

How to Launch Your Writing Business Successfully in the Middle of a Pandemic and an Economic Crisis

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Challenge You're Facing

- Fear and uncertainty
- Overwhelm
- Feeling that you're **alone** in this game

What You Want Instead

- Assurance
- Clear Path
- Guidance

**The Elephant in
the Room...**

**Should you even
consider launching
right now?**

Yes!

**But you have to go about
it differently.**

**Every market panic and downturn
presented huge opportunities for people
and businesses who sustained some
degree of calmness and perspective
AND responded strategically.**

**I've been through 5 of
these downturns**

**What do GE, Disney,
Hewlett Packard and
Microsoft have in common?**

Kellogg's®



**Many businesses are
doubling down right now**

**Many successful businesses will
be founded this year ... And many
more will come out stronger.**

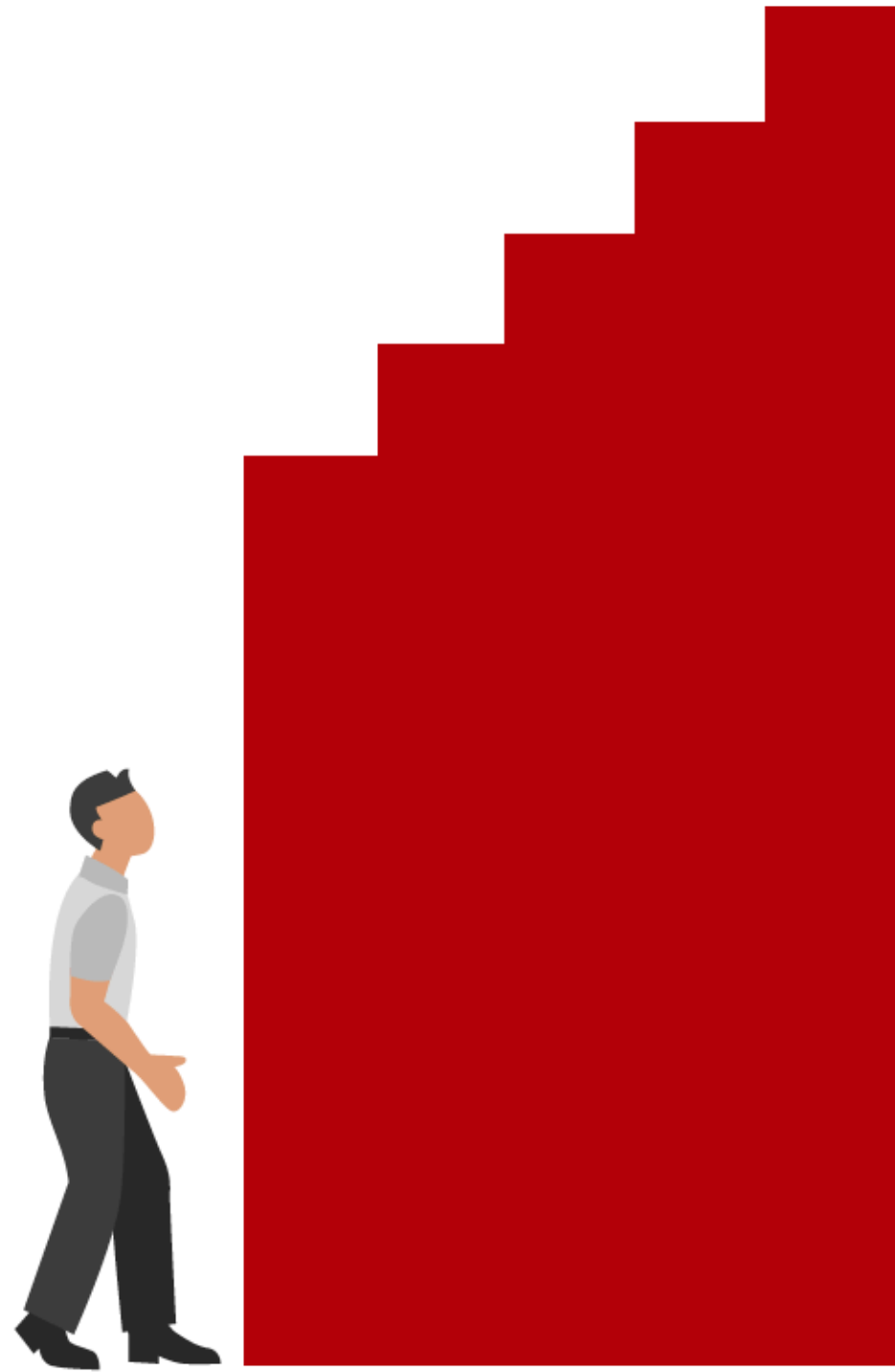
The “First Client” Problem

- There’s a challenge that new freelancers don’t address ahead of time. So they’re not prepared to tackle it.
- More than ever before, people are flocking to B2B copywriting courses. Many are taking course after course after course.
- They’re getting certifications, verification, badges, stamps, diplomas and more!
- Many of these writers are becoming professional students. And yet ... nothing is happening with their freelance writing businesses!
- Writing courses aren’t the solution to getting your writing business off the ground. At some point, you have to land that first client!

**Nothing happens
until you land a
paying client!**

**It's often harder
than you think**





The Significance of Landing Your First Client

- Landing that first client is not only more difficult than they expect, it's also more critical than they realize.
- For a new freelancer, this milestone is incredibly important for self-esteem and their chances of making it long-term.
- Most of them assume that (from an emotional standpoint) every win carries the same weight.
- But they don't! Landing that first client is way more crucial than landing your second, seventh or forty-seventh client.

**So...how do you land
that first paying
client?**

The Silver Lining

- The typical challenge: *what should I offer when I'm prospecting?*
- New opportunity: COVID-19 communications + communications and campaigns for a different economy.
- Clients are revamping their editorial calendars...
- Smart businesses are pivoting quickly to match the new context—the new reality.
- The ability to communicate effectively during the next 3–6 months is going to be critical!

**All you have to do is
look in your inbox for
good and bad
examples!**

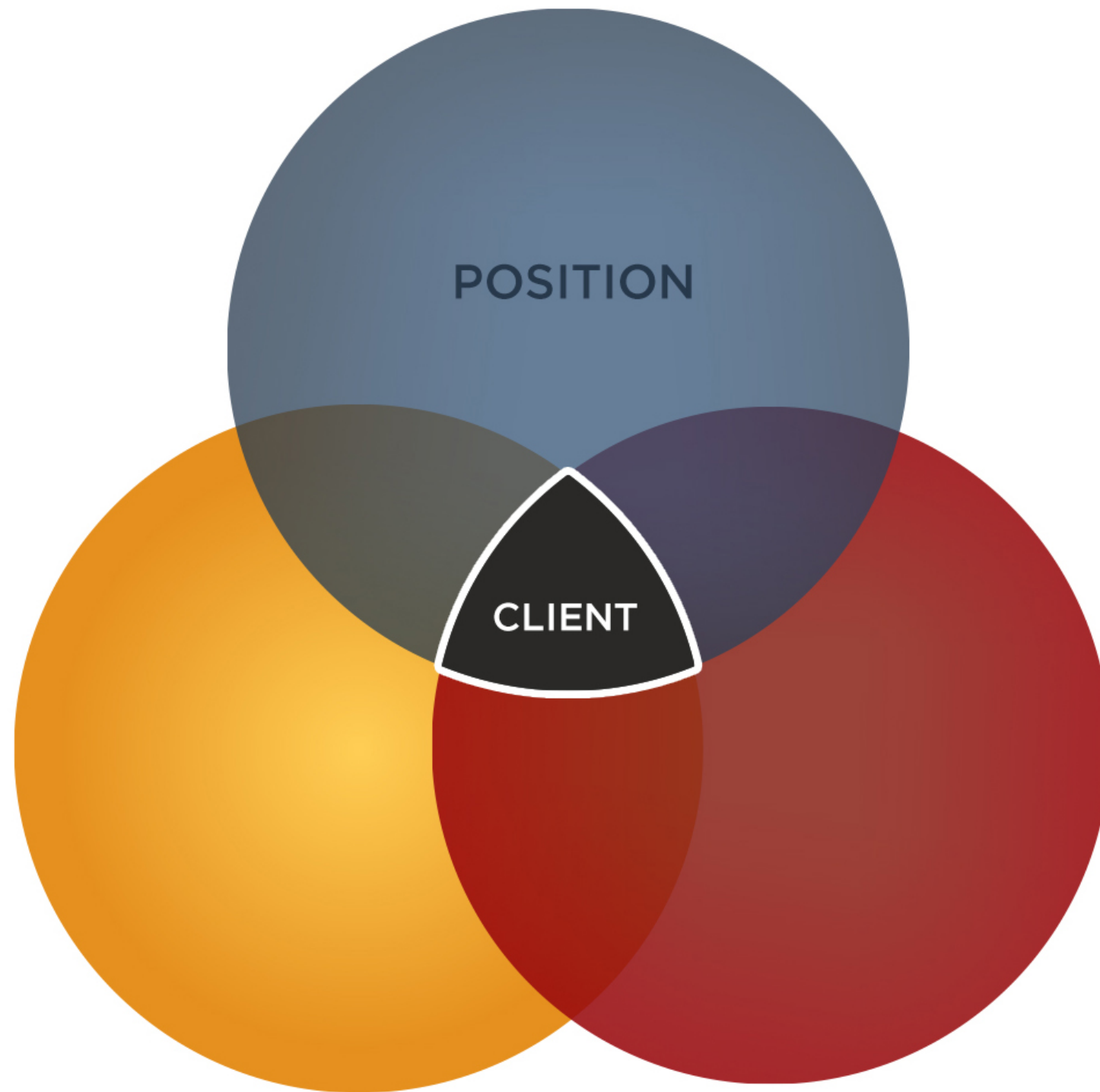
We'll See 5 Phases...

1. Initial and secondary crisis response
2. Updates, pivots and reframed offers
3. Editorial calendar scramble
4. Continued response
5. Riding the upswing

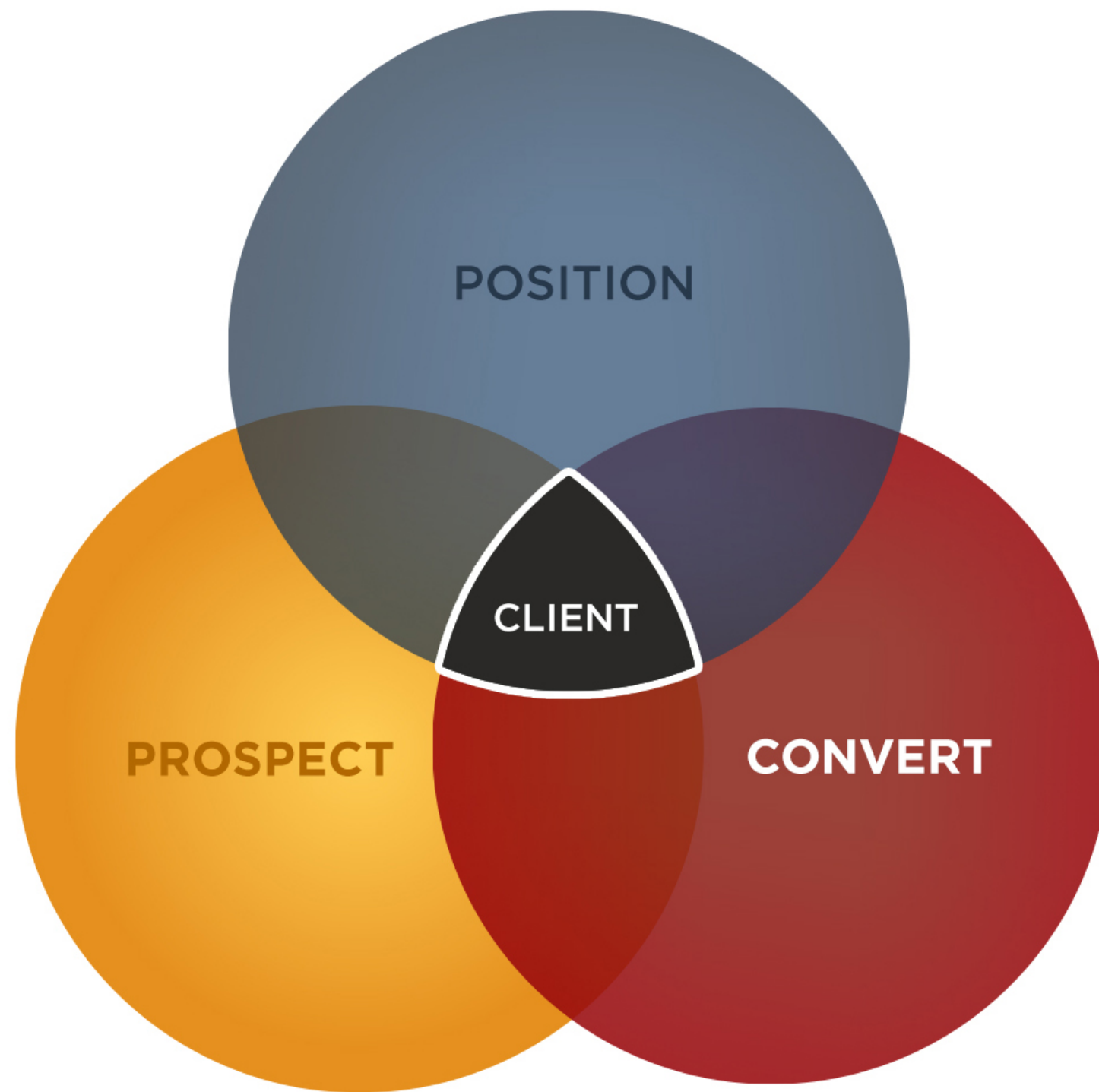
Don't feel qualified?

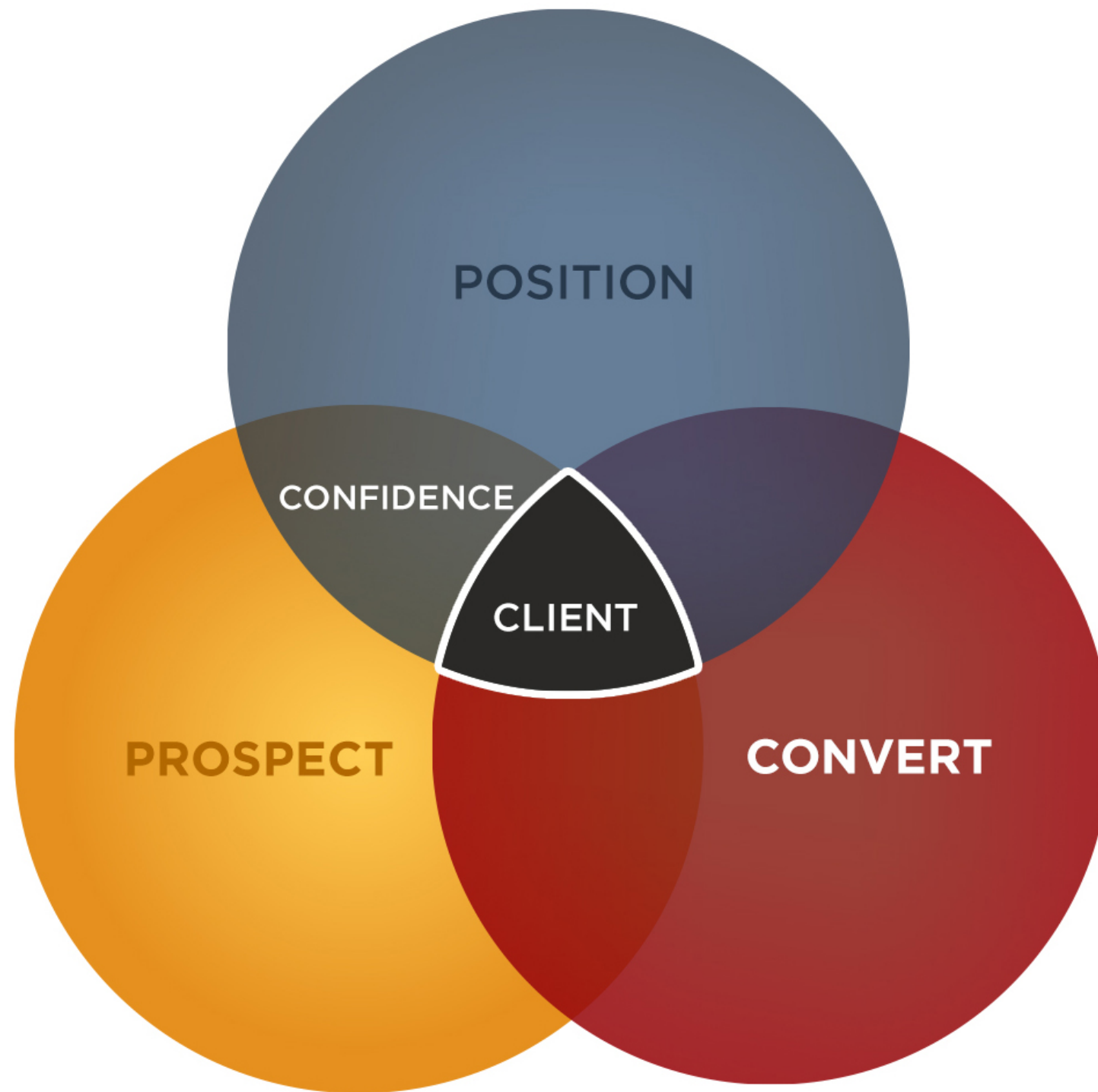
- You know more than you think!
- Pay attention to what businesses have been sending you
- Subscribe to newsletters & download lead magnets to get on mailing lists
- Leverage what you know from your current/previous career. (The gold is in your background, not in your experience as a freelancer!)

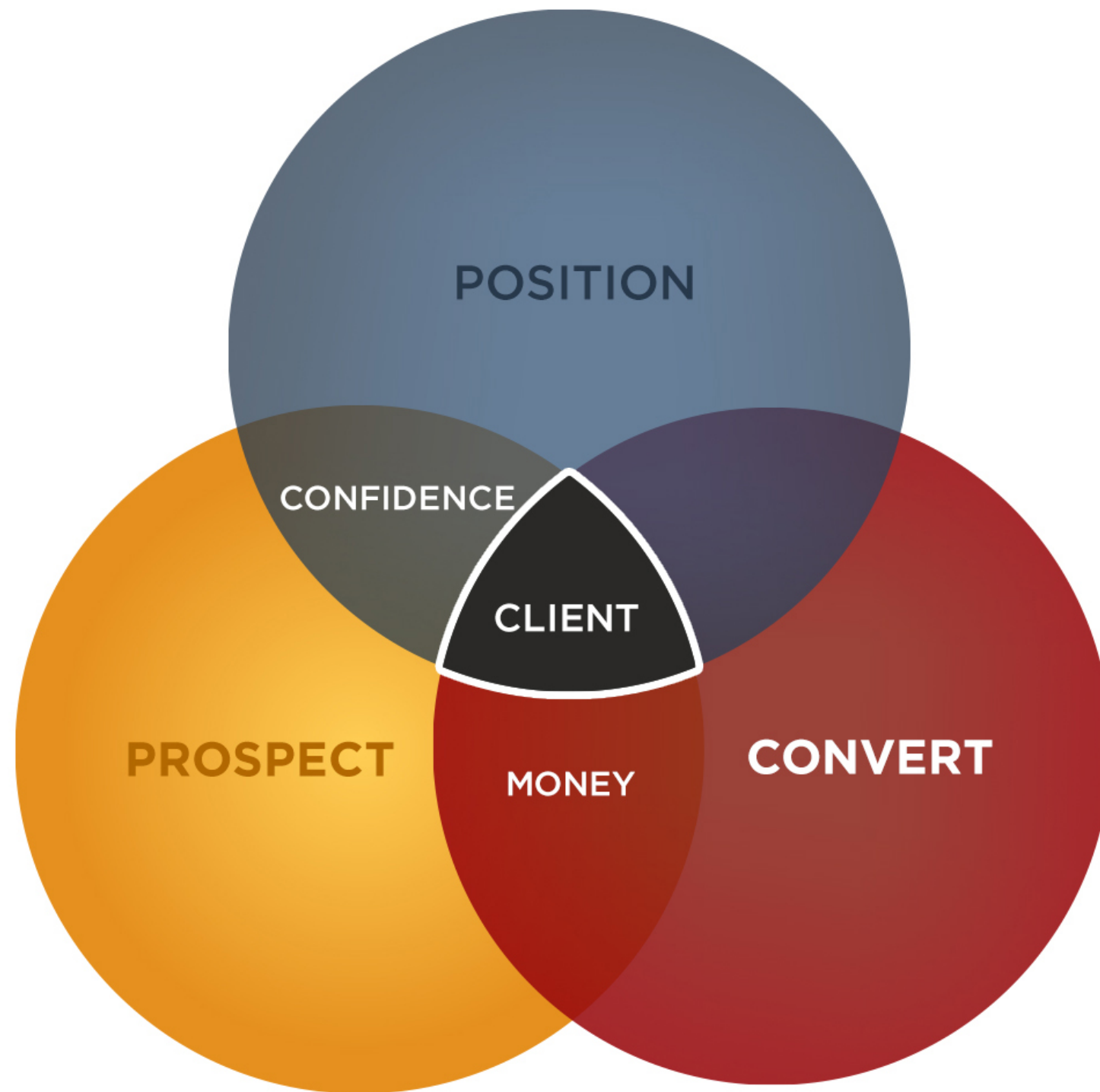
The Model

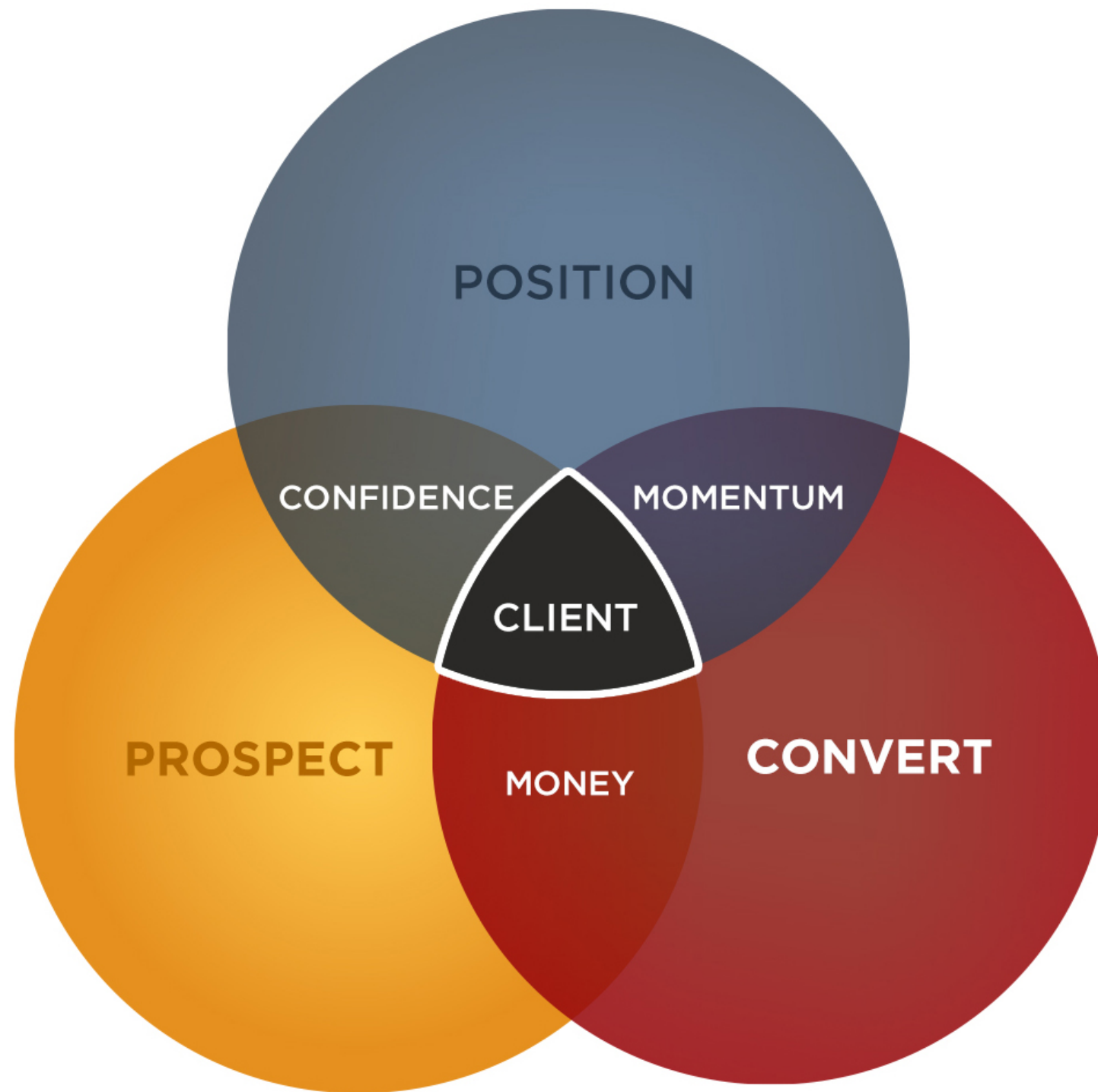












Smart “starter” positioning

- It’s just that—a starting point
- Capitalize on the current crisis and what businesses need to do
- Speak to the current reality in your positioning, web copy and LinkedIn profile
- Leverage your background, knowledge, contacts
- Create a very simple website using website builder such as Squarespace
- Update your LinkedIn profile with basic info in your headline and summary. Use keywords your prospects would use to find you.

Prospect

- Warm email prospecting is great for this
- Become active on LinkedIn
- Start by tapping your network
- Plus, huge opportunity with local businesses you already support
- You have an edge if you're already a customer.

Subject: Your piece on dual sourcing

Hi FirstName,

I love how you're handling your COVID-19 customer communications. I was particularly impressed with your recent piece on dual sourcing and the impact from Asia.

I work with [target market] to help them [what you do], and I'm curious if you're looking for some help reworking or repurposing content marketing assets in light of this continually evolving situation.

I've worked in the X industry for X years, so I know the landscape well. Here's a link to a page on my site if you want to learn more about me.

Would it make sense to connect this week?

Convert

- Your goal is not to make a living from your first client or two
- Your goal is to **overcome that first client problem**
- Think of your first 2 or 3 clients as starter clients
- Your goal is to help them, and by doing so boost your confidence
- **Then** you start trading up one at a time

Getting Over the Hump

- You make them an offer they can't refuse: Free help on the first project
- Or \$250 for something that should easily cost \$2500
- Or “pay me only if you love it or if it works or if it's very well received.”
- Remember: we're just trying to get over the hump!



B2B

BIZ LAUNCHER

