



## CASE STUDY

### Joy Drohan

Eco-Write, LLC

*Freelance writer and editor since 1995*

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With more than 20 years of freelance writing and editing experience, Joy Drohan was doing pretty well. But she wanted to eliminate slow periods, and to have more choice in her projects. Yet, finding time for marketing was difficult.

That's when Joy came across **Finding the Freelance Clients You Deserve**, an online course that helps freelancers learn the most effective ways to target and reach the right clients. "Taking the course forced me to focus on marketing and helped me to clarify more effective ways to reach my ideal clients," she says.

### Identifying and Attracting More Ideal Clients

After refining her specialty and identifying the type of clients she most wanted to work with, Joy was able to set priorities for whom to contact on her long list of prospects. She also developed a tagline — "targeted writing and editing in environmental and agricultural sciences" — which clearly and concisely defines her business.

Joy gets most of her clients through direct email, networking, and word of mouth. For the direct email, she had several templates that she tweaks to meet the needs of each prospect. The course helped her shorten and strengthen her templates.

Following up with prospects is a key part of Joy's success with direct email. While the course suggests doing this by email, which is easier for most freelancers, Joy likes to call prospects. "I've been shocked at how easy it is to get some people on the phone," she says. Sometimes, prospects say that they meant to get in touch with Joy, and the phone calls help strengthen the relationship and make continuing follow-ups more fruitful.

Long-term follow-up with prospects who've responded but not yet hired Joy pays off too. One of Joy's clients, for example, was referred to her by a prospect about two years after Joy first contacted that prospect.

### Developing More Client-Focused Marketing

Through the course exercises and personalized coaching, Joy focused her LinkedIn profile more on the needs of her clients and revised the language to rank higher in search results. She also updated her logo and business cards (see these marketing materials on page 3). "Lori provided invaluable individualized feedback on my marketing materials and suggestions on how to improve them," she says.

## Making Networking Fun

Along with networking through professional associations and conferences, Joy joins groups and participates in activities that draw people who are interested in the environment and agriculture—many of whom could become her clients. She’s gotten clients and made key contacts, for example, through the Audubon Society and a caving trip. “Get out there and find other people who like the same things you do. Find something that’s fun,” she says.

## Setting Reasonable Marketing Goals

Like many freelancers, Joy used to market her business only when things were slow. But that didn’t work well. Now, she tries to reach out to at least two new prospects every week—a reasonable goal. Joy also spends more time on marketing in the summer, when her client workload is lighter.

## Tips on Getting the Right Clients

“Do a little marketing every day or almost every day. If you wait for a block of 4-6 hours, you won’t get to it,” says Joy. She also offers these tips to other freelancers:

- Get out and meet people in person who might need your services.
- Follow up by email or phone. Once you find somebody who’s interested, continue to follow up regularly.
- Contact SCORE, a partnership with the Small Business Administration and Deluxe, to work with a volunteer business mentor who can connect you to invaluable resources.

If you’re seeking federal contracts or subcontracts, put your name on the interested vendors list and check out the other companies there, which may be potential future collaborators. Reach out to the companies that seem most interesting or relevant to your specialties.

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## About Joy’s Freelance Business

Clients in environmental and agricultural sciences have been turning to Eco-Write, LLC, for targeted, award-winning writing and editing for more than 20 years.

Joy helps government agencies, universities and colleges, publishers, professional associations, nonprofit organizations, and individuals with projects such as reports, books, grant proposals, web content, extension publications, and news and feature articles. She’s worked on dozens of subjects, including climate change, sustainability, wildland fire, nonpoint source pollution, riparian conservation, and integrated pest management.

## Learn More About Joy

[Eco-Write, LLC](#)

[LinkedIn profile](#)

[See some of Joy’s marketing samples on the next page](#)

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# Some of Joy's Marketing Samples



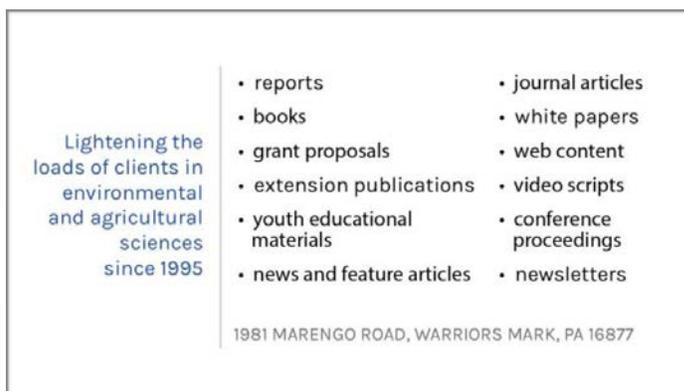
## New logo with tagline

The pencil and tree, and the water in Joy's company name, Eco-Write, all tie into her work. The company name and tagline tell people what Joy does in a clear and compelling way.



## New business card: Front

Joy's business card clearly says what she does and who she does it for with her logo and tagline. Clients, prospects, and colleagues can easily see her name, website, and contact information.



## New business card: Back

Joy makes great use of the back of her business card with some client-focused information ("Lightening the load of clients in environmental and agricultural sciences since 1995") and more information about her services.