



Show Notes

Season 4, Episode 9:

Starting a content business with Nigel Bowen

Listen: [Apple](#) | [Stitcher](#)

What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk to journalist and content writer Nigel Bowen about his journey from print into starting his own content writing business.

We find out...

- How Nigel left magazines and got into content marketing
- What he did first when starting his business, Content Sherpa
- The importance of getting advice / a mentor if you're stuck
- How he finds clients and tries to maintain long-term relationships
- Why you've got to be hustling and trying to always fill your pipeline even in the busy times when you have loads of work
- Why he thinks freelancers / business owners need to be realistic about the changing times and how clients can fall away even if you think you've got a strong business relationship
- Why networking with other journos, building your website and your LinkedIn profile is important when you're starting out
- His advice for journos suddenly in the job-seeking trenches.

Read Nigel's advice for freelancers

www.rachelslist.com.au/blog/mastering-the-mind-game-of-freelancing/

www.rachelslist.com.au/blog/why-follow-your-passion-is-the-worst-career-advice-ever/

www.rachelslist.com.au/blog/five-things-it-took-me-five-years-to-figure-out/

productizedstartups.com/how-i-slowly-built-up-a-10k-month-content-provision-business/

Where to find out more about Nigel

<http://www.contentsherpa.com.au/>

<https://www.linkedin.com/in/contentsherpa/>

<https://twitter.com/nigebowen>

That's it for this episode. Hope you've found these show notes useful. Cheers, Rachel and Lynne

Got a question? Email us at thecontentbyte@gmail.com