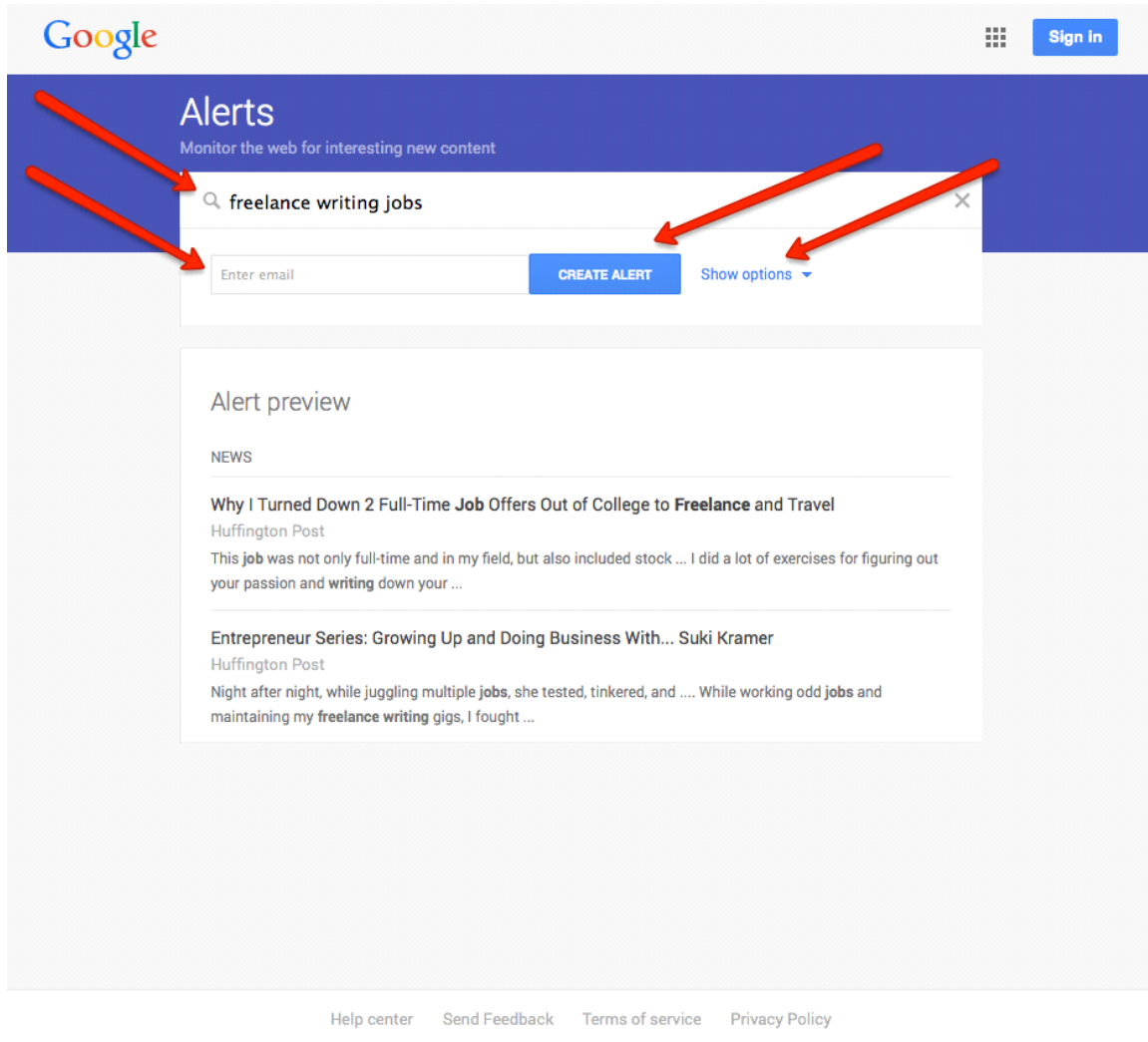
Again, this can be useful because these press releases will be from companies in your industry that may be in need of content. You can then email or call them and find out if they’re interested in your freelance writing services.

Yes, press releases coming and going. It doesn’t get much better than that.



#2 – Set up Google Alerts. This is so easy and it makes Google, one of the largest companies in the world, work for you!

Visit [google.com/alerts](https://google.com/alerts). There is a search area where you can create your alert. Type in “freelance writing jobs” or a similar phrase. Click “show options” to customize your alert. You can set how often you receive them, what kinds of alerts and the email address you wish to get them to.



The screenshot shows the Google Alerts interface. At the top, the Google logo is on the left and a 'Sign in' button is on the right. Below the logo, the word 'Alerts' is displayed in large white text on a blue background, with the subtitle 'Monitor the web for interesting new content' underneath. A search bar contains the text 'freelance writing jobs'. Below the search bar, there is a text input field labeled 'Enter email', a blue 'CREATE ALERT' button, and a 'Show options' link with a dropdown arrow. A red 'X' icon is in the top right corner of the search bar. Below the search bar, an 'Alert preview' section shows two news snippets from Huffington Post. The first snippet is titled 'Why I Turned Down 2 Full-Time Job Offers Out of College to Freelance and Travel' and the second is titled 'Entrepreneur Series: Growing Up and Doing Business With... Suki Kramer'. At the bottom of the page, there are links for 'Help center', 'Send Feedback', 'Terms of service', and 'Privacy Policy'. Four red arrows point to specific elements: one to the search bar, one to the 'Enter email' field, one to the 'CREATE ALERT' button, and one to the 'Show options' link.

Each time Google refreshes its news database and finds the phrase “freelance writing jobs” in any of its news sources, it will email that piece of news to you.

In other words, Google is scouring the entire Internet – day in and day out – keeping an eye out for any websites that mention freelance writing jobs, and letting you know via email when it finds them.

Pretty cool huh?

Feel free to create multiple alerts. Other phrases you might want to consider are “freelance writing opportunities” and “freelance writing gigs” If you have a specialty, type in a phrase that includes the words “freelance writing” along with your specialty. For instance, if you specialize in writing about travel, create an alert around the phrase “freelance writing travel”

Now here’s a tip: When you create your alert, keep quotes around your keyword phrase. This will create what is known as a “phrase matched” alert...meaning that the results Google emails you will be more specific and relevant.

If you are not receiving many alerts, try adding another one for a different phrase. Some examples of other phrases to use are: "content writer", "freelance copywriter", or "web content writer". The options are endless, so be creative and you will be sure to get plenty of solid results.

#3 – The elevator pitch. Yes my friends it is alive and well. Have you ever heard of it? An elevator pitch is a short summary used to describe a service, product or event and its value. You can use this pitch on your online sites to compel clients to want to work with you.

A good elevator pitch communicates to the client who you are, what you do and why they should hire you. It should be interesting, memorable and short. It’s about convincing someone of something...about influencing people to work with you...about connecting with and engaging someone to join forces with you and your work.

The original “elevator pitch” came from the big studio days of old Hollywood. Scriptwriters would seek jobs in the buildings that the studio execs would frequent in the hopes of catching a 30 or 60 second ride with them in an elevator. When they did, the exec had no choice but to listen. Many ideas, films and TV shows were born because of an elevator pitch.

Today, the elevator pitch has been modernized. The modern pitch delivers a compelling message and it demands action. It’s still brief...30 to 60 seconds or less when spoken. The idea is to write something so compelling that your client will feel that he or she must hire you.

Remember, it’s all about the bottom line. In a few words, explain how you will make the client money through your writing.

You can embed your entire elevator pitch on the About Page of your site. Or you can embed pieces of your pitch throughout your site. For instance, come up with an “in your face” killer one liner and put it at the top of your homepage.

That same pitch should not only be on your website, but it should be used on your blog, if you have one, and your social media profiles. Turn it into your tag line. And watch prospective clients line up at the virtual door wanting to work with you.

If you're having trouble writing your elevator pitch, I suggest you google "elevator pitch examples" and you will get tons of results to look through that should give you some motivation.

#4 – Become an active member of LinkedIn. If you don't have a profile on LinkedIn yet, be sure to create one. LinkedIn is a major B2B service provider. I've gained many clients by simply adding "freelance writer" to my profile, along with my elevator pitch and a few writing samples.

Don't forget to add buzz words to your profile that make clients want to contact you for work. For example, you should add words like: award-winning blogger, writing mentor, industry professional for X amount of years...that kind of thing.

LinkedIn has a clever little tool that can help you land more clients. It's called "who's viewed my profile?" This tells you the names and gives you the profiles of everyone who has looked at your page. If they have client potential written all over them, send them a quick email introducing yourself and ask them if there's anything you can do to help them.

Clients love that! They are already familiar with you because they were on your profile. Just be careful that you don't get in over your head here. LinkedIn can be very effective. You want to make sure you can handle all of the work. Now wouldn't that be a nice problem to have?

One drawback to this little feature on LinkedIn is if you are on the free level, you're limited as to how many people you can access who have been on your page. If you want to see them all, you always have the option of becoming a premium member.

#5 – There is life beyond your website! Make sure you have profiles in the top social media outlets. Yes, Facebook, Twitter and LinkedIn are the most popular and I recommend these three for freelance writers.

The collective monthly users on these sites is through the roof. Facebook tops the list with 900,000,000 estimated *unique* users every month at the time of this video. Twitter comes in second with 310,000,000 and LinkedIn with 255,000,000.

Make sure you treat social media sites as marketing tools. A client could find your profile at any time. If it's their first time reading about who you are, they should have your complete story very easily in one or two sentences. The more your name and your elevator pitch are available for prospective clients to see, the more work you will get.

On the top of every profile make sure to include all of your pertinent information, your website and your elevator pitch. Interact with people that you might meet on these sites. You never know who a client might be.

There are so many clients out there who *want* to find you. Follow my advice and you will help them do just that.

See you next time:)