

The Market Is Better than Ever

February 4, 2018

Hi everybody, it's Gail Mercer-MacKay, founder of the 6-Figure Freelance Writer and Mercer-MacKay Digital Storytelling. This week, I'm coming to you from Peterborough, Ontario, which is where my sister lives and where my mother lives. This week, I'm helping to look after my 93-year-old mother, who is amazing, while my sister takes a well-earned vacation. She's going skiing. She'll be back tomorrow, so I'm looking forward to seeing her.

I wanted to say that, this week, we've been really working hard on the workshop. For those of you who have not yet signed up for the workshop, there's still a few spaces left. We've got quite a few people already registered, but there are a few spots left, so if you really wanted to come to our workshop next Saturday, get online now and sign up. It's on our website, gailmercermackay.com, under the programs. That's one thing I wanted to share with you. This is your year to really get going and get started fast-track writing for technology companies. This is the time to do it. Based on the experience that we've had with other writers and my own experience, it's a really busy, fast-paced time to write for Microsoft Partners and begin to build relationship.

The other day, I was talking with someone who had mentioned how everything is shifting these days, and he said, "You know, we've been in business for 10 years. We've done everything the same old way in terms of marketing, and our product development, and everything we're doing, and we realize now that the whole world is changing, and can you give me some advice? Can you give us a little bit of help as we make this shift into how we deliver our products and how we tell our story to a new audience in a new way, because this whole digital channel is really new and challenging for technology companies?" He said, "What are the things that you do really well?" I said, "Well, our company does three things. We create content, we amplify content, and then we attract a tribe, and we nurture and build relationship with that tribe." That's really, over time, what we have evolved into at Mercer-MacKay Digital Storytelling.

The first piece is the creating the content. How do you create great content for technology partners? More and more budgets are being put into content marketing because people need really top-notch content, and they need it over and over again. Then how do you amplify content? Amplifying content means using paid search. If you've heard of Google Search and AdWords and things, then that's paid search, but also organic search, which is posting on LinkedIn, and posting on Twitter, and posting on social media feeds as well as on your website so that people can just find you organically without having to pay to find you.

Then the final piece is the tribe building, the nurture marketing. We've learned, over time, what kinds of messages and what kinds of content resonate, so once you get that tribe in, how do you keep them involved time over time? You know, with me, if you've been following me for some time, I send a video out every week to writers trying to talk about things that would appeal to somebody who's sitting at home in their pajamas trying to get started or trying to write and build a freelance career or somebody who's in a cubicle in an office who wants to get motivated to make the next move and start working for themselves.

I think my message this week really is about the market's fantastic. It's huge. There's a huge opportunity. The workshop is a great way to kickstart your way into this if you're not sure. We hope to see many of you there. I know there's a lot of new writers that are joining us this time that I'm looking forward to meet. Send me your comments. Let me know what you think. Share out this video with any of your friends if they're interested in building their own freelance career. Until next week, believe, be brave, go write. I'm Gail Mercer-MacKay. Thanks for listening.