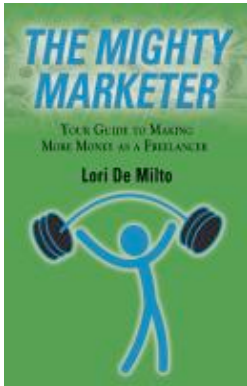


THE MIGHTY MARKETER

YOUR GUIDE TO MAKING
MORE MONEY AS A FREELANCER

Lori De Milto





The Mighty Marketer offers freelancers everything they need to know to use marketing to build their business and make more money. De Milto offers practical insights, examples, tips, and resources on developing high-impact, low- or no-cost marketing tools, building a strong network and a trustworthy reputation, getting repeat business and referrals, and more.

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First Edition

Chapter 1. Building Your Business with Marketing Might

“If you can dream it, you can do it.”

— Walt Disney

Within 18 months of starting my freelance business I had plenty of work and was earning twice as much as when I was a full-time writer for a major university. Since then, I’ve had as much work as I wanted, and usually more. The secret to my success is simple: mighty marketing.

No matter how talented or knowledgeable you are, you won’t succeed as a freelance writer, editor, graphic designer, web designer, web developer, photographer or other type of freelancer unless you can market your services. Marketing is a key part of running a business. And freelancing is a business.

Control Your Destiny

Good marketing gives you the power to control your destiny—to decide how much you work, how much money you make, what type of work you do, and who you work for.

There are many definitions of marketing. Here are some that I like:

“Marketing is understanding your buyers really, really well. Then creating valuable products, services, and information especially for them to help solve their problems.”

— David Meerman Scott

Bestselling author of “Real-Time Marketing and PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products that Grow Your Business Now”

The Mighty Marketer

“Marketing is products that don’t come back and consumers that do.”

— Steve Dawson
President, Walkers Shortbread, Inc.

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”

— Philip Kotler, PhD
S.C. Johnson & Son Distinguished Professor
of International Marketing, Northwestern University
Kellogg Graduate School of Management

“Marketing is the art and science of creating, delighting and keeping customers, while making a profit and building enterprise value.”

— Max Kalehoff
Vice President of Marketing, Clickable

“Marketing is discovering what the prospect wants and demands and delivering it more efficiently and effectively than the competition.”

— Paul Kulavis
Managing Partner, Sterling Park Group

Become a Mighty Marketer

While minor revisions are necessary to make some of these definitions more relevant for freelancers (we market services rather than products and have clients, not customers), marketing comes down to:

- Knowing what prospective clients (your target market) want and need
- Getting clients to hire you
- Keeping clients by giving them superior service.

Marketing your freelance business, in my view, covers virtually everything you do, from responding quickly and professionally to emails to having a great website to going beyond the expectations of your clients—and much more.

Yes, You Can

Marketing isn't difficult. If you're smart enough to be a freelancer, you're smart enough to become a mighty marketer. Good marketing takes:

- Belief in the might of marketing
- Some basic marketing knowledge, which you can get through this book and the resources provided
- A can-do attitude
- A willingness to invest your time in work that is sometimes tedious
- A willingness to invest some money in marketing.

Good marketers make more money than freelancers who don't know how to market their businesses, or simply don't want to do it. The *2012 Freelance Industry Report*, a survey of nearly 1,500 freelancers of all types, found:

- 41% of freelancers who spent at least 20 hours a month marketing their businesses made \$70 or more per hour
- 28% of freelancers who spent less than two hours per week prospecting made this much.

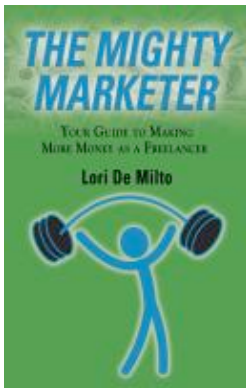
Exploring potential opportunities and clients should be fun. I could easily spend much more time marketing my business than I do. Once you put on your marketer's hat, the ideas will start to flow. The keys are to set your priorities and stick to them, and to spend enough time on marketing to grow your business but not so much time that you don't have time to do the work.

Enjoying the Marketing Journey

A strong belief in the might of marketing, some basic knowledge, a “can-do” attitude, and lots of hard work let me successfully market my business. This book tells you how I did it—and how you can too.

My personal experiences, the many things I’ve learned over the years from colleagues, and insights from many credible books and Web-based resources (associations, organizations and individuals) are included. While this book mostly focuses on what I call creative freelancers (writers, editors, graphic designers, web designers, web developers, and photographers) much of it is applicable to all types of freelancers—who now make up 34 percent of the workforce, according to a 2014 survey by the Freelancers Union and Elance. That’s 53 million freelancers in the United States.

The worksheets, templates and tools in Bonus #2 will make it easy for you to focus your marketing and make the best use of your time and money.



The Mighty Marketer offers freelancers everything they need to know to use marketing to build their business and make more money. De Milto offers practical insights, examples, tips, and resources on developing high-impact, low- or no-cost marketing tools, building a strong network and a trustworthy reputation, getting repeat business and referrals, and more.

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