

Freelancing in a recession doesn't have to be scary. The Fearless Freelancer gives you a proven, step-by-step process for getting steady, high-paying clients—from a freelancer who's thrived during two recessions. Also get dozens of checklists, templates, and other tools to help you recession-proof your freelance business.

The Fearless Freelancer: How to Thrive in a Recession

By Lori De Milto

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The Fearless Freelancer

How to Thrive in a Recession



Lori De Milto

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First Edition

Reader Reviews of *The Fearless Freelancer: How to Thrive in a Recession*

“Finally—a book about how to recession-proof your business that is written especially for freelancers! *The Fearless Freelancer* is a must-read for anyone who wants to protect—and even grow—their business during challenging times. It’s packed with tips that every freelancer can use to succeed in a recession.”

Kristin Harper, PhD, MPH, ELS
Owner, Harper Health & Science Communications

“The Mighty Marketer strikes again! Armed with her personal experience from two previous recessions, Lori shows you how to survive and thrive during these uncertain times. There is no doubt that Lori is the freelance marketing expert.”

Christina Sanguinetti, BMSc
Freelance medical writer

“Lori has written a soup-to-nuts guide to thriving as a freelancer, even in an economic downturn. She’ll help you identify prospects who will pay you what your work is worth and guide you through the mechanics of contacting prospects, including sample email templates to use in marketing. She’ll help you create the habit of regular marketing, using your natural work and focus rhythms to maximize productivity.”

Joy Drohan, MS
Freelance writer and editor in environmental science

“This book can help every freelancer thrive during the recession, especially newbies. This is one of the books I wish I had during my early freelance career.”

Ekaphan Ardharn
English to Thai finance translator

“What can freelancers do to thrive in a recession? Stay calm, find ways to stand out, and spend time marketing. The steps Lori outlines are clear and specific, and her tone is supportive and helpful. Freelancers will turn to this book for guidance throughout their careers.”

Jennifer Holmes, ELS
Freelance medical editor

“No matter where you are in your career or what you’re doing right or wrong, there is a lot for you here. There’s resource-laden, real-world, practical advice with a healthy dose of inspiration. Even during these times, the word ‘marketing’ no longer strikes fear in my heart!”

Stan Sack, MD
Freelance Medical Writer, Pediatrician

“Lori makes the steps to thriving in a recession straightforward and easy to apply for any freelancer who is willing to put in the work. This is book is a must-have for any freelancer.”

Mia DeFino, MS, ELS
DeFino Consulting, LLC
Freelance medical and science writer

“*The Fearless Freelancer* is an easy-to-read step-by-step guide to finding, marketing, and maintaining clients. Lori provides great tips about how find and attract reliable, high-paying clients even during the recession. This should be on every freelancer’s ‘must-read’ book list to help him/her stay relevant in today’s economy.”

Katie Estes, PhD
Freelance Medical Writer

The Fearless Freelancer: How to Thrive in a Recession

"*The Fearless Freelancer* is a motivational page-turner. This book has excellent and time-tested advice for new and experienced freelancers. You're bound to thrive and succeed if you have the right approach and follow Lori's expert advice offered throughout the book."

Kalpana Shankar, Ph.D.

Freelance medical and science writer

"Lori De Milto has created a tool that is engaging and practical for freelancers everywhere. Suited for both novice and veteran, *The Fearless Freelancer* has the nuts and bolts for standing out from the crowd and building success. The key takeaways were vital in allowing me to implement much of her guidance immediately. Bravo!"

Julie Nyhus MSN, FNP-BC

Health and medical writer

"At the height of the COVID-19 crisis, the timing of this book is perfect for any freelance writer. By applying Lori's thoughtful and professional advice, a writer can not only survive this recession, they can thrive. Lori's ability to inject hope into the practical information she provides is so welcome right now."

Lynelle Martinez, MBA

Lynelle Martinez Consulting, LLC

Freelance medical and technical writer

"I would recommend *The Fearless Freelancer: How to Thrive in a Recession* to any freelancer navigating the economic changes brought on by the COVID-19 pandemic. Lori is part instructor, part motivational coach, and she provides clear step-by-step instructions for marketing a freelance business as well as the encouragement to actually do it."

Erik MacLaren, PhD

Freelance Medical Writer

"*The Fearless Freelancer* is a survival guide for freelancers at all stages of their careers looking to grow their business and thrive during these uncertain times. Lori's actionable advice on developing your brand, finding ideal clients, and marketing your business will set you up for success now and into the future."

Vicki VanArsdale, MS
Freelance medical writer

"As a freelancer in my first year of business, I'm always looking to increase my client base and grow my income, regardless of economic conditions. *The Fearless Freelancer: How to Thrive in a Recession* lays out a clear, simple, and effective framework I can act on now to grow my freelance business during rough times."

Austin Ulrich, PharmD
Freelance medical writer

"It can be easy to get discouraged when everyone is talking about a down economy and high unemployment. However—and especially in a tough economy—companies need the help of strong freelancers to keep their businesses thriving. In her new book, *The Fearless Freelancer*, Lori De Milto offers an abundance of effective, forward-looking strategies to help freelancers stay positive, tailor their messages, and attract good clients."

Lisa Baker, PhD, CMPP
Freelance medical writer

"*The Fearless Freelancer* is essential reading during the COVID-19 recession. Its actionable steps provided in digestible nuggets avoid overwhelm. Lori's method works—even in this contracting economy—for freelancers who take the time to follow her suggestions."

Suzanne Bujara
Freelance medical writer

The Fearless Freelancer: How to Thrive in a Recession

“Freelancing can seem like a daunting choice, especially for those without marketing experience. Worthy of its title, *The Fearless Freelancer* has provided me with concrete, well-detailed steps that I have found worthwhile for my own business. Useful examples and easy-to-understand advice make this book valuable for both current and aspiring freelancers during a recession.”

Shilpa Shenvi
Freelance Medical Copyeditor

“A freelancer's goldmine is how I would describe *The Fearless Freelancer: How to thrive in a recession*. With her straightforward tell-it-as-it-is approach, Lori lays out a 10-step approach for success based on her personal experience that has kept her freelance business thriving despite multiple recessions. Packed full of practical ready-to-implement examples and bonus resources, this book is written with freelancers in mind, whether aspiring, just starting out, or neck deep with experience, to help you to succeed and thrive. This book will prepare you mentally, especially during an economic downturn, to be a fearless freelancer, but you will need to put into practice the advice Lori provides to see the results.”

Helen Fosam, PhD
President, The Edge Medical Writing

“*The Fearless Freelancer* is a great follow-up to Lori's previous book, *7 Steps to High-Income Freelancing*. The new content is especially timely and relevant to the current world situation. It includes ways to incorporate sound marketing practices into everyday habits, enabling freelancers to maintain thriving businesses during challenging economic times.”

Kathleen Labonge, MBA
Freelance medical copyeditor

“I have been freelancing for about 15 years, and my fear now comes from constantly needing to turn away new projects (which is also hard)! Lori truly inspires, because her steps are basic and simple--they are exactly what worked for me when I was building my business and more. I learned new things reading this book and highly recommend it. I also agree with Lori that you will become a successful and fearless freelancer if you follow her steps!

Jill W. Roberts, MS
Freelance Scientific Medical Writer

"Lori De Milto's new book, *The Fearless Freelancer*, is a good step-by-step overview of how to market yourself both during the coronavirus pandemic and afterwards. It gives very practical hands-on advice for how to use email, LinkedIn, and your own website to obtain new clients. However, if you're looking for advice on how to charge and get paid, how to run a business, or how to do your own accounting, you will need to look elsewhere."

Netanya Y. Spencer, MD, PhD
Scientific Writer

“The overriding message of *The Fearless Freelancer: How to Thrive in a Recession* is ‘give more than you take.’ That is Lori’s secret recipe to thrive in a recession or any other time.”

Mary Y. Nishikawa, MA, ELS
Publications Professional, CTD Consultant, and Protocol Writer

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Yes, You Can Thrive in a Recession!

“Action is the foundational key to all success.”

— Pablo Picasso

If you're like most freelancers, you lost a little, some, or a lot of freelance work because of the COVID-19 pandemic. Now that the pandemic has led to the COVID-19 recession, things will get worse before they get better.

Steady, high-paying clients who need the help of talented freelancers are still out there. But there will be less work and more competition.

If you want to get your share of the available freelance work, you need to believe in yourself, adapt to the new normal, and take the right actions. Before I show you how to do these things, here's a brief overview of what's happening in the economy.

The Rise and Fall of the Economy

Just as a balloon rises and falls, so does the economy. Recessions are a natural part of the business cycle. I'm not an economist, but I'll try to explain what happens during a recession and how the COVID-19 recession is likely to impact freelancers.

Usually a recession happens after the economy has grown as much as it can. Then the economy starts to contract. At a certain point, the contraction becomes a recession.

The National Bureau of Economic Research defines a recession as "a significant decline in economic activity spread across the economy, lasting more than a few months." A more traditional definition of a recession is two quarters in a row of contraction in gross domestic product (the total value of goods and services made within a country during a period of time).

Some of us were freelancing during the Great Recession, from December 2007 to June 2009. This was the longest recession since the Great Depression. Before that, we had the 9/11 recession, from March to November 2001. Since the 1990s, the average recession in the U.S. has lasted 11 months.

A Different Type of Recession

But the COVID-19 recession is different than “normal” recessions. It happened and spread really fast, just like the pandemic. And this recession is global.

No one knows how long the COVID-19 recession will last or how bad it will be. How well the U.S. and the world manage the pandemic will play a big role in what happens next. Adequate testing, effective treatments, and a vaccine will all help economies recover. In the U.S., the economic stimulus package is helping. And the steep increase in unemployment may be temporary.

Social distancing and other extreme measures make normal life seem like a distant memory. Many of us have spouses/significant others and/or kids at home. Some of our spouses/significant others are unemployed. Our days are disrupted, and our loved ones need more of our time.

Stress and anxiety are sky-high. Focusing on freelancing is harder now—at a time when we need to be able to focus more on our businesses.

Become a Fearless Freelancer

While we can't make the recession go away or change the surreal circumstances of our daily lives, we can choose how we react. You can:

- Give in to panic and give up
- Ride out the recession and hope things get better
- Carry on and become a fearless freelancer.

If you panic and sit around feeling sorry for yourself, things will only get worse. If you try to ride out the recession, your freelance business may survive. Then again, it may not—because hope isn't a strategy.

But if you carry on, you can become a fearless freelancer—and thrive. Becoming a fearless freelancer means:

- Using a growth mindset
- Adapting to the new normal
- Taking the right actions.

Do the Right Marketing

Successful freelancers aren't smarter or more talented than freelancers who struggle. The difference is that we don't sit around hoping that clients find us. We don't rely on low-paying, high-competition freelance job sites and content mills. Instead, we go out and find the steady, high-paying clients we deserve through our marketing.

Taking the right actions means developing client-focused marketing tools and then consistently marketing your freelance business.

Doing this got me through the Great Recession and the 9/11 recession. The marketing that I did when I started my business let me become a 6-figure freelancer in 18 months. And the work I did back then—along with consistent but less intensive marketing since then—enabled me to thrive during two recessions.

During the Great Recession, I was so busy with client work that I barely noticed the economic downturn. And I don't think I even knew we had a recession in 2001.

The COVID-19 recession is my third recession. So far, I've seen an increase in business (as of August 2020 when this book went to press). But I know that if I do lose freelance work due to the recession, I can get more by doing more marketing.

Some Advice for New Freelancers

Did you know that freelancing is more stable than having a job? If you lose a job, it can be really difficult to get another one—especially in a recession. If you lose a client or some freelance work from a client, you have other clients and other freelance work. And it's much easier to get a new client or more work from a current client than it is to get a new job.

But if you've been freelancing less than a year or two or are starting your freelance business during the recession, it will be harder than it usually is to build a stable, successful freelance business. You can still do this, but you'll have to work harder and it will take you longer.

Also, you'll probably have to work for lower-paying, usually smaller, clients than more experienced freelancers. That's what most new freelancers do even in good times. But if you follow the steps in this book, you won't have to work for bad clients who pay ridiculously low fees.

See the information for new freelancers throughout the book.

Use a Proven Process

In *The Fearless Freelancer*, I share the secrets to my proven freelance marketing process for getting steady, high-paying clients—even in a recession. You will have to work hard. But you won't waste your time or effort because my process is based on what works best for freelancers.

And most of the work—developing your marketing foundation—will last for the rest of your freelance career. You will need to update your marketing messages, LinkedIn profile, and website as your business evolves or your specialty(ies) changes. But it's much easier to do updates than it is to develop your marketing foundation.

Adapt to the New Normal

If you've read my earlier book, *7 Steps to High-Income Freelancing* (2017), you'll see that much of the content in *The Fearless Freelancer* is similar. That's because the same basic principles work in good times and in bad. But there are a few differences.

In a recession and whatever the new normal turns out to be, what you think—your mindset—is as important as what you do. So Step 1 is about developing the fearless freelancer mindset.

There are two more things that you must do if you want to thrive:

- Stand out from the competition
- Consistently market your freelance business.

Step 2 is about standing out in a sea of freelancers with your brand. Step 3 is about building the freelance marketing habit so that marketing becomes almost as easy as tying your shoes. The

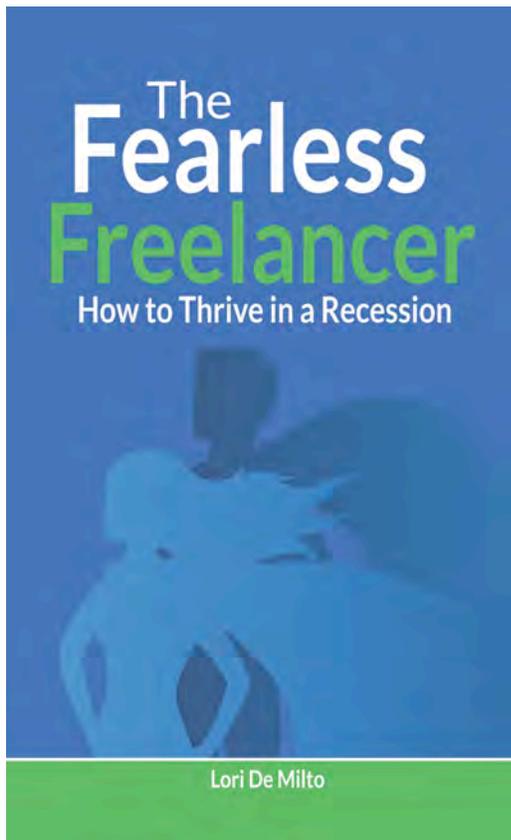
other seven steps are the same as in my earlier book, with a lot of updated information.

At the end of the book you'll find bonus content with links to more than two dozen checklists, templates, other tools, and blog posts.

Create a Stable, Successful Freelance Business

Despite the recession, you can get steady, high-paying clients and build a stable, successful freelance business. This book shows you what you need to do and how to do it. If you're willing to work hard, you can start to see changes in just a few months!

Ready to get started?



Freelancing in a recession doesn't have to be scary. The Fearless Freelancer gives you a proven, step-by-step process for getting steady, high-paying clients—from a freelancer who's thrived during two recessions. Also get dozens of checklists, templates, and other tools to help you recession-proof your freelance business.

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