American Writers & Artists Inc.

How Well Do You Know Them?

By Rebecca Matter

Rebecca Matter here —

And this week I'm helping you to get your clients to move forward with projects they appear to be sitting on.

Yesterday, I gave you three reasons your client may not be responding to you, and we talked about the importance of following up.

And later this week, I'm going to show you how to plan follow-ups that actually increase your value, as well as get your client to move forward.

The first step however, before we get into the "mechanics," is taking a look at how well you know your prospect — in this case, your client.

Hopefully you already know what it is they want from you as a freelancer.

But how well do you actually know them? In other words, what kind of relationship do you have with them?

It's important to be mindful of how well you know your client before you follow-up. Because the difference between following up with someone you've just met, and following up with someone you've worked with for years, can be huge.

I always compare building client relationships to dating …

The way you speak to someone on a first date is far different than how you speak to them a year into the relationship.

Sure, some things should remain the same — like being respectful.

But the depth of your relationship will impact the approach you take, as well as the tone and style of your emails.

So before we get down to business with planning out how you'll follow-up with your client, I want you to read an article by Nick Usborne called Freelance Success is Defined by the Relationships You Build.

Along with explaining different client relationships, he also gives you some insight into just how important relationships are to your freelance business.

Give it a read, and then tomorrow we'll walk through how to write a good follow-up email that encourages your client to take action. If you have any questions in the meantime, feel free to post them below.
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