

QUARTERLY NETWORKING WORKSHEET

Start Date:

October 1st

Main Goal:

I want to build a successful freelance career

Building Block Goals:

- learn freelancing business skills
- establish freelance reputation



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

- people I've worked with formerly (not necessarily clients)
- other editors who are already freelancing successfully
- identify my niche or area of interest



How can I use each Networking Tactic to reach them?

Action for My Website:

- clearly state on homepage who I am and what I do now
- list my experiences and accomplishments (related to the work I want to do)
- ask for and add testimonials from former colleagues/clients/bosses
- add a resources page with helpful information for potential clients

Action for My Personal Communications:

- add a signature line with precise contact info and links to social media/website
- send thank-you notes/emails to people who've helped me in my career (regardless of whether they work in publishing). Include new contact info. Make the message personal!

Action for My Social Media:

- make sure my profile is consistent across the board
- research how to create an editorial calendar for posts
- make a list of helpful things I can post about and do it once a week

Action for My Professional Organizations:

- research local writing groups and organizations
- join 2 mailing lists relevant to the work I want to do to stay informed of trends
- follow two organizations on social media

Action for My Volunteer Activities:

- reach out to local library & women's shelter, ask about what volunteer opportunities they have. Commit to one for the rest of the year.

END-OF-QUARTER NETWORKING REVIEW

End Date:

December 20th

Progress: