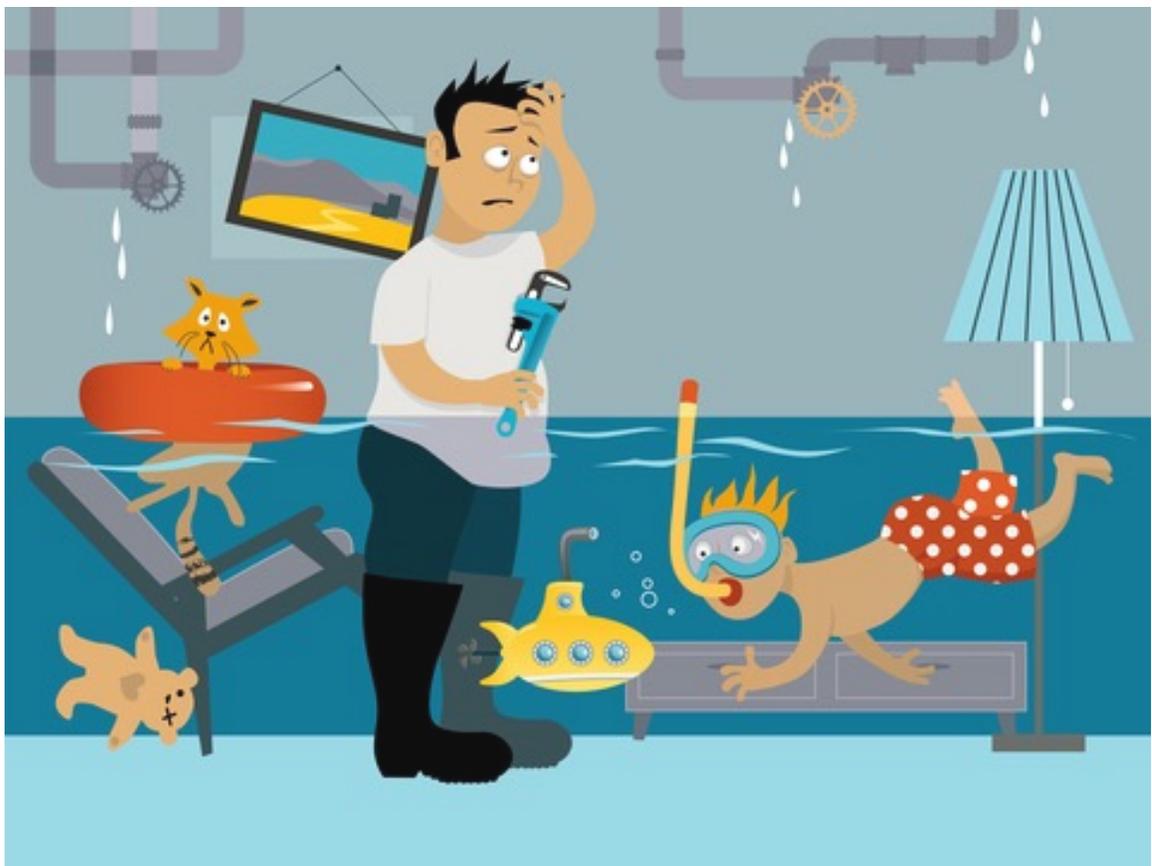




# Choose Your Money-Making Specialty

The Fastest, Easiest Way  
to Get Great Clients



# Why Specialists Get Great Clients

If you have a bad leak and water is pouring onto the floor, you're going to call a plumber, not a handyman. When clients hire a freelancer, they want a specialist, someone with expertise in the type of freelance work they need help with.

**Specializing is the fastest, easiest way to get great clients.**

It helps you get the clients you deserve with less work and in less time, because you'll be able to:

- Find and learn about prospects
- Get more clients by focusing on their needs
- Be easily remembered by clients and colleagues.

You'll also be able to make more money — because you'll be an expert who can work faster.

Choosing a specialty takes time, and for most freelancers, your specialty will change over time. Start broadly and narrow down your specialty as you learn more about the market for your services. And it's okay to have 2, or even 3, specialties.

## Choosing a Money-Making Specialty

A money-making specialty:

- Offers opportunities for you now and in the future
- Makes it easy for you to find and reach prospects.

For most freelancers, industry specialization is best, especially if you're fairly new to freelancing or have been freelancing for a while but aren't as successful as you'd like to be. Other common ways to specialize are by project or by a combination of industry and project.

# How to Specialize

There are 3 steps to developing your money-making specialty: choose, assess, and prepare.

## Choose

### **Start with What You Already Know**

Start with what you know so you can build your business faster and with less effort. You can change or expand your specialty(ies) later.

Focus on clients and industries that are a good fit for your background, experience, and skills. If you don't have much or any work experience, focus on something related to your college degree or other training.

### **Identify Your Services and Target Markets**

Identify the services you provide or could provide and who you serve: the industries of your clients and prospects (your target markets).

## Assess

### **Find the Right Markets**

Assess the target markets you're interested in to make sure the industry or industries and the type of clients offer you:

- Growing markets where there's a need for your freelance services
- Associations where you can learn about freelance opportunities, find and reach prospects, and network.

Networking with other freelancers is a great way to learn about target markets. And associations are the easiest way to do this.

## ***Growth***

Choose healthy markets that are growing, like healthcare, technology, and financial services. Information about which markets are growing or shrinking is easily available online.

Finding out whether a target market needs your freelance services is harder than assessing its growth potential. Networking with other freelancers, especially through professional associations, is the best way to do this.

## ***Associations***

In choosing your specialty(ies), professional associations help you:

- Learn about target markets and stay updated on what's happening
- Easily find prospects to market to through their membership directories. Getting access to many prospects in your target market through the membership directory can save you dozens to hundreds of hours of research trying to find prospects on your own.

Before joining a professional association, check out the website and available resources, and try to go to a meeting or conference. If there's a LinkedIn group for the association, check that out too.

## **Prepare**

### **Define Your Specialty**

Now that you've defined your services and industries and assessed target markets that interest you, put it together in a draft description of your specialty. Then start focusing all of your marketing on your specialty. This includes how you describe your business to prospects and colleagues, your LinkedIn profile, your website, and more.

Fully choosing and defining your specialty takes time. And your specialty will evolve over time as you learn more about the opportunities in the target market and what you like to do best.

## **Get the Clients You Deserve**

Once you choose or refine your specialty(ies), getting the great clients you deserve will be much easier, because you'll know who your prospects are and how to find them.