



Extra resource for the original article
[How to Start Freelancing Successfully](#)

Step #5 of Building a Sustainable Freelance Business

YOUR PREDICTABLE LEADS PROCESS



This worksheet is designed to help you choose some topics for you to write about. They don't have to be these epic long posts every time. However having a consistent flow of content pushed out to the web allows you to be found by your clients.

Consistency is better than quantity here. Don't stress about not getting a post out daily. It's better to release once a week for the next 6 months, than die out after a few weeks. Remember your onboarding process has tips on generating new content as well.

Please be sure to read the lesson on Your Predictable Leads Process.

Print this worksheet out, grab a pen, and take a few quiet minutes to think through these topics. It may seem a bit elementary, but trust the process. You will only get as much as you put into it.

I've been through these myself and was surprised by the results.

Ready? Awesome, let's get to it!

	Address the Top 3/5/10 questions about the problem you are solving.
	Write about a real life scenario in which you were presented a problem and solved it. Leave out identities if need be and make up names.
	Use stats from reliable polls and surveys to validate the problem.
	Use visuals and create an infographic around your topic.
	Use your solution against a real world example/brand (if your article catches on, they may not be happy about it and you may have to pull it down).
	Create a podcast to talk about the problem and how to solve it. Transcribe that into a post.
	Create a weekly Periscope or Facebook Live show, transcribe it and post
	Use Snapchat to show behind the scenes look into projects, transcribe and post.
	Use Quora, Stackoverflow, or Reddit to see what the hot topic is.
	Ride the wave of a trend in your industry and write about it.
	Why your service may be wrong for someone
	The Story of Your Service (have it connect and be relatable to your audience)
	FAQ about your service
	Interview folks within your space
	Use Buzzsumo and plug in a competitor's/vendor's website and see what they write about and build on top of that.