

## QUARTERLY NETWORKING WORKSHEET

Start Date:

October 1, 2021

### Main Goal:

get more indie clients

### Building Block Goals:

establish reputation and build brand

#### Based on my networking goal(s) for this quarter, who do I need to reach now?

1. Indie mystery authors (in FB groups, Sisters in Crime, other writing groups)
2. Developmental editors who need to refer clients to trusted copyeditors and proofreaders
3. Other freelance editors who work exclusively with indie authors
4. Writing craft bloggers who need guest bloggers

#### How can I use each Networking Tactic to reach them?

##### Action for My Website:

1. Tone down the neon color scheme; study mystery genre covers and adopt the colors and fonts of her dream clients' books
2. Rewrite content to focus on the client's needs
3. List professional memberships to build credibility
4. Curate blog content to be more targeted and helpful to indie mystery writers

##### Action for My Personal Communications:

1. Take the time to say hello and connect on a human-to-human level
2. Make sure to respond to emails within 24 hours
3. Say "thank you" more
4. Come up with an engaging tagline for my email signature

##### Action for My Social Media:

1. Research colleagues who specialize in indie genre fiction and make note of which platforms they use—and how they engage with clients and each other.
2. Test out the List function on Twitter and build a list of indie mystery authors to follow
3. Create a weekly plan for the two platforms I want to focus on.

##### Action for My Professional Organizations:

1. Join Sisters in Crime and participate on a weekly basis.
2. Join PEN and attend five webinars on topics that will help grow my business
3. Join the Editors' Lair and connect with other indie specialist editors

##### Action for My Volunteer Activities:

1. Volunteer with Sisters in Crime newsletter
2. Volunteer to staff the EFA table at Bouchercon
3. Volunteer with PEN's Mentorship Program

End Date:

## END-OF-QUARTER NETWORKING REVIEW

Progress: