

MENTOR•HER

# THE PLAN

THE NEXT STEPS

---

PUBLISHED ON

WEEK TWO

FOR

FREELANCING

---

# INTRODUCTION

---


Welcome to Week Two of the Mentor Her programme. Now that we've focused on **how** you're going to stand out from the crowd, who you are as a freelancer and why you're different from others: the next step is to make a plan to success.

So what's the next step in achieving your dream position in life? The road to success for a freelancer is a difficult one. You'll become accustomed to rejections pretty early on, and it's important to keep your head up and not let it get to you too much. You have to stay determined and believe in yourself, no matter how difficult it might feel. Even J.K. Rowling was rejected by 12 publishers before her series was picked up. Now she's worth at least \$670 million. What if she had given up on her 12th proposal? Never lose hope. Someone will invest in you eventually, so it's important to keep spirits up, developing what you're offering, yourself and your Unique Selling Point and always, always grow.

Next week, we'll be focusing on marketing yourself as a freelancer, and ways to promote yourself and grow faster. This week, we want to figure out **where** you are on the road to success so that you can understand what the next steps are and how you're going to achieve them.

## THINGS TO REMEMBER

---

 is your friend, every question and every doubt you've ever had has been answered online, and most of the time- it's free!

**YOUR MENTOR** has real life experience and will have ideas and advice for you. If you don't ask the questions, you'll never know the answers!

**YOU** are a talented, hard-working and passionate woman who deserves every opportunity that you're given.

**FAILURE** is part of success. You learn from it, you pick yourself up and you carry on.



---

# LET'S BEGIN

---

*If you're just starting out your career journey to becoming a freelancer or you're looking to change paths into a new line of work, start here to figure out the next steps:*

## RESEARCH

---

The first step to obtaining more opportunities and gigs is to begin with research. You should understand the ins and outs of your industry and how things work. How do your possible contractors currently find their freelancers? Should you be posting targeted advertisements online or on bulletin boards? Or do you have to contact them directly, if so, is there a system in place for this already? Perhaps you need to join a particular website to align yourself with other people who are offering their services. Who do you need to be talking to if you're contacting a larger company like a bar for a music gig, or a newspaper for an article? What price should you be selling your services at and is it in line with other people in the industry? These are all questions you should know the answers to before you approach people for your next contract.

## GET EXPERIENCE

---

You want to prove that you're the best woman for the job. But if you're just starting out, you might not have the experience that other people in your sphere do. The next thing you need to do is get experience. The reality is, this might mean a few unpaid gigs at the beginning but if it can boost your profile, it's worth it! Consider people and companies who would *love* to collaborate with you without paying (bearing in mind, it's probably everybody). If you're a blogger, consider guest-posting on other people's blogs. If you're a writer, try and get into a local or niche magazine that might not have the budget to pay their contributors. If you're an artist, sing at your dad's 50th, or get your painting up on the wall in a cafe. If you're an actress, start starring in your own Tik Toks or your brother's indie short film. If you want to be a radio DJ, consider podcasting. Anything you can do to boost your resume is excellent, but the added benefit of collaborating with people who have larger followings than you do might get you a paid gig quicker than you'd think!

## BECOME TRUSTWORTHY

---

You want to look the part, so the next step might be to invest a bit of time in setting up your own website (more on marketing next week) but also getting testimonials from anybody who might be willing to give you one. There's no shame in asking your friends or family to click 5 stars on your Facebook page or your Google Business. But also consider people who might have come in contact with your work before, whether it's a professor from college who always enjoyed your writing, a friend that's already established in the industry that heard you signing once, maybe you designed a logo for someone as a favour years ago or starred in a Snapchat story in 2011 from an old mate who now has 20k followers on Instagram. As much as you can, encourage people to engage with your online pages and post the reviews from their own accounts, rather than taking a written testimonial. That way, employers who are looking you up will be able to see that these reviews are authentic.

---

# THE NEXT STEP

---

## GROW

---

Once you understand the industry and have the testimonials to back you up, you need to grow your small business. The road to success in freelancing can be long and difficult. Depending on your type of freelancing, you might need to grow considerably before you're able to monetize your services. For bloggers and influencers, companies expect that you have a minimum amount of followers and reach before they'll consider working for you. Big newspapers, radio stations, talent agencies and publishers may require years of experience before you're able to get a gig with them. So start small, develop and give yourself time to grow and gain experiences so that when you do begin getting paid gigs, you and your services are the best that they can be! Consider making a list of all the smaller companies and individuals who you think might be interested in your work early on. If you're a writer or illustrator or someone that doesn't need to necessarily travel for work, consider places outside your region like the UK, Europe or even the US and Canada.

## APPLY

---

If you feel like you have what it takes, that you've done the arduous task of building a following and you're ready to take the next step then it is time to apply for the jobs you want! Have a read about how to write the perfect opening email and what you should include for your specific industry, find out about how you can stand out from other candidates by referencing that Unique Selling Point of yours. Make sure that you're formatting any samples of your work in the way that a company asks you to, and that it's accessible and clear. Also ensure that you personalize emails and cover letters to reference individuals within the company and the company itself. Give yourself time to apply to jobs, don't rush it! When you take your time, the opportunity for errors lessen. You'll have people interested in no time!

## FOLLOW UP

---

After every job you do, big or small, always follow up. Ask for reviews and feedback, offer to make changes if you feel you might have missed something and develop a rapport with the people that you're working with. If you feel like it's appropriate, never be afraid to ask for an introduction to another person who might also be interested in your services. If you're dealing with someone in a company personally, make sure you follow them on social media or connect with them on LinkedIn so that you stay relevant enough to come into their mind the next time they need a woman for a job. We'll tell you more about marketing yourself online next week so that you can always be the go-to person for people who are following your journey online. You should also never underestimate the importance of word-of-mouth, if you do a good job more and more jobs will follow.



---

# NEXT WEEK...

---



**MENTOR•HER**

## MARKETING YOURSELF

HOW TO ATTRACT  
CLIENTS



**PUBLISHED ON**  
WEEK THREE

**FOR**  
FREELANCING