

Build your brand + make a great impression online

Rene Morozowich
Editorial Freelancers Association



Description

As a freelancer, you know that to be successful, you not only have to work on client work, but also make connections, promote yourself, find new (or better) clients — the list is endless. So where do you begin? By building a strong brand. (Yes, brands are for freelancers, too!)

In this session, we'll talk about concrete steps you can take to build your brand and showcase it online. We'll cover professional photography, your Uber pitch, social media, design, your website, and more.

Ask yourself

Will this help grow my business + attract the clients I desire?

Is this clear?

Do I sound confident?

Do I look professional?

Am I being consistent?

Do I have a cohesive look and feel?

What's your Uber pitch?

Also known as an elevator pitch

Clear, confident and easy to understand

I help (who you help) do (what they need) by (what you do)

Focus on the pain points

Or, say WHAT you are, WHO you help, HOW you make their life/work better and give PROOF that you are credible

[Source](#)

Do you look good?
or like you're ready to go to Walmart?

Professional photography

Professional photography is an investment

Retake every 2-3 years

Consistent across all platforms



Thanks for connecting!
Here are some resources just for you 🍌

Want to grow your business while you sleep? Let's talk about lead generation

Want visitors to stay on your website longer? Get my free mini course

Check out all my free resources

Read the blog

Learn more about my services

Have questions? Get in touch



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I help creative entrepreneurs get to the next level with their websites and email marketing

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@ReneMorozowich

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Pittsburgh, PA

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Be social

Social media

Which platforms?

Where are your potential clients?

What should you post and how often?

Do you have a plan?

Other people say it better

Reviews, reviews, reviews

Ask for reviews!

Give people a mechanism to submit

Ask specific questions

Post them everywhere

Connect with clients on social media and ask for reviews there too

Referrals

For people you enjoyed working with

Ask for a referral at the same time or shortly after

Project wrap-up sequence

Let's talk about websites

Benefits of a website

(Almost) everyone is online

It's your own (professional) space

Social media platforms:

- Come and go
- Not everyone uses the same one
- You have no control

DIY or hire?

What do you DIY in your life?

Do you like technical work?

Do you have time?

How much can you invest?

What is the (lifetime) value of a new client to you?

Domain names

renemorozowich.com + renemzw.com

Easy to remember, not too weird

[Domainr](#) and [NameMesh](#) for ideas

Get a professional email address you@yourdomain.com

Buy together ([Namecheap](#), privacy)

Design

Do you have a logo?

Fiverr or a designer

Consider fonts and colors

Tone of your professional photos

Consistency is key

Look at others for inspiration

Pieces of a basic website

Pages

Content

Visuals

Calls to action

Testimonials

Keep it simple

Resources

[Finish your content – the ultimate guide for your service-based small business website](#)

Want visitors to stay longer? Get my free mini course on calls to action

Want visitors to stay on your website longer? Get my free mini course.

Name

Email

SEND ME THE COURSE

[Other resources](#)

Other considerations

Helpful to your visitors, speak to their pain points

Security

Speed

Mobile-friendly

Analytics

Get things in your own name

What else?

Google My Business

If you have a business name

Get a [Google My Business](#) listing

Getting found

SEO is like dieting, there are a number of factors and it takes time

Give people a reason to go to your site

Have updated, fresh and helpful content

Think about keywords. What do you want to be found for?

Get quality backlinks — be a guest on a podcast, write an article for someone, give a presentation

Create content

Establish yourself as an expert

Provide useful information for your audience

Blog posts, videos, presentations, case studies

What do you have the bandwidth for?

What's your plan?

Repurposing content

Sharing

More than just “if you create it, they will come”

Share on social media (older posts too)

Use tools

Share a post directly with a friend, colleague or potential client

Consider an email list

Let's talk

@ReneMorozowich
renemzw.com

Find the slides and recording at renemzw.com/efa