

CODY DEBOS

8 Unexpected
Gold Mines
for Finding
Freelance
Writing
Clients



RAVENWOOD
— ♦ —
WRITING ACADEMY

8 Unexpected Gold Mines for Finding Freelance Writing Clients

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[Ravenwood Writing Academy](#)

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Introduction

You know the struggle. If finding freelance writing clients didn't feel like a full-time job in itself, you wouldn't be reading this.

I've been there. It sucks.

Maybe you're tired of the same overused job boards or fighting for scraps in competitive marketplaces where low rates are law. Maybe you can't stand the idea of sending another pitch into a black hole.

I get it—these are hurdles all freelance writers face when seeking new clients.

Whether you're just starting out or are working to scale your business, client acquisition can be a major pain point.

When I found myself in your shoes just a few years ago, I had an idea: *what if I started looking somewhere no one else was?*

I bid the job boards farewell for a month and spent all my time looking for leads in the unlikeliest of places. At the end of that month, I was turning away work because my plate was too full. Suddenly I'd nearly tripled my writing income—all without ever scrolling a job board or pitching on a marketplace.

So how did I do it?

In the pages to follow, I'm about to outline the exact process I used to revolutionize my approach to finding clients. This isn't rocket science. It's just the path of least resistance.

The 17 sources below are literal GOLDMINES for writers.

If you've been dreaming of higher rates and more clients, you're in the right place.

Before diving in, here's what you should know:

1. This is NOT your typical “where to find clients” guide.

2. The same catch-all approach many writers use on job boards and freelance marketplaces doesn't work here. Throw it away.
3. It's time to clear out your schedule because you're about to have more paid writing gigs than you know what to do with.

Okay, no more messing around. Let's dive in!

To your writing success,

Cody DeBos

Owner @ [Ravenwood Writing Academy](#)



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1. Local Networking Events

I'm starting with one of my favorites. Did you know that most businesses spend between [\\$5,000 and \\$20,000 a month](#) on LOCAL content marketing?

This often overlooked segment of the marketing world is often overlooked. When picturing a client, you probably imagine some national corporation or internet-based business with massive reach. So is everyone else.

By tightening your focus, you can connect with clients just waiting to hand over their money in exchange for high-quality content.

My favorite way of finding them is at local networking events.

A quick Google search for “small business networking [INSERT YOUR CITY HERE]” should include a calendar with event listings. Many of these gatherings are hosted at local businesses or government centers.

Who's there? The owners, managers, and in-house marketing teams with the power to make decisions about hiring a freelancer.

Local networking events are a fantastic way to rub shoulders with key decision-makers and get your name out there. Most of these events have some sort of “happy hour” where participants mingle and discuss their businesses with others. Come equipped with some business cards and a great pitch.

Aside from not having to compete with other writers across the globe, working with local businesses is an incredible way to earn referrals. You'd be surprised how many business owners know each other and talk regularly.

If you create great content that's highly optimized for local SEO and drives traffic through the door, they'll likely share your name next time a fellow business owner needs writing help.

Before you know it, you could be writing for a dozen businesses in your area and making five figures a month for it.

HOW TO BOOST YOUR ODDS:

Make your meeting more memorable by following up with each new contact the next day with a personalized email. Mention a detail from your conversation to show you were genuinely listening, and include a portfolio with tangible examples of how your work provides value for a local business.

2. Ghostwriting for LinkedIn Influencers

LinkedIn has evolved from a professional networking site to a goldmine for influencers. Business CEOs and thought leaders can quickly build cult-like followings by sharing insightful posts.

Did you know hardly any of them are writing their own content?

Did you know freelance writers are [making up to \\$700 an hour](#) to write that content?

A superb ghostwriter is worth their weight in gold, and executives looking to grow their personal brand on LinkedIn know it. Ghostwriting for LinkedIn influencers is one of the fastest-growing freelance niches, and there's no reason for you not to cash in.

Think about it: these leaders want to build personal brands, showcase their expertise, and engage followers. But they need regular, high-quality content to do so. Since their LinkedIn profile is a direct representation of their brand, they're usually willing to invest in quality.

My approach is to start by identifying LinkedIn users with active profiles (and a high follower count) but inconsistent posting. I then send a simple, direct

message offering to help them develop a posting schedule or refresh their content strategy.

Remember, these are busy people. For some, even “free” is too expensive if it takes up their time. So don’t just send an abstract offer. Send a personalized, targeted approach that showcases how you will improve their profile.

Example:

“Hey there!

I came across your LinkedIn profile and was impressed by your insights on [specific topic or industry trend]. You clearly have a strong vision, and I think there’s a great opportunity to amplify it even further!

I’ve used the “3-Tier Content Strategy” to help similar thought leaders build their pages. Here’s how it could look for your profile:

1. **Weekly “Insight Posts”:** 1-2 quick, actionable posts with tips or insights based on your experience in [industry]. Posts like these build credibility and give followers a reason to check your profile regularly.
2. **Bi-weekly “Story Highlights”:** A series of personal stories showing how you’ve overcome challenges in your career. These feel personal and relatable, making followers feel connected to you.
3. **Monthly “Deep Dive Articles”:** These articles explore industry trends or offer in-depth thought leadership on [specific topic or trend you know they’re interested in] written from your perspective. These position you as a go-to authority in your field and are great for being reshared by your followers.

Implementing this approach could help you grow your page by XXXX followers in the next year.

If you’re up for it, I’d love to connect for a brief chat or create a few posts you can use on your page for free.

Look forward to connecting!”

If you play your cards right, ghostwriting on LinkedIn can be a steady, ongoing source of income that's relatively easy to maintain. Writing posts is usually much quicker than grinding out blog articles or white papers.

It's also a great opportunity for my mocking jay writers out there. You'd be surprised how many professionals are eager to work with a writer who can skillfully capture their voice without much help.

Plus, since LinkedIn is all about professional connections, your name could easily start circulating with other high-level influencers.

3. Digital Marketing Agencies

If there's one type of organization always in need of freelance writers, it's digital marketing agencies. Coming from someone who runs one (me), the clients these agencies serve constantly demand fresh, high-quality content.

However, due to the up-and-down nature of the marketing world, most agencies prefer to work with freelancers rather than bringing writers on as full-time employees.

Agencies love working with freelancers because it allows them to scale up without the commitment. Plus, they can work with writers with the niche knowledge or specialized experience their clients need.

This is where you come in.

If you have strong SEO skills, a versatile voice, and experience writing for specific industries, you're a breath of fresh air.

Working with a marketing agency is a beautiful kind of symbiotic relationship with plenty of benefits for both sides. For you, the most important is that building a relationship with an agency can lead to a lineup of long-term projects and a consistent flow of work.

In the freelance world, consistency is the most valuable currency.

To get a foothold here, I recommend starting with some research on local or niche-specific digital marketing agencies. A quick Google search for “digital marketing agency [INSERT YOUR CITY HERE]” will give you a solid list to start your outreach.

Once you pick an agency you’d like to work with, check out their website to get a feel for the audience they serve and what types of projects they do. While you’re there, look for contact information or a “work with us” page.

Then, reach out with a personalized email (agency decision-makers know how to spot a boring, copy-pasted email a mile away). Briefly highlight your experience and how you can help them meet their clients’ needs. Bonus points for focusing on your unique skills that other writers can’t claim.

Did you work in the industry they primarily serve? Tell them. Do you have a portfolio of articles similar to the type of content they usually create? Show them.

It’s also important to show potential agency clients that you understand the fast-paced environment they work in and emphasize how you’ll be an adaptable, reliable partner they can count on.

HOW TO BOOST YOUR ODDS:

When reaching out to agencies, provide a tailored portfolio of samples that showcase relevant work. If you’ve written for clients in the industry (or industries) they serve, put those samples front and center. However, agencies also value writers who can adapt quickly to different industries, so don’t be afraid to show off your range.

4. Niche Retailers on Etsy / e-Commerce Platforms

Etsy and other e-commerce platforms are packed with small business owners who are passionate about their products but often struggle to reach a larger audience. You can write the polished, persuasive copy they need to grow their brand.

Niche retailers need everything from product descriptions to email copy and social media captions. Building their brand story and optimizing listings for search engines are often key pain points that many retailers don't know how to solve.

If you fancy yourself a strong copywriter, this could be a valuable opportunity.

I used the template below to land a writing gig for a book-themed retailer on Etsy just a few months ago. Feel free to copy it and tweak the theme to match your target clients!

Example:

Hey [OWNER],

I've been checking out your products for a while, and as a fellow book lover, I couldn't help but admire [ITEM I LIKED].

I'll cut to the chase. I'm an experienced writer who loves helping small businesses like yours by creating content that drives sales and tells your brand story.

I hope you don't mind, but I took some time to rewrite the product description you have for [SAME ITEM]. This version uses some impactful SEO keywords to boost visibility and help this item stand out.

"[NEW DESCRIPTION HERE]"

I'd love to chat about how I could help support your shop's growth! If you're interested, let me know when you'd like to connect. If not, then feel free to use this description anyway! Hopefully it helps you get some more sales.

Cheers!

Cody

You can find potential clients by browsing platforms like Etsy or Instagram to find small businesses that align with your interests. Reach out with a friendly message offering to help them create engaging content. Pointing to a specific product or section of their site and sharing suggestions for improving it can be particularly useful.

You could even go as far as rewriting the product description or social media post to show them how they could improve. Backing up your version with a few stats or examples from other successful brands goes a long way. Doing so shows retailers that you've done your homework and can bring real value to the table.

Many Etsy sellers and e-commerce retailers are connected with other shop owners and will be happy to pass your name along if you make an impact. Likewise, if your writing helps their store grow, they'll need even more content support down the road. A win-win!

5. Pitching Editors Directly

Okay, admittedly, this one isn't as "underexplored" as some of the others. However, I've found that the most straightforward path is sometimes the easiest.

Many publications, especially online magazines and niche websites, are constantly looking for fresh content and new voices. But here's the thing—editors receive a mountain of generic pitches every day.

If you want to break through the noise, your pitch must be specific, well-researched, and show that you deeply understand their publication.

The key to success with this approach is reading what they publish. Read it thoroughly. Then read it again. Get familiar with their tone, style, and typical topics until you know them inside and out.

Pitching an editor a specific, well-thought-out article (instead of something that just sounds good on the surface) will make you stand out and show you're serious about contributing.

Here's the thing... there is no such thing as a giant list with contact information with every editor. You'll need to get your hands dirty. Most people aren't willing to put in the work. If you are, you can reap the reward.

Start by identifying a few target publications that align with your expertise or interest. Many have contact information for their editors available somewhere on the website (but you can also search on LinkedIn).

Pitching editors can be tedious work, but the right approach will save you time in the end. Plus, landing a gig can be just the beginning.

If you turn in a high-quality article that readers end up loving, your editor might come back with, "Tell me what other ideas you have."

Cha-ching!

Once you establish a relationship, you don't have to worry about going through the whole process again. If you have a chance to become a steady contributor, writing for one or two publications can easily pay your bills each month.

HOW TO BOOST YOUR ODDS:

Get rid of the fluff. Start your pitch with a strong hook. Grabbing the editor's attention with a shocking statistic or surprising angle works much better than

introducing yourself (a stranger). Editors are drawn to pitches with immediate relevance and those promising something fresh or insightful for their audience.

Bonus: Always follow up! Editors are busy people. Just because they didn't respond to your first email doesn't mean they aren't interested. I can't tell you how many gigs I've got just because I reached out the next week to check in.

6. Industry-Specific Conferences and Summits

You're a writer. So why should you attend the [World of Concrete](#) conference or [The International Conference on Sandwich Structures](#)? (Yes, these are real).

Because industry conferences and summits are veritable goldmines for finding freelance writing clients. These events attract professionals and companies who are passionate about their field and actively looking to expand their reach. In many cases, this means they need top-tier content that showcases their expertise in their niche. Even better, companies that invest in attending or sponsoring these events typically have a budget for marketing—which includes hiring writers.

Take a minute to reflect on your expertise. Do you have a passion for the arts? Do you have a background as a healthcare worker? Have you written about the intricacies of landscaping in the southwestern U.S. before?

No matter how niche your experience, chances are, there's a conference for it. A quick online search will yield a list of upcoming events. Many of them even have directories of companies planning to attend, making it easy to target businesses that align with your niche.

Conferences are designed for networking, and you'll find key decision-makers like marketing managers, content directors, and even CEOs ready to chat. Come prepared with a clear pitch about how your writing can help them stand out in their industry, whether that's through thought leadership articles, white papers, or blog posts.

Conferences and summits are also perfect for making connections that go beyond a single assignment. When companies see your expertise in action and realize the value you bring, they'll remember you for future projects.

If you can't afford to travel to conferences, fear not. More and more events are being held virtually, thanks to today's remote work environment. This gives you plenty of chances to connect without ever leaving the house.

HOW TO BOOST YOUR ODDS:

Attend breakout sessions or workshops that align with your writing niche. Not only will these sessions give you relevant industry insights, but they also offer a smaller setting to approach potential clients and discuss ways your content could help them.

7. Look for Product Launches and Crowdfunding Campaigns

This is one of my favorite ways to find clients. You'll need to invest a little bit of legwork, but the payoff can be exponentially more valuable.

When businesses prepare to launch a new product or crowdfunding campaign, they're in a crucial window where content is everything. These brands need persuasive, engaging writing to communicate their product's unique value, tell a compelling story, and capture attention quickly.

From Kickstarter campaigns to pre-launch content for new tech gadgets, there's an incredible opportunity for freelance writers who know how to create engaging content that excites readers.

Product creators are often experts in their field but might struggle to articulate their vision in a way that captivates their audience. You can help them weave a story that builds excitement and drives sales.

I recommend browsing through crowdfunding platforms like Kickstarter and Indiegogo. Look for campaigns in your niche that are gaining traction. Importantly, not every campaign is in the "need content" stage.

I've found that creators working on their second or third product launch are typically the most receptive. They know what they're doing and probably have more budget to throw around. They also know the value of great content (which they might not have had last time).

Once you've worked on a few product launches, you can build a strong portfolio in this area. Showcasing how your content helped a campaign succeed speaks volumes. If you're the writer responsible, clients will be willing to invest in your services to help get their products off the ground.

HOW TO BOOST YOUR ODDS:

Highlight your experience with persuasive storytelling. Product creators know they need to tell a powerful story to win over their audience. Show off your skills in this area by telling a story that sells your writing skills. If you do this well, your pitch will stand out from any others they receive and be much more enticing.

8. Let Your Writing Get You More Writing Jobs

I'm going to be super honest. I don't look for most of my freelance writing gigs these days. Once upon a time, I was also in the trenches looking for work. Today, it comes to me.

This sounds like a dream to a lot of writers. Some might even call it magic.

But it's not. Getting your writing to bring work to you isn't about some gimmick or making a deal with your local bog witch.

So how do you do it? Here's my step-by-step approach to attracting clients that want to hire you:

Step 1: Start Your Blog (Like Yesterday)

Choose a topic your ideal client cares about. Then, start writing. If you can write one post per month, great. One post per week, even better. One post a day... well, that's probably pushing it, but rock on, superstar!

Write articles that provide actionable advice or unique insights. Make it clear how your writing adds value to the industry you're targeting. By consistently creating posts that demonstrate your niche expertise and writing style, clients will come to see you as an authority.

Pro tip: Case studies are especially valuable. Demonstrate exactly how you helped a client solve a problem in the past and use data to back up your claims.

Step 2: Optimize for Discoverability

Yes, you should be using SEO strategies on your blog. That should be a given. What's more important is making your writing discoverable to the right people. All it takes is one view to get you hired.

Share your work on social media, in niche communities, and in online groups. Anywhere your clients are, you should be too.

Step 3: Actively Engage with Others

Yes, I've been preaching about writing content. But it's not just about shoving content down people's throats. You should also take time to engage with individuals who could benefit from your services (without looking for something out of it).

Participate in industry groups on LinkedIn and Facebook, answer questions in Reddit communities, and repost insights from other leaders in the space. Actively participating in discussions and engaging with others boosts your visibility and credibility among potential clients.

Step 4: Be Patient

There is a ton of noise out there. Building a strong enough reputation to get hired through your own content takes time.

In the meantime, ignore the possibility of finding clients this way. Instead, set a realistic posting schedule and stick to it. Whether one person finds your writing or one million do, don't stop posting. Don't get discouraged if you don't have leads stuffing your inbox right away.

Trust the process. I assure you this approach works... but time and consistency are paramount.

Conclusion

Finding awesome freelance writing clients doesn't have to be an uphill battle. As you've seen in these pages, there is a world of opportunity beyond the usual channels if you're willing to explore and take a leap of faith on an unconventional path.

Remember, building a successful freelance writing business is about more than just finding clients—it's about finding the right clients. Taking the steps I've outlined here will help set you up for steady paychecks and, more importantly, meaningful partnerships with clients who value your work.

Stay consistent, be patient, and don't forget to put yourself out there. You're closer than you think to filling your schedule with high-paying writing gigs.

Looking for more advice and resources to help you succeed on your freelance journey? Check out [Ravenwood Writing Academy](#) and watch your inbox for our *FREE* newsletter, **Write Your Story**, every Wednesday.

Cheers!

About the Author



Cody DeBos is a full-time freelance writer and the founder of Ravenwood Writing Academy. With over eight years of experience, Cody has transformed his passion for writing into a thriving career, allowing him to leave behind a healthcare job he hated and enjoy the freedom of self-employment.

Driven by a mission to help others achieve similar success, Cody created Ravenwood Writing Academy. He strives to equip aspiring writers with the skills, confidence, and knowledge needed to build a thriving career.

Through hands-on resources and actionable guidance, Cody empowers writers to claim their piece of the \$675 billion marketing industry and envision a future where writing doesn't just pay the bills—but is a roadmap to true fulfillment.