

## **A Secret Technique to Score More Writing Gigs**

I am often asked how you can score more work quickly in as little time as possible – especially when work seems to be thin on the ground. I picked this tip up a while ago and I have to admit, it's not something many of you will be aware of.

Firstly, go to your local agency jobsites. Places like Monster and Reed or indeed any local or National recruitment sites are where you need to be. Once you have found a few, you need to sign up to their email alerts system, where they send you a daily digest of the local jobs. Make sure you look for freelance and contract positions.

Once you have signed up, this is where the real fun begins. We are NOT doing the boringly simple method of simply applying for every job we take a fancy to. Oh no. We are going to do something faster, quicker and smarter than anyone else.

When you find a job you'd like to try, do a preliminary search on the company offering the position. Find out the name of the person who is the marketing manager or Marcom (marketing and communications) manager. All it takes is a simple phone call to ask the name and extension number.

Get a list together of all the different writing gigs you would like to do, the name of the person in charge, and then get ready to make some calls!

Ring each person on your list. Be polite and professional at all times. You should use a script like this:

'Good morning. My name is Arfa and I'm a commercial freelance writer. I'm just making contact with local companies to ask if they have a need for a skilled writer to help them with their marketing and other writing commitments. Is this something that you would be interested in?'

If they say yes (and they will, because they have placed an ad with an agency) you can arrange to email them your website details which will contain your online portfolio. Remember to include any additional and relevant samples where necessary. When you close your call, ask if it's ok to ring back in a few days when they have had a chance to look through your stuff.

Whatever you do, if you have said you will call back – make sure you do. Again be polite and professional and ask if they have had a chance to look through your samples and whether they think you could be a good working match for their needs.

The likelihood is that you are pretty much certain of securing work over and above anyone submitting an online application.

Now go get some work!