

FOUR STEPS FOR GROWING YOUR CLIENT BASE

STEP 1: DEFINE YOUR BRAND

"I put in a lot of thought and time **to make sure my site reflected my personality** and gave off an authentic Arlene vibe. It's really paid off in attracting projects that interest me."

—Arlene Prunkl, [@ArlenePrunkl](#), [penultimateword.com](#)

"I've netted a couple of clients through Twitter now, mostly using the #amwriting hashtag and just chatting about my own writing or offering writing/editing tips. **All of this through the lens of my own personal (kinda warped) humour** [...] And then every once in a while I throw it out there that I'm an editor and include a link to my business website.

So, basically, I'm me on Twitter, and **then I let people know I'm me AND an editor.**"

—Vanessa Ricci-Thode, [@VRicciThode](#), [thodestool.com](#)

STEP 2: MAKE YOURSELF DISCOVERABLE

"I've also had success by using Twitter and LinkedIn to follow companies that I'm interested in writing for. I've recently done work for a technology company because one of their consultants **noticed that I was following the company on social media.**"

—Kaarina Stiff, [@kaarinaWrites](#), [onpointwriting.ca](#),

"[Social media] does make me easy to find when someone I've met in person thinks of me. I've gotten actual work via Twitter and Facebook, **from people I had met in person.**"

—Adrienne Montgomerie, [@sciEditor](#), [catchthesun.net](#)

STEP 3: DEVELOP AND DEMONSTRATE YOUR EXPERTISE

"I have a blog where I post communication tips for writers, and this has made it easy for me to sell my services as an experienced editor. **Several clients have given me work on the strength of my blog posts alone.**"

—Sue Archer, [@dbwcomm](#), [doorwaybetweenworlds.com](#)

"After just a few months of tweeting, I got a DM from the senior copywriter at Hootsuite headquarters here in Vancouver. We follow each other, and **she'd seen me tweeting about editing and training**. Fast-forward a couple of months and I was teaching a half-day grammar workshop for Hootsuite."

—Frances Peck, [@FrancesLPeck](#), [westcoasteditors.com](#)

STEP 4: DRIVE BUSINESS GROWTH

"And remember, good customer service is its own reward. **One of my very first clients refers new clients to me every year**, which leads to some of them referring new clients to me, and so on, until my schedule is completely full!"

—Suzanne Purkis, [@LucidEditing](#), [lucidediting.com](#)

"So far I have gained most of my clients through referrals from my blogging community. The authors in my community are serious about writing books and **are often well connected** with other self-publishing authors."

—Sue Archer, [@dbwcomm](#), [doorwaybetweenworlds.com](#)