

[How To Land A New Client in Five Weeks](#)

As a freelance journalist, you may have become disenchanted with the churn of having to pitch in order to get a commission, or the erratic paycheck that comes from stories publishing at the whims of the newspaper or magazine's publishing schedule. Perhaps, this unpredictability is a huge cause of stress in your freelance business and life, and has led you to crave having a steady client (or many!)

If you don't know where to start branching out of journalism and landing non-media (see: corporate, nonprofit, university, trade, etc) clients, this five-week mastermind program is for you. It's a tried-and-true system that takes your storytelling, reporting, and research skills from traditional media to other organizations who require your services. **Group size will be capped at 10 individuals.**

And, the best part of it is that you can take this system and rinse, lather, repeat: find as many regular clients as you want to build your freelance business and career.

Meeting dates and times:

Tuesday, May 17: 11am-12pm PT

Tuesday, May 24: 11am-12pm PT

Tuesday, June 1: 11am-12pm PT

Tuesday, June 8, 11am-12pm PT

Tuesday, June 15, 11am-12pm PT

Curriculum:

Week 1 - Determining your ideal client and your strengths/offerings

Week 2 - Your network and the letter of interest

Week 3 - Pricing & acing the discovery call

Week 4 - Onboarding

Week 5 - Offboarding

What you get

- A system that will enable you to land client work again, and again, and again.
- Community - others in this group are your hype squad!
- Accountability - you will be paired with one other member through the duration of this program
- Access to a private Slack group
- Free access to resources created for The Writers' Co-op
- Email & Slack access to Wudan for the duration of the program.

ABOUT WUDAN: Wudan is an award-winning narrative and enterprise journalist based in Seattle, WA covering science and society. She is the co-founder and co-host of The Writers'

Co-op, a popular business podcast, online community, and learning academy for freelance creatives. She coaches freelance creatives on maintaining and sustaining a fulfilling freelance business. Read more about Wudan here: wudanyan.com. Learn more about The Writers' Co-op [here](#).

You: Identify as a freelance journalist, and are looking to branch out with your client base to include corporations, universities, nonprofits, etc. You are willing to show up, build community, be held accountable and hold others accountable, to reach your goals.

INVESTMENT: ~~\$2500~~ (Introductory deal: \$1500)

Applications are due April 30th. [Apply here](#).

Applications will be reviewed by May 7. Full payment is required at the time of acceptance.

Questions? Email: wudan.yan@gmail.com