# How to Get More Clients as a Freelancer

The biggest bugbear most newbie freelancers face is finding a steady stream of clients. Very often, freelancers find themselves in a ‘feast or famine’ situation. They either get several jobs at once or it’s crickets.

The constant lack of financial security can take a toll on the freelancer’s emotions. After all, it can be stressful not having any gigs when you see the bills fast approaching.

In this article, you’ll discover several ways you can get more clients for your business. Apply a few of these and you’ll see a noticeable difference.

* Ask for referrals

Be personable and friendly with your clients. Ask them to refer others they know to you (if they need your services). If you don’t ask, the answer is always no. So ask for referrals and you just might get a few new clients this way.

* Learn more skills

The more services you can offer, the more clients you can attract. Pigeonholing yourself into just one service will cramp up your freelancing business.

If you’re a writer who specializes in writing ebooks, how about writing marketing emails or copywriting?

Give yourself the opportunity to earn more by levelling up your skills. It’ll take more work and time when you’re mastering the new skills, but this effort will yield financial rewards many times over.

* Improve your pitch

Very often, on sites like Upwork, etc. you’ll need to make a pitch when applying for a job posting. Since you’ll be competing with many other proposals from fellow freelancers, you’ll need to craft a pitch that stands out and gets attention.

Be interesting, personable and don’t follow the norm. By improving your pitch, you’ll land more gigs.

* Be proactive

Constantly network and sell yourself to an audience who is looking for the types of services you offer. Marketing groups on Facebook, forums, Instagram pages dedicated to marketing are all places where you can let others know about your services.

* Repeat clients

The best type of client is one who has already used your services and is pleased with your work. They’ll then return over and over to hire you. The lifetime value of the client will increase exponentially when your work is good and delivered on time.

It’ll be great if you can build rapport with the client and be unique enough for them to like you. Freelancers who have a good personality and go the extra mile are never short of clients.

* Build a website

Besides just using freelancer platforms like Fiverr, Upwork, etc. you can build your own website offering your services. By running paid advertisements or using free traffic generation methods, you’ll be able to find more clients.

Relying solely on freelancer platforms is short-sighted. You never want to build a house on rented land. If the freelancer platform gives you the boot because you flouted one of their vague terms of service, your business will grind to an abrupt halt.

If you have your own site, you’ll still be able to take on new clients while you assess your situation and remedy it.

Apply the tips above and it’s inevitable that you’ll get more clients. Do good work and never fail to impress them. The bar these days is so low that a reliable freelancer is a sought after ‘commodity’.

Prove yourself to be a freelancer that delivers, and you’ll have more work than you can handle and you’ll make an attractive income.

(566 words)