



Show Notes

Season 3, Episode 1:

Freelancing during a crisis – our tips

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What's in this episode?

This week's events have left people reeling as the world copes with the effects of the coronavirus, or Covid 19. Freelancers in particular feel vulnerable as industries shut down and we all struggle with the uncertainty that has come with this medical crisis. Lynne and Rachel share their thoughts about how to cope, how to help your clients – and how you can find work in a time when it feels like the world has gone mad

Reassurance

In times of crisis, people need clear and honest communication, which is where we can help the most. This is actually the time when our skills are really in demand and when we can make a huge difference to people's lives.

The positives for freelancers

- We're used to working remotely
- Our offices are already set up
- We have established networks and relationships with clients

Reaching out to clients

You may feel like you're being 'opportunistic' in reaching out to clients but try to flip it and realise you're providing a service to clients who may really be struggling right now with how to present a message to their audience, which might involve:

- Looking at their current comms
- Considering how their industry is reacting
- Coming up with workable strategies, content ideas etc for them
- Helping them set the tone for all communications.

Don't worry...

if your clients don't answer straight away – industries and people are panicking everywhere. Your job is to be calm and authoritative: the expert they can call on.

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There is a sensitive way to handle things

Talk about a good script...

“How can I help you?”

“I have been preparing some communication around the COVID 19 pandemic for other clients, would you like me to offer some suggestions for your company too?”

“Here’s a sensitive way to manage this communication”

Be prepared to pivot – things are changing all the time

- Look to new industries
- Help your clients move online
- Upskill in online tools – Zoom, Skype, Facebook Live
- Look at the FB group Artstasker, where unemployed arts workers are helping each other find work
- Read [the latest post](#) on Rachel’s List

Types of industries that might need more content

Anything home-based

- gardening
- decluttering
- interiors
- home improvements
- cooking
- building

Anything that supports remote work

- IT / tech
- banking

Anything that imparts medical information

- health
- government
- medical centres

Industries under siege that need to communicate online or pivot quickly

- Restaurants and cafes, hospitality in general

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- Events
- Education
- Fitness – gyms, yoga studios etc. I saw a story in the paper today saying that Rebel has almost run out of gym equipment as people try to set up their own home gyms

How are we coping ourselves?

Lynne is doing lots of running and listening to podcasts – Rachel's doing lots of cooking and gardening.

Don't forget while we need to distance ourselves from others physically, we can still connect with people remotely and online – and this is the time to support people: our family, our colleagues and our neighbours.



GIVEAWAY!

We're giving away 5 x of our new lead generation trackers on the RL blog this week. Just leave a comment on the post and you'll go into the draw to win!

That's it for this episode. Hope you've found these show notes useful.

Cheers,
Rachel and Lynne

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