

When I interviewed Austin Saylor for [Fix Your Pricing Masterclass](#), he told me about a challenge he had set for himself.

The thesis of this challenge is connecting with people you admire and keeping in touch.

Is it networking? Is it marketing?

The line between the two get blurry because relationships are at the heart of freelancing.

You may find it helpful to stop thinking about “clients” and “projects” and “work” and “repeat business” and instead think about nurturing mutually beneficial relationships, both new and old.

Here are the steps:

1. Make a list of 30 freelancers, consultants, agencies, or other potential collaborators whose work you admire. People you haven’t talked to before.
2. Add them all to a GSheet or CRM like Pipedrive. I promise you, you won’t remember all of them, so you need a way to track who you like and why and when you last spoke with them.
3. Email 1 new person a day for 30 days. Start with, “I’m reaching out because....” Then, give them a compliment. Or, mention a cool post or project they put out. Don’t ask for anything. Just tell them you’ll see them on Twitter, TikTok, Instagram, LinkedIn, or wherever they hang out most often.
4. Keep in touch by checking in every 3 months or so. Shoot them a text or DM. Ask them if they’re working on anything exciting. Share a few updates about yourself. Be a fan. Be a friend.

The goal isn’t to get freelance projects right away. This is a long-term play where you’re making a habit of reaching out to new people and staying connected.

Opportunities to share project leads or collaborate will emerge organically.

Some freelancers don’t get enough projects simply because their network of potential referral partners is too small. They don’t know enough people who can recommend them. The solution? Proactively connect with more cool people who can recommend you.

Austin Saylor made \$206,775 in 2021.

If you want to watch the full interview with him, you can find it [here](#).