



DYFConf - How to Find Leads

A Checklist from Ryan Castillo

This checklist consists of actionable steps covered at [Double Your Freelance Conference](#).

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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 might click for you.

Expanding Your Network

Also known as “Audience Building”. Remember, you’re trying to add people to your network/audience, not to find clients.

Your network/audience is a source for leads that become clients.

- 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?*
- [Buy/Read Gather the People](#). Sarah Bray’s book on creating work that people love, buy, and share.
- Choose something to make and announce it on Twitter before you even start.
- 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.
- Post results for your clients on social media.
- Find five links your audience would be interested in, post them to Twitter, FB, or LinkedIn.
- Perform a Twitter search using keywords for your audience. See who needs help, find one great source (usually one out of 10 Twitter spammers), help them.
- 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.
- Try out [SocialBro](#) for finding out when followers are online.

Using Facebook to Expand Your Network

- 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 in a Facebook ad campaign, stick to this budget breakdown:
 - 20% of your budget in testing
 - 30% of your budget in the ads that are working the best
 - 50% of your budget in the audience who are responding to your messages.
- Repeat the process until you create a repeatable strategy.

Finding/Focusing on Your Niche

This section could have come before the “Expanding Your Network” section. Personally, I’ve found that niching down is something you do once you already have an established audience. It’s also a much harder step.

- 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 niche.
- 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.

How to Automate Content for Your Niche

Once you've found your niche and created content, you can start automating the process from when they join your audience to becoming a warm lead.

- Use [Buffer](#) to schedule 10 tweets that share your content.
- Use [IFTTT](#) to automatically crosspost content to FB, LinkedIn, and Twitter (e.g. using an RSS feed from a podcast or your site).
- Create a lead magnet based on old content (e.g. course, free PDF, etc).
- Use [Drip](#) to create your lead magnet in the form of an email course.
- [Pin a tweet](#) to your Twitter profile. 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. This could also serve as your pinned tweet.
- 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.

A Big Thanks to the Speakers

This checklist wouldn't have been possible without the hard work the speakers put into preparing and delivering awesome talks.

I've included their Twitter accounts and pages below along with links to my complete notes so you can learn more.

Sarah Bray [@sarahjbray](#)

[Gather the People](#)

[Notes - How to Create a Client "Nation"](#)

Kurt Elster [@kurtinc](#)

[Kurt Elster's DYFConf Resources for Marketing Automation](#)

[Notes - Automating Your Freelance Sales Funnel](#)

Mojca Mars [@mojcamars](#)

[Super Spicy Media](#)

[Notes - Don't Be a Robot: Incorporate Social Media into our Marketing](#)

Nathan Barry: [@nathanbarry](#)

[Nathan Barry](#)

[Notes - How to Become an Authority](#)

A Special Thanks

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 the content from his conference. **You're Number One!**

Talk to Me

Thanks for downloading this checklist! These tips have been instrumental in helping me find leads and I know they'll help you as well.

If you're interested in more free content on finding leads, [subscribe to my weekly newsletter](#).

I'd love to hear from you if you've got comments, questions, or feel like sharing something that made you happy today.

Email me, anytime:

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