STORIES THAT SELL

7 Steps to Finding and Landing Clients

1. Build your skills	**6. Start "warm" outreach**	**7. Keep marketing!**
2. Get relevant writing samples	**5. Find prospects**	
3. Optimize your LinkedIn profile	**4. Leverage existing contacts**	

1. **Learn the ins and outs of interviewing, creating and managing case studies.**

2. **Get relevant writing samples (see handout 6A).**

3. **Optimize your LinkedIn profile**

    - Add a photo and your short bio.

    - Create your About section.

    - Add your contact information.

    - Upload portfolio samples.

4. **Leverage existing contacts**

    - Connect with existing contacts (former coworkers, friends, etc.) on LinkedIn by sending a connection request (with a personal note added.) Let them know what type of writing you offer.

    - Expand your network with others who also serve the types of clients you want: graphic designers, PR people, marketing and social media consultants, etc.

5. **Find prospects**

    - Focus on industries you know first.

    - Search "customer case studies" for companies that already do case studies.

    - Search industry keywords for other prospects (i.e. healthcare technology, etc.).

    - Browse press releases on PRNewswire.com.

    - Create a list of prospects to approach.

    - For local prospects, peruse local business publications and find business events to attend.

6. **Start warm outreach**

    - Research prospects' websites: About us, news, blog pages. Find motivating factors for case studies: announcing new customers, new products, new markets.

    - Identify the best contact using LinkedIn.

    - Send a very personalized connection request via LinkedIn OR email the contact.

    - Stay in touch with prospects.

    - Keep interaction brief, friendly and no pressure.

    - Track all your outreach.

7. **Keep marketing**

    - Stay top of mind by reaching out privately via LinkedIn direct messages or email. Send a sample, article or blog post of interest.

    - Snail-mail a case study or article to a prospect to get their attention.

    - Post a status update on LinkedIn about a case study you just finished, with a link to it.

    - Post an article or blog post as your LinkedIn status or as a LinkedIn "Article."

    - Follow companies you want to work for and comment on their posts.

    Keep it up! With consistency, you will bring in new clients.