



GET MORE CLIENTS

How to reach out to your friends, family, and colleagues...
and ask them to help you find clients.

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INTRODUCTION

A few days after quitting my full-time job in radio broadcasting, I packed up my laptop, went to a coffee shop, drank several shots of espresso, and then...

I started emailing every single person that I knew.

I emailed my parents. My friends. My college professors. People from high school. Former coworkers. Internet buddies. Anybody I could think of.

I wrote a personal email to each person and I said:

“Hey! Exciting news: I just quit my job! I’m working as a freelance writer now, and I’m ready for new projects...”

Then I shared some info about the types of writing projects I was interested in doing. And then I ended each email by saying something like:

“If you’d like to hire me, or if you happen to meet anyone who’s looking for someone like me, let me know!”

I sent out about 50 or 60 of those emails over the course of a week.

By the end of that week, almost everyone had responded with encouragement and positivity (*“Congrats on your new career—that’s so great!”*).

Several people had ideas for me—people I ought to contact, publications to check out, and marketing agencies that might need writers.

Plus, 2 or 3 people wanted to hire me.

It wasn’t a huge amount of work—just 2 or 3 small projects—but it was a start!

Things snowballed from there. 2 or 3 projects turned into... 2 or 3 more projects. Happy clients would hire me again. Or they’d talk about me to their colleagues, and then those people would contact me. One project led to another. After about a year, my calendar was very full—and I actually had to start turning clients away! And it all started in that coffee shop, on that momentous day when I decided to email... basically everyone I knew.

The moral of the story? Don’t be afraid to reach out to your friends, family, and colleagues to let them know what you’re up to—and what type of work you’re looking for.

You don't have to grovel or beg. Just give people a quick update on what's going on in your life. Then ask if they'd be willing to spread the word about what you're doing, or if they can introduce you to someone you'd like to meet—like a potential client.

You might think, “Oh, I don't have a very big network” or “I don't know anybody who could help me.” But that's probably not true. You probably know a lot more people than you think you do. If you carve out a few hours, go through your contacts, and make a list, you might realize, “Oh. Huh. Actually, I know tons of people.”

If you send a personal email to every person on your list, the ripple effect can be huge. You never know who might be willing to help you out—or who might want to hire you on the spot!

HERE'S AN EMAIL YOU CAN TRY OUT

This is an email template that you can personalize and send to a friend, family member, colleague, or anybody else who might want to hire you, or help you get hired.

SUBJECT: Some exciting news...

Hi [person's name],

Some exciting news...

I just [describe something cool that's happening in your life—like a new career move, a new website, a new business launch, or a new project].

Next up, my goal is to [describe what you're trying to do, like, “Line up my next 5 clients” or “Fill every seat at my summer yoga retreat.”]

Would you be willing to [make a specific request]?

Or possibly [another / different request]?

Thank you and have a great weekend!

[your name]

**HERE'S AN EXAMPLE OF WHAT THAT EMAIL MIGHT LOOK LIKE
WHEN IT'S ALL FILLED OUT**

Hi Charles,

Some exciting news...

I just launched my new website [\[you'd include a link here, of course\]](#)! Hooray! It has brand new photos, free audio meditations for people to download, plus info on all my hypnotherapy services, yoga, and meditation classes.

Next up, my goal is to find 5 local businesses who'd like to hire me to do a weekly meditation class for their staff. (Like a "lunchtime de-stress" session.)

Would you be willing to introduce me to your sister-in-law, Sharon, who works at the hospital? I'd love to do a meditation class there for all the nurses and doctors.

If you could introduce me to Sharon via email, I can tell her about my idea and take it from there. I'd really appreciate it.

Thank you and have a beautiful weekend!

Samantha

HERE'S ANOTHER EXAMPLE

Hi Sonia,

Some exciting news...

As of today, I am officially SELF-EMPLOYED! Whoo hoo!

My last cubicle day was yesterday, and now... I'm a free woman. I just launched a website with info about my new home organizing business. I feel thrilled, nervous, and approximately a dozen other emotions, too. :)

I've already got 2 clients scheduled for next week. Yay! I'm hoping to line up 3 more clients this month, and then 5 more next month.

Would you be willing to post a little note on Facebook saying, "*Check out my friend's new home organizing business. Hire her and let her whip your messy house into shape!*"... or something like that?

I've attached some pretty "before & after" photos that you're welcome to share, too.

If you could help spread the word about my new biz on Facebook, on Instagram, or in everyday conversations with people you bump into, I'd appreciate it so much.

Thank you and have a beautiful evening!

Zoe

AND HERE'S ONE MORE EXAMPLE

Hi Robert,

Some exciting news...

I started a side-business this week! I'm still working at my 9-to-5 job, but I've decided to do some freelance writing on the side. My dream is to build up a portfolio of writing work, and eventually transition into freelancing full-time.

I like writing all kinds of things—resumes, cover letters, websites, press releases, you name it. If you ever need some wordsmithing help, feel free to reach out to me. Or, if you happen to bump into someone who's looking for a writer / editor-type of person, feel free to pass along my name. I'd appreciate it so much.

OK, enough about me... what's new with you? How's your work going? How's the new puppy? Has he torn your entire house into shreds? Haha! I'd love to hear a "life update" from you whenever you've got time. :)

Bye for now...

Oscar

**BREATHE. TYPE. CLICK “SEND.”
YOU CAN DO THIS.**

I know it can feel really scary to email people and ask for help.

You might think, “Ugh, I don’t want to bother him!” or “She’s going to think I’m needy, annoying, and desperate” or “He probably can’t help me anyway. I’m just wasting his time—and mine.”

Take a deep breath. Try to quiet down all of those negative thoughts. Those thoughts are really unproductive and unhelpful—and mostly untrue.

There are plenty of people who love you and care about you. Plenty of people who’d be more than happy to help you out, if they possibly can.

Even if you’re a very quiet, shy, introverted type of person, I’m sure you know at least 3 people that you could email this week. 3 people is not “nothing.” 3 is a great start!

And when you email those people, please know that you’re not being “annoying.” You’re simply reaching out to share an exciting update about your life. That’s a perfectly lovely thing to do. It’s highly unlikely that anybody’s going to feel offended or upset to hear from you. Most likely, they’ll be delighted to hear the great news.

Breathe. Type. Click “send.” Do it again. And again. And again. It costs nothing to do this, except for a little slice of your time, and you might be pleasantly surprised by the response you get in return.

Happy emailing! I’m sending you a big digital hug and lots of courage!

Alex

ABOUT THE CREATOR OF THIS BOOK



Alexandra Franzen is a writer based in Portland, Oregon. She's a published author whose projects include ***50 Ways To Say You're Awesome*** (Sourcebooks), ***Our Q&A A Day: A 3-Year Journal for 2 People*** (Potter Style, a division of Random House / Crown), and several self-published projects, including a novel called ***Milk & Honey: A Love Story*** and a novel called ***So This Is The End***.

Alexandra's writing has also been featured on websites like **Time, Forbes, Newsweek, HuffPo, BuzzFeed, and Lifehacker**, as well as in song lyrics, on product packaging, and stenciled onto fine art paintings. She has led writing workshops in 17 cities around the world, and one of her events was named one of the **"50 Best Conferences to Attend This Year"** by The Muse.



Additionally, Alexandra works as a ghostwriter and writing coach / consultant. She has worked with tech companies like **Hewlett-Packard**, celebrity-driven brands like **Rachel Zoe's DreamDry**, and hundreds of small businesses and start-ups. She runs a popular newsletter (13,000+ subscribers) and website (just shy of 1 million visitors per year) where she shares personal stories and advice on writing, creativity, motivation, and how to create a positive ripple in the world.

Alexandra lives inside a converted restaurant loft-space with a chef named Brandon and a fish named RuPaul. When she's not typing on her laptop, she's typically running, lifting weights, or fantasizing about her next peanut butter-related snack. You can learn more about Alexandra's current projects at:

AlexandraFranzen.com.

THANKS FOR READING! HAVE AN EXCELLENT DAY.

A few things you can do next:

- Get more FREE STUFF. Free workbooks, free coloring sheets, all kinds of neat things.

<http://www.alexandrafranzen.com/free-stuff/>

- Visit my SHOP to see my collection of books, paintings, jewelry, and more.

<http://www.alexandrafranzen.com/shop/>

- Register for an upcoming WRITING RETREAT, WORKSHOP, OR CLASS. Writers of all experience levels are welcome! <http://www.alexandrafranzen.com/retreats/>

- Step away from your computer, tablet, or phone. Go outside, feel the sunlight on your skin, take a walk, or head to the gym. Because maybe your brain could use a break from the Internet. The non-digital world is pretty amazing, too.