

**A few takeaways from
Double Your Revenue (and Triple Your Number of Clients) This Year
#ASJA2019**

When marketing yourself as a freelancer, don't think of yourself as a job applicant. That puts you in a scarcity mindset. Instead, come from a place of abundance.

Get on people's radars before they even need a writer.

Market yourself proactively.

Super connectors love helping people and connecting demand with supply. They may have large LinkedIn networks. They make the world go round.

Find the super connectors in your network through direct outreach. Don't assume you know who they are.

How to sell a service you've never sold before: Offer a free taste test.

Don't assume you know who your best contacts are. They may turn out to be people who you don't know all that well.

If you struggle with marketing or feel icky doing it, reframe how you see yourself. You are a solutions provider, not a job beggar.

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