

The background of the slide is a spiral-bound notebook with a light beige, textured cover. The spiral binding is on the left side, and the notebook is set against a dark olive green border.

Sell Your Work – Not Your Soul

Gary Corbin, Ph.D.

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Who am I to tell you this?

- Freelancing since 2005
- Regularly published writer
- Averaging \$50-60K/year as freelancer
 - Over \$90K in contract work in 2007
- 13+ years in business, 12+ in government
- Have developed business and strategic plans for organizations since 1991

What we'll cover today

- Business Planning
 - Why do it?
 - How to do it
- Marketing your writing business
 - Leveraging your expertise
 - Finding customers that pay

Freelance vs. Contract Writing

	Typical Freelance	Contract Writing
Type of Project	One-off articles	Research, summaries
Subject Matter	General/Varied	Specific, technical
Audience	Broad - general public	Narrow – company, clients
Publisher	Newspaper, magazine, web	Company/ agency - internal
Getting work	Queries, assignment	Bids, estimates, networking
Qualify via:	Clips, experience	Subject matter expertise

Business Planning

- What is it?
 - A high-level, comprehensive strategy for success
 - A marketing tool
 - An assessment of your products and services
 - An objective analysis of markets and opportunities
 - An opportunity to dream about your own success

Why do it?

- Develop your marketing plan
- Marketing/website copy
- Gives you measurable targets & milestones
- Reality check: can I make a living at this?
- Motivate yourself
- Gives you a business writing sample!
- Reassure potential customers
- Can help you get financing



What's in a Business Plan?

- Business Description & Vision
- Description of Products and Services
- Organization Plan
- Definition of the Market
- Marketing and Sales Strategy
- Financials
- Information about you: resume, writing samples



Business Description & Vision



- Mission: Succinct statement of your company's purpose in life
- Vision: What you hope to achieve
- Values (optional)
 - What you believe in
- Business Goals
- History
- Company principals

Products and Services

- What do you do, exactly?
- Products (deliverables)
 - Articles for publication
 - Books, plays, screenplays
 - Pamphlets, brochures
 - Ad copy, press releases, PR
 - Web sites
- Services:
 - Writing: technical, creative, business, advertising
 - Editing: fiction, poetry, business copy, etc.
 - Research
 - Critique



Products and Services Example

- Writing, editing, research and analysis
 - Proposals and bids
 - Business Plans and Reports
 - Technical Manuals
 - Research
 - Articles for publication
- Management Consulting
 - Strategic Planning
 - Team Building
 - Quantitative Analysis
 - Facilitation and Training

Definition of the Market



- Describe the industry's current state and outlook
- Define the critical needs of your perceived or existing market
- Identify your target market
- Provide a general profile of your targeted clients
- Describe what share of the market or revenue levels you currently have and/or anticipate

Marketing Strategy



- Identify and describe your market – who your actual and potential customers are and what the demand is for your products & services
- Describe your marketing channels – how will you reach them?
- Outline the “Four P’s”
 - Pricing
 - Promotion
 - Products
 - Place

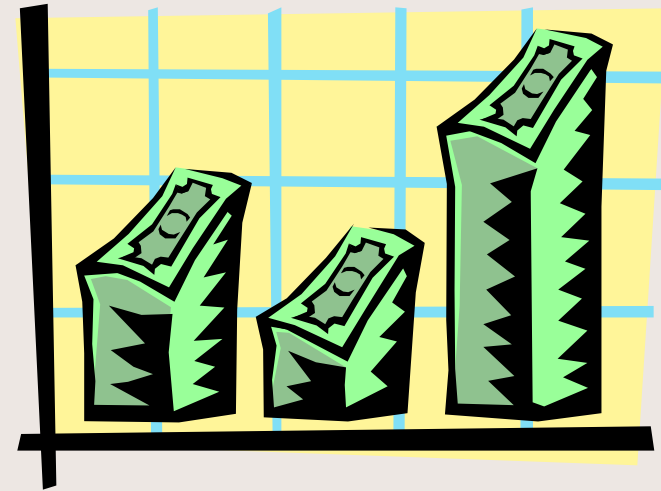
Organization & Management



- Running the business
 - Do you have associates, partners, employees?
 - How are you organized?
 - How do you organize and manage your work?
- Legal structure
 - Sole proprietorship, S-Corp, partnership?
- Licenses/permits
- Physical location
- Brief bio of principals (you)

Financials

- Estimate of Startup costs
- Balance sheet
 - Assets vs. liabilities
- Income statement
 - Past: what you've earned & what it cost you to earn it
 - Projections: what you expect to earn in the coming year
- Cash flow statement
 - *When* you'll earn it & spend it



How much capital do you need to get started?

Laptop & software	\$3,000
Printer/fax/copier	\$500
Business cards, stationery, literature	\$100
Business insurance	\$200
Other insurance	\$200
Furniture	\$500+
Phone, Internet, etc. (1 year)	\$800
Other incidentals	\$500
Total out-of-pocket	\$5,800+

Business Planning Resources

- Many cities & states offer free guides
 - City of Portland Bureau of Licenses
 - Small Business Administration
 - Oregon Office of Minority, Disadvantaged, and Emerging Small Business
- Software, templates, kits
 - Typically \$40 - \$200
 - Office supply stores have them
- On the web
 - www.sba.gov/starting/indexbusplans.html
 - www.business.com
 - Use search engines! Information changes daily

Developing a Marketing Plan

- There are hundreds of writers in Portland... what makes you different?
- **What you know** - Subject Matter Expertise
 - How do you add value beyond your writing ability?
- **Who you know** – Your Network
 - Former employers and similar companies
 - Colleagues, friends, relatives

Marketing Yourself

- Your skills and knowledge are valuable!
- Might find more success marketing yourself as a Subject Matter Expert than as a writer
 - More credibility
 - Marketing edge
 - Better pay



Marketing to the Warm Market

– Prepare

- Develop marketing literature: website, brochures, writing samples, business cards
- Develop the “elevator spiel”

– Networking

- Talk about it to everyone! Friends, colleagues, other writers, former (and current?) employers
- Ask for referrals, leads, introductions, meetings

– Repeat business

- The best marketing plan: not having to market at all
- Once you’ve had success with a client, follow up!

Marketing to the cold market

– Queries and proposals

- Decide who you want to write for and write to them – show them what you can do
- Have a specific project in mind – even if you're not sure they're interested
- Look on jobs sites like Craigslist, Monster, etc. for opportunities too

– Government sector: RFP's

- Sign up to RFP sites (ORPIN, local governments, RFP.com)
- Team with larger firms seeking tech writers – or RFP writers
- Minority, Women-owned, Disability status, and Emerging Small Business (Oregon) can help

– Develop templates – from your business plan

Warming up the cold market

- Identify organizations in your target markets who might need your service (see worksheets)
 - Brainstorm
 - Research
- Find out where they gather
 - Trade shows/associations
 - Events/sponsorships
 - Service organizations
- Go to those places/events and meet them