

Self-Promotion & Finding Clients

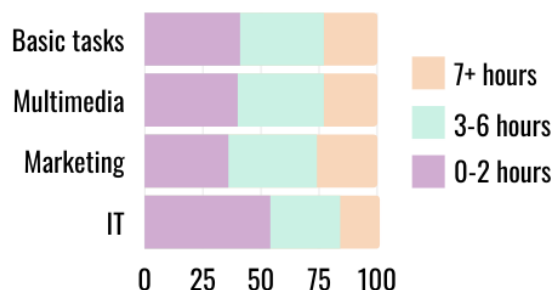
Description



Self-promotion and finding clients are quite self-explanatory. It is about having a good digital presence and marketing yourself to obtain and maintain a good client pool. You will have to keep looking for new clients because you never know what can happen to your regular clients. You will need to find a niche or specialisation to stand out from the competition, especially if you do administrative tasks. It does not mean highly specialised skills: for example, booking dentist appointments or researching web content for authors can be some niches. You will need a website, social media, and freelance website profiles. You will also need to reach out to friends and previous employers, to build a client base and gather good reviews.

Market Data

REPARTITION OF FREELANCERS PER TIME SPENT ON FINDING NEW CLIENTS



SOCIAL MEDIA RECRUITMENT



The majority of companies use social media for recruitment

Social media is where people spend time



People use social media to find relevant content

Social media is a great opportunity to harness the power of word of mouth



LEVELS OF SPENDING ON PROMOTION



0 - 50 €

Social media
Web hosting
Paid online ads campaigns



50 - 150 €

Paid advertising:
- business directories
- local newspapers
- local organisations' fundraising magazines
- small-scale leaflet distribution

SOCIAL RECRUITING STATS



55 job applications every second.
50 million companies listed.
2 million small businesses use it to hire
20 million open job listings

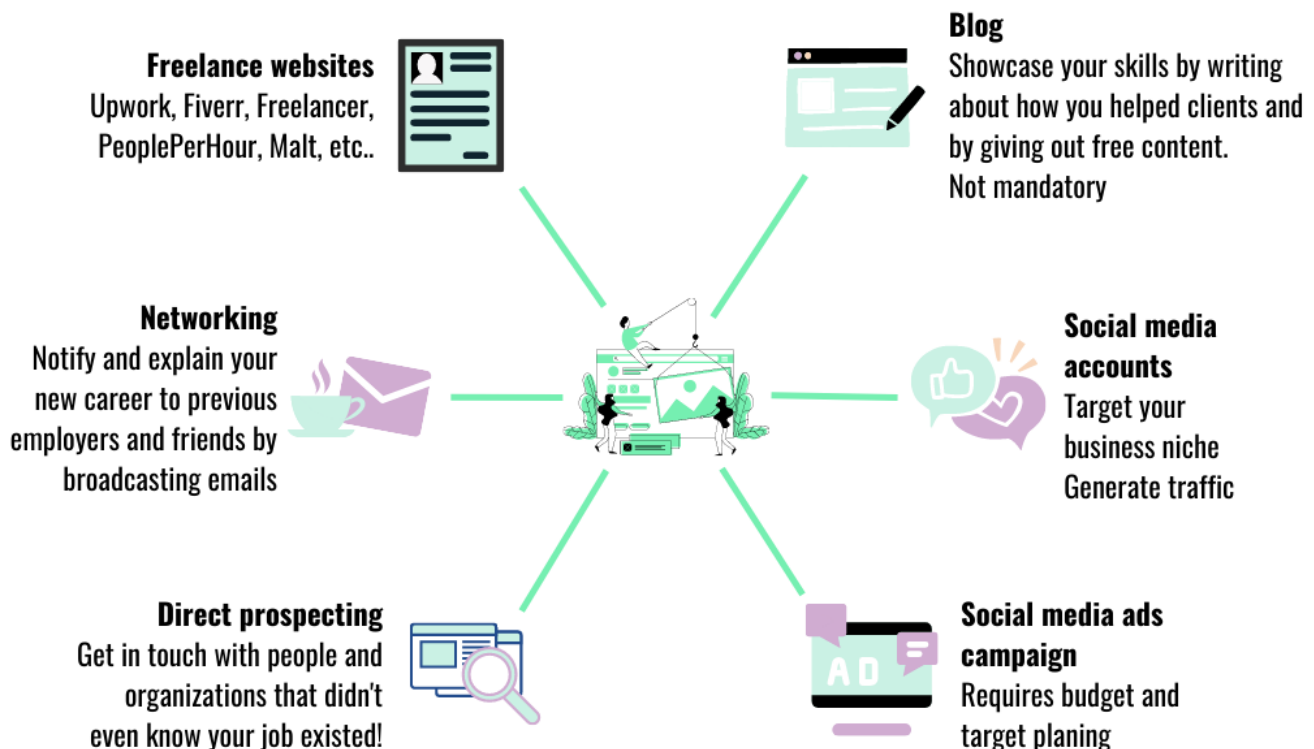
71% of hiring decision-makers said reviewing social media profiles is an effective way to screen job applicants.
84% of companies are currently using social media for recruiting.



Self-promotion toolkit

Your self-promotion toolkit

Your website is the core. Everything else is linked and generates traffic to it.





Investment or cost of entry

- Web hosting (€) (from 6€ /month)
- Stock photos, licenses (€) (about 30€/year)
- Some hours of your time (€)
- Ad campaigns on social networks (€) (around 60 to 200 euros)



Environmental Impact

The environmental impact will come from:

- Storage of data in the cloud (🌿🌿🌿)
- Energy consumption of your computer. Example: 8 hours of work on an iMac generate 160 g of co2 (🌿🌿🌿)

Ways to reduce it include:

- Try to optimise the stored files. Delete those that are no longer necessary.
- Switch to greener electricity providers.
- Use providers which offer a “cleaner” storage
- Switch off devices when not working to prevent “ghost electricity”.



Good Practices

- Create a persona of a potential client and think about what problems they might have, then update the profile using real-world feedback from your



clients. Answer questions and provide solutions on forums and LinkedIn groups to show you can help them.

- Personal communication strategy: you do not have to be on all social media, only those that your target/niche uses the most. Creating an account on the others can be a good thing to save the spot for later. Use your real name on your website and profiles. Having active social media accounts is also a showcase of your management and copywriting skills
- Ask for references and testimonies from your previous clients
- Check the #IamRemarkable initiative



Challenges

- Self-promoting when you are not self-confident
- Self-promoting when you are too confident
- Finding your first clients
- Being aware that women tend to self-promote less than men



General Advice/solutions

There are different ways to address these challenges:

- Draw a precise picture of your target audience or clients, and focus on that



- Practice listening, storytelling, empathy
- Increase your online visibility: showcase written or video testimonials on your website, and showcase your skills by writing about how you solved your clients' problems, for instance on a blog.
- Ask people to write LinkedIn introductions for you. Answer questions on LinkedIn groups: the people will appreciate the effort and check your profile.
- Use Twitter to be identified on business owners' pages.
- Social media offer paid ad campaigns that can be very useful. You'll need to investigate it and spend a bit of time defining your expenses and target groups.



Who is this tool/ activity for?

- It is for everyone! Every virtual assistant needs clients. If you are uncomfortable with self-promotion, start with small daily or weekly goals, and evaluate your results each month.
- In addition, digital presence is a great business card for all. You do not need to be a webmaster, having a simple website and being active on social media is enough.



Conclusions

- The website and your online profiles on social media are your core tools.
- Being active on specialised online platforms or taking part in networking events is a great way to meet potential clients and to exchange with peers
- Build a profile that stands out and try to target a specific audience
- Investment is low: web hosting and paid ad campaigns
- Most of CO2 emissions will come from electricity consumption and data storage
- Promote your competence but stay humble: make sure you can do what you offer
- Be aware of women's tendency to less self-promote
- Finding your first clients will be the toughest
- Once you have your first testimonies and references things will accelerate
- Self-promotion is required whatever you do!



- Creating a blog or being active online is a great exercise in copywriting to practice skills that you can later offer to potential clients.

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