



Show Notes

Season 5, Episode 9:

Why freelancers should blog to get work (and what to blog about) with Brook McCarthy

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk to digital marketer and trainer Brook McCarthy about why it's so important for freelance writers to blog, and what we should be blogging about in order to bring clients to us

This week we discuss:

- Major mistakes freelancers make when they're in business
- Why being in business during the 'dumpster fire' of 2020 is challenging, but what we need to be doing in regards to marketing
- Why business has changed, and how going quiet during a crisis (like Covid) loses you both business and credibility
- Why we need marketing and sales skills and why these are pivotal to our longevity as writers
- Why everyone needs copywriters and there's a massive market out there to tap into
- How we organise ourselves into social communities and how bad communities can quickly become echo chambers
- Why we need to be blogging as freelancers
- Why writing about what you DO is not what clients care about
- The major mistake copywriters make is 'blogging about how to write' and it won't attract you the right clients
- Quick ideas on how to choose topics to write about
- And much much more.

More great wisdom from Brook

RL BLOG: [6 simple, practical ways to hit \\$100k](#)

RL BLOG: [How to get found on Google through your blog](#)

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



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MASTERCLASS: [Visibility: Tips, tricks and strategies for landing clients online and offline \(Brook presented on how to build your brand on social\)](#)

MASTERCLASS: [Turbo-charge your money-making skills as a freelancer](#)

Where to find Brook

Website: <https://www.hustleandheart.com.au/>

Twitter: https://twitter.com/brook_mccarthy

Facebook: <https://www.facebook.com/brookmccarthy/>

LinkedIn: <https://www.linkedin.com/in/brookmccarthy/>

That's it for this episode. We hope it gives you some tips on setting up a home office you love working in!

Cheers, Rachel and Lynne