

36 Ways to Build Your Freelance Writer Platform

INSTRUCTIONS: Create your own platform-building plan using a custom mix of the tools and tactics below to build more visibility and attract more freelance writing clients.

ONLINE

1. Your professional site
2. Your professional blog
3. Niche blogs / websites
4. Guest Posts
5. Podcast series
6. Video series
7. Blog comments
8. Virtual publicity tours
9. Search engine visibility
10. Email newsletters

NETWORKING

1. Forums & social networks
2. Join professional orgs
3. Create a networking groups or prof. orgs
4. Serve on boards

PUBLISHING

1. Books
2. E-books
3. White papers
4. Original research / reports
5. Submit to trade or niche publications
6. Become a regular contributor at a leading site
7. Excerpts
8. Print newsletters

OUTREACH

1. Op-eds / Letters to the Editor
2. Interviews
3. Guest on others' podcasts and radio shows
4. Pitch journalists as a source
5. Direct mail campaigns

EVENTS

1. Speeches at industry events
2. Take part in joint promotions
3. Sponsor events
4. Campaign involvement

TEACHING

1. E-courses
2. Guest lecturing
3. Seminars / Webinars

OTHER

1. Sell related products
2. Give away freebies

