

Networking Techniques for Freelances

Presented by Robert P. Hand, MSc.

Networking Techniques for Freelances

1. Making and Maintaining Contacts
2. Effective Sources for Cultivating Contacts
3. Volunteering & Involvement in Professional & Other Organizations
4. Getting Noticed (In a Good Way)

1. Making and Maintaining Contacts

- General Approaches
- General Principles
- Types of Contact

General Approaches

- Start a career as an employee
- Approach people in “the business”
- Informal networking

General Principles

- Keep your network active and growing
- Make regular contact with clients
- Focus on personal service

Types of Contact (1)

- Face-to-face meetings
- Telephone calls
- Letters and notes
- Computer bulletin boards and affinity groups

Types of Contact (2)

- Association memberships
- Seminars and workshops
- Social events
- Community events (sponsorship)

2. Effective Sources for Cultivating Contacts (1)

- American Medical Writers Association (www.amwa.org)
- AMWA Delaware Valley Chapter (www.amwa-dvc.org)
- Drug Information Association (www.diahome.org)
- Society for Technical Communication (www.stc.org)

2. Effective Sources for Cultivating Contacts (2)

- The Web
- Advertising
- Word of mouth

3. Volunteering & Involvement in Professional and Other Organizations

- Schools
- Houses of worship
- Charities

4. Getting Noticed (In a Good Way) (1)

- Business cards
- Resume
- Writing samples

4. Getting Noticed (In a Good Way) (2)

- Let clients know about your successes.
- Use your skills: Give speeches to community or professional groups.
- Become an expert resource.
- “Tchotchkes”: Useful giveaways to keep you on the client’s mind.
- Use skills beyond the job: photography, music, art, etc.