

# How to Get Your Foot in the Door with Clients

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**Rebecca Matter**

Expert help for writers and publishers who want to make *more* money.



# How to Get Your Foot in the Door with Clients

## Goals for today ...

- Find the “right” kinds of clients.
- Figure out who to speak to and track them down.
- Best practices for getting your foot in the door.

# Two different web writers ...

## Vanessa ...

“Rebecca – AWA! needs my help. I’m one of the best SEO copywriters in the world, and can help your company get into the top 10 on the major search engines.”

**Please Remove >> Spam >> Delete**

# Sarah ...

"Rebecca – I've been reading your newsletter, and an idea hit me the other day ...

Have you ever thought of creating a list of members specifically interested in improving their copywriting skills – rather than those who are still undecided – and running an autoresponder series promoting your Master's program?

That way you could still promote something else to the rest of your buyers at the same time – ultimately increasing your revenue over the course of the campaign.

I've got a great idea for the copy, and would like the chance to write it for you.



**Interesting idea.  
Let's give it a shot.**

**(Or: We have actually tested that before, but I like the way you think. Please send me some samples of your writing.)**

**Let's take a step back ...**  
**First, do you know if the client is**  
**even "right" for you?**



# How to Identify Good Prospects

## First find the main players ...

- Research the top 20 companies in your niche.
- Scour their sites for key phrases.
- Search their names and see who is advertising and/or optimizing for their name.
- Where are they advertising?

# How to Identify Good Prospects

**Next, look through the buyer's lens.**

- Think about who the buyer is.
- What would they buy from your ideal client?
- How would they search for that product or service?

# How to Get Your Foot in the Door with Clients

## What we're looking for...

- Real companies. (i.e. not money-making websites)
- Decent professional-looking website.
- Lots of content.
- Multiple marketing channels.
- **Already spending money on marketing.**

# Other places to locate clients ...

# Using the Internet to Find Clients

## Associations ...

- Every group has one, no matter how small.
- List of members is often online.
- National events – who's exhibiting?
- Sponsors and advertisers are displayed on website.

# Using the Internet to Find Clients

## Membership sites ...

- Modern version of an association for consumers.
- Membership site is a potential client.
- Advertisers on the site are potential clients.

# Using the Internet to Find Clients

## Magazines ...

- Magazine is a potential client.
- People advertising in the magazine.
- People writing in the magazine are often affiliated with companies who could be a potential client.

**WAIT!**  
**Don't contact them yet.**  
**You still have a little**  
**research to do...**



# How to Get Your Foot in the Door with Clients

## Investigative work ...

- What's the purpose of the company?
- How big is the company?
- Are they currently spending money to advertise?
- Do they sell their own products?

## Additional way to learn more:

- If they offer advertising, get the rate card.

# How to Get Your Foot in the Door with Clients

## Finding the right person ...

- Job postings. (most obvious)
- Media contact on press releases.
- Article bylines.
- When in doubt, go to the top.
- Last course of action: Contact Us

# How to Get Your Foot in the Door with Clients

**No matter who you talk to...**

**Remember to sell yourself!**

# Things to keep in mind when contacting prospects ...

# Best Practices for Approaching Clients

## Things to keep in mind ...

- First impressions are crucial.
- Intention is to start a relationship.
- Keep the relationship warm.
- Timing – hitting it on the button is rare.

# How to get your foot in the door ...

# Best Practices for Approaching Clients

## Tie yourself to the bottom line ...

- Find the money pages on a website.
- “Would it help you if these pages worked harder?”
- Answer will almost always be “yes.”

# Best Practices for Approaching Clients

## Push on the desire to make more ...

- “How much money are you making when people arrive at your site?”
- “How much of your traffic is sticking around and turning into paying customers?”



# Best Practices for Approaching Clients

## Demonstrate your abilities ...

- Publish a case study using a client's site.
- Show your own freelance website.
- "Here's what I've done for other companies, and I can do it for you too."

# Best Practices for Approaching Clients

## Focus on the metrics ...

- Open rates, click through rates, and conversions.
- “Would you like your readers to open your emails more often?”
- “Would you like your readers to buy more?”

# Best Practices for Approaching Clients

## Hit them with the facts...

- Marketers loves stats.
- Research their brand and see what people are saying.
- “Do you know what people are saying about your brand on social media?”
- Identify the key influencers in the industry.
- Research competitors and find out how they’re marketing and advertising. (Ammo!)

# Best Practices for Approaching Clients

## Give them a low-risk trial ...

- Autoresponder series.
- Online content.
- Email campaign.
- Short video script.
- Optimization for one key phrase.

*Give me a shot to prove to you  
what I can do ...*

# Time to Go Out and Land Clients

## Homework:

- Choose a niche. (if you haven't already)
- Determine what web copy projects you want.
- Identify 20 potential clients.
- Contact. (Or follow up)
- Repeat.

# Thank You!

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