

10-10-10 Prospecting Process

for Freelancers

Overview

My friend Gina Horkey inspired this simple process for connecting with potential clients. It's simple. You send outreach emails or messages to 10 new people every week. You research 10 new people to contact. You follow up with or "touch" 10 people you already contacted.

And you keep following up until you've shown up on their radar at least 10 times.

You can obviously ramp up the number of outreach emails or touches once you're in the groove, but the Rule of 10s is a good place to start.

Note: This process comes with 3 underlying assumptions:

1. **You're going to send thoughtful, personalized emails.** You're not going to send the horrible cold outreach emails we receive every day. I'm talking about the ones with "Dear Sir or Madam." The ones with your name misspelled. The boilerplate ones that make it clear the person knows nothing about you and sends this same piece of automated garbage to 1000s of other people.
2. **You're going to get creative with your follow-up.** You can find other ways to become known and familiar, including handwritten notes, responding to tweets, commenting on a LinkedIn post, leaving an Amazon book review, etc.
3. You're going to track this outreach in a CRM or GSheet, such as [this one I created when I was targeting Outdoor Brands](#). To use it as a template, click File > Make a copy.

Week 1

- Research 20 prospects to contact.
- Contact 10 of them.
 - If you work 5 days a week, then reach out to 2 prospects per day.
 - Don't worry about what time you send the email or message.
 - Don't worry about following up yet.

Week 2

- Contact the remaining 10 (2 prospects per day).
- Research 10 new people that you will contact next week.
- Follow up with 10 that you contacted last week.

Week 3

- Contact the 10 people researched last week (2 prospects per day).
- Research 10 new people that you will contact next week.
- Follow up with 10 that you contacted last week.