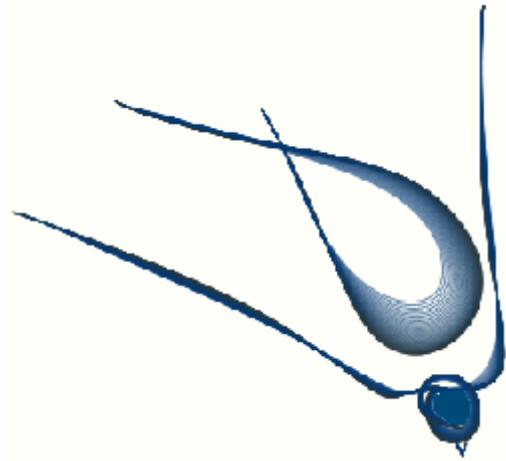


*MARKETING FOR FREELANCE PROFESSIONALS
ARTICLES TO HELP YOU GROW YOUR BUSINESS
AND FIND MORE STUDENTS*



How To *Find* Customers And Students



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How To *Find* Customers And Students

How can you ensure a steady stream of new customers or students?

Do you remember the fairy tale of "*Goldilocks and The Three Bears*"? Goldilocks stumbles on their house in the woods and knocks on the door. But nobody answers. However, the door is open and she goes in. Inside she finds three chairs and sits on each one in turn before she finds the chair that is "just right". In the meantime, Goldilocks is now feeling hungry... and I'm sure the rest of the tale is well known. But what does Goldilocks have to do with freelance web sites?

Suppose there was **no** house in those woods? What? No house? Then the story would end here, because Goldilocks could never have tried out the three chairs to find out which was the right size. She could never have tried out the three porridges to discover which had just the right



temperature, and she could never test the three beds and fall asleep on the most comfortable.

So what does this tell us?

1. **Goldilocks** is your synonym for your anonymous Internet user looking for a product or service.
2. The **three** bears, the **three** chairs and the **three** porridges are the number of minimum times **Goldilocks** will carry out an Internet research for a product or service she needs; for which she wants to make comparisons before buying.
3. If you don't have a house (your web site) with your products or services on offer for **Goldilocks** to find when she comes into the woods (the Internet), she – nor anybody else for that matter – is going to come and knock on your front door. Nobody is going to walk in to see what you have to offer...



Why are web sites critical for all freelancers?

Your Internet house door is the fastest and easiest way of attracting your steady stream of students. Your own web site means gaining your independency from colleges, universities, or English language schools for your customers. You can and will be able to find your own customers without relying on these institutes. You can and will be able to set the prices you feel your service is worth. You can and will be able to choose the customers or students you want to teach.

It also means you are responsible for your own business, because being a freelancer is nothing less than – a real business. It's not a hobby, so perhaps it's time to think seriously how you consider your job – your status as a freelancer, an independent business owner. When you decide to take your freelancer status seriously, you will start your business idea with your product or service. And then, you will need a web



site to start marketing and selling your products or teaching and training services.

I've worked as a freelancer in three countries: England, Belgium and now Germany. I have taught aquarelle and silk painting and have given computer courses before and during the early Internet days.

I've written travel articles, written sales letters and instruction manuals as a freelancer. I've struggled in the past to attract new customers with little to no budget. I didn't know then how to solve these problems. I neither appreciated why *"The Customer Is King"* nor understood how this would influence not only my customers but also my own needs too.

What I did have was a profound interest to succeed. I began to study marketing and how to sell because I wanted to know how to bring my services to the customer. I wanted to know if there was secret formula to convince him or her about its quality to persuade them to buy. Now be honest! Who wouldn't be interested in





Freelance Teachers

How To Grow Your Business And Find More Students Successfully



learning how to sell their products or services?

Today? Today I live and work as a freelancer abroad. My current niche is in teaching English to non-native speakers of English. I don't live in a city, but a village that has grown into a small town. I have a steady stream of requests from potential students and customers – each week. And they travel to my home as much as 30 miles in some cases. And those that live further away come into my home through the Internet and the computer.

Nevertheless, these age-old problems haven't changed. They've stubbornly remained the same: Why is it difficult to find customers? And...how to persuade them to come to me – and not to my competitor?

How is my situation different today from that of 30 years ago?



Where to find a supermarket of customers and students

How is my situation different today?

Time has changed the way people live because the times have brought new technology in the form of computers and the Internet. There is a vast supermarket out there! And your customers and students are browsing their way through the offers in their thousands.

Technology has made our freelancing job easier to present to the man on the street – yet more difficult at the same time. A paradox, you may say and you would be right. You only need to tap into this wonderland supermarket. But how? This can be best explained by using my own new niche – English language teaching – as an example.

NOTE: If you don't teach English as a second language. No problem. Simply replace "English language teaching" with your own particular teaching niche. Freelancing as a teacher, trainer or coach



has many overlaps but these all follow the same core of principles.

How to choose a web site name

If you're serious about being a freelance English trainer and teacher, you are going to have to own web site. But it doesn't matter which area of business you work in. You could be a freelance translator. You could be a life coach or a teacher giving guitar or piano lessons, or you offer Pilatus courses or sport in Asian combat martial arts. Perhaps you offer ballroom dancing lessons or Middle East belly dancing courses... Whichever, it will be your web site that is going to be the major key in opening the door to a steady stream of new students and customers.

In freelance English language teaching, one of the fastest growing sectors is in providing English lessons for business employees. Why? Because English has become the language of business and most companies recognise the need to know and to be able to communicate in a basic



minimum of English. And you your own web site must have its own domain name that reflects in some way your freelancing profession. A name that will make sense to somebody looking for your products or your services.

I should know... because even after all this time working as a freelance English teacher,

I am still surprised at how many people find me at my

www.EnglishCommunications.de. Since I have my website published, I am receiving an average of two e-mail enquiries a week and one telephone enquiry every other week.



My new customers and students are finding their own way to my doorstep. And I don't live in a city or a large town. I live in a small village trying to convince itself that it's a town.



How a web site domain name attracts new students

Not living in a city with a steady stream of potential customers walking past your door is difficult. However, attracting a steady stream of new students isn't as difficult as it sounds. However, it does require you to give some thought about what your freelance job is, coupled with some common sense practicalities.

For example:

The first practical rule to follow is to ensure that your web site bears a name that isn't difficult for your customers to remember.

If your own name is available – use it. If not, then use some derivative of it.

It gives your customers a way to remember and find you – should they mislay your contact details. And if that doesn't work (because your name or derivative has already been taken) then pick something that's easy-to-say **and** easy-to-spell. Forget the clever or fancy



names – because nobody will ever remember you have called your web page **123AvZo!**

How creative should the web site domain name be?

Why not creative? Why is this so important? Why should having an easy-to-remember web site name bring me a better advantage, you may ask, but not a creative or even unusual name? The answer is just as simple as your (I hope) web site name. It's because nobody will be able to associate your freelancing service or your teaching offers or associate them with an improbably creative and fanciful name. Take this simple test:

Imagine you want to learn how to play the guitar, a bass guitar to be exact. What words are you going to use and type into the Google or Yahoo search box (or any other preferred search engine) if you were looking for a freelance bass guitar teacher in Internet? Would you search for **"123AvZo"** or **"exclusive lessons with string instruments"**?



If you were looking for lessons on how to play the bass guitar, you would type in words such as:

"learn how to play the bass guitar",

"bass guitar lessons",

"bass guitar lessons, <plus the town name near where you live>",

"how to play the bass guitar", etc.

I ask you... How would any person associate "123AvZo" or "exclusive lessons with string instruments" when they want to know "how to play a bass guitar"?

The second practical rule: Don't use fancy, creative web site domain names.

How the web site gives you an edge over your competitors

The easy-to-remember web site name will bring you an advantage against those with difficult or fancy names and of course, against those without a web site. People live differently to 20 or 30 years ago. Today, most people automatically use a



computer for the best offers, the cheapest products or services on the Internet, or to make comparisons between products and services. The Internet is the new *superdooper* supermarket where everybody goes to look first! So how do these people -- your customers and students -- search this gigantic supermarket?

Each time someone researches the Internet for English lessons (or your own freelance niche service or product), they are going to type in a search phrase such as: "**learn business english, hamburg**" (or whatever town or city they live in). If you use Google or Yahoo for your searches, these search engines are going to come up with several pages (with very long lists!) of all domain names bearing some identification or reference to the search word or phrase.

This is an easy and simple overview of how your web site can attract and find a steady stream of new customers and students.





How to write a web page, so the Internet Search Engines will pick up your web site and display it on the first page search results, falls outside the scope of this report. However, the FTT web site will provide you will additional articles and e-books on how you can tweak your web site and your freelance professional image to attract the type and kind of customer or student you want to teach.

If you are a qualified and trained teacher, trainer or coach, starting out as a freelancer, it *is* possible to find well-paid work. But first your customers must find you! Nowadays, it is without doubt your best and biggest advantage to get a steady stream of new customers or students is to put up your own web site.

Let's now talk about what are the disadvantages to having your own web site? What could be your biggest and worst disadvantage?



What are the disadvantages or problems of a web site?

Well, your first problem will be in setting up the web site itself... "Aaahh! I'm not technical. I don't have the slightest idea on how to go about setting up a web site!"

- **Setting up a web site:** Especially if you are not computer-literate and this will be the first time. Setting up your web site is admittedly at first glance, an awe-inspiring, time-consuming and a scary idea. And then... You're going to have to write some blurb, some text for your new web site as well. Ouch!

Well, don't worry. There are web site creator web sites such as:

- www.1und1.de
- www.Weebly.com
- www.joomla.org
- www.WordPress.org

to name a few.

These web hosting sites will enable you to pick and choose a web site design and



layout (theme) free-of-charge; and equip it with all the basics you need. Some will even offer extra hosting services – getting you started quickly. What then remains is the web site content – your text. That will be your next step.

- **Expensive?** No, not expensive, but setting up your new web site is also not free. You will need to buy the rights to your web site domain name, for example. My domain name costs an annual 10 Euros fee. I also use a separate web site hosting service which costs me about 8 Euros a month.

Is it expensive? Affordable? One new customer covers my annual web site costs.

- **Writing your first web site text:** There is only one rule to follow when you are preparing your first-ever web site text: Keep it simple.

By simple I mean, write about your service or the product you are offering.



How will your service or product help your customers solve their particular problem? Why? How can your future customers contact you?

- **Customer care – or the contact between you and your customer:** Once you have your web site up and running and published on the Internet, then of course, you are hoping that your prospective customers are going to send you e-mails enquiring about your lessons or training sessions.

You are going to have to keep abreast of all your e-mails daily once your web site is online. This is going to need some organisational effort on your part. Your prospective students are living in a technologically modern world and are used to the immediacy of the Internet. When they send you an e-mail, they are going to expect an almost immediate answer. This means, you will have to monitor your e-mails daily – even during your holidays.



An auto response e-mail reply saying "Sorry I am not in the office today, I am on holiday and shall be back in the office on such-and-such-a-date" is not going to satisfy your prospective and inquisitive customer.

This is important, so let me repeat it:

You are going to have to keep on top of your e-mails. Especially in the start up phase of your freelance business.

Keeping abreast of all e-mails being sent to your web site's e-mail address is a natural part of your day-to-day business. Your customers are psychologically expecting an answer within an hour of having sent out their e-mail. (Are you any different?) They want an answer. Now. And being on holiday is not acceptable especially when they learn this through an auto response reply. They will be annoyed and you will lose a customer. He or she will look elsewhere.



- **You can never go on holiday...**

Naturally you can go on holiday. 😊

However, you will need an Internet access to control your e-mails. A timely and personal e-mail reply is often accepted by the prospective customer or student. They are usually happy to wait until you get back.

Why is there a difference in these two similar texts? The difference lies in the method. In one a real live person has answered their e-mail; the other was a machine.

In summary:

Your customers and students are out there in their thousands – in a gigantic supermarket called the Internet. It's no longer necessary to build your freelance existence on bricks-and-mortar. Nor do you need to be a computer professional to create a web site for you. Your only requirement is:

- a dose of courage and



- a good portion of willingness to work and to experiment, and
- a healthy portion of common sense.

Experiment with one of the free web site creator and hosting sites. For example many English people living in Brittany often use Weebly to sell their B&B services, or to sell their homes when they return to England. Many Americans use WordPress and many Europeans swear by Joomla. Choose the web site creator that appears the least confusing for you at first sight for your first experimental web site.

However, do be prepared that your "experiment" may work!

What action should you do now?

To get your website online, you will need to have to tackle these aspects and in this order:

1. Recognise being a freelancer is doing nothing less than running your own business.



2. Define exactly what freelance service or product you are selling.
3. Decide on a web site name.
4. Choose one of the free-to-create web site services
5. Register your domain with your name if it is available, or use some derivative of it – or pick something that’s easy to say and easy to spell.
6. Decide and set up the basic structure (the outline) of your new web site: Who are you? How can the reader contact you? What are you offering or selling (your product or service)?
7. Write a simple and uncomplicated text for your new web site.
8. Publish your web site: Go online!

Be prepared to start up your business as a freelancer. If you are relying on student referrals, the local community programmes, or adverts in the local newspaper, then your clientele are not going to find you. Your prospective customer is like **Goldilocks** in the woods. If there wasn't a house in the woods, there



would not have been a fairy story. And **Goldilocks** would never have been able to compare and choose from those three chairs, three porridges, or those three beds (the products and services).

How can your prospective customers find your "house" in the woods of today's undoubtedly biggest worldwide supermarket (the Internet) – **if it's never even been built?**

Janine

Janine Bray-Mueller

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Wouldn't you love to stumble upon simple, yet electrifying ideas on how to grow your freelance teaching business and find more students successfully?

Go to <http://www.ft-training.com/articles> and judge for yourself.



HERE ARE TWO MORE BONUSES FOR REGISTERING TO RECEIVE THE FTT EZINE:

1. ASK A QUESTION

As an extra bonus, send a question about freelance teaching and receive a personal answer.

2. THE AUDIO FILES

If you prefer to listen to an audio version of this report, here are three audio files to download:

PART 1

(6:32 mins)

[Ezine Audio sign up Part One](#)

PART 2

(6:51 mins)

[Ezine Audio sign up Part Two](#)

PART 3

(12:08 mins)

This audio includes the summary and your action plan.

[Ezine Audio sign up Part Three](#)



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Any links to your own products or services, need to be done separate from the article itself, so your audience can clearly tell it's your own link.

And include this at the end of the article.

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