

# Marketing Mayhem



**The 4 Week No-Nonsense Guide To Getting More Business Than You  
Thought Possible**

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## **Marketing Mayhem – The Freelance Writer’s Butt Kicking Companion To Generating More Work Than You Can Handle!**

This report is brought to you courtesy of a fellow reader who wanted more on this topic – so instead of adding a few pages to my Freelancing Firebird report, I decided to create a new report which would cover this in-depth.

One thing I do get asked is how long should I spend marketing myself? The answer depends on where you are at. If work is going well, you can spend a few hours a week marketing. Truth be told though, when you start out, you should dedicate a few hours daily to this task.

It sounds a bit scary, and I admit for some it will be the bane of their career, but it HAS to be done. Come rain or shine, you should have the following mantra in your head.

‘Marketing, Marketing and more Marketing!’

You are not just some home based business writer writing for pocket money. If that’s your only ambition, you may as well get a paper round. You bought Freelancing Firebird because you want to make some serious money. Quit your day job. Become independent and self-sufficient. Finally make money doing something you enjoy at rates that others can only dream about.

When you start out, it is extremely over-whelming, and you will not have a clue where to begin. The following guide is designed to get you more work than you can get – and it works on the premise that you are just starting out.

To implement this plan, I’m assuming you have:

- Samples and lots of different ones
- A website
- A serious desire to make money
- At least 2-3 hours a day to invest in marketing, maybe more

### ***What to Expect***

This is a tough one. The plan I have laid out for you is by no means exhaustive – you can add in as many additional ideas from Freelancing Firebird as you like, but for the first 4 weeks, I want you to knuckle down and follow the plan laid out here by the letter to get you started.

After week four, you will take one week off to simply assess where you are at, and it is at this point that I will make additional suggestions of what to do now. You can then simply rinse and repeat when work is slow, but ideally, you want to do these on a consistent basis.

Finally, I'll give you pointers and suggestions of how to manage your time and what other things you can be doing to help you get the word out.

I hope you have your seatbelt firmly on, because this plan is tough and to the point. Just think of it like this – when you have completed it, you will have a full diary and plenty of business coming in. This is not going to be easy, but I am taking you through this plan step by step.

One last thing. I am using low cost and no cost methods here, so for those of you who are overly keen, I suggest leaving the more costly stuff to your second month when you have had a chance to assess what you are doing.

Before you start the 4 week program below, I strongly suggest that you write a simple report on how to increase profits or perhaps on web marketing or generating new business or any other report which you think that local businesses would find useful.

Because I want you to get started as soon as possible, I have already included a report with this purchase – it's called 'Marketing Tips' and is in a word document. Personalize the information in this report – it's for you to give away to other businesses. Add, change and modify whatever you like, just don't forget to change the copyright information to yours and to ensure you put your details on the back page.

Before you hand out this report to other businesses, be sure to convert to PDF format. If you have never done this, it's easy. Simply make and save your changes, and then upload to [www.zamzar.com](http://www.zamzar.com) – this free tool will allow you to convert files from one type to the other and is EASY to use.

Another thing, if you hate cold calling, you can always send out an email instead, although there is no guarantee it will get opened. Use the template in Freelancing Firebird with the hook of a free consultation to increase the opening rate.

I usually find that cold calling and then sending an email has a better response rate, but this is your choice entirely. By sending out just an email, you leave it to the prospect to call you – and they can be lazy about doing so.

You still need to follow up, although you may choose to do this via email and mention a time limit on the offer of free consulting which again should increase the open rate.

When cold calling, you should ask for the Marketing department or the person responsible for marketing.

This plan is split into a week by week and day by day account of activities you need to do. I suggest setting aside a minimum of three hours to complete these tasks. When cold calling, the average cold call takes about three minutes, so working on this premise, you should be able to make at least 20 or more calls in an hour.

I recommend you make a MINIMUM of 15 calls to a maximum of 30 calls day, since you need to leave time to do other things.

I make suggestions of where to drop off your business cards – you may choose to do your rounds all in one day if it helps.

Ready to start? Here we go...

## **Week One - Day One**

1. Make a list of all the people that you know that are in business and have family members who are in business. This includes your local schools and educational services and any professionals you are well acquainted with – your dentist, your doctor, your therapist. Date your list with today's date
2. Next, ring each and every person on the list. Be your normal, casual self and simply tell them what you are doing and that you are looking to fill your diary for the next few months
3. Ask them for their email address and write it down
4. Now send out an email to everyone you spoke to, thanking them for the time they took to talk to you. Give them your URL
5. Next, email everyone on your personal email contact list and tell them what you are doing, who you can help, HOW you can help and point them to your URL
6. Ask the people on your list to kindly forward this onto anyone they know that may need your services
7. Sign up with [www.Elance.com](http://www.Elance.com) and create a profile and a basic account
8. Do the same for [www.Guru.com](http://www.Guru.com) or any other job auction site
9. Sign up for the Chambers of Commerce as a member

## **Week One - Day 2**

1. Today, we are prospecting. Select an industry you would like to work with that interests you. My advice is to start with any of the following:
  - a. Healthcare professionals
  - b. Education
  - c. Professional services (lawyers, accountants, tax specialists etc)
  - d. IT firms and Web designers
  - e. Colleges and universities
  - f. Local economic development agencies such as Business Link and Chambers of Commerce
  - g. Trade Associations
  - h. Creative ad agencies
  - i. Consultants
  - j. Local building and supplier merchants

Use [www.yell.com](http://www.yell.com) or local Google Places listings to search for all the local businesses that fall under your chosen industry. Write down each business name with the contact details and date this list with today's date

2. Ring each contact and using the scripts in Freelancing Firebird, ask each person if they have any need for a good writer and if it's ok to email them more details. Write down their email address.
3. Next, write a simple email thanking them for taking the time to talk to you. Introduce yourself more formally, mention what you can do, point to your URL and offer them a FREE consultation and a FREE report. Tell them you will be contacting them again in a few days. Send this email out to everyone who you just rang – make sure you put everyone's email addresses in the BCC area, which means that no one else can see the list you sent it to
4. Spend about 30 minutes or so scouring Elance and Guru (you should sign up for their alerts service so you get all the newest jobs into your inbox) and applying for jobs which you would like to do
5. Write a simple 500 word article on any aspect of marketing which can help local businesses
6. Sign up to an autoresponder such as Mailchimp which has a free account of upto 1000 subscribers – this is more than enough for you to start your business with
7. Add all your new contacts into Mailchimp today – all of them, your referrals, and those you spoke to today

### **Week One – Day 3:**

1. Select an industry you would like to work with that interests you.
2. Again, Google these and get the contact details like yesterday – date your list
3. Call everyone, introduce yourself and your services, and ask for their email address
4. Email everyone and tell them who you are, thank them for speaking to you and leave your URL and contact details saying you will be in touch shortly. Make sure you offer a free report and consultation
5. Add these new contacts to your mailing list
6. Write a 500 word article on any aspect of marketing
7. Apply for jobs on Elance and Guru
8. Sign up for local and national recruitment agencies and their alerts service with the search terms of 'writer' or 'copywriter'
9. Sign up with Monster.com or the Monster relevant to your Country and upload your resume and details

### **Week One – Day 4:**

1. Select an industry you would like to work with that interests you.

2. Again, Google these and get the contact details like yesterday – date your list
3. Call everyone, introduce yourself and your services, and ask for their email address
4. Email everyone and tell them who you are, thank them for speaking to you and leave your URL and contact details saying you will be in touch shortly. Make sure you offer a free report and consultation
5. Add these new contacts to your mailing list
6. Write a 500 word article on any aspect of marketing
7. Apply for jobs on Elance and Guru
8. Leave a stack of business cards in your local dental waiting room (ask permission first)
9. Hand out your business card to at least three people you know
10. Use Google Alerts to create alerts for 'Writer needed' or 'copywriter needed'

### **Week One – Day 5:**

1. Select an industry you would like to work with that interests you.
2. Again, Google these and get the contact details like yesterday – date your list
3. Call everyone, introduce yourself and your services, and ask for their email address
4. Email everyone and tell them who you are, thank them for speaking to you and leave your URL and contact details saying you will be in touch shortly. Make sure you offer a free report and consultation
5. Add these new contacts to your mailing list
6. Write a 500 word article on any aspect of marketing
7. Apply for jobs on Elance and Guru
8. Leave a stack of business cards in your local doctor's waiting room (ask permission first)
9. Hand out your business card to at least three people you know
10. Contact your local private schools and ask how much they would charge if you were to place an advert in their newsletter – remember the parents who send their kids to private schools are affluent and well connected
11. Write a small advert promoting yourself with your biggest benefits to a person's business
12. Submit your ad to the schools to publish

### **Week Two – Day 1:**

1. Get your list from Week 1, day 1 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested



in your services. Remember, the people on this list are those you know – so whether they need your services or not, ask them to pass your details on to everyone they know

2. Offer a reward for every new client you bag because of them – perhaps a \$25 gift voucher or take them out for a meal
3. Select an industry you would like to work with that interests you.
4. Again, Google these and get the contact details like you did yesterday – date your list
5. Call everyone, introduce yourself and your services, and ask for their email address
6. Email everyone and tell them who you are, thank them for speaking to you and leave your URL and contact details saying you will be in touch shortly. Make sure you offer a free report and consultation
7. Add these new contacts to your mailing list
8. Write a 500 word article on any aspect of marketing
9. Look for suitable jobs on Elance and Guru
10. Leave a stack of business cards in your local lawyer's waiting room (ask permission first)
11. Hand out your business card to at least three people
12. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
13. Ask them for email details so you can send them your URL
14. Add these new contacts to your mailing list
15. Place your business in the local Google Maps listings

## **Week 2 – Day 2**

1. Get your list from Week 1, day 2 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Select an industry you would like to work with that interests you
4. Again, Google these and get the contact details like you did yesterday – date your list
5. Call everyone, introduce yourself and your services, and ask for their email address
6. Email everyone and tell them who you are, thank them for speaking to you and leave your URL and contact details saying you will be in touch shortly. Make sure you offer a free report and consultation
7. Add these new contacts to your mailing list
8. Write a 500 word article on any aspect of marketing

9. Look for suitable jobs on job auction sites and bid for them
10. Leave a stack of business cards in your local private school's waiting area (ask permission first)
11. Hand out your business card to at least three people
12. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
13. Ask them for email details so you can send them your URL
14. Add these new contacts to your mailing list
15. Place an ad in your local 'ads only' supplement

### **Week 2 – Day 3**

1. Get your list from Week 1, day 3 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from week 2, day 1
4. Leave a stack of business cards in your local posh hairdresser's desk (ask permission first)
5. Hand out your business card to at least three people
6. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
7. Ask them for email details so you can send them your URL
8. Add these new contacts to your mailing list
9. Place an ad in your community newsletter

### **Week 2 – Day 4:**

1. Get your list from Week 1, day 4 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from week 2, day 1
4. Leave a stack of business cards in your local Chamber's of Commerce Office desk (ask permission first)
5. Hand out your business card to at least three people
6. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
7. Ask them for email details so you can send them your URL

8. Add these new contacts to your mailing list
9. Place a classified ad in your local paper for your services

### **Week 2 – Day 5:**

1. Get your list from Week 1, day 5 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from week 2, day 1
4. Leave a stack of business cards in your local salon (ask permission first)
5. Hand out your business card to at least three people
6. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
7. Ask them for email details so you can send them your URL
8. Add these new contacts to your mailing list
9. Place an ad in your local Gumtree listings

### **Week 3 – Day 1**

1. Get your new list from Week 2, day 1 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from week 2, day 1
4. Leave a stack of business cards in your local posh car sales garage (ask permission first)
5. Hand out your business card to at least three people
6. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
7. Ask them for email details so you can send them your URL
8. Add these new contacts to your mailing list
9. Set up a newsletter template for your mailing list
10. Using the marketing articles you have been writing over the last couple of weeks, pick two to add to your newsletter
11. Add in a filler article – perhaps a recipe, some local news or events or a book review etc

12. Make sure you add in a section about yourself and what you do along with contact details
13. Send this newsletter out to everyone on your list

### **Week 3 – Day 2:**

1. Get your new list from Week 2, day 2 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from the week 2, day 1
4. Leave a stack of business cards in your local tax office (ask permission first)
5. Hand out your business card to at least three people
6. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
7. Ask them for email details so you can send them your URL
8. Add these new contacts to your mailing list
9. Contact the Chambers of Commerce and ask when their next networking event is and arrange to attend it

### **Week 3 – Day 3**

1. Get your new list from Week 2, day 3 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from week 2, day 1
4. Leave a stack of business cards in your accountants office (ask permission first)
5. Hand out your business card to at least three people
6. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
7. Ask them for email details so you can send them your URL
8. Add these new contacts to your mailing list
9. Create an irresistible offer for your list – it could be a FREE personalized marketing report created for all businesses who book before a particular date

10. Mail this to your list

### **Week 3 – Day 4:**

1. Get your new list from Week 2, day 4 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from week 2, day 1
4. Leave a stack of business cards in your local Starbucks or other coffee place (ask permission first)
5. Hand out your business card to at least three people
6. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
7. Ask them for email details so you can send them your URL
8. Add these new contacts to your mailing list

### **Week 3 – Day 5**

1. Get your new list from Week 2, day 5 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from week 2, day 1
4. Leave a stack of business cards in your local posh restaurant (ask permission first)
5. Hand out your business card to at least three people
6. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
7. Ask them for email details so you can send them your URL
8. Add these new contacts to your mailing list
9. Plan a direct mail campaign – write a sales letter selling your services to other businesses – make sure the client thinks 'What's in it for me' at all times. Sell your main benefits in this letter. Put an enticing offer into this letter as well – it should stand out and really want to make businesses go for it

### **Week 4 – Day 1:**

1. Get your new list from Week 3, day 1 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Write a 500 word article on any aspect of marketing
4. Look for suitable jobs on job auction sites and bid for them
5. Leave a stack of business cards in your local computer repairs shop (ask permission first)
6. Hand out your business card to at least three people
7. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
8. Ask them for email details so you can send them your URL
9. Add these new contacts to your mailing list
10. Create another newsletter using one or two articles from the ones you have written and send it out to everyone on your list
11. Put your direct mail campaign into practice – select from your lists at least 30-50 contacts who you would like to get in touch with
12. Mail out your sales letter that you wrote last week, and place a business card in it. If you can, add in something free such as a mini pencil and pen set or other cheap mini items (you can get these from the discount or dollar stores)

### **Week 4 – Day 2:**

1. Get your new list from Week 3, day 2 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Write a 500 word article on any aspect of marketing
4. Look for suitable jobs on job auction sites and bid for them
5. Leave a stack of business cards in your local garden center (ask permission first)
6. Hand out your business card to at least three people
7. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
8. Ask them for email details so you can send them your URL
9. Add these new contacts to your mailing list

10. Use postcard marketing and target one or two industries on your list. You can use <http://www.usps.com/directmail/createcustomized.htm> to create and manage your campaign

### **Week 4 – Day 3:**

1. Get your new list from Week 3, day 3 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Write a 500 word article on any aspect of marketing
4. Look for suitable jobs on job auction sites and bid for them
5. Leave a stack of business cards in your local garden center (ask permission first)
6. Hand out your business card to at least three people
7. Go through your alerts for the recruitment agencies – when you see work that interests you, call them up, introduce yourself and ask if they have any need for a good writer
8. Ask them for email details so you can send them your URL
9. Add these new contacts to your mailing list
10. Sign up for a blog on blogger.com or wordpress.com and paste in your marketing articles. Make sure you have your profile linking back to your website on this

### **Week 4 – Day 3:**

1. Get your new list from Week 3, day 3 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from yesterday
4. Create a Facebook page and profile yourself as a writer
5. Find people you may know and request to be friends
6. In particular, you can become friends with writers groups on Facebook

#### **Week 4 – Day 4:**

1. Get your new list from Week 3, day 4 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from day 1 of this week
4. Create a Twitter page and profile yourself as a writer
5. Find people you may know and groups that interest you and follow them
6. Once people start following you, tweet about your marketing blog

#### **Week 4 – Day 5:**

1. Get your new list from Week 3, day 5 and give everyone a call to follow up. Ask if they had a chance to look through your stuff and if they would be interested in your services.
2. If yes, great! You're in business! If not, thank them for their time
3. Repeat steps 3-9 from the day before
4. Create a LinkedIn page and profile yourself as a writer
5. Find people you may know and request to connect
6. If people you know are on LinkedIn, you can request endorsements and add these to your profile

**Congratulations!** That was probably the hardest thing you ever did! Of course, if you followed everything in here to the letter, you should now have some excellent clients to work for, and plenty of work in the pipeline.

#### **What Next?**

Now you have gone through the start up process, you can relax up now...a bit! If things get bad, simply rinse and repeat. You can always tweak your plan and do more or less depending on how much time you have on your hands. The rule is to never give up and to always follow through with each client.

Marketing is never a once in a while activity – if you aren't marketing yourself on a consistent basis, you will struggle to keep bringing in new work. Always update your blog and tweet about it at least once a week.

Keep sending out newsletters to your list once a week as well. Anything that establishes you as the expert will strengthen your credentials and get people



thinking about the work you do – this can easily lead to work. Be creative and always spend a minimum of 5 hours a week marketing.

I hope this has inspired you to take some serious action – now just go do it!

If you have any problems, please email me on [info@arfawrites.com](mailto:info@arfawrites.com) and I'll be happy to help!