

Checklist: Marketing Tactics for Writers

To find clients, writers need a mix of two strategies:

- **Outbound marketing** where you tell potential clients about your services, like a megaphone. In other words, you call them.
- **Inbound marketing** where you attract potential clients to your services, like a magnet. In other words, they call you.

For each strategy, you can use different tactics. The key is to pick a few tactics you will actually enjoy and then follow through with each one.

Don't say you are going to make 10 cold calls a day if that makes you want to curl up in your blankets and refuse to get out of bed!

And don't worry if you're an introvert. Quiet people can build a powerful presence by choosing the right mix of tactics that work for you.

Step 1. Pick one outbound marketing tactic from this list



- Advertising (mainly Google AdWords)
- Cold calls by telephone
- Direct mail (postcards or sales letters)
- E-mail to potential clients
- Networking at events such as conferences or trade shows
- Networking through social media (mainly LinkedIn)

Step 2. Pick one inbound marketing tactic from this list



- Blogging (at least once a month, more often if possible)
- Buzz piece, e-book, or white paper
- E-newsletter to your house list (at least once a month)
- Guest blogs (on sites potential clients visit)
- Posting articles on social media (mainly LinkedIn)
- Referrals from colleagues and happy clients

Step 3. Pick one or two (maximum) further tactics from either list

Make sure all three or four of your chosen tactics are things you can commit to do regularly. If you feel scared or unsure about any tactic, choose something else.

Step 4. Make a realistic plan

Think about how to complete your tactics. Be realistic. Make a plan in writing and commit to it. For an example, see the next page.

(continued)

Sample marketing plan for Sally

Sally works full-time and is married with a school-age daughter, so she has little time for moonlighting. But she dreams of becoming an independent writer.

She chooses these four marketing tactics:

1. Finding potential clients on LinkedIn (outbound)
2. Sending e-mails to potential clients (outbound)
3. Creating an e-book of useful tips for potential clients (inbound)
4. Guest blogging on sites potential clients visit (inbound)

To link all four tactics together, Sally decides to prospect for potential clients on LinkedIn and e-mail them to offer her e-book of handy tips. Plus, she will write guest blogs with tips selected from her e-book, with a call-to-action for her to e-mail the complete e-book. Sounds great, right?

But one big question remains...

Is this plan realistic? Where will Sally find the time to do all this?

After thinking some more, Sally commits to this step-by-step action plan:

1. In months 1 and 2, I will take 4 weekends to create an e-book with 25 great tips my potential clients can use on the job.
2. In month 3, I will find the best 10 blogs for a guest blog to promote my e-book.
3. In month 4, I will contact all 10 blogs to offer them an excerpt from my e-book. I will write up any guest blogs I'm offered and build an e-mail list of people who request it.
4. Starting in month 5, I will spend 4 hours a week researching potential clients on LinkedIn and offering them my e-book. Every week I will contact at least 2 potential clients.

Now that's a plan!

Every step is something Sally can see herself doing. She shares this plan with her husband, explaining that he will sometimes need to make meals and look after their daughter. Knowing how important her goal is, he agrees.

So she dives in without procrastinating, using weekends and evenings as agreed.

After six months, Sally has published an impressive e-book, built an e-mail list of dozens of prospects, and personally contacted at least 16 potential clients.

After a year, she has a network of several hundred potential clients that she e-mails every month. And she has so much work coming in she can quit her full-time job and step into her writer's life—all because she leveled up her marketing!