

The Deluxe Well-Fed Tool Box

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- Expanded Cold-Calling Guide
- “*The Queen of Cold Calling*” Offers Free Training! (**NEW**)
- TELs (*Targeted Experience Lists*; née “résumés”); Sample Format (**NEW**)
- Customized Follow-up Emails (after meetings/prospecting)
- Email to Friends Announcing New Business
- The “Bid Letter” (simple “contract” for 99% of jobs) (**Updated**)
- Sample Contract (for the other 1% requiring a bit more)
- “Discovery Questionnaire” (it’ll make you look brilliant to clients)
- Phone Interview Advance Questionnaire
- Video Scripting Formats (**NEW**)
- Writers’ Self-Check List (25 tips to fresher, more engaging, writing)
- *Word* Keyboard Shortcuts: The Basics
- The Art of Freelance Pricing (Jake Poinier) (**NEW**)
- “*Rev Up Your Referrals*” Checklist (Jake Poinier) (**NEW**)
- 11 Tips for Using Testimonial Letters (Paul Johnson) (**Updated**)
- Writing/Marketing Resources (Appendix A, hot-linked!) (**Updated**)
- FLCW Web Sites (from Chapter Four, hot-linked!) (**Updated**)
- Project Description Form (**NEW**)
- The Amazing Evolving Press Release (4 samples, from gruesome to good)
- Background Release
- Alternative Press Release Formats (powerful variations on the standard)

“Three Real-World Projects”:

Follow the creative execution of three actual commercial writing projects

- Tri-Fold Brochure for a Residential Painting Company
- Tri-Fold Brochure for a Family Therapist
- Marketing Brochure for a Residential/Commercial Security Firm: Discover how they got four brochures for a bit more than the price of one...

8 Kick-Butt Reports:

Report #1: Well-Fed Business Startup (Updated)

The Fine Print about Business Structures, Taxes, Retirement and Insurance

Report #2: Well-Fed Do's and Don'ts (Updated)

27 Tips to Having a High-Profit, High-Satisfaction, Low-Stress FLCW Career

Report #3: "It's Not the Economy, Stupid!" (Updated)

Why the Economy Doesn't Have Much Impact on Your Writing Business (Really!)

Report #4: Write Better, Earn More (Updated)

11 Tips to Improving Your Writing (and Making More Money as a FLCW)

Report #5: Warm Email Prospecting (NEW):

THE Most Effective Approach to One of THE Most Effective Prospecting Strategies

By Ed Gandia (Guest Contributor)

Report #6: 8 Tips for Case Studies that Compel and Sell (Updated)

By Casey Hibbard (Guest Contributor)

Report #7: 12 Steps to Maximizing Your "Networking-Event ROI"!

By Mike Klassen (Guest Contributor)

Report #8: Tradeshows, Trade Pubs and Talks, Oh My! (NEW)

Meaty report outlining business-generating strategies using the above venues!

Report #9: SEO 101: SEO Writing for Your Clients' Sites & Your Own! (NEW)

By Katherine Andes (Guest Contributor)

But, not so fast. Got one other goody I think you're going to want...

"The Well-Fed Writer Time Line"

(a.k.a. The Antidote to "OVERWHELM")

Starting a commercial freelancing business can be an overwhelming process – sort of a “where-do-I-start?” proposition. Way I figured it, a quick reference guide laying out the key chronological highlights of the business-building process in an easy-to-follow format would be useful in ratcheting down the anxiety level, no?

Got the idea for this from the *Time Line* appendix in *The Well-Fed Self-Publisher*, which has earned gushing kudos from users for its wonderful ability to simplify and demystify a complex, scary process, and transform it into a far more manageable one.

So, I came up with one for commercial freelancers that lays out all the milestones from way before you launch your business to after you've got it up, running and profitable. You'll see a brief description of the step along with parenthetical page numbers referring back to the place in the book that discusses it in greater detail.

Check it out at <https://bitly.com/wftoolbox> (same link as above). Cost? Just \$14.95. Pretty cheap peace of mind, if you ask me. Buy it with the *Tool Box* and save even more.

Good luck and may all your writing be well-fed!