



Special Report on Engaged Audience Building for :



# Freelancers

Everything YOU Need to Jump-Start an Audience  
Business Around Your Freelancing Business.

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Special Report on Engaged Audience Building for



# Freelancers

# Legal Information

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# Intro to Audience Building for Freelancers

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As a Freelancer, you offer something special. You have a craft or a skill that you excel at and can help other people accomplish goals they couldn't on their own.

Whether you're a designer, a writer, a programmer or a researcher, you bring to the table what people or companies cannot provide on their own.

You know you're good at what you do, but unfortunately, that alone isn't enough to build a successful Freelance business.

Business, marketing, audience building – these are things you may just be getting a handle on, and that's okay. They're all part and parcel of how you can expand your business: getting new clients, charging higher prices, and living the lifestyle that you have always wanted. We want to help.

This free report is something that we created especially for freelance professionals. You know you have skills that people need, but it can sometimes seem like no one's interested in valuing you at what you're worth – not the people who want or even need your expertise! They are out there, but as a freelancer with bills to pay, getting through to them can be one hell of a challenge.

It's fun to dream of overnight success – rather like that spoken of by most of the “How to Be a Freelancer” blogs out there – but the truth is: you've GOT to put yourself out there and create an audience for yourself. Most people don't get discovered, or find magical, easygoing clients with deep pockets who hate revisions right away – and those who don't take matters into their own hands wind up with no customers,



dampened enthusiasm and sometimes, a real crisis of confidence.

When you take into account just how MANY people are making a living freelancing right now (%18 of the workforce in the US, for example!) carving out your own spot in the market can seem like an overwhelming challenge.

It doesn't have to be that way.

You CAN build – by yourself! – an audience of interested people who respect what you do.

You CAN get feedback from people about what they want to pay for – before making a single sales call.

You CAN have people approaching you ASKING if you will work for them.

You CAN make a living doing what you've always wanted to – on your own terms.

It just takes a little shift in focus, and a few tips, tools and strategies.

Are you ready to take your freelance business to the next level?

Good. Let's go.



# Why Most Freelancers Fail... and Why YOU Can (and Will!) Succeed!

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Can you guess the most common complaint we hear from Freelancers of all sorts is?

“Where am I going to find clients who won’t nickel-and-dime me, who see the value in what I offer?”

This is a very real, and very common problem.

It makes sense, after a fashion. As a Freelance professional, you know exceptionally well what value you can bring, and what problems you can solve for people and businesses. It doesn’t really make sense that other people don’t see it.

You know, however, that there *must* be somebody out there who gets you and what you offer, so you send queries, make cold calls, go to networking events, update your LinkedIn profile, ask for referrals and do everything

you’re supposed to do in order to build a thriving and profitable business.

But it’s not working.

Some people are certainly taking you up on your services, but not enough – and they aren’t the kind of clients you’d always dreamed of having.

There’s a reason all of this is happening, and that reason is that what you’re trying to build is a traditional business in a non-traditional age!

You’re trying to fit into the mold of what has gone before, what has been established over the years as best practice for freelancers.

This doesn’t take into account the fact that a LOT has changed since the rules were first made.

You know the rules I’m talking about:



- You hone your service offerings until they are as good as possible.
- You try to anticipate what people really need from you, and create something that will genuinely help them.
- You provide above-and-beyond customer service and client care, meticulously paying attention to detail and following up with thanks and new offers.
- You make yourself available, finding new leads and creating a great presence for yourself in local and online groups.

But it's just not going the way you want it to – or the way it should, dammit!

The problem here is that you're chasing clients, trying to convince them you can do what you say you can do.

Wouldn't it be better to have clients coming after you? Approaching you for advice, and asking how much you charge (And being thrilled with your high price tag)?

Wouldn't you rather be speaking from a position of authority, with hordes of

people backing you up when you say, "I can solve your problem"?

I thought so.

So what you need to do now is make a real change – not just in the actions you take, but in your thinking about your whole business. After all, you ARE running a real business here, and you get to decide how you want to frame yourself and your services.

You can build an audience.

I'm not saying it's going to be easy – quite the opposite! It's going to be a lot of hard work, but it's work that, if done the right way, in the right order, can transform you from the chaser to the chased. From the seeker to the sought-after.

Here's what you need to know that your fellow freelancers probably don't:

- What you are able to provide and what people need might be different.
- What people need and what they think they need can be really different.





- You'll never know what you're dealing with – someone who wants what you can't provide or doesn't know what they need – until you have some kind of relationship with them.
- People and companies are absolutely desperate for services like the ones you offer, but they are overwhelmed with options, and often can't see in what direction a real solution lies.
- Other Freelancers, and other blogs, business, organizations and even celebrities don't have to be your competition – they can help you!
- You're not really providing a service – you're solving a problem.
- It takes lots of preparation, research and trial and error before you can start making sales and getting the kind of customer you deserve, but they are out there waiting for you.

Now, I don't want you to get overwhelmed with all of this – you don't need to do and learn everything today – but you've got to understand that without an audience, you're going to be chasing low-value clients and struggling to make a name and a living for yourself for a long time, like most of the other Freelancers struggling along out there.

Let's get back to the main idea in this section: what most other Freelancers get wrong.

It isn't that they aren't good at what they do, and it isn't even necessarily that they don't want to learn new things and really market themselves.

It's that they are playing by the old rules, trying to build a traditional business the way you had to a dozen, or even five years ago, when what they really need is an *Audience Based Business*.

That's the key difference right there: successful Freelancers have audiences – and unsuccessful ones don't.



# Why Freelancers Absolutely NEED an Audience

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Let's start with the bad news.

No matter how dedicated you are, you're unlikely to be able to reach every person or organization who might want to hire you on the hundreds and thousands of online spaces, forums, communities, professional associations, online directories, agencies, classifieds and blogs.

Further, when you are running a traditional business and have to pursue the people who will become your clients, the burden of proof is all on *you*. An audience takes tons of that off of your shoulders, helps you spread the word about your services, AND acts as living testimonials to your quality.

Without an audience, your pool of contacts, online and offline reach, sources for referrals, and ideas for new

packages is by necessity limited to what you can do for yourself.

You'll constantly be playing catch up, and maybe never be seeing the results you want – whether those results are financial, or more related to your lifestyle.

That won't do.

So hopefully, you're coming around to the idea that continuing to try and build your Freelance career without an audience is no way to create a profitable, sustainable business.

Knowing all that, can you afford NOT to have an audience that will help you:

- Test ideas and new service offerings.
- Validate that your offers are good ones.



- Improve on your delivery and performance.
- Get your message out to hundreds and thousands more people than you could alone.
- Send you recommendations and referrals...
- Tell you EXACTLY what they want to buy.

An engaged audience is a group of people who have self-selected to be great candidates as clients, colleagues and even friends. They will support you as you move forward, comfort you when you fall, and help you build your business into something great.

Are you ready to start building yours?



# What Does a Freelancer's Audience Look Like?

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Having read this far, you're probably wondering what a Freelancer's audience might look like. After all, it's not likely that you can assemble all of the people who need ghostwriting or new logos together in one place, just hanging out and waiting for you to offer services.

Of course it doesn't look like that; a useful audience works a little differently.

The significant difference between a Freelancer's audience and everyone else's is the nature of the relationship. As mentioned, it's not likely that your audience will be entirely composed of people who can hire you right off the bat, although potential clients will absolutely make up a healthy chunk of your fans.

Instead, they are going to be the people who engage with you about your passion, provide the evidence that

you're a consummate professional, and possibly, become customers of a different sort than you're used to.

This means you have a wonderful amount of freedom in what your audience will look like and who it will be composed of.

There are a few things to keep in mind as you read this report and start building your own audience:

Relationships can be valuable even if they're non-transactional.

The more people you have paying attention to you, the more authority you command in the market place.

You may be leaving a lot of money on the table if you refuse to consider fresh new options as they present themselves.



An audience, once built, will bend over backwards to help you build the kind of Freelancing business you want, but you have to put in the time first.

If you can find people to whom you have valuable information to give away for free, they will repay you by making your services better, and more visible to people who can afford them.

A Freelancer's audience is composed of:

- Potential clients.
- People who want to do the work themselves.
- Other Freelancers, in the same, related, or totally different spaces.
- People who are just interested in what you're passionate about.

Each of them is valuable in their own way, and brings different qualities to your community. The more viewpoints you have to draw upon, the more insightful your offers to clients will be.

It's the YOU that makes the difference here; you are gathering these people together for a common purpose, you

who are guiding the community towards success – for themselves as well as to benefit yourself. Because of that, and because your audience gives you the precious gift of their time and attention, you should be prepared to give a lot of yourself to help them as well.

Having engaged readers and community members who are interested in not just what you do, but YOU yourself, is a priceless resource.

If you can do this, if you can gather people of all sorts and needs and interests under the banner of your skill and ability, you'll find that your blog posts get shared far and wide, and generate lots of great discussion, ideas and attention. (Something that is frequently noticed by those in a position to hire!)

As your community grows, you will come to be seen as a really authoritative source of information, and people will ask you questions about your area of interest. This is hugely significant when it comes to developing new product offerings that are so in tune with what a client needs that they won't bat an eye



when you charge them twice what you cost now.

Your audience will suggest things to you, challenge your assumptions and treat you like a mentor, and you will be able to see the impact that you have not just with clients, but with a large, constantly evolving group.

Your audience will teach you things, too! If you've connected with people who are

colleagues as well as audience members, you'll be able to share tips, instruct each other, and even refer business back and forth.

Lastly, a Freelancer's audience will buy things from you, or direct people who can to you. Whether it's a plum contract, an ongoing gig or a fascinating new challenge, if you've invested the time in making real relationships, they will pay off in terms of real dollars.



# So, How Do You Build an Audience of Fans?

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Consider why you got into this business.

- It could have been interest or passion.
- It could have been a need for flexibility and freedom.
- It could have been the desire to shake things up in your industry.

It could have been all three, or something else entirely.

Whatever the reason you chose to do it, you were able to because you possess the talent to render your services; whether it's writing, designing, programming or accounting, you are highly competent.

Being able to render a service like that means that you are able to solve a problem for someone, and if you can solve a problem – from a boring landing page to a 52-part video training series to

a fledgling start-up's first annual report – you have a wealth of ways to talk about it and share what you know.

So you need to start finding the links between things that you have expertise in and things that people want to learn more about; this is the bridge that you will build your relationship on.

The basic steps are as follows:

1. Identify who you want to serve and what you want to provide.
2. Pick one problem you can solve for them with one piece of content.
3. Create that content, and put it on a landing page, connected to an auto-responder that has a series of engagement emails that will be delivered at intervals.



4. Start connecting with people on blogs and other online spaces they inhabit.
5. Contribute to communities by guest posting on blogs that your ideal customers read.
6. Once you reach “critical mass” (1000 people) on your email list, launch or re-launch your blog or website, and continue to engage people there.

Now we’ll go into them in a bit more detail.

## Who You’re Serving and What You’re Providing

First things first – you need to know what you offer, and who the perfect person to take advantage of it is. This sounds obvious – I mean, you’re doing it already! But what this really means is identifying (in much more detail than you’d expect at first) who your one single ideal customer is. Who is that one customer you wish could be cloned a thousand times to be your perfect patrons?

Think about things like their age, family situation and income, and then delve into their hopes, fears, opinions and dreams. It sounds a bit “out there” but trust me – this works.

Once you have a really clear idea of who you will be working with, think about your services; what *element* of what you do is the most important to your future customer? What do they care about the most? What is causing them the greatest pain or difficulty right now?

This will tell you how you need to approach them, and help you understand how to frame your offering so it speaks to your customer in terms of the benefits they will get from it.

Write down your answer to the questions who you serve and what you provide, and keep it by you to help remember what your goals are.

## Solve ONE Problem

The next thing you want to do is think of one specific problem they have – one that you can solve quickly and thoroughly with a single piece of content. Remember in the first step





where we talked about the benefits in relation to your customers? That's where your thinking about this begins. Just pick one critical problem you can solve. If you succeed, you will forever be regarded as a hero in the mind of your subscribers!

We call this problem-solving piece of content a first impression incentive, and it is one of the very first steps to building that thriving income-producing business you want.

There is a temptation here to try and go after a big, intricate problem – after all, you have so much insight into your customers and your services that it seems natural and easy to help them solve major issues. But that's what your *paid* services are for. ;-)

With the first impression incentive, you want to be proving your credibility – and it's easiest to do that by solving a smaller, but intensely bothersome issue you know people have.

Some examples might be:

- The five reasons your website visitors don't convert.

- What you need to know to keep the tax-man off your back.
- A faster website with 7 simple tweaks.
- How to add personality to your website *without* looking unprofessional.

Simple, applicable and valuable.

You'll notice that these examples are applicable to more people than just your ideal client, right? That's good. While you're always going to keep the end-game of a steady stream of reliable, pleasant clients in mind, fleshing out your audience with other interested parties provides huge value to you as well.

## Crafting the Incentive

Once you've decided what annoying and persistent issue you're going to be helping your new audience members with, you have to figure out how to best present the information.

You can make an eBook, a free report, a video, an audio recording – whatever



you think will best help people absorb and use the information you're giving them.

If you're not sure how you should be doing so, keep this in mind: you want to use the minimum richness to get the job done.

That means that if you really need a video to demonstrate a technique, then make a video, but if a description would be as good, then you should just write a report or an eBook. You don't want to invest more of your time or resources than you absolutely have to to get the job done, because you've got plenty of other things to worry about!

Like making the content available. : -)

You'll do this through a landing page and email auto-responder.

A landing page is a simple part of your website that only has information about the incentive, and a chance to subscribe with their name and email to get it.

Anything else is a distraction.

You want them to sign up for your first impression incentive, and at the same

time, give their permission for you to contact them in the future... which is where your engagement sequence comes in.

The engagement sequence is a series of emails that do a few things:

- It gets people in the habit of opening your valuable messages.
- It encourages your subscribers to respond to you.
- It shows that you're interested in whether or not the incentive is working for them.
- It shows you're a real person – not just a computer program.

So have emails that go out in the days and weeks after they subscribe asking them how it's going, if it's working, sending them other resources, and asking for their opinions.

All of this is managed by an email service provider such as AWeber. It allows you to create the all-important opt-in boxes and schedule your emails in advance.



Landing pages can be tricky, but there are free and premium WordPress plugins that work right out of the box, and don't take much time to get the hang of.

## Finding Your Tribe

Once you've got your landing page set up, your first impression incentive created, and your engagement sequence ready to go, you've got to start finding and connecting with the people you identified as your perfect customers – and the myriad others who will just think you're cool and interesting.

Go back to the research you did when you were identifying them, and try to step into their shoes.

If you were them, what blogs would you read? What magazines? What forums? Where would you look for answers to your problems? Make as long a list as possible, and start joining conversations in those spaces.

If your ideal customer religiously follows the personal blogs of industry notables, for example, start reading them too, and

leave interesting, insightful comments on as many posts as possible.

Do this for a while, and you will start to see subscribers trickling in.

Do you see why the first step is so important now?

I'm not going to lie to you, this part of building an audience is long, and sometimes it feels like absolute drudgery, but you are building a very strong foundation for everything that comes after.

It's not just the readers of these other blogs and communities that are going to notice your comments; it's the owners as well, which is absolutely critical to your next step...

## Contributing to Communities

Once you've done your time with commenting (you'll know you have when you get to a hundred to three hundred subscribers), you'll need to step up your game, and start leading the conversations on these other blogs, not just participating in them.



You do this by guest posting.

Remember that the owners of those other blogs will be reading your comments? That's important because when you go to pitch them a guest post, you'll be able to say, "I've been happily commenting on your articles..." and they will know it's true. This puts you miles ahead of other bloggers who haven't done the preliminary work.

Let's step back for a moment – what is a guest post?

It's when a blogger lets a guest author write a post for their blog that will be seen and shared by their audience. It's an amazing way to get attention and build relationships with both readers, and fellow colleagues in your field.

If you're not sure you have anything to write about for the blogs your ideal customer spends their time on, think of the intersections.

Say you're a copywriter whose ideal customer, a new small business owner perhaps, reads a lot of marketing blogs. A possible intersection between those

two ideas would be: "4 Headline Mistakes that Scream Amateur."

If you're a programmer whose ideal clients hang out in technology news sites, you might want to write about the "6 Reasons Android is Going to Overtake Apple in 2015."

Remember: the main goal is to impress your future readers so they follow your byline back to your landing page!

You'll ideally do all of this *before* you actually start a blog; in fact, until you have close to a thousand people on your list, we don't recommend blogging on your own site much at all.

If you already have a functioning blog, however, it can still work for you; just make sure to create a landing page and spend more of your energy guest posting and building relationships than you do posting on your own space.

## Finally, You Can Launch

I bet you thought we were never going to let you actually launch (or re-launch) your business, right?



Not at all – we just want to make sure your launch is a successful one.

Waiting until you have around a thousand subscribers (not to mention healthy relationships with a host of other bloggers and professionals) before you launch means that when you officially open your doors, there is a crowd of people effectively waiting to celebrate with you – sharing the news and spreading your message.

To launch, pick a date at least a couple of months in the future and reach out to all of the bloggers that you’ve been in contact with. Ask them for another chance to guest post during the week you’ll be opening your doors. Most of them will say yes, and running several guest posts in one week will ensure maximum site traffic.

Okay, that’s it – that’s the basic formula for building an audience and getting your online business going.

I’d like to recap this briefly, because we covered a TON of ground, and this stuff is really vital:

1. Identify who you want to serve and what you want to provide.
2. Pick one problem you can solve for them with one piece of content.
3. Create that content, and put it on a landing page, connected to an auto-responder that has a series of engagement emails that will be delivered at intervals.
4. Start connecting with people on the blogs and other online spaces they inhabit.
5. Contribute to communities by guest posting on blogs that your ideal customers read.
6. Once you reach “critical mass” (1,000 people) on your email list, launch or re-launch your blog, and continue to engage people there.

So, what happens after you launch your blog?

Well, you continue your community-building exercises, and you also get



ready to start offering your services to your audience.

Remember that, up until this point, you've mostly been giving, giving, giving, and asking for fairly small things in return, like comments and social shares. Now is the time to think about offering something a little bigger in scale. Namely, your professional services.

If your Freelancing business is new, then you'll want to start with a small, reasonably discounted offer to your list. Make it special, make it exclusive, and make it an almost irresistible offer. You have two goals for this offer: you want to get a few people to pay you for your services, and you want GLOWING testimonials that you can use going forward for higher-end clients.

If your Freelance business is already established, then it's time to start testing out higher prices, using all you've learned about what your ideal clients wants and needs to make the sale.

This is really just the beginning. There are obviously many more details to creating a thriving audience-based business. There isn't the space to get everything into one eBook, but these really are the basics.

If these ideas appeal to you, I recommend you look into the [Audience Business Masterclass](#), where we take you through this process step-by-step with all of the detailed, customized support your Freelancing heart could desire.

I'd also like to point you to the [Beacons Elite Community Forum](#), where you can engage with other people in your line of work from around the world, bounce ideas off each other, workshop your techniques, and practice all of the different elements that go into creating a thriving Freelancing business. There is a waiting list to get into this community – so sign up now!



## Further Reading to Help You Grow Your Practice

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- 🔥 How To Get Noticed By Online Influencers (and Boost Your Credibility!)  
<http://www.firepolemarketing.com/get-noticed-boost-credibility/>
- 🔥 Overnight Success... and How to Prepare for It  
<http://www.firepolemarketing.com/overnight-success-prepare/>
- 🔥 Finding Your ONE Person  
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