

FIRST STEPS

TO

FINDING

DIRECT CLIENTS



TABLE OF CONTENTS

FIRST STEPS TO START MARKETING TO DIRECT CLIENTS	3
CUSTOMER AVATAR CHECKLIST FOR TRANSLATORS	7
WARM EMAIL PROSPECTING CHECKLIST	8
LINKEDIN REFERRAL CHECKLIST FOR FREELANCERS	9
BASIC SEO CHECKLIST FOR YOUR FREELANCE WEBSITE	10
FINDING AND CONNECTING WITH CLIENTS ON TWITTER	12
10 TIME MANAGEMENT TOOLS	13

FIRST STEPS TO START MARKETING TO DIRECT CLIENTS

1. Find out exactly WHO your ideal client is... and let go of reaching those who aren't.

First, ask yourself the following questions:

TYPE OF CLIENT YOU LIKE THE MOST	MARKET WITH GREATEST NEED
What kind of clients do you like working with?	Which market needs your service most?
Who can pay what you charge?	Which market is growing?
Who most likely has large/ongoing projects?	Where do you already have contacts?
Who has given you repeat business?	Which market can you provide most value to?

Then describe your ideal client. What are the common characteristics of your ideal clients?

Geographic Location	
Industry	
Company Size	
Type of Product or Technology	
Age of Company or Contact Person	
Position of Contact Person	
Revenue	
Hangouts Online and Offline	

2. Know exactly WHAT your ideal clients REALLY need.

The key is knowing what they really need. The best way to know what they really need is to ask them!

1. What do they care about?

2. What do they need?

3. Help them know EXACTLY what your brand is all about.

This may take some work, but instead of just being a consultant, build a brand that helps them know...

What do you do best - how you can help solve problems?

How you are unique compared to other translators offering the same services?

4. Decide on where to look for clients.

Contacts you already have in the industry:

Industry events to go to:

Industry journals and online groups to check out:

5. Pick 2 to 3 marketing mediums you enjoy using.

It's really freeing to know that you don't have to market in EVERY medium. If you don't read tweets, don't tweet! If you don't like Linked In, don't market here.

Maybe choose about 3 of these to focus on (the ones you like).

- Website
- Local networking
- Industry events
- Twitter
- LinkedIn
- Email
- Calling

CUSTOMER AVATAR CHECKLIST FOR TRANSLATORS

1. Who is your best customer?
2. Where are they located?
3. Are they male or female?
4. What is the average age?
5. What is their occupation?
6. What industry are they in?
7. What is the company revenue?
8. How many employees?
9. How many years in business?
10. What is your customer's role in the company?
11. How do they make their purchase decisions? Drivers, barriers, time?
12. Where do they get industry information and news?
13. What are three problems your ideal customer is having that makes them an ideal customer for your business?
14. How can your business help solve these problems? What value are you providing to your ideal customers?



WARM EMAIL PROSPECTING CHECKLIST

	✓	✗
Do you know your productivity and average hourly output?	<input type="checkbox"/>	<input type="checkbox"/>
Have you calculated your target income per hour, week, month and year?	<input type="checkbox"/>	<input type="checkbox"/>
Is this target income including administrative costs for freelancing?	<input type="checkbox"/>	<input type="checkbox"/>
Are you aware of average market rates for similar services?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a pricing range? Red-yellow-green zone?	<input type="checkbox"/>	<input type="checkbox"/>
Have you created pricing and product bundles to remove from or add to in price negotiations?	<input type="checkbox"/>	<input type="checkbox"/>
Can you communicate the value of your services in price negotiations?	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how to raise your fees?	<input type="checkbox"/>	<input type="checkbox"/>

LINKEDIN REFERRAL CHECKLIST FOR FREELANCERS

1. In the Summary or Experience section, talk about your WHY, why are you excited about your business and the benefits you bring.
2. Make your Professional Headline benefit oriented (not your title).
3. Connect with all of your clients and centers of influence and make your invitation to connect personal.
4. Post valuable information to your account at least once per week, either your own, or link to other sources of valuable information.
5. Use your clients' 1stLevel connections for possible introductions.
6. Once you identify possible introductions from clients and to people, take your request to connect offline for more effect.
7. When you begin to suggest possible introductions to your clients, start by acknowledging your connection.
8. Once your client has agreed to introduce you to one or more people, formalize the introduction a bit, by discussing method, message, and time frame.
9. Follow up with your referring client and make sure to thank him or her.
10. Try to reciprocate or give something back to a referring client. Let them know how it went.

BASIC SEO CHECKLIST FOR YOUR FREELANCE WEBSITE

General setup

- [Install Google Analytics.](#)
- Set up [Google Webmaster Tools.](#)
- [Link Google Webmaster Tools with Google Analytics](#) to get more insight into how users are finding your site organically.
- Create a [sitemap.xml](#) file and upload it to the root directory of your site. [Submit your sitemap to Google Webmaster Tools for indexing.](#)

Keyword Research

- Make a list of all products and services you offer. How do potential clients and customers refer to them? Come up with as many combinations of phrases as possible.
- Get additional keyword ideas by using the [Google Keyword Planner](#) to “Search for keyword and ad group ideas.”
- Once you have a long list, enter all keywords into the Keyword Planner to “See how they perform.”
- Narrow down your list by looking for target phrases that have relatively large volume (meaning lots of people look for them) while having relatively low cost per click (meaning there might be less competition). These are your target keywords.

Website Optimization

- If you use WordPress – install SEO by Yoast. Other services have other, built in SEO-tools.
- Write a unique title tag for each webpage, using one or more of the target keywords you've assigned to that page. Be sure to include your business name. Keep the entire title tag under 60 characters.
- Write a unique meta description for each webpage, using one or more of the target keywords you've assigned to that page. Keep the entire Meta description under 155 characters.
- Include a target keyword in each page's URL.
- Link between pages on your site and use one of the target keywords associated with the page you are linking to as (part of) the [anchor text](#).
- [Add ALT tags](#) to the images to let search engines understand what visuals users are seeing.
- Check [Google Webmaster Tools for 404 errors](#), and correct via [301 redirects](#).
- Check your site's speed performance with [Google's Page Speed Tools](#), and look for areas or opportunity to make your site faster.
- Make sure your site is mobile responsive. See how your site appears to mobile users with [Google's Mobile Meter](#).

FINDING AND CONNECTING WITH CLIENTS ON TWITTER

1. Create a private Twitter list called "Prospects".
2. Search for relevant keywords for your services.
3. Find tweets where folks are talking about your services, product or competitor.
4. Add each person to the "Prospects" list.
5. Do this every day.
6. Create a column in Hootsuite or another Twitter client and populate that column with the tweets from your "Prospects" list.
7. Filter the column so you can see only tweets with links.
8. Create a spreadsheet to track all of the links you find, and note when multiple people share content from the same site.
9. After a while, you will have a solid list of online destinations your target clients frequent. This shows you where to make comments on existing content, or where to contribute your own content.

10 TIME MANAGEMENT TOOLS

Keeping Track of Time and Notes

- [Rescue Time](#) - RescueTime helps you understand your daily habits so you can focus and be more productive
- [Toggl](#) - Simple time tracking tool online
- [Focus Booster](#) - Focus booster is a digital pomodoro timer. The desktop and HQ timers sync sessions to the web. Never fill out a timesheet again
- [Evernote](#) - is a suite of software and services, designed for notetaking and archiving. A "note" can be a piece of formatted text, a full webpage or webpage excerpt, a photograph, a voice memo, or a handwritten "ink" note.
- [Universal Password](#) - Universal Password Manager (UPM) allows you to store usernames, passwords, URLs and generic notes in an encrypted database protected by one master password.

Email Management

- [Unroll Me](#) - identifies your subscription emails and neatly list them for you.
- [Active Inbox](#) - Get things done by turning Gmail into a task manager.
- [Rapportive](#) - Rapportive shows you everything about your contacts right inside your inbox.
- [Canned Responses](#) - Prewrite email responses and automate them.
- [Gmail Filters and Labels](#) - categorize your inbox and organize your messages with labels and filters.