



## Show Notes

**Season 3, Episode 7:**  
Unusual ways for  
freelancers to find work

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### What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) share a few ways to find work that you might not have thought of. After all, there are so many strategies to try and work can sometimes come from the most surprising places!

#### 1. Finding work via creative teams

This might be the time to reach out to colleagues with a view to collaborating on projects, or doing joint pitches. Writers team with an art director/graphic designer/photographer and refer business to each other or occasionally pitching as a team if you hear of an opportunity.

#### 2. Scour jobs boards

Obviously if you're a job-seeker, you're going to be on jobs boards looking for jobs – full-time or part-time or freelance jobs. But you can also use jobs boards to find companies you might want to work for as a freelancer – and if they're hiring, they may also have a freelance budget. You could research these companies on their socials, find out if there's a content manager or director you could reach out to and see if they need your help.

#### 3. Follow brands you'd like to work for on social, and network with them

Share tips, engage in a little banter, comment on their posts – eventually you'll catch their eye and perhaps pique their interest to check you out. Then you're not going to be a stranger!

#### 4. Get into the right Facebook groups

This can take time but as a rule of thumb choose groups where people engage and preferably where promo is banned, so there's actually a chance to meet people. I

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would also choose groups that aren't too big (under 5k-10k or you just get lost in the chatter) and use the search box in the group to find posts in your niche like 'content writing' or 'PR'. Contribute, offer advice, answer questions. Jump on jobs fast if they come through. I've found quite a bit of work through groups on Facebook, and I definitely don't find LinkedIn groups as useful. What about you Lynne?

FB groups we like:

- Make A Living Writing
- Microcopy + UX Writing
- Cult of Copy job Board
- Binders Full of Writing Jobs
- The Freelance Content Marketing Writer
- Find-A-Finder's Fee (this group is HUGE, but it's good for grabbing agency work. Lynne jumps on things right away and has a reasonable hit rate of about 1 in 4, including a few big projects).

### 5. Tap those personal connections

Lynne have gotten some of her best clients from unexpected informal connections – just last week I got a new client from a family friend who recommended me to the son of an old colleague of hers.

### 6. Find new places to pitch to

At Rachel's List we created a [Google doc of Aussie publications still accepting pitches](#) and it made me realise just how many outlets there were that I hadn't considered pitching to.

I think something many freelancers don't consider is trade publications which can pay quite well. And there are loads of them. For example, if you search [ISubscribe.com.au](#) for '[industry and trade publications](#)' there are 12 pages of them. And surely there are a few in there you could write for?

You could also sign up to a few pitching newsletters, which are put together by journalists who trawl Twitter for editor call-outs – typically an editor will tweet saying they're looking for pitches on a certain topic and these newsletters compile the week's call-outs into a newsletter. It is a huge time-saver if you pitch locally and internationally. Our favourites are

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- [Sonia Weiser's Opps of the Week](#) (\$36USD per year or \$3/month)
- [Anna Condrea-Rado's The Professional Freelancer](#) (free or 90 quid a year)
- [Sian Meades' Freelance Writing Jobs](#), which is free but accepts donations
- [Telum Media's newsletter](#), free and useful for new editor notifications

### 7. Advertise yourself on your socials

Some people think this is ICK, but there's a right way and a wrong way to do it. Writing, 'I've recently lost all my work due to Covid-19 and I'm desperate for anything anyone can give me' is the WRONG way. Saying, 'I've just had a client reschedule their project so I have a gap in my schedule starting Friday. Available for copywriting, content, strategy – reach out if I can help!' is the RIGHT way.

### 8. Use Reddit to build visibility and get offers of work

I'm throwing this in with one caveat, I'm very new to Reddit. But I've been experimenting with a tactic I read about on [Carol Tice's freelance writing site](#). Essentially you treat Reddit like any other social site you're using as part of your digital marketing.

1. Create a profile
2. Google your niche like 'copywriting + subreddit' and follow Reddit groups that come up that seem interesting. Start browsing posts and following people.
3. Start building up your karma on the site by engaging and commenting and sharing value on posts that are in your niche.
4. Apparently once you have a Karma score of 500 you can start to share more value, writing longer 'storytelling'-type posts, addressing pain points, solving problems which can build your credibility and visibility further and hopefully bring work offers your way. [Neil Patel is also very big on using Reddit](#) to 'build your tribe and bring more traffic your way' which of course could mean more work, so we reckon it's worth a crack.

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

Cheers,  
Rachel and Lynne

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