
WEEK FIVE

Welcome to Week Five of the Mentor Her programme. From Week Two and Three, we hope your Mentee has been able to become clearer about who she is as a freelancer, how to stand out from the crowd and market herself online in order to attract those decision makers to her profile.

The next thing is finding out how to identify and pitch herself to potential decision makers in her industry.

WEEK FIVE MANUAL INCLUDES:

- How she can identify decision makers in her industry in order to compile a list of potential people she can contact.
- The importance of getting email addresses for potential employers in order to begin a conversation with them that will lead to her hire.
- What's in a pitch: how she should tailor her pitch to each contact, to keep it real as much as possible and have a portfolio either as a website or in a PDF format ready to go so that she can send it on to potential employers.
- How to write a cold email: by personalising it, showing real interest in their business, getting to the point quickly by demonstrating who she is and what she feels she could offer to the team and ending the email with the offer of providing her content further down the line.

QUESTIONS YOU CAN ASK HER:

- Have you identified decision makers in your industry?
- Who are you going to reach out to first? Are you going to start small and build yourself up to the national publications?
- Is your portfolio ready to go if a potential decision maker shows interest?
- How are you going to pitch your freelancing services differently depending on which contact you're speaking to?
- Have you written out an email template for yourself yet? What do you feel are its best and worst qualities? What can be improved?