



# The Master Freelancer's guide to finding a first class next contract

WEEK ONE

WEEK TWO

WEEK THREE

WEEK FOUR

WEEK FIVE

## Step 5: Where will you tell them?

Well done for making it to the final step! This is all about bringing the previous 4 steps together and taking yourself out to market across your existing network and beyond.

**Master Freelancers have a clear plan for where and how they will engage the right people to help them find that great next contract.**

Before we start, pull out your First Class Pitch from step 4. As you work through the questions, think about your marketing efforts in terms of active and passive.

Firstly, let's focus on active storytelling:

- 1. What is the most appropriate way to deliver your messages?**  
*We suggest you think about personal preferences, location and quality of relationships*
- 2. How will you gain feedback and refine the delivery of your messages?**
- 3. What metrics will you use to monitor your activity and stay focused?**

Now, spend some time thinking about passive supporting messaging and marketing activities:

- 4. On which digital platforms (e.g. LinkedIn, Google+, Facebook) are the majority of your existing and new network?**
- 5. On which digital platforms will you promote yourself?**  
*Think about managing one or two of these well, rather than being on all platforms for the sake of it.*
- 6. What do you want trusted contacts to see when they search for you on these platforms?**
- 7. What changes will you make to ensure trusted contacts are presented with a profile aligned with your Pitch from Step 4?**

And finally, consider:

- 8. What proportion of your effort will you focus on active versus passive activity?**

Congratulations on completing the five steps to becoming a Master Freelancer. Take a moment to reflect on the commitment and hard work you've demonstrated to get to this point.

All that now remains is for you to implement your plan from Step 5 to secure that First Class Contract!



We would love your feedback:

- What did you find most useful?
- What didn't you like?
- How could we make this better?

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