



Freelance Writing for

TECH BRANDS

Rachel Meltzer

Business Coach &
Freelance Digital Marketer



Hi! I'm Rachel Meltzer
(it rhymes with seltzer)

I'm an adventurous freelance writer and business coach!

**I do digital marketing for tech companies and
outdoor brands.**

But it hasn't always been this way... →

My "Career Path"





5 STRATEGIES

to build a business like mine

01

niche

02

network

03

find community

04

ABU (always be
upskilling)

05

adapt

Niche

You might have to experiment to find it, but once you do, your business will feel *easier*.

WHY YOU NEED A NICHE

→ Niches aren't restrictive.

→ You *can* have multiple niches.

→ To run a *business*, you *need* to know what you're selling, who you're selling it to, and how you can make that efficient.



Target: ideal clients, attractive portfolio, SEO



Efficiency: SME, skills, speed



Confidence: getting clients, charging more, & executing your services is much easier (and more fun) with confidence.



Pricing: charge more for SME and position yourself better

Network

Get clients, make friends, find your footing.

(make it a *routine*)



4 Reasons to Network



1

Follow Ups

Referrals

2

3

Community

Positioning

4



Find Community



ABU

(always be upskilling)

upskill to earn more, avoid burnout, and get paid to
learn!

What should I learn?

Follow your passion / curiosity

Learn skills that interest you or that seem like a natural next step with what you're already doing!

(\$) Try to drive revenue or get technical

Picking skills that drive revenue will allow you to charge more and get great proof for your portfolio.

- Email Copywriting
- Product Descriptions
- Sales Pages
- UX Copywriting
- Documentation

(\$\$) Learn strategy and consulting

Strategy and consulting reduces your hand in production and increases your value.

- SEO Strategy
- Email Marketing
- Growth Strategy
- Branding
- PPC / Paid Ads

(\$\$\$) Expand if you're keen

It's not for everyone, but you might find that you want to expand and scale even more. You could try a lean agency, coaching, courses, a book, etc. to transform your biz as you grow.

Adapt

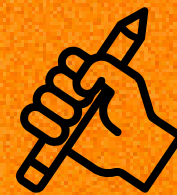
Everything is *always* changing. You *have* to be willing and able to adapt to industry changes if you want to succeed long term.

ADAPT

Everything is *always* changing. You *have* to be willing and able to adapt to industry changes if you want to succeed long term.



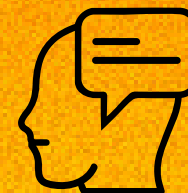
Acceptance and mindset are the foundations to adaptability.



Learn how to learn and be willing to get creative.



The easiest way to stay on top of industry changes is by having a community. Lean on your peers & support each other!



Protect your peace: “for me” vs. “not for me” + “facts” vs. “stories”

How To:

Find your niche



[Find Your Niche Workbook](#)
[Get Started Freelancing](#)

Network



[Get Clients Guidebook](#)
[LinkedIn Challenge Series](#)

Find Community



5k Freelancer Kickstart
[Pop Club](#)
[Free Community Events](#)

Upskill



Workshops inside Pop Club + 1:1 Coaching

Be Adaptable



Workshops inside Pop Club + 1:1 Coaching

Pop Club

membership community for freelancers | \$33/mo

 Circle community

 Freelance Resource Library

 2 workshops + 2 office hours each month


 1x 20-min 1:1 strategy session

 Coworking

 Weekly Accountability

1:1 Coaching

just the two of us solving your problems OR
launching your biz from scratch

 Packages of 1, 10, or 20 calls

 Access to Pop Club

 24/7 Chat Support

[Learn More](#)



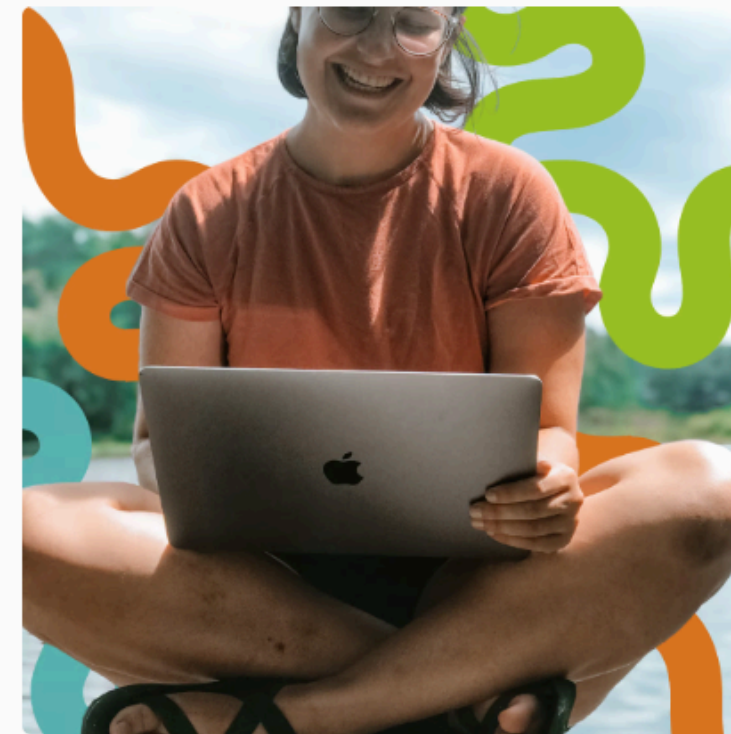


Free resources for freelancers.

I'm on a mission to **ungatekeep freelancing.**

I've got you covered with new resources every single week and old standbys that you can use for free forever.

Whether you're just starting out (check out the Getting started course!) or you need help getting clients, there's something here for you.



► **Why is all this free?**

Get Started Freelancing

a **free live** bootcamp for new freelancers.

Starting in February 2025

[Sign Up \(it's free\) →](#)



Free Resources

