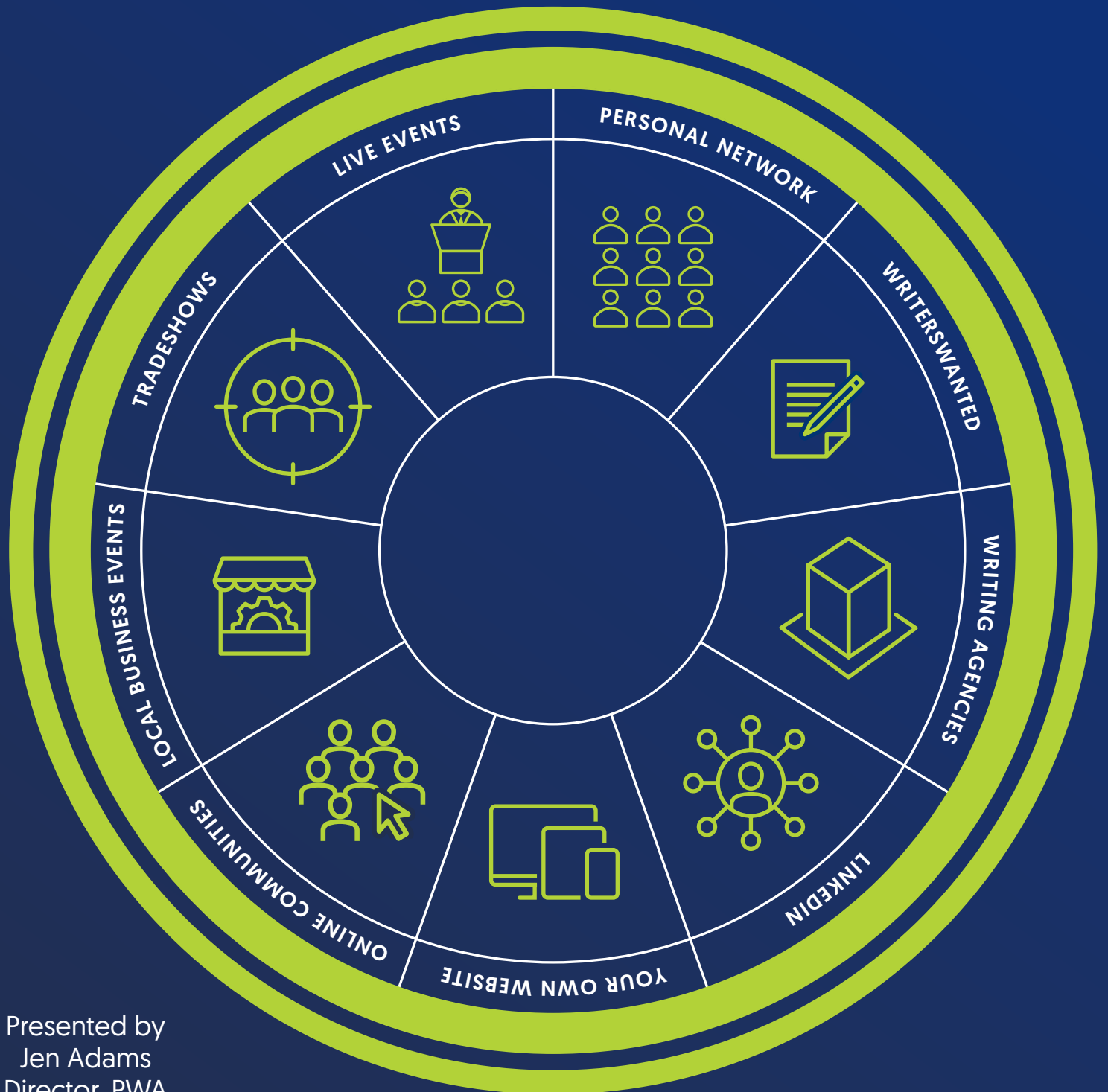


9 Places to Get Clients NOW



Presented by
Jen Adams
Director, PWA

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9 Places to Get Clients NOW

Table of Contents



Clients make every other part of your writer’s life possible. . . .	2
Client Finder #1 — Your Personal Network	4
Client Finder #2 — WritersWanted.com	6
Client Finder #3 — Writing Agencies	8
Client Finder #4 — LinkedIn	10
Client Finder #5 — Your Own Website	12
Client Finder #6 — Online Communities For Writers & Marketers	14
Client Finder #7 — Local Business Events	16
Client Finder #8 — Tradeshows in Your Area Or Niche	18
Client Finder #9 — Live Events and Conferences Specifically For Writers	20
Your Future is Waiting	22



**Clients
make
every
other
part of
your
writer's
life
possible.**



From the desk of
Jen Adams
Director, PWA

Clients provide you with income, interesting projects, and the opportunity to see your work transform businesses and actual human lives. Plus, as a direct result of having all the clients you want, you can use your writing talents to turn even your most audacious goals into reality.

It's no surprise, then, that for both beginning and experienced writers, getting clients is a top priority.

Fortunately, finding great clients can be easy, fun, and simple. Really!

And you're in the right place, right now, to get help.

As a member of *The Professional Writers' Alliance (PWA)*, you're plugged into a continuous stream of fresh information about the client-getting methods that are working right now. Each month, you get interviews, how-to guides, and special tips about landing your first clients, upgrading your current clients, or improving the overall health of your business. Plus, the entirety of the *PWA* library — more than 10 years' worth of high-quality information — is at your fingertips 24/7.

So when it comes to clients, the real question is this: How busy do you want to be?

In the pages ahead, I'll show you 9 great places to get clients now. Not next week... next year... or someday. These are places you can go to start connecting with clients straight away.

Plus, in addition to showing you exactly where to land clients, I'll reach into *PWA's* library to link you to the toolkits, templates, and true stories from members that will help you make the most of each client source.

By the time you finish with this guide, you won't have to wonder where to find the clients you need to enjoy a successful writer's life. You'll know. Even better? You'll know what to do in each place to ensure your personal success happens as fast as possible.

Looking forward to hearing about your wins!



Client Finder #1

Your Personal Network

Your existing personal network should be your starting point for spreading the word about your writing career.

I'm serious!

If there's anyone in your life, right now, whose name you could use to complete this sentence:

"_____ has no idea what I do for a living" or "_____ has no clue I'm a writer," then you've got some announcements to make.

This is especially important if you're just getting started, and on the hunt for that first client.

Talking with your network is a chance to connect with people who already know, like, and trust you. They may even already be aware that you're a talented writer, making it simple to move the conversation from "What I do" to "What I can do for you with my skills."

Chances are, you've never seriously looked at your friends, family, or social acquaintances as potential writing clients, but they're a valuable resource you won't want to overlook.

In some cases, you'll find mostly "starter" clients — people who need a web page makeover, some social media management for a side business, or other solopreneurs who might benefit from an email series or newsletter. Working with these starter clients might earn you a small fee or modest retainer, or you might trade work for portfolio pieces and reviews.

Or, you may uncover multiple business owners and marketers among your extended contacts. In this case, your personal network could be a true launchpad for a larger contract or

ongoing retainer. You might find that you have a friend who could give you a warm referral over to a corporate marketing team, or a relative who needs a full funnel, sales page, and ongoing marketing support.

You are being truly helpful to them by giving them the opportunity to hire you as their go-to writer. Plus, your success is as simple as figuring out who in your personal circles needs you and starting that conversation.

To uncover who might need your help, bring out a pen and paper. Go through the different areas of your life and reflect on who you know, even tangentially. List your own employers and former employers, your neighbors, your spouse's employers, members of church groups, volunteer groups, or social clubs, and so on. Go through your Facebook friends, LinkedIn connections, Twitter followers, and any other social networks.

The reason to do this on paper is twofold. First, the length of this list will likely shock you. Mine went on for pages! Next, by writing this out you're also creating a checklist you can work through, name by name, until you're as busy as you want to be.



PWA resources to help you:

Need inspiration? Read [What Happens When You Tell Your Writing Secret](https://www.professionalwritersalliance.com/motivational-minute/what-happens-tell-writing-secret).

www.professionalwritersalliance.com/motivational-minute/what-happens-tell-writing-secret

Then check out [Holly Rhoton's story](https://www.professionalwritersalliance.com/motivational-minute/got-first-two-paying-customers-facebook) — with example messages — for tips on using Facebook Messenger to spread the news about your writing career and get your first clients.

www.professionalwritersalliance.com/motivational-minute/got-first-two-paying-customers-facebook

Finally, practice! Read [Figure Out What You'll Say](https://www.professionalwritersalliance.com/action-steps/figure-youll-say) and practice your conversations.

www.professionalwritersalliance.com/action-steps/figure-youll-say

Client Finder #2

WritersWanted.com

As a *PWA* member, you have free access to WritersWanted (www.writerswanted.com).

This is a HUGE deal.

WritersWanted features thousands of high-quality jobs for writers. Full-time, part-time, freelance... even internships! Each job is "human-verified" to be real and fresh jobs are added on a continual basis.

To get started at WritersWanted, here's what you do:

1. Head over to WritersWanted, and click on the upper right corner where it says "Sign In."
2. Use your myAWAI account credentials (not your *PWA* log in) to get access.
3. Once you've logged in, you'll be at the "My Account" screen. Here, you can set your display name (right side, under account settings) and get your first resume started (left side, under My Resumes, there's a big green button to click).
4. As you upload your resume documents — and you can have more than one resume going if you'd like — remember to highlight your *PWA* membership!

Plus, if you see a job you like and want more opportunities like that heading your way, you can set up dedicated alerts to ensure you don't miss a fresh "dream job" when it hits the site.





PWA resources to help you:

As long as you're a *PWA* member, you'll have free access to the marketers and opportunities inside WritersWanted. Make the most of it!

Finding it challenging to write about yourself as you set up your WritersWanted profile? [Check out the resources and exercises from a past *PWA* cash challenge to "Rewrite Yourself"](#)

www.professionalwritersalliance.com/writing-challenge/3-sentence-cash-challenge.



Client Finder #3

Writing Agencies

Writing agencies are companies that businesses turn to for a full suite of marketing solutions in one place.

While shows like *Mad Men* glamorized the stereotypical brand-advertising agencies of the past, most modern marketing agencies specialize in work that's a lot more direct-response oriented. So you'll find web marketing agencies, content marketing agencies, B2B marketers, and so on.

Agencies are a global opportunity — they exist to serve businesses in every imaginable niche and every possible geography. So if you want to focus on fashion marketing, pet marketing, wine marketing, cloud computing services, etc., you'll likely find an agency that serves that niche.

The way you fit into their business model is simple.

The agency has a business as a client — let's call it Joe's Garage. Joe's Garage needs radio ads, newspaper ads, web copy, posts for their blog, articles for their monthly newsletter, and social media management. The account manager at the agency notes all this down, interviews Joe's team, and builds a set of assignment briefs. Then, the account manager turns to their team of writers and farms out the work according to which writers are best suited for the task and available to do the work.

This team of writers the account manager is leaning on... they're usually NOT in-house staff members.

They're freelancers who take on work as it suits them.

And, once the work is done, the account manager handles all the associated sign-offs, coordinates any revision requests, and does the final billing and collections.

Advantages of Agencies:

- Reduced networking and administrative tasks
- Client and project variety
- Consistent work and pay
- Flexibility to accept or decline projects
- Gain experience fast

For you as a writer, the benefits are that the agency does all the work of landing and managing multiple business clients. Typical agencies work with many clients — from several dozen up to well over 100. Yet you don't have to keep track of the quirks and preferences of 100s of different businesses — you simply manage your relationship with the agency.

Another perk?

As an agency writer, you'll be paid regularly, and while the agency does take a cut, because you've essentially "outsourced" a ton of administrative work to the agency, your net hourly rate may actually go up. Plus, because you can dial up or down your workload, it can be a flexible earning arrangement that easily accommodates other freelance work, caregiving needs, or desires to travel.



PWA resources to help you:

While not strictly a PWA resource, this presentation PWA member Les Worley and I did for AWAI's "Inside AWAI" series is a 100% free, highly-detailed overview of the agency world, what to expect, and how to make it work for you.

How to Land Freelance Writing Projects with Agencies and Other Firms

www.awai.com/inside-awai/land-writing-projects-with-agencies-and-other-firms

You might also enjoy:

Melanie Warren showcases how to build up your income and options using agencies in her case-study series, *Grow Your Business With Copywriting Agencies*.

www.professionalwritersalliance.com/series/grow-your-business-with-copywriting-agencies

Julie Hassett offers you the chance to compare working for an ad agency to working for a copywriting agency in her series on *Copywriting Paths*.

www.professionalwritersalliance.com/series/copywriting-paths

Client Finder #4

LinkedIn

LinkedIn is the professional social media network for businesses and businesspeople. Which, as a working writer, means YOU.

Having a professional profile on LinkedIn can bring clients to you, since you'll start showing up in search results for hiring managers using the network. You'll also be able to use your professional profile as a kind of business card when you're reaching out to potential clients. They'll be able to check your references, see your work experience, and even look at samples if you choose to include them as a part of your profile. In fact, many newer writers are now prioritizing building out their LinkedIn pages over building their websites for exactly this reason!

Plus, as part of the LinkedIn network, you can participate in business and professional groups related to your interests. You'll be able to show your writing skills and business insights by being an active member and networker. Don't worry about giving information away. Let each answer be a chance to show how you can be a great business partner and solid asset to any client who hires you.

And, if you need inspiration for your own LinkedIn profile, here are some great examples to study:

Ilise Benun:

www.linkedin.com/in/ilisebenun

Steve Maurer:

www.linkedin.com/in/stevemaurercopywriting

Christina Gillick:

www.linkedin.com/in/christinagillick





PWA resources to help you:

Steve Maurer and Ilise Benun are our “resident” LinkedIn experts. So, be sure to:

Read Steve’s series on using LinkedIn effectively here:

www.professionalwritersalliance.com/series/linkedin-tactics-that-work

Listen to Ilise and Steve go over some of their favorite features of LinkedIn in this *PWA* exclusive interview:

www.professionalwritersalliance.com/ask-the-expert/ilise-benun-steve-maurer-2021-linkedin-trends

Review Ilise’s profile writing tips in this free AWAI webinar:

www.awai.com/inside-awai/how-to-write-a-linkedin-profile



Client Finder #5

Your Own Website

Even as you build your web presence with LinkedIn, you'll also want to claim your own space online.

Your personal website can be set up in just a few days, even if you're not a "techie" and have never done anything like that before. These days, most web platforms have EZ-build templates and tutorials that make the whole process a snap.

In exchange for those few days of effort, you'll have a personal platform where you can show potential clients your skills and establish basic credibility as a writer. You can link this site to your other online profiles, maintain a blog, or even show off samples relevant to the kinds of projects you'd like.

The key is to clearly express who you are, what you offer, and how to contact you. That way, clients looking for writers like you will be sure to connect with you. And, by presenting yourself professionally online, the clients that come to you through your website will be "pre-warmed" and excited to work with you ASAP.

If you need ideas, simply look at what other writers have done. Visit their sites and ask yourself what you like, what seems to be working for them, and what might work for you in turn.

Here are a few writer websites you can start with if you need ideas — and I’m sure you’ll find others with a quick web search of your own.

- Julia Borgini: www.spacebarpress.com
- Rachael Kraft: www.kraftedonline.com
- Steve Maurer: www.maurer-copywriting.com
- Bob Bly: www.bly.com

Remember — and I firmly believe this — there is nothing anyone out there is doing that you can’t do, too. Much of what looks pretty on the web is simply a well-chosen template with smart copy filled into the blanks. You can be up, running, and landing your next client through your personal website in practically no time at all.



PWA resources to help you:

Ready to get it done yourself? Lean on Rebekah May’s *10 Tips for Building Your Freelance Website*:

www.professionalwritersalliance.com/guest-writer/professional-freelance-website/

You may also benefit from checking out this free webinar on setting up your website, courtesy of AWAI’s “Inside AWAI” series:

www.awai.com/inside-awai/attract-writing-clients-via-a-magnetic-website/

Client Finder #6

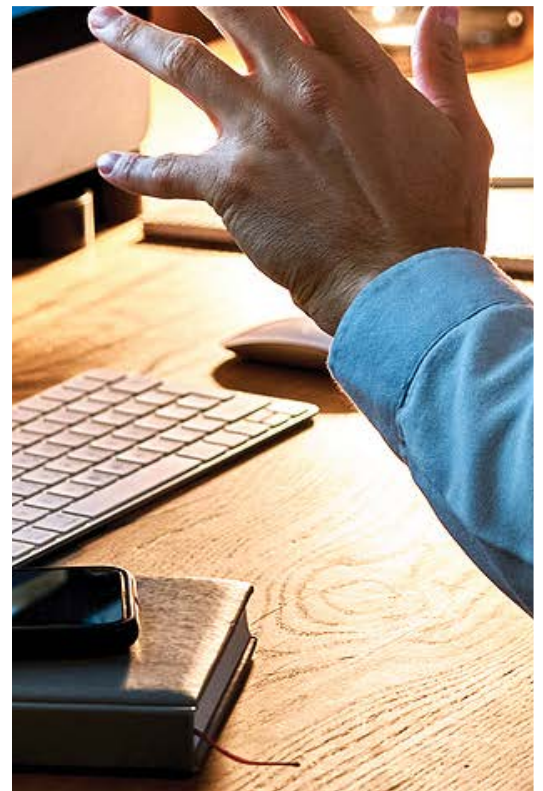
Online Communities For Writers & Marketers

Online writing communities provide many benefits for their members. You have the chance to connect with other writers, build a support network on your journey toward the writer's life, and of course, share referrals!

The first step in building these referral connection points is joining online writing communities relevant to your personal interests and writing goals. For example, if you love the idea of writing for the travel industry, you would want to seek out and join online writing groups for travel writers.

Or, if your primary interest is building your copywriting skills, you could make a point of joining all the copywriting groups you can find. You'll quickly develop favorites and find which groups offer the best resources and opportunities to their members.

You can find results fast using this kind of online networking strategy, especially when you make an effort to be a positive, contributing member of the group. Other members will start to keep you in mind as they discover new opportunities, and will be happy to pass these opportunities along to you if they think it's a good fit.





PWA resources to help you:

Our own LinkedIn community is a great place to get started online. If you haven't already, join the conversation here:

www.linkedin.com/groups/8507005/

Unclear how hanging out in online communities translates to clients? Use Jessica McKay's series about getting clients on Facebook as a jumping off point...

www.professionalwritersalliance.com/series/getting-clients-on-facebook-without-paid-ads-hype-or-anxiety

or listen to our conversation about how she moves casual connections online to paying clients in our *PWA* exclusive interview here:

www.professionalwritersalliance.com/ask-the-expert/jessica-mckay-getting-clients-on-facebook/



Client Finder #7

Local Business Events

Your community business network can be a rich source of new clients. Plus, since some of these clients will be quite literally just up the street, it can be a very fun and pleasant working relationship.

To find clients in your local community, start participating in local business events. Reach out to your Chamber of Commerce, community redevelopment group, and the local branch of the Better Business Bureau, if there's one in your area.

You can also look into partnerships with Rotary Clubs, professional volunteer organizations, and business advocacy groups.

Before you go to your first event, prepare a short "elevator speech" about who you are and what you do as a writer. One to two sentences is fine. The goal is to make a clear, professional, and concise introduction — not to give your life story or try and sell on the first meeting.

Keep it simple and direct, along the lines of...

"I write emails for small wellness-based businesses to help them attract new first-time visitors."

Get to know the group. Build friendships as well as future business partners. After all, those who don't need your services now may know others in the community who do, and they'll happily refer you if you've made a positive first impression.

When you're ready to take things a step further, consider offering to put on a short program about how writing can help businesses for one of these groups. Instead of a straight sales pitch, offer explanations, tips, and tools local business owners will be able to use.

It will work for you in much the same way that being a free-sharing contributor in an online group works for you.

Each short presentation or answer establishes you as an expert in the mind of your audience ... and when they need a writer in the future, you'll be the first one that comes to mind. In this way, what you share as a contributing group member now may come back to reward you with referral business both today and potentially months or even years later.



PWA resources to help you:

PWA member Michele Peterson is an absolute queen of in-person networking — even in the “new normal” business environment.

Get the “short story” of her success in our live discussion of modern in-person networking tactics here:

www.professionalwritersalliance.com/member-spotlight/michele-petersons-person-networking-tips

Then, read her in-depth series on how to leverage in-person events for ongoing client flow here:

www.professionalwritersalliance.com/series/in-person-networking

Client Finder #8

Tradeshows in Your Area Or Niche

Tradeshows are almost a client-getting secret. Many writers never think of them as a place to find clients, but the reality is that they can be an excellent source of new business. And, thanks to the new “hybrid” model that many trade shows and conferences are adopting, the biggest expense — travel — is no longer a problem. You’re free to attend events in your niche all over the world now, without ever needing to leave the comfort of your couch.

To make a trade show work for you as a source of new clients, start by downloading the exhibitor list. Review it carefully, and research the businesses and individuals who will be at the event before you attend. Get to know who the major players are, what

they offer, and reflect on how you might be able to help them.

During the event itself, attend the exhibits and make a point of talking with the exhibitors. If it’s appropriate and possible, see if you can set up meetings with them in advance or as a part of designated “break out” social sessions in the hybrid meeting space. Either way, download brochures or take samples of physical marketing materials so you can study them to get a deeper sense of the writing styles at work in their customer communications.

You’ll find it’s quite an education — and quite an opportunity. Since the exhibitors are actively trying to get more customers, they’re very



interested in hearing how you might be able to help them. Being present at the event (even virtually) works dramatically in your favor, too, since exhibitors can see that you're "one of them" and have the chance to build a real, meaningful connection that will last well past the event itself.

To find a good trade show to attend, search online for industry events in your niche. Where you can, target trade shows in your geographic area, or plan travel to trade shows that align closely with your writing interests. Where distance, time, or cost are an issue, choose virtual events that give you access to the full details of other registered attendees and presenters.



PWA resources to help you:

Wendy Howarter used industry events to become the go-to writer for lawyers in St. Louis... while living full-time overseas in Columbia.

Hear the story in her own words here...

www.professionalwritersalliance.com/member-spotlight/wendy-howarter-local-networking-twist/

or simply read her advice here:

www.professionalwritersalliance.com/guest-writer/local-writer-with-a-twist



Client Finder #9

Live Events and Conferences Specifically For Writers

The last place to find great clients I'll share with you here is one that's been especially fruitful for me — attending live events and conferences specifically for writers.

I waited three years to go to my first live event... but if I could hit a career "do over" button, I would have gone the very first year I became a full-time freelance writer.

Live events for writers give you new energy, new insights, and of course, new connections to great clients!

In addition to being fun to attend and packed with opportunities to build your social network, great live events for writers are also attended by top marketers and hiring managers

looking for new talent. This was true before COVID joined us, and it's still true now.

What's changed is that many live events now have a virtual or hybrid version available. This is actually great for us as writers, since it means that we have the potential to attend more events without enduring the wear and tear of travel. And, since words are our superpower, chat rooms and message boards are comfortable, familiar spaces.

A perfect example of this is AWAI's annual *FastTrack to Copywriting Success* Bootcamp and the follow-up *FastTrack to Copywriting Clients*. These are high-energy virtual events with well-known speakers



and marketers sharing the latest writing trends and insider tips. Between sessions, you can be social and network with other attendees in the online breakout rooms. Plus, dozens of big-name marketers are there to make connections and find writers to help with all their projects.

Finding your next client at an event like that could literally be as simple as attending and being yourself. As Woody Allen once said, "Half of life is showing up," and that's certainly true here. By putting yourself in the right place at the right time, even virtually, you can find the clients you need to have a truly successful writing business.



PWA resources to help you:

In addition to the networking materials from Wendy Howarter and Michele Peterson already mentioned, your *PWA* dollars can be applied to the registration fee for any AWAI live event. Simply reach out to the Member Success team and let them know which events you'd like to attend.

www.awai.com/contact

Your Future is Waiting

Landing great clients — the kind who are fun to work with, pay you great fees, and give you interesting, challenging projects — is a lot easier when you know where to look.

Over the past few pages, I've shared 10 places you can go to find new clients now so that you can start living your ideal writer's life as soon as possible. I encourage you to give each one a try to see for yourself how in-demand your writing skills really are in today's market.

Businesses and service providers all over the world, in every niche you can imagine, truly do need your help connecting with their customers. And even as you look for them, they are looking for you, and hoping they can find you in time to stay on track with their business goals.

All you need to do is take the first step, and start reaching out to them. I think you'll be pleasantly surprised at how many opportunities are waiting for you, and how absolutely pain-free it can be to find your next client when you go about it the right way.

So don't wait... your future as a successful writer is out there, waiting for you to step forward. Get started — and get that much closer to your next client — by taking action now.

