

ReQUIEM

Really Quick Easy
Marketing

Spike Wyatt

Introduction

There will always be more clients. There will always be more evergreen topics for your revenue share portfolio. There will always be another good blog post, another topical article, another opinion piece about the latest news, another celebrity crisis or scandal to cover, another how-to, another...

There will always be more of everything *except time*.

As a half-hogger, your ability to focus on the most important things is absolutely critical to your success. Marketing is not one of those things.

But without marketing, you don't exist. Your potential clients can't find you, they can't discover what you do and they can't take the essential step to hiring you.

That's why you need ReQuiEM: 50 marketing tactics that won't break the bank... or your back!

Enjoy.

Spike

The Half-Hogger

Online

1

Add an email signature

Make sure your email app is set up to add a standard three-line promotional signature to all your outgoing email. It doesn't have to be much – just your name, what you do and your URL.

Post on a forum

Find a forum in your niche and post on it. Make sure you include your URL in your signature (assuming they allow it) or point to an article you wrote as a useful, appropriate resource.

Online

2

Online

3

Bookmark yourself

Post a link to your site or your work on a social bookmarking site like Digg, Reddit, Stumbleupon or Delicious. Or post it on all four!

Get listed

Find some of the old web directories like DMOZ and register your URL with them. They won't send you much traffic but the high-PR backlink will give you a little more juice with the search engines.

Online

4

Online

5

Comment on something

Find a blog in your niche – either general or specific – and read it. Make an appropriate, interesting comment on one of the posts and include your URL. Don't just say "Great post" – participate!

Get backlinked

Get linked from a high-PR site or two. Some will do it for money but there are plenty of sites out there where you can post, leave a URL and get a free backlink for your efforts. (e.g. YouTube or eHow.)

Online

6

Online

7

Profile yourself

Join a job bidding site and fill in your profile (and portfolio). It doesn't matter if you intend to use the site or not: the profile will be another link to your URL and puts your name out in the marketplace.

Profile yourself again

Join a social site and fill in your profile for another backlink to your site. It's better if you participate, especially with a URL in your signature.

Online

8

Online

9

Network

Since you're setting up a profile on a social site, use it to network. Find people in the same or a similar niche and chat with them. Find out what they're doing – it might be useful to you, too.

Rewrite your 'About' page

Does your site's 'About' page explain what your visitors stand to gain by visiting you? Why not? Rewrite it so it's not about you but about what's in it for them. That's what they care about.

Online

10

Online

11

Be suggestive

Set up a suggestion box on your site or forum. Even if you only have a couple of loyal followers, you're likely to get some great insight into how you can improve your site... for free!

Create a logo

Branding is one of the best ways to improve your visibility, even if you can't afford to spend a lot of time on it. Take a few minutes to create a logo for your site and business.

Online

12

Online

13

Create a tag-line or elevator pitch

Another branding idea is your tag-line or elevator pitch: imagine you have a few seconds to explain what you do and find the words to say it.

Do a free guest post

Find someone who blogs in your niche and offer to do a guest post for them for free (or rather for a backlink). Many bloggers will consider your offer – it saves them coming up with a new subject.

Online

14

Online

15

Read another blog

Find someone successful in your niche and visit their blog. Take note of what grabs your attention: why is their site compelling when yours isn't? What can you change?

Tell your story

If you're an average Joe who's successful, tell all the other average Joes your story. For once it can be about you... especially if it's *really* about how they can be like you if they keep visiting.

Online

16

Online

17

Run a special offer

Offer new clients "buy one get one free" on articles (or "buy an article, get a free blog entry") if they hire you in the next week. Be careful not to accept too many offers and struggle to deliver.

Get subscribers

Put a subscription form on your blog and promote it. You don't even have to offer them anything more than being automatically notified of all the useful posts you've got lined up.

Online

18

Online

19

Hire me

Put a “Hire me” page on your blog or web site. Make it incredibly easy for clients to contact you and find out what you can do – and how much it will cost them. The easier it is to hire you, the better.

Site review

Get a site review for free from a blog or forum that talks about design/usability. Allowing someone to publicly flaunt their expertise is a great way to get free advice (just remember to say “thank you”).

Online

20

Online

21

Repub

Check the stats on your non-exclusive articles. Pick one that did quite well but for which traffic has died down. Republish it on another rev share site. That should give the traffic a little extra kick.

Go green

Even if your niche has absolutely nothing to do with ecology, go green. Proudly state that your blog is published on recycled virtual paper and that you write with lead-free virtual pencils.

Online

22

Online

23

Make an ebook

Convert an existing, popular article into an ebook. Sell it or give it away as a freebie to your site visitors. (Grab my free [step-by-step guide](#) to building ebooks if you don't know how to do this.)

Run a compo

Run a competition on your site and offer your book or ebook, a guest post on your blog or something else as a prize. You could even run a compo for clients to win articles (usage rights, with your byline).

Online

24

Online

25

Be honest

Write something so bluntly honest that it makes people sit up and take notice. "Tired of paying loads and getting utter crap? Hire me instead!"

Cheap printing

Find a cheap printing company (e.g. Vistaprint) and use their special offers for business cards, postcards or other promotional goods. You can often find a free offer, just pay postage and they'll send you dozens of cheap up-sell deals.

Offline

26

Offline

27

Postcards from the edge

Get some cheap postcards printed with your business details and send them to local traders. With printing costs as low as they are these days, even a single job will pay for the entire batch.

Business card bookmarks

Take your business cards with you to the library and leave a few as “forgotten bookmarks” in books your niche clients are likely to read. Do the same with books you’re giving to charity shops for resale.

Offline

28

Offline

29

Marker pen marketing

Carry a marker pen with you. When you’re in a waiting room of any kind – at the doctor’s or dentist’s surgery, in the local take-away, wherever – write your URL on the edge of a magazine.

Letters to the editor

Send a letter to the editor of your local rag about something in the paper. Make sure to include your business name and URL so they can print them and distribute them for you.

Offline

30

Offline

31

Create a leaflet

Even if you'll never use it, create an A5 leaflet for your business. Forcing yourself to cram promotional ideas into a small space can spark inspiration for your site.

Print your own leaflets

You don't have to print thousands of them: just a few that you can carry with you and "forget" in suitable places. The library, a café table, on the bar in the pub, on a seat on the train or bus...

Offline

32

Offline

33

Tempting cut-off blog posts

Write a blog post on a pertinent question and print it out. Include your URL and cut the text off *just before* you give the answer to the post's question. Not knowing will drive people nuts and they'll visit to find out what was missing.

School magazine

Offer to write for or edit your kids' school magazine. Assuming the kids don't do the work themselves, the school will be grateful – and your byline will be seen by every business-owning parent.

Offline

34

Offline

35

Frankie say...

Buy a white T-shirt and a permanent marker pen. Write your URL on the shirt and wear it. You can include your logo and tag-line, too, if they'll fit. Don't forget to write on the back, too!

eBay advertising

If you sell stuff on eBay, write your site URL in large letters on the packaging when you send it to the buyer. Everyone at the Post Office will see it, as well as the person who bought from you.

Offline

36

Offline

37

Bumper sticker

Make a bumper sticker for your car with sticky-backed plastic and your (multi-purpose!) marker pen. Make sure the text is big enough to be seen from a safe driving distance.

Repub

Send an already-published article to a magazine. You'd be surprised how many offline publication regurgitate the same things you can find online, several days or weeks later.

Offline

38

Offline

39

Stop press

Tell the press... anything! Create a press release about your business and send it to your local publications, online PR services and anyone else you think might be interested.

Friends and family

They're the toughest critics but they also have a lot of connections. Tell your friends and family what you do for a living: after they've made fun of you, they can be a great source of quality referrals.

People

40

People

41

Stand up

Volunteer to speak at a local school or college's career day. You can talk about freelancing, writing or the specific niche you're in. You can pick up some article ideas from audience questions.

Read your own stuff

Use public transport for work or pleasure? Read your own book or ebook. You never know who's opposite/beside you and, if they're interested, you can give them your book details or URL.

People

42

People

43

Be friendly

Talk to the staff in your local businesses. They may be part of a trade organization or a special interest group who'd love to hire you to work for them once they know what you do.

Join a writing group

Almost every town has one. Not only will a writing group help you improve what you do and give you new ideas, it's a great source of contacts and referrals.

People

44

People

45

Do something for charity

It doesn't have to be writing: run a sponsored event, sell stuff or do anything you can imagine. The important part is being mentioned in local papers or the charity's own publication, with your name and URL.

Go for a walk

Do you REALLY know what businesses are in your home town? How many of them might need someone to write a leaflet, advert, newsletter or training manual?

People

46

People

47

Consider a new medium

You're a writer but have you considered expanding your marketing into audio, video or social areas? What about local news, radio or something entirely different? Radio shows love stories about local entrepreneurs.

Edit on the train

If you're not reading your own book or ebook on the train, edit your upcoming blog posts. Marked-up pages are extremely hard for nosy strangers to ignore. Make sure the URL is prominent.

People

48

People

49

Help a competitor

As Paul Hassing says: "[The pie is infinite](#)". Someone else getting a client doesn't mean you lost one: it means your market is one client bigger. Help a competitor land a contract and get good vibes and a good contact into the bargain.

Hire a writer

The best way to find out what's important is to hire someone. You'll see what's important when you're the client. Make sure you look great in the same light!

People

50

Who knows?

51

The undiscovered country

You're only limited by your imagination. What's your number 51 marketing tip?

Share it on the [Half-Hog Forum!](#)

About the author

Spike was born and raised in the UK, studying computers at University in London. After a time working in a variety of jobs, he went to France, where he lived and worked for an enormous American networking company (yes, that one) for over seven years. He returned to the UK recently.

In the past, he's worked for online magazines as a writer, proofreader and editor; he's been a CRM expert and the go-to guy for Business Intelligence; he's worked for charity, private enterprise and the government.

You can follow Spike on [The Half-Hogger](#) or on [Twitter](#). He's also a frequent contributor on the Half-Hog Forums where you can ask questions, post jobs, find work and meet with other half-hoggers for a chat!