

How to Develop Great Clips

(aka “writing samples”)

Your clips are sales tools. If your clips don’t resemble the type of content your prospective clients want, it will be **MUCH** harder to get work.

Step 1: Know who you want to write for.

Which companies/organizations/websites do you want to write for?

Include each organization’s name, web address, why you want to write for them, and your enthusiasm level to write for them.

1.

2.

3.

4.

5.

Step 2: Become familiar with your target clients' content.

- What type of content are they publishing? Blog posts? Email newsletters? Case studies? Ebooks? Etc.
- How long do each of those content pieces tend to be?
- What topics are they covering?
- What “voice” is their content in?
- Do they use images in their content? Quotes? Research? Examples? Videos?
- Which audience/s are they writing for?
- What’s the “worldview” of their content, or what assumptions does their content make?

1.

Type of content:

Content length:

Which topics:

Voice:

Images/Quotes/Research/etc:

Audience/s:

“Worldview”/assumptions:

2.

Type of content:

Content length:

Which topics:

Voice:

Images/Quotes/Research/etc:

Audience/s:

“Worldview”/assumptions:

3.

Type of content:

Content length:

Which topics:

Voice:

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Images/Quotes/Research/etc:

Audience/s:

“Worldview”/assumptions:

Step 3: Find 3 topics each client hasn't written about*, but should.

Write down those three topics below, plus a few ideas or resources you'd want to include for a blog post about that topic.

Organization #1:

Missing topic 1:

Missing topic 2:

Missing topic 3:

Organization #2:

Missing topic 1:

Missing topic 2:

Missing topic 3:

Organization #3:

Missing topic 1:

Missing topic 2:

Missing topic 3:

Organization #4:

Missing topic 1:

Missing topic 2:

Missing topic 3:

Organization #5:

Missing topic 1:

Missing topic 2:

Missing topic 3:

Step 4: Write your clips about those topics.

Write the clips AS IF they were going to be published on those websites. As if you already had them as clients and are writing a paid post for them.

These are the types of clips that get clients.