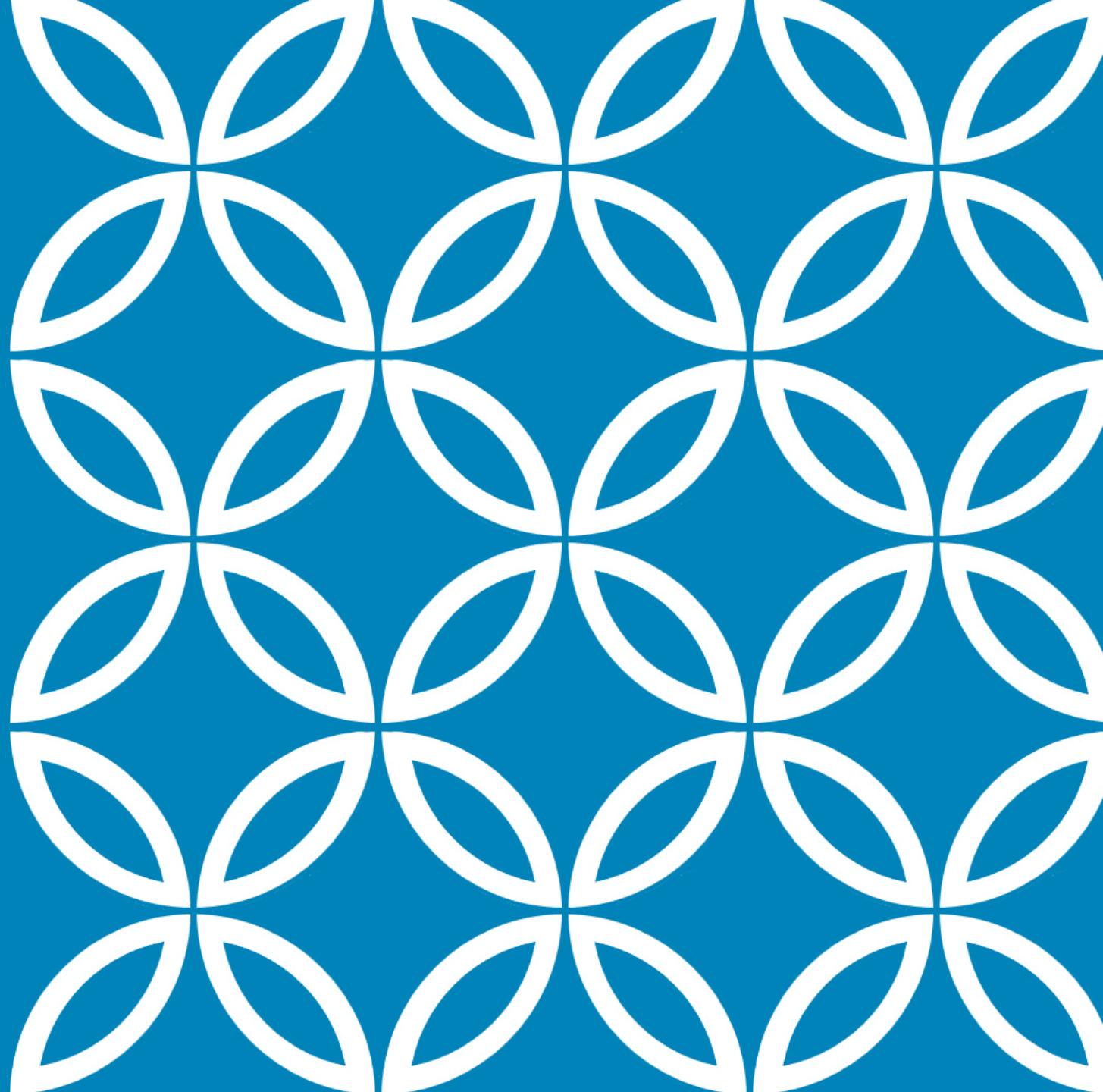


# A MARKETING APPROACH FOR FREELANCE EDITORS

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# THE PROBLEM

1. Don't have any clients and don't know how to find some
2. Have some clients but don't enjoy the work you are doing
3. Have some clients but they don't seem to value your skills
4. Have an idea about marketing but feel nervous about doing it
5. Hate the thought of selling and marketing
6. Are fully booked but not earning anywhere near enough money

# ABOUT ME

Editor since 2004 (freelance since 2013)

Mindset coach since 2018

# THE THREE-STEP PROCESS TO FINDING YOUR IDEAL CLIENTS

Get clear on who you help, how you help them and why it matters to *them* (your marketing message)

Share your marketing message with LOTS of people to find the right people (your marketing strategy)

Invite the right people to work with you (your offer)



# THOUGHTS THAT GET IN THE WAY

I'm not a good enough editor

No-one wants to pay editors

I don't deserve to earn more money

No authors have any money

I can't charge more than [insert name of another editor]

I need to do another editing course before I start marketing

Selling is sleazy

I want to help everyone

I feel bad if people can't afford my rates

Wealthy people are evil

Freelancing is hard

Authors don't value what editors do

I can't charge money if the book isn't going to earn the author any money

My colleagues will judge me if they see me marketing my business

I don't have what it takes to be successful

There are other people in the world who need the money more than me so it's wrong for me to raise my rates

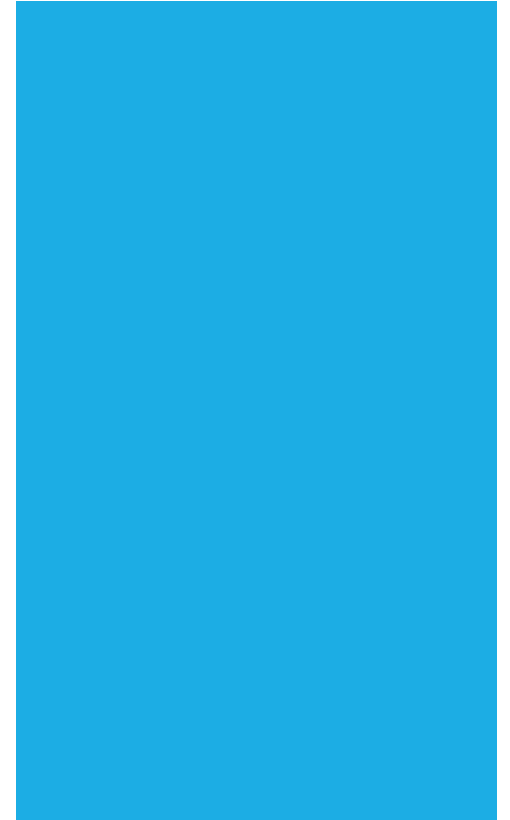
If I choose a niche I'll miss out on work

Freelance editors don't make much money

# DON'T OVERCOMPLICATE IT

Thoughts lead to feelings that lead to action (or lack of it)

If we feel bad we either don't do anything or we sabotage our success by putting obstacles in our own way (e.g. doing yet another editing course, spending a year building a website, writing dozens of blog posts that no-one will read)





# PROTECT YOUR ENERGY

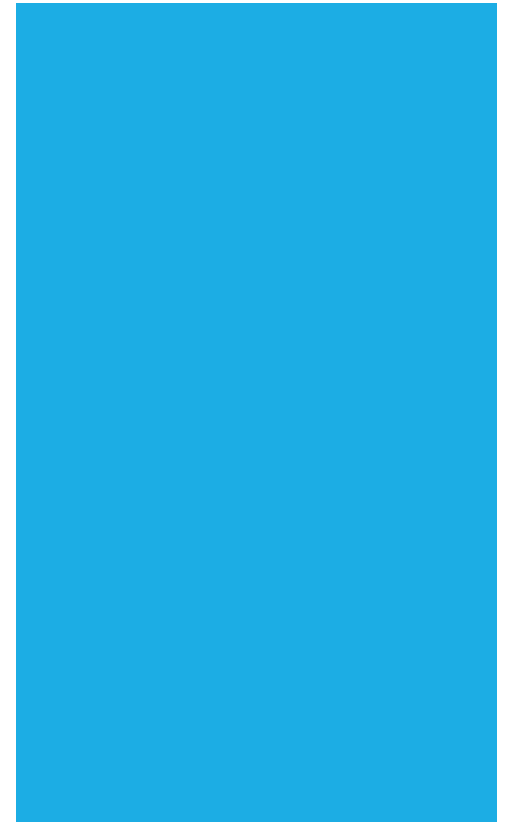
Be careful where you spend your time



# THE BIGGEST IMPEDIMENT TO GROWING YOUR BUSINESS IS YOU!

The bad news: you can't blame others

The good news: you can control what you do





# THE CONFIDENCE TRIANGLE



You need to know that your paid services are the best way to solve your ideal clients' problem

You need to know the problem you are solving by talking to potential clients

You need to know that you can help authors today with the skills you have right now

# CONNECT WITH ME!

Join my email list: [www.editboost.com](http://www.editboost.com)


Subscribe to The Confident Freelance Editor podcast

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*Contact me ([malini@editboost.com](mailto:malini@editboost.com)) within one week of today's presentation to get access to a special payment plan.*



# Q&A

Ask me anything!