

DYFConf Action Plan - Marketing

This guide consists of actionable steps covered at [Double Your Freelance Conference](#). It is the first of three parts. The other two will cover Productivity and Consulting+Products.

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These are all based on my own notes.

If you weren't there, [buy the videos](#). Watch them and something different will click for you.

How to use this guide

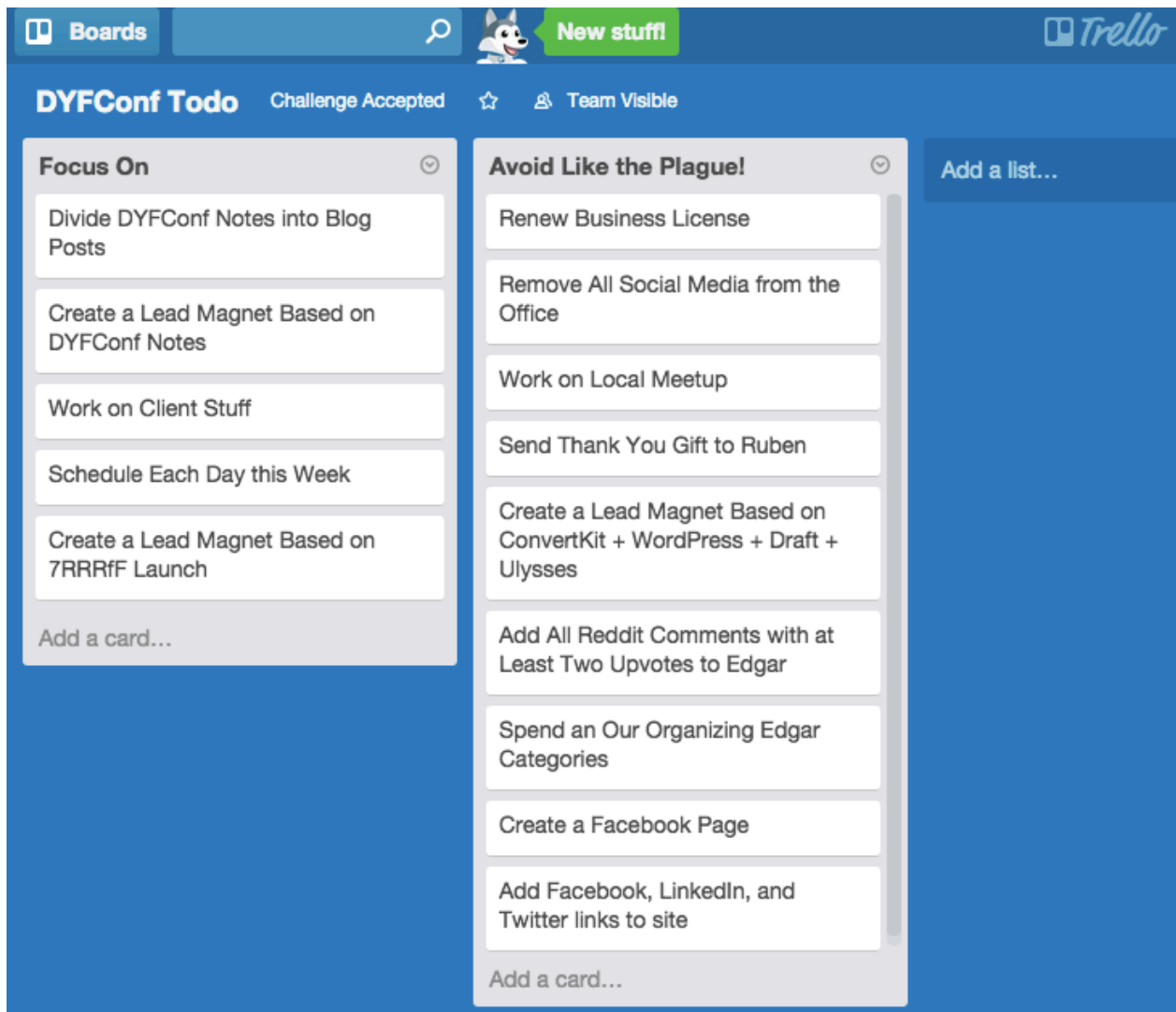
We're going to make a list! Personally, I started a Trello board. But you can easily do the same with pen and paper.

Once you have your medium of choice do the following:

1. Read through each section in this guide.
2. Write down (or copy paste) things you want to accomplish for your business.
3. Pick 5 projects and add this to a "Focus On" list.

4. Everything else you wrote is now on the “Ignore like the Plague” list. See [Warren Buffet’s “2 List” Strategy](#) for more info.
5. Organize the projects on your “Focus On” list by priority.

It should look something like this



Get to Work

Each day you're going to start with the top item on your list. As the day progresses you move down the list. For some things you won't be able to ignore them until the next day (e.g. client work).

Once you complete a task, celebrate! Choose the next project and add it to the bottom of your "Focus On" list.

This section covers a lot of what James Clear covered in his talk. [Check out my notes](#) on his talk for more information.

Build Your Audience

- Share five things you learned today. It can be on any medium (e.g. Twitter, Reddit, your blog, over lunch). Include things that you've learned when working with clients.
- Tell five people something you're working on and get them to participate. *How can I make this better? What would you do here?*
- [Read Gather the People](#).
- Choose something to make and announce it on Twitter before you even start.

Marketing on Social Media

- Post results for your clients on social media.
- If you have a NDA with a client ask them what things they'd be willing to share so you can promote them AND your work.

- Find five links your audience would be interested in, post them to Twitter, FB, or LinkedIn.
- Add a process to your daily Social Media strategy: 20 min talking to people in your audience, 20 min helping people in your audience, 20 min creating a personal brand.

Find Your Niche

- Create a Venn Diagram of something you can teach, a painful problem you can solve, and an audience you are a member of.
- Find 10 people you know in real life and ask “I’m starting a new site teaching people <topic>. Is that something you’re interested in learning more about?”. This will be the start of your audience.
- If you can’t find 10 people who are friends and are genuinely interested in the topic you should give up on the topic.
- Ask your audience “where do you go online to learn about <topic>”. This is where you’ll promote content.
- Ask your audience “what’s your biggest frustration with <topic>”. This is what you’ll write about.

Automate Your Marketing

- Use [Buffer](#) to schedule 10 tweets.
- Use [IFTTT](#) to automatically crosspost content to FB, LinkedIn, and Twitter (e.g. using an RSS feed from a podcast).

- Create a lead magnet based on old content (e.g. course, free PDF, etc).
- Use to [Drip](#) to create your lead magnet in the form of the course.
- [Pin a tweet](#). Choose something that is valuable to your audience and potential cold leads.
- [Create a twitter card for one-click signups](#). These are a big win because they replace the name/email form signup.
- Add a Call to Action from your twitter card to your lead magnet.
- Queue content that gets sent to your lead after the lead magnet.
- Create a WuFoo form for qualifying cold leads.

Twitter Marketing

1. Perform a twitter search using keywords for your audience.
 2. See who needs help, find one great source (usually one out of 10 twitter spammers), help them.
 3. Look at the keywords that was special about this great source.
 4. Repeat steps 1 thru 3 with the new keywords.
- Try out [SocialBro](#) for finding out when followers are online.

Facebook Marketing

- Create a Facebook page for your business.

- Read up on [Brennan Dunn's case study](#) for Facebook Ads.
- Decide on a budget for your Facebook ad campaign.
- Create an email list consisting of your current audience (or past clients).
- Decide on an “objective” for your Facebook ad campaign (e.g. Increase conversions on your website).
- Create a Facebook ad campaign using your custom audience.
- When investing on a Facebook ad campaign stick to this budget breakdown:
 - Invest 20% of your budget in testing.
 - Invest 30% of your budget in the ads that are working the best.
 - Invest 50% of your budget in the audience who are responding to your messages.
- Repeat the process until you create a repeatable strategy.

Talks

The topics above were covered by the following speakers:

Sarah Bray: Share Better – A People Gathering Strategy For The Rest Of Us

Site: [Gather the People](#)

Twitter: <https://twitter.com/sarahjbray>

Talk Notes: <http://ryancastillo.org/dyfconf-notes-sarah-bray-how-to-create-a-client-nation/>

Kurt Elster: Work Smarter, Not Harder - Automating Your Freelance Sales Funnel

Site: [Kurt Elster](#)

Twitter: <https://twitter.com/kurtinc>

Talk Notes: <http://ryancastillo.org/dyfconf-notes-kurt-elster-how-to-automate-our-selling/>

Mojca Mars: Don't Be a Robot

Site: [Super Spicy Media](#)

Twitter: <https://twitter.com/mojcamars>

Talk Notes: <http://ryancastillo.org/dyfconf-notes-mojca-mars-how-to-incorporate-social-media-and-advertising-into-our-marketing/>

Nathan Barry: How to Become an Authority

Site: [Nathan Barry](#)

Twitter: <https://twitter.com/nathanbarry>

Talk Notes: <http://ryancastillo.org/dyfconf-notes-nathan-barry-how-to-become-an-authority/>

Want More?

Thanks for downloading and using this guide. Admittedly it's taken way longer than I expected to write it. I'll be wrapping up **Part 2: Marketing** and **Part 3: Product Based Consulting** next week.

[Subscribe here to receive the updates.](#)

Thank You!

Big thanks to [Kai Davis](#) and [Dave Sullivan](#) for sharing their notes to produce this guide.

And an especially big Shout Out to [Brennan Dunn](#) for giving me the permission to share this content. You're Number One!