



Show Notes

Season 3, Episode 3:
6 ways to start
future-proofing your
freelance career

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk about how freelancers can get proactive during Covid-19.

1. Take stock and take a breath.
2. Make connections, even virtually.
3. Don't retreat! Reach out to clients. Keep pitching.
4. Upskill. Do all the courses. Take webinars.
5. Diversify. Feel the fear and tap new markets.
6. Make an isolation to-do list.

1. Take stock and take a breath.

We are living in unprecedented times. Everyone is still working out what's happening and the way forward. It's OK to feel stressed, upset and worried about things. Watch some Netflix, listen to some podcasts, go for a walk.

Consider a gratitude journal – writing down things you're grateful for can help [shift your neurology](#) to a positive, happier mindset (weird as it sounds). You could either do it in a notebook you can refer back to, or use an gratitude journal app [like this one](#).

2. Make connections, even virtually.

Remember, relationships matter now more than ever. People want to work with writers/creatives they can trust. Right now, you should be connecting with all kinds of freelancers and clients – use the time to expand your network. Do this by:

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- Joining online courses with FB groups and built-in communities
- Keeping your eye out for virtual coffee meet-ups, virtual lunches
- PR maven Jules Brooke does an online virtual lunch every Friday for female founders and women running their own business.
Register here: <https://lnkd.in/fVqjEaf>
- Marketing guru Joe Glover from The Marketing Meet-Up is doing lots of talks and Q&As with the 'world's greatest marketing minds'. A great one to register for is with LinkedIn John Espiran on May 26. <https://themarketingmeetup.com/>
- Freelancers Unite webinar is happening on 9 April – [free tickets here](#).

Fun ways to connect

- o Meeting / talking to people online is great but you can feel connected in other ways too. Pub Choir / Couch Choir is one way <https://www.facebook.com/PubChoir/>
- o We know of heaps of freelancers who've taken regular meetups online – whether it's Friday night drinks or book club. And why the hell not?

3. Don't retreat! Reach out to clients

You shouldn't stop marketing. However, you probably need to tweak HOW you're marketing. This applies to both us and to your clients.

- Many of us are worried about approaching current clients, seeming tone-deaf but now is not the time to retreat
- Be aware a lot of businesses are floundering and doing damage control
- Approaching clients in a proactive, confident but sensitive way, where you take stock of the current reality and offer them solutions for their business

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- In this episode we talk about how content strategist Claire Chow helped one of her clients – [YogaAshfield.com.au](#) – completely shift to an online business offering which has helped them stay in business, still make money and nurture her loyal community.

4. Do all the courses!

Need digital skills? This crisis has taught us that online skills are so important. This is the time to get educated. Some links to check out:

- **Freelance Jungle's** has a heap of resources and its paid Patreon group is offering lots of free webinars and talks
- **Creative+Business** has webinars and online events
- **Kate Toon's** SEO course + her podcast, The Recipe for SEO Success. Also the Hot Copy podcast with Kate and Belinda Weaver is a must-listen, whether you're a budding copywriter or experienced.
- LinkedIn Learning (formerly **Lynda**) is great
- **Hubspot Academy's** have a range of free courses
- **Check Eventbrite** for free webinars on moving events online
- **Zoom** also has some great courses and online tutorials
- We love **Rounded's** webinars – always useful nuggets of info
- **Nikon** is offering free photography lessons til April 30.

Eventbrite also has some great free webinars by experts who were originally going to do them in person. Do a search.

It's also a good time to help your clients move as much online as they can. Online content/events/bookings are big right now. Position yourself as an expert and you will add to your client offering.

5. Diversify. Feel the fear and tap new markets.

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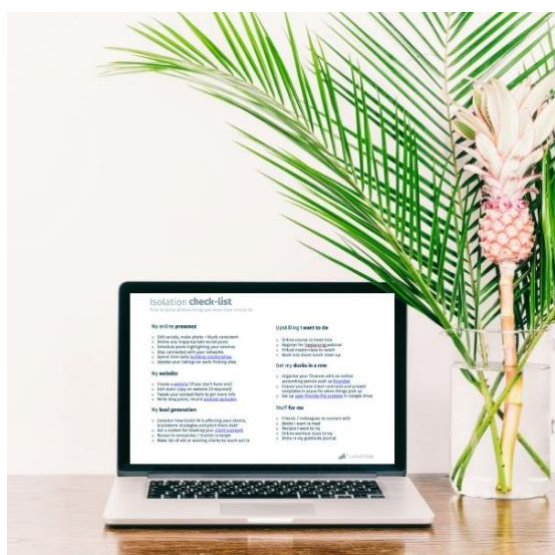


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Is publishing doomed? With Bauer cutting off all freelancers this week, I felt relieved that I had work in other industries, such as construction (largely still unaffected) and even some agency work. You need to spread the risk by working for as many different companies / industries as possible.



6. Make an isolation to-do list.

We've got a template to get you started on the Toolkit – [download it free here](#).

We've talked a lot about the stuff you never do because you don't have time

- Create your website or update it so it's current / relevant

- Update your socials so they're consistent in images, messaging etc

- Getting your ducks in a row – make sure you have great systems for onboarding clients, have all your contracts sorted and ready to go, if you're

a copywriter you have copywriting briefing templates etc. All of this can save you heaps of time when things recover and clients start to come back

- Organise your finances. The great peeps at [Rounded](#) are offering 25 percent off for 3 months (on a monthly plan) with the coupon code: **FJbx3IPe**. If you're a Gold member, there's an even better deal – find the code on the sidebar of the jobs list page.

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

Cheers,
Rachel and Lynne

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