

MODULE #2: REGISTERING YOUR DOMAIN AND SOCIAL PROFILES

IN THIS MODULE:

We'll go through various options for naming your freelancing website, looking at the pros and cons of each. You'll also have the opportunity to sign up for social media accounts (or use your existing ones).

Last week, you hopefully got clear about the type of freelancing you want to do, and the topics you'd like to cover.

This week is your first big step into the freelancing world. We're going to be choosing a name for your freelancing website (which means naming your freelancing business too).

I still remember, eleven years ago, trying to come up with a name for my own website. Even after I'd jotted options all over a sheet of paper, I wasn't sure that any were a perfect fit. I went with "Aliventures" in the end ... and while I'm still not 100% sold on it, it's worked out fine for me and I can't imagine changing it now!

So if you've already spent ages trying to name your business, or if you're worried that you're missing the perfect name ... this week is all about picking something and moving forward.

If You Really Don't Want a Website Yet

Let's get this out of the way first: it is not *essential* to have a website in order to start freelancing. If setting up a website is going to be really problematic for you right now, you have my permission to skip it: keep reading this section for instructions on what to do.

If you do want to get your website set up now – which is what I'd recommend – then skip this section and go on to the next one ("Naming Your Business").

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The absolute minimum you need in order to start freelancing is an email address.

Now, since you've successfully purchased this course, I'm pretty sure you have an email address already! I'd strongly suggest setting up a *professional* looking address: one that is, ideally, just your name before the @ symbol, rather than a nickname or anything cutesy.

You can either use your existing address, if you feel it looks professional enough, or create a free Gmail account.

If you're using Gmail, ideally, you want your address to be something like this:

ali.luke@gmail.com

However, there's a high chance your name has already been taken on Gmail – so you might want to add in your middle name or initial. You could also add the word “writer”, e.g. alilukewriter@gmail.com.

Try to avoid using a number, and try to avoid having a really long email address.

At some stage, you're almost certainly going to want to set up a website – so do put this on your calendar as something to come back to once you have more time.

If You Already Have a Website or Blog

What if you've already got a website or a blog set up? It might well make sense to use that as your freelancing home too, particularly if there's a lot of overlap. (E.g. you might have a blog about parenting and you want to freelance for parenting magazines and websites.)

A simple way to use your existing website is to add a “Services” page where you give details about your freelancing. (You might want to call this “Writing”, “Freelance Writing”, “Editing” or similar.)

You'll probably also want to:

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- **Add some information on your About page** – this might be a paragraph about your freelancing plus a link to your Services page.
- **Include clear contact details**, if you don't already do so – make sure it's really easy for potential clients to get in touch. Ideally, put these on a Contact page.

When we cover websites next week, we'll be looking in much more detail about these different types of pages.

There's also nothing stopping you from using your existing website/blog for now, and moving to a different website in the future. If you know you'll want to change the URL (the address) of your website, then you'll probably want to register a new domain name now to secure it.

Naming Your Business

Before you choose a domain name, you need to figure out what you're calling your freelancing business. There are three main options:

1. Your name, or penname
2. A brand name
3. Your name incorporated into a brand

All of these have different pros and cons, which we'll be taking a look at.

Option #1: Using Your Name or Penname

Plenty of freelancers operate under their own name – normally first name plus last name, though some include a middle name or initial.

Here are some examples:

AaronMondry.com

HannahWoodger.com

MalcolmPryce.com

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Pros:

Using your name is simple and straightforward. You don't have to spend ages agonising about it.

If you change the direction of your freelancing, it doesn't matter: you won't need to change your domain name.

Cons:

If you're likely to change your name, this clearly isn't a great option! One of the reasons I went with "Aliventures" for my business name in 2008 is because I was anticipating getting married in the fairly near future (which I did, in 2010) – and I changed my name from "Ali Hale" to "Ali Luke".

If your name is fairly common, you might struggle to get a good domain name that uses it.

If your name is unusual or spelt in an unexpected way, it could be tricky to use as a business name. (You might opt for a pseudonym.)

Option #2: Using A Brand Name

It's also common for freelancers to operate under a brand name – which could be something that does exactly what it says on the tin or something more abstract.

Here are some examples:

Creative Copy (creativecopy.co.uk)

Fat Squirrel (fatsquirrelseo.com)

Let's Make Hey (letsmakehey.com)

The Word Man (thewordman.co.uk)

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Pros:

A brand name can be instantly intriguing or memorable in a way that a personal name rarely is.

If you want to work with other freelancers, a brand name gives a bit more scope for that.

If your freelance work includes something else – e.g. running a blog of your own – then you might feel that a brand name is a better fit for your business as a whole.

Cons:

It can be really tricky to come up with a good brand name, and it's not uncommon for freelancers to get stuck at this point, feeling unable to move on until they've got it right.

There may be some tension between you as a person and your brand – e.g. do you set up a Twitter account in your own name *and* your brand name? Or just one or the other?

Option #3: Using Your Name as Part of Your Brand

Some freelancers (and other professionals) incorporate their name into their brand. This can be done in a very straightforward way, by adding “writer” or “writing” or similar – or it can be a little more creative.

Here are a couple of examples:

Aliventures (Aliventures.com) – my own website and business, which uses my first name (“Ali”).

Maurer Copywriting (maurer-copywriting.com) – Steve Maurer’s site. As you might guess, he’s a copywriter!

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Pros:

Your business name is likely to be a bit more memorable than your personal name – it'll stand out more.

There's often quite a bit of flexibility with this type of name – similar to using your full name as your business name. E.g. the first version of Aliventures was a simple website where I sold "writing and website creation" – now it's a huge blog with ebooks and ecourses for sale.

Cons:

Because part of your name is incorporated in the business name, it's not so easy to expand by taking on other freelancers as part of your team.

As with any brand name, it can take a long time to come up with something you like.

So what should you go with? I'd suggest spending a bit of time exploring some ideas – but don't let the process drag on too long! If you can't come up with a brand name that you like, simply use your actual name for your business.

If you're stuck or struggling to decide, do come over to the Facebook group to share the ideas that you're thinking of so we can help you narrow it down:

[facebook.com/groups/startfreelancing2018](https://www.facebook.com/groups/startfreelancing2018)

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Registering Your Domain Name

This is the part of the module where things get a little technical. I'm going to keep it as straightforward as possible – but please do ask in the Facebook group if anything is unclear.

A domain name is the address of your website. You might also hear it called your “URL”. It will be made up of two parts:

- The name – e.g. “aliventures”
- The suffix – .com, .net, .co.uk, etc

So my domain name is aliventures.com.

You can buy a domain name for around \$10 – \$15 per year. To have a website online at that domain, you'll also need webhosting, which we'll be covering in module 3 (both free and paid for options).

Domain names need to be registered, and there are hundreds of companies that can do that for you. Most of them also offer webhosting – which means they will store your website so it's permanently online for you.

The slightly tricky thing about this is that some webhosts – including Dreamhost, which I recommend – offer a free domain name when you sign up for webhosting. So you may not want to go through the process of purchasing a domain name this week if you're going to buy hosting through one of these sites next week!

If you already have webhosting in place, if you want to register a domain name to secure it but you don't want to pay for a hosting plan yet, or if you know you'll want multiple domain names, then you can follow the instructions in the next section to register your domain name. You can either read through them or watch the video.

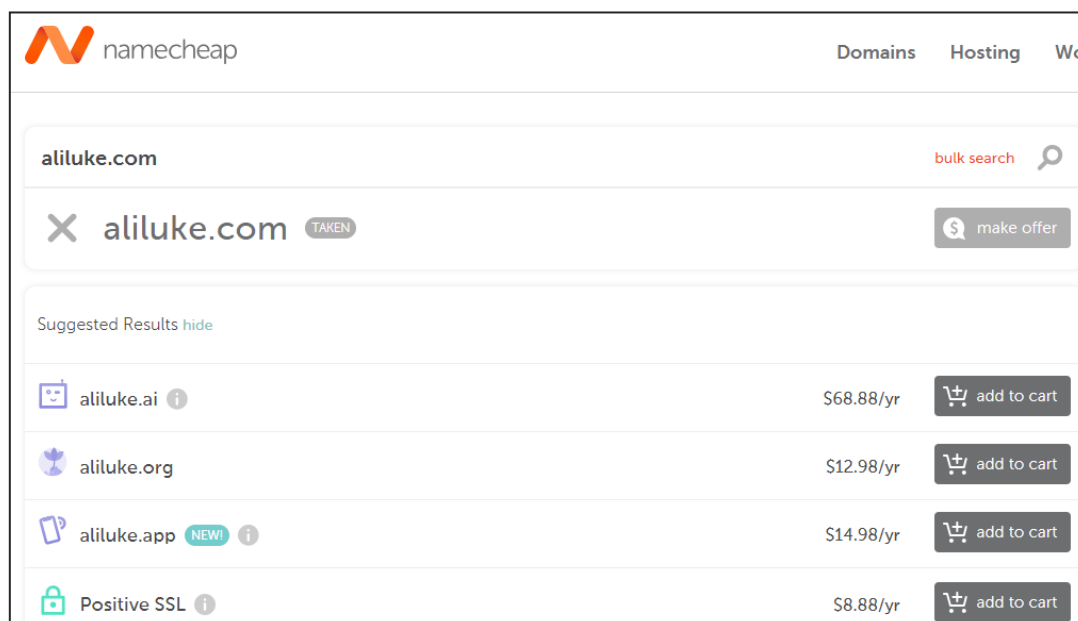
If you want to register your domain name next week instead, when you set up your website, that's fine! You can always come back to this module if you change your mind about how you're doing things.

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Checking Whether Your Domain Name is Available

On any domain name registrar, you can search to see if your chosen domain is available. You can use Namecheap to do this, even if you don't want to register a domain or make an account.

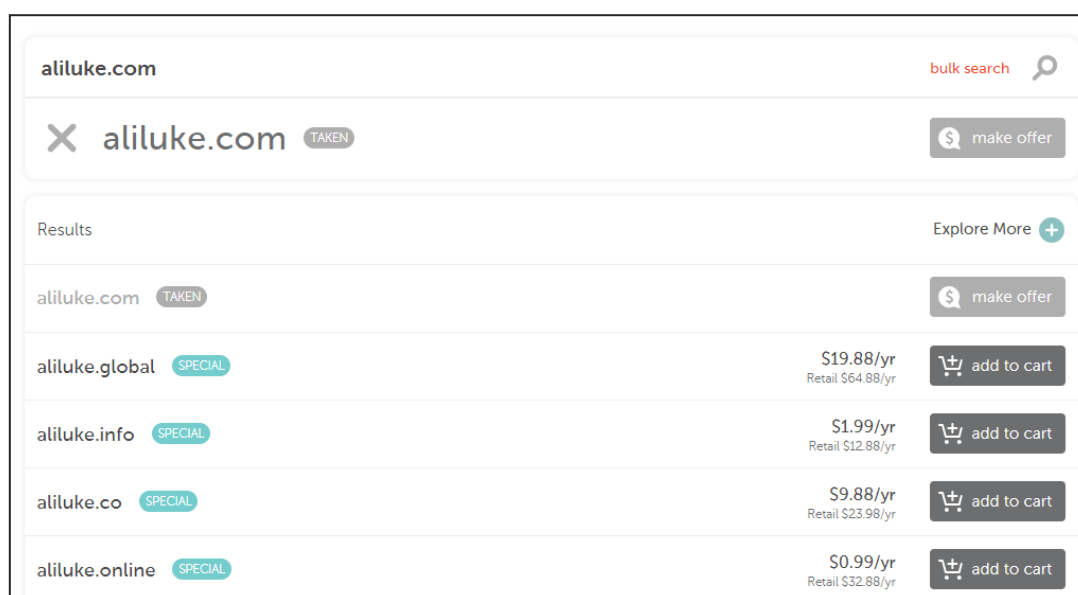
Here are the results of a search for "aliluke.com":



The screenshot shows the Namecheap website interface. At the top left is the Namecheap logo. To the right are navigation links for "Domains", "Hosting", and "WordPress". A search bar contains "aliluke.com" with a "bulk search" button and a magnifying glass icon. Below the search bar, a message indicates "aliluke.com" is "TAKEN" with a "make offer" button. Underneath, there is a section for "Suggested Results" with a "hide" link. The results list includes:

Domain	Price	Action
aliluke.ai	\$68.88/yr	add to cart
aliluke.org	\$12.98/yr	add to cart
aliluke.app (NEW!)	\$14.98/yr	add to cart
Positive SSL	\$8.88/yr	add to cart

The domain I searched for is taken (I registered it years ago!) but Namecheap gives some other options. To see the full range of options, click the "hide" link next to "Suggested Results" and Namecheap will give you a whole list:



This screenshot shows the full list of suggested domain alternatives for "aliluke.com". The "aliluke.com" result is marked as "TAKEN" with a "make offer" button. Below it, several other domains are listed as "SPECIAL" offers:

Domain	Price	Retail Price	Action
aliluke.com	TAKEN		make offer
aliluke.global	\$19.88/yr	Retail \$64.88/yr	add to cart
aliluke.info	\$1.99/yr	Retail \$12.88/yr	add to cart
aliluke.co	\$9.88/yr	Retail \$23.98/yr	add to cart
aliluke.online	\$0.99/yr	Retail \$32.88/yr	add to cart

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What Extension Should You Use?

The “extension” or “suffix” in your domain name is the bit at the end – .com, .net, .co.uk, .ca, .nz, .org, etc.

The best choice for any freelancer is a .com domain name. Even if you plan to mainly freelance within your own country, it’s better to have the .com as you may well end up working with international clients. A .com is also easy to remember (and pronounce)!

However, if your chosen business name isn’t available as a .com, you might want to pick a different extension. The key options are:

- **.net** – this works for most types of website, and if .com is taken already, it’s probably your best choice
- **.org** – this is normally used for organisations, so can look a little odd unless for a business (unless you’re a non-profit)
- **.co.uk** – or whatever your country’s business suffix is (e.g. .co.nz for New Zealand)
- **.uk** – or whatever your country’s suffix is (e.g. .nz for New Zealand, .ca for Canada, .au for Australia)

I wouldn’t choose anything outside of these (even if it’s cheap) – e.g. the extension “.info” tends to be associated with low-quality websites.

The one time you might want to purchase a different extension is to build a cheap test website (e.g. I used aliventures.club to build the redesigned version of my site aliventures.com, because it was only \$1).

Registering Your Domain Name with Namecheap

If you want to go ahead and register a domain name this week, I’d suggest doing so with Namecheap. I’ve included brief instructions below, or you can watch exactly how to do it in a video here (it’s under 10 minutes long):

aliventures.com/wp-content/uploads/2018/10/namecheap-domain.mp4

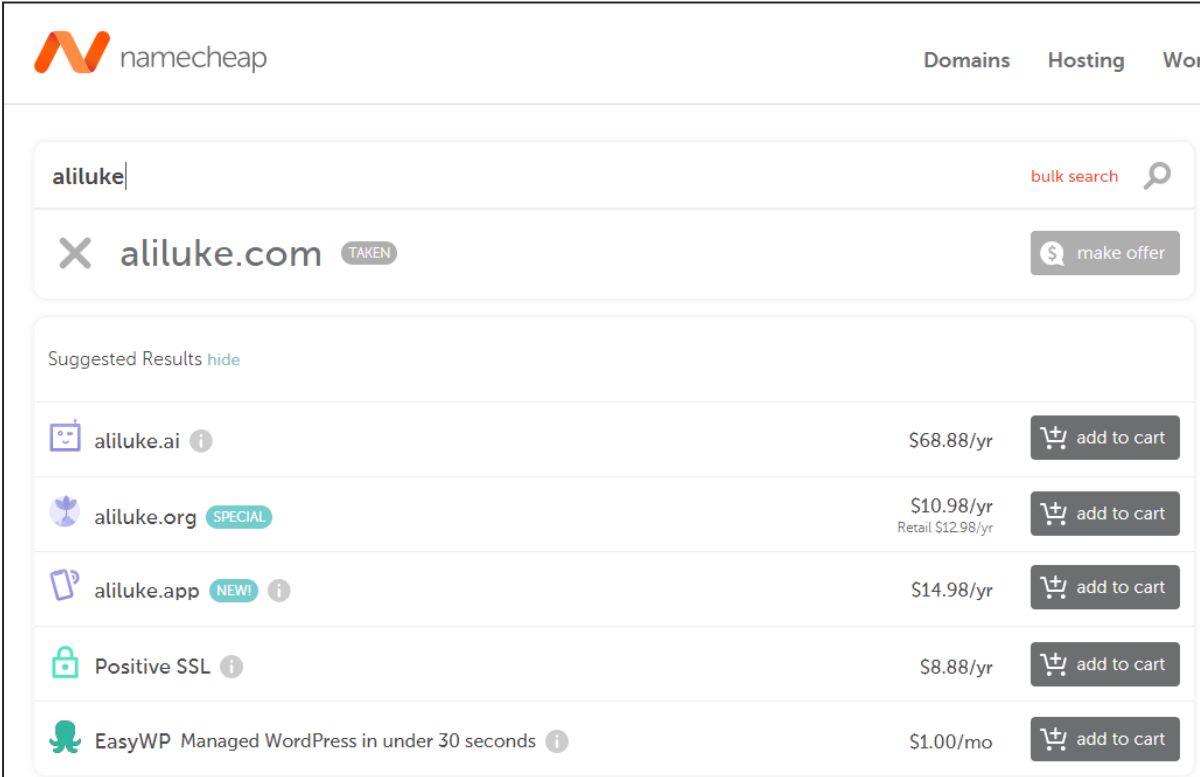
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Tip: Even if you want to wait until you set up hosting next week to register your “proper” domain, you might choose to set up a cheap test domain this week – for instance, you can buy a .info or .club domain for a little over a dollar.

Step #1: Go to www.namecheap.com and search for your chosen domain name.

Step #2: You should see whether your chosen domain is available: if it is, you can click the “add to cart” button next to it.

If it isn't, you'll see a list of “suggested results”, like this:



The screenshot shows the Namecheap website interface. At the top, the Namecheap logo is on the left, and navigation links for 'Domains', 'Hosting', and 'WordPress' are on the right. A search bar contains the text 'aliluke' with a 'bulk search' button and a magnifying glass icon to its right. Below the search bar, the results for 'aliluke.com' are shown as 'TAKEN' with an 'X' icon and a 'make offer' button. Underneath, there is a section for 'Suggested Results' with a 'hide' link. The suggested results are listed in a table-like format:

Domain	Price	Action
aliluke.ai	\$68.88/yr	add to cart
aliluke.org (SPECIAL)	\$10.98/yr (Retail \$12.98/yr)	add to cart
aliluke.app (NEW!)	\$14.98/yr	add to cart
Positive SSL	\$8.88/yr	add to cart
EasyWP Managed WordPress in under 30 seconds	\$1.00/mo	add to cart

For more options, click the “hide” link next to these and you'll see *all* the results (with different domain name extensions).

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Step #3: Select a domain name and add it to your cart. You'll be shown the option to add various extra things – ignore these and just click "View Cart":

The screenshot shows a domain search results page for 'aliluke'. The domain 'aliluke.online' is selected and highlighted with a red box. Below it, several add-on services are listed: Stellar Shared Hosting (\$2.88/mo), Private Email (free), Positive SSL (\$1.99/yr), and EasyWP (\$1.00/mo). To the right, a 'Your Cart' summary shows the total for 'aliluke.online' as \$1.17, with a 'View Cart' button highlighted in red.

Step #4: Double-check that you typed your domain name correctly. Leave all the other settings as-is and click "Confirm Order":

The screenshot shows the domain registration confirmation page. The domain 'aliluke.online' is registered for 1 year at a special price of \$0.99 (retail \$32.88). The ICANN fee is \$0.18. The page also shows options for WhoisGuard (1 year subscription, \$0.00) and PremiumDNS (1 year subscription, \$4.88). A 'Your Subtotal' box on the right shows a total of \$1.17 and a 'Confirm Order' button highlighted in red.

Step #5: Create an account by filling in a username, password, your first name and last name. On the subsequent screens, you'll be asked for further details (your address and phone number).


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Create An Account LOG IN?

New to Namecheap? Quickly signup for an account now.

Username

All new passwords must contain at least 8 characters.
We also suggest having at least one capital and one lower-case letter (Aa-Zz), one special symbol (#, &, % etc), and one number (0-9) in your password for the best strength.

Password 

Confirm Password 

First Name

Last Name

Email Address

Step #6: Pay either by credit/debit card or by Paypal.

Step #7: Check your email for a message titled "IMMEDIATE VERIFICATION required for [your domain name]". Open the message and click the link part-way down:

As a Registrant with Namecheap, you must agree to Namecheap's [Registration Agreement](#).

Please click the link below to verify the Registrant email address and explicitly consent to the terms of our Registration Agreement. You have until 2018-11-01 12:15:02 to verify this email address and agree to the Registration Agreement. After this date, the domain(s) associated with this Registrant contact will be suspended until the email address is verified and the Registration Agreement agreed to.

[Click here to verify your email address](#) and agree to the Registration Agreement.

If the above link does not work, please copy-and-paste the following URL into an open web browser to complete the verification process:

That's it – you're now the owner of a brand new domain name. 😊

(If you got stuck at any point, or need help, just post in the Facebook group.)

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Setting Up Your Social Media Accounts

You might be wondering whether you *need* to use social media as a freelancer.

No, you don't – but most freelancers do, and it's a great way to connect with other freelancers as well as with potential clients.

Another big advantage is that social media accounts tend to rank highly when someone searches for your name. (E.g. if I google "Ali Luke", my Twitter account appears prominently.) If you want to be easy to find on Google, having several social media profiles can really help!

At a minimum, I'd suggest setting up an account on at least one social network. In the rest of this module, I'll go through the three that I think are most important and useful. You might want to create accounts with all of them, and choose one to focus your attention on – you can still update the others occasionally.

The social networks we'll be looking at are:

- **Facebook:** the biggest, with useful business functionality through "Pages" (don't worry, we'll be covering how to set one up).
- **Twitter:** a good network for connecting to fellow writers, journalists and freelancers – as well as potentially a handy source of job leads and information.
- **LinkedIn:** the biggest business-centric social network, which acts a bit like an online resume or CV.

For each of these networks, we'll take a look at how to set up an account as a freelancer. I'll go through step by step instructions with Facebook: Twitter and LinkedIn are slightly more straightforward, so I've not given screenshots for those, just key tips. If you do get stuck or need help at all, though, just ask!

Before we go any further, though, there's one thing that you'll need for every social network...

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Selecting Your Profile Photo

Every social media account you use will require a profile photo. These are normally displayed as a square or as a circle, so you'll want a photo that's square shaped with your face in the middle.

Profile photos will often display quite small (e.g. in Facebook messenger), so it's worth having one that is reasonably clear even when it's tiny!

If you don't want to use your own face as the photo, other good options are:

- A cartoon-style drawing of your face (many graphics / paint programs can create these from a photo).
- A photo of your computer, keyboard, desk or something else writing-related.
- Your logo (though again be aware that it may not reproduce well at a tiny size).

I'd avoid using a photo of your cat, dog, child, etc, as that can seem a bit unprofessional. It's also best to avoid photos of you plus someone else (e.g. you and your spouse) as this can create confusion – it makes it look like they might also be involved in your business.

Setting Up Your Facebook Page

I'm going to assume you already have a personal Facebook account: if not, you can sign up for one for free by going to www.facebook.com – it's quite a straightforward process.

Once you're logged into your account, the best way to create a presence for yourself as a freelancer is to set up a Page. This is a better option than using a personal Profile to connect with other freelancers and potential clients because:

- People can "like" your Page and you don't need to reciprocate; with a personal Profile, if someone wants to add you as a friend, you need to be their friend in return.

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- An unlimited number of people can “like” a Page, whereas you can only have a set number of friends (up to 5,000, so it’s a pretty high limit – but it does exist)!
- Your “Page” will have special features, like the ability to add an About section, or to show your opening hours (not necessarily relevant for freelancers but you may want to indicate the hours during which you’re available).
- You can have as many Pages as you like, attached to one Profile.
- You can add other people as “Admins” for your Pages – this may not be very relevant for you now, but could be useful if (e.g.) you hire an assistant in the future.

To set up a Page, go to:

facebook.com/pages/creation

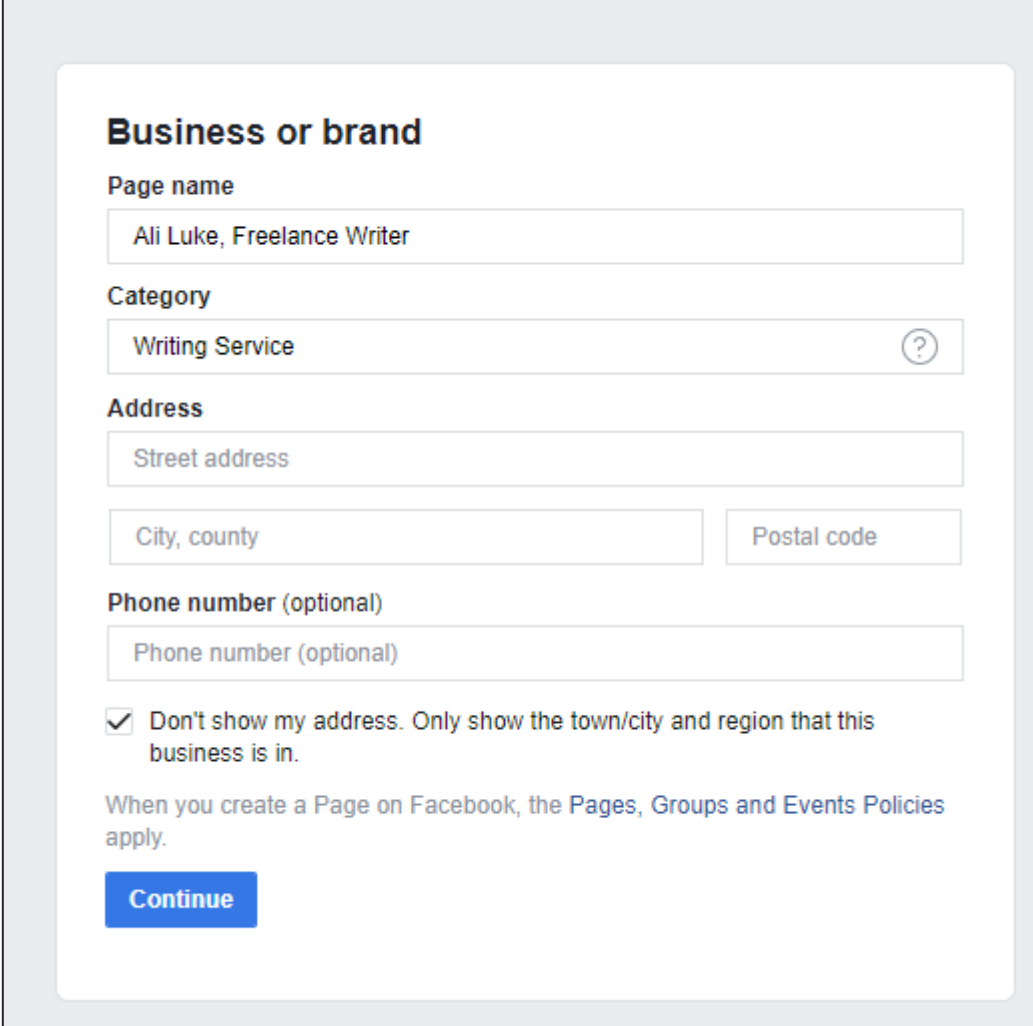
Step #1: Choose the “Business or brand” option and click “Get Started”.

Step #2: Enter a name for your page (I’d suggest using your chosen website name, or your own name plus something like “Writer” or “Freelance Writer” to help people distinguish your page from your personal profile).

For category, I’d suggest choosing “Writing Service”.

You need to enter an address, but you can tell Facebook to hide this from people viewing your page.

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The image shows a screenshot of the Facebook 'Business or brand' registration form. The form is titled 'Business or brand' and contains several sections: 'Page name' with a text input field containing 'Ali Luke, Freelance Writer'; 'Category' with a dropdown menu showing 'Writing Service' and a help icon; 'Address' with three input fields: 'Street address', 'City, county', and 'Postal code'; 'Phone number (optional)' with a text input field; and a checkbox labeled 'Don't show my address. Only show the town/city and region that this business is in.' which is checked. Below the checkbox, there is a note: 'When you create a Page on Facebook, the Pages, Groups and Events Policies apply.' At the bottom of the form is a blue 'Continue' button.

Step #3: You'll be prompted to upload your profile photo, and also a "cover photo". The cover photo will appear along the top of your page. If you aren't ready to select one yet, just skip this step.

Step #4: You should now see your new page!

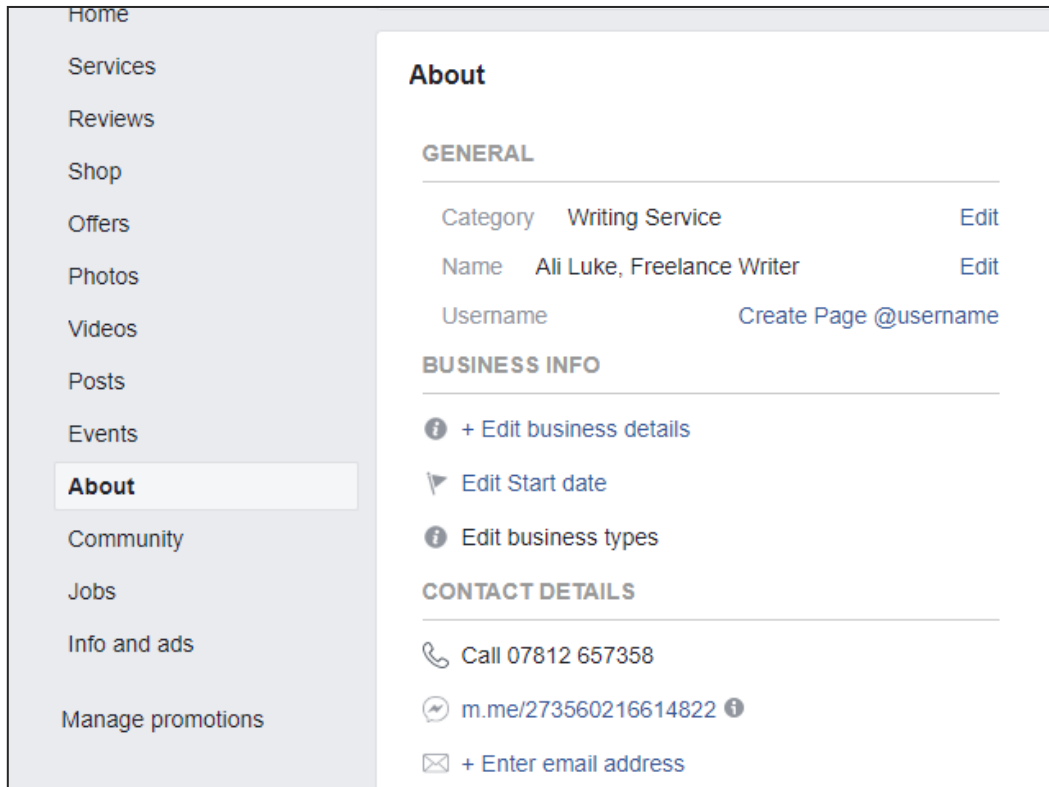
One word of caution: Facebook will offer you the chance to invite friends to like your page. Some people find invites a bit intrusive or annoying, so if you do use the invite feature, make sure you're careful about who you select!

Tip: Your page will have a default URL something like this:

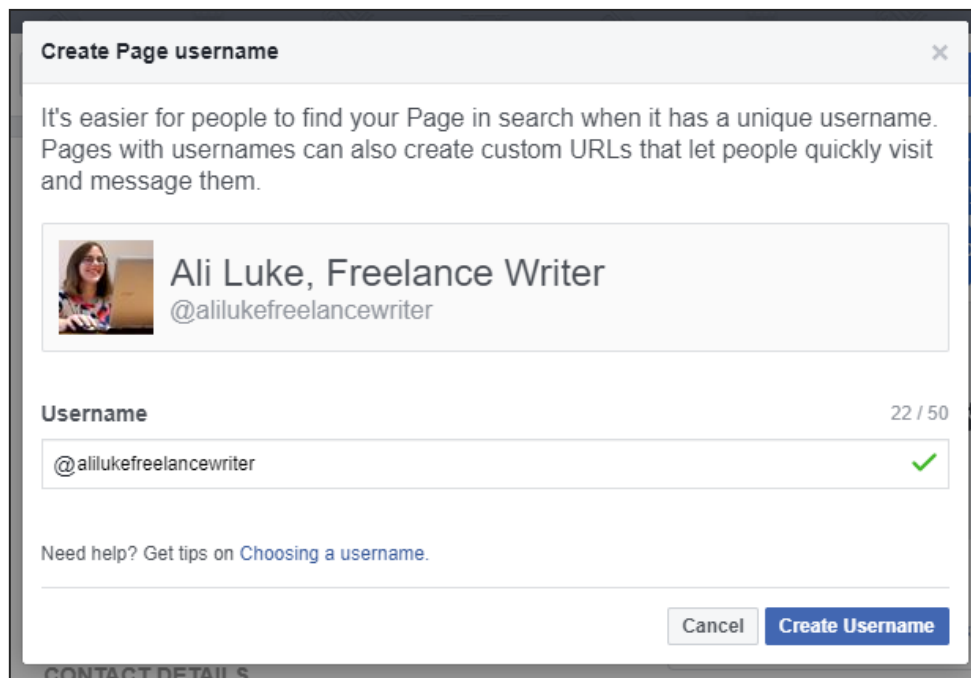
www.facebook.com/Ali-Luke-Freelance-Writer-273560216614822

To create a nicer URL, and a username so people can easily tag you, click the "About" link on the left-hand side. (If you can't see the About link, click "more" so it appears.) You should then see this:

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Create the @username for your page, like this:



If you receive an error message saying that your page isn't eligible for a username, you may find these help pages useful:

[facebook.com/business/help/community/question/?id=1172639572775117](https://www.facebook.com/business/help/community/question/?id=1172639572775117)

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[facebook.com/business/help/community/question/?id=578164485689750](https://www.facebook.com/business/help/community/question/?id=578164485689750)

Once your page is up and running, let us know in the Start Freelancing Facebook group so we can come and “like” it. 😊 You can post the link here:

[facebook.com/groups/startfreelancing2018/learning_content/?filter=2163648997239298](https://www.facebook.com/groups/startfreelancing2018/learning_content/?filter=2163648997239298)

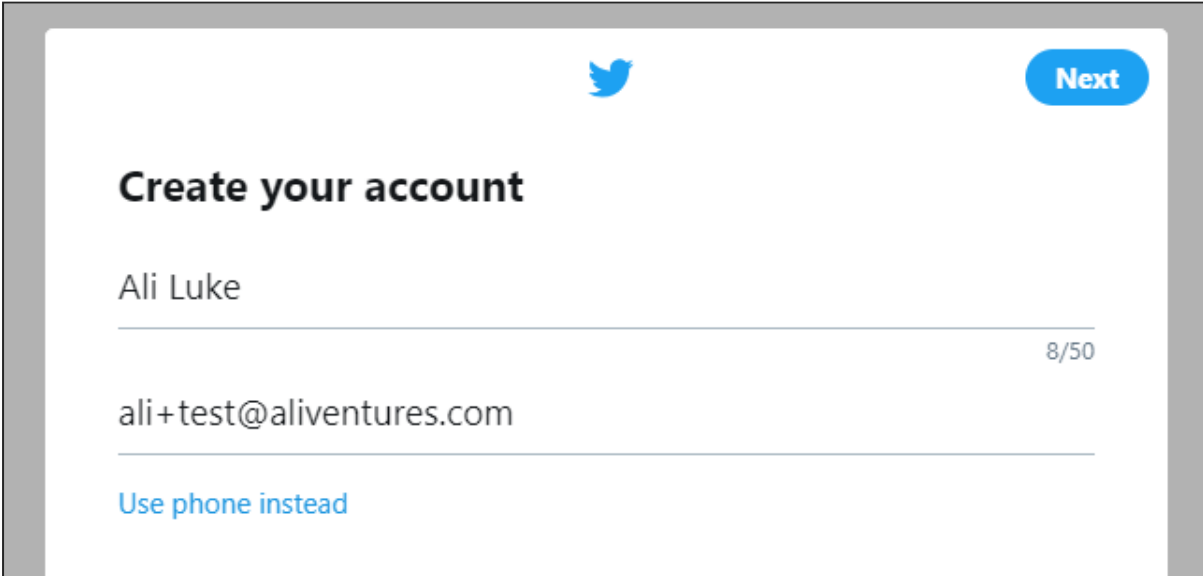
Setting Up Your Twitter Profile

Twitter is quite different from Facebook, and many freelancers use their personal profile for their freelancing, rather than setting up a different account.

To sign up for a Twitter account:

Step #1: Go to www.twitter.com and click “Sign Up”.

Step #2: Enter your name and either your phone number (the default) or your email address:

A screenshot of the Twitter account creation form. At the top center is the Twitter bird logo. In the top right corner is a blue button labeled "Next". The main heading is "Create your account". Below it, there are two input fields. The first field contains the name "Ali Luke" and has a character count "8/50" on the right. The second field contains the email address "ali+test@aliventures.com". Below the email field is a blue link that says "Use phone instead".

Twitter logo

Next

Create your account

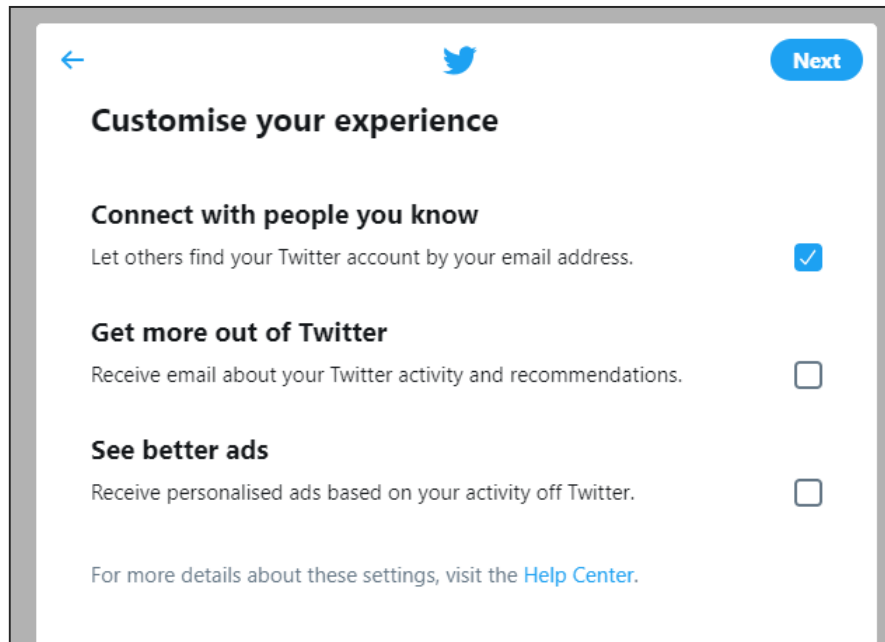
Ali Luke 8/50

ali+test@aliventures.com

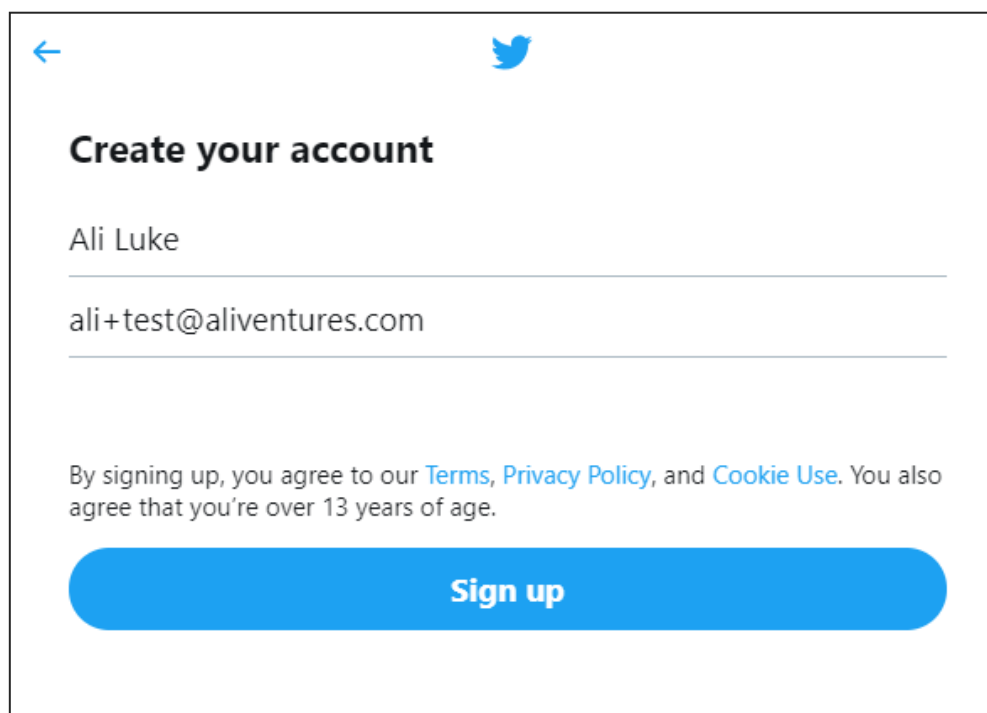
Use phone instead

Step #3: You can select from various options next: I’d recommend the first one; it’s up to you whether or not you want to go for the others:

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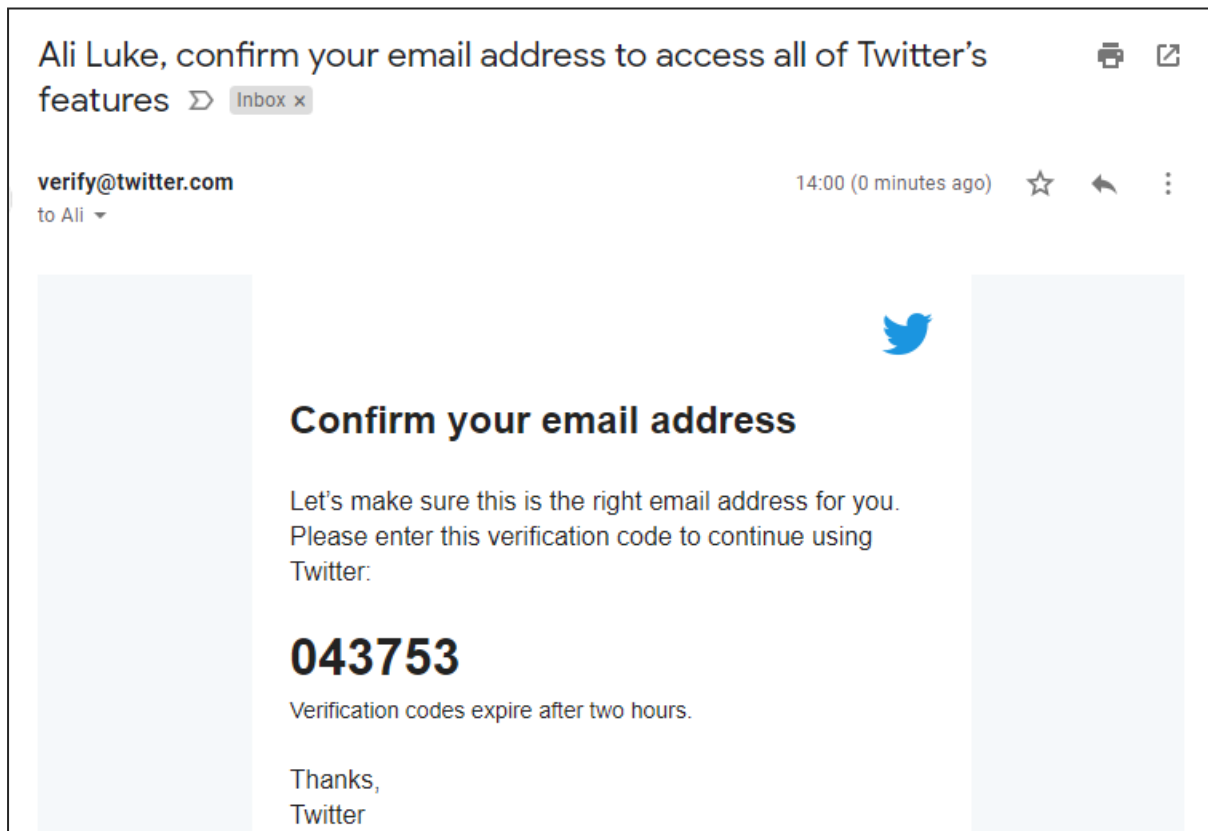
Step #4: You'll now be prompted to create your account. You can change your name or email address at this point, if you want; otherwise, just click "Sign up":



Step #5: You'll be prompted to select a password, then you'll be sent a verification code to your email address.

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Step #6: Check your email for the verification code. (If you can't find it straight away, try the spam folder.)



Enter the verification code on the Twitter screen.

You *may* need to take an extra step and unlock your account. If that happens, you'll need to provide and verify your phone number. (Note that you can use the same phone number as a previous account.)

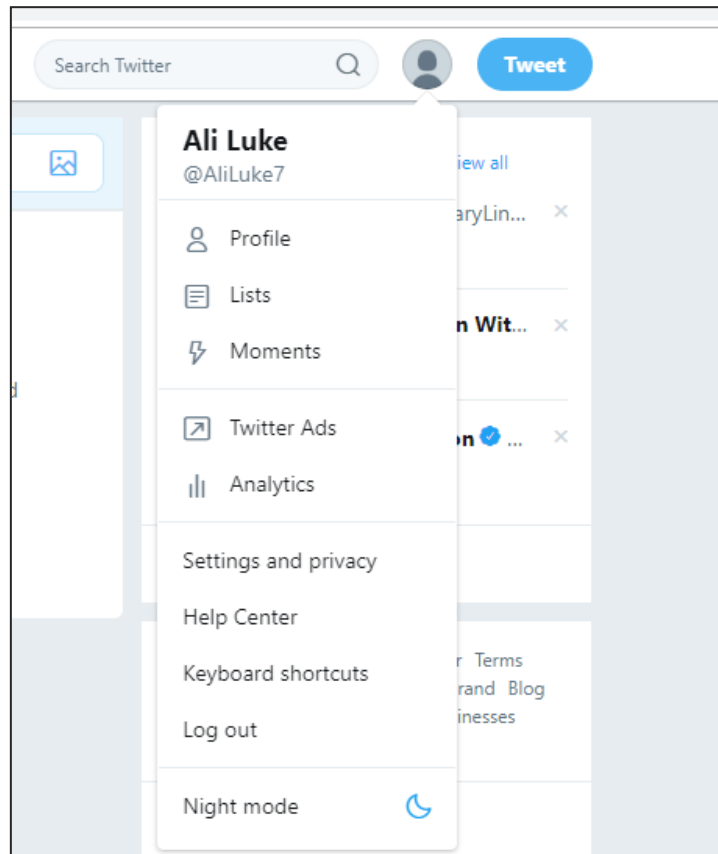
Adding to Your Twitter Account

Your username will default to your name plus a number:



You can change this by clicking the little person icon on the top right of Twitter, then the "Settings and privacy" link:

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Just change your username to whatever you want. If your name isn't available, you could add something like "writer". (Keep it short, as people will need to type your name into your tweets to "tag" you or "reply" to your tweets.)

Account

Username **Available!**

<https://twitter.com/AliLukeWriter>

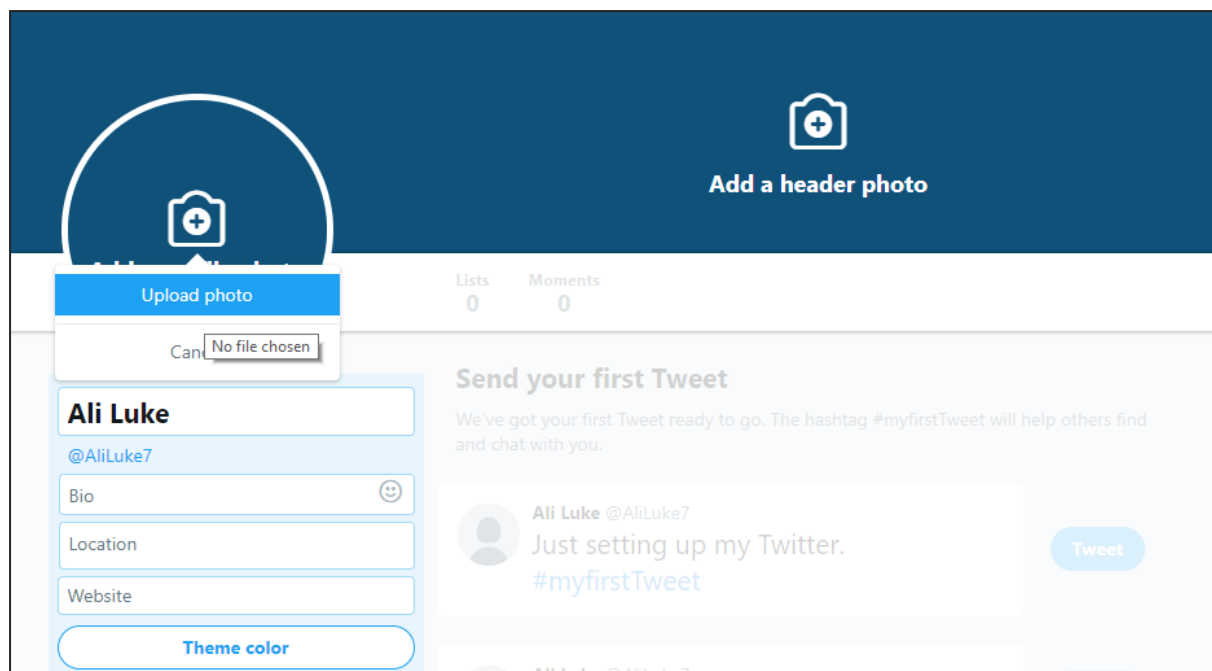
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Since there are lots of people on Twitter and many name combinations have already been taken, you may have to get a bit creative (e.g. using middle initials).

Try to avoid:

- Anything really odd / edgy ... unless it fits with how you want to brand yourself as a freelancer!
- Using numbers, underscores, tildes (the wiggly line: ~) or similar. Keep it simple and plain.

You'll also want to add your profile photo and (optionally) a cover photo. You can do this by clicking the person icon then "Profile":



It's a good idea to write *something* in your bio, as it gives people a reason to connect with you. E.g. "I'm a freelancer writer specialising in online content for small local businesses."

MODULE #2: REGISTERING YOUR DOMAIN AND SOCIAL PROFILES

Again, once your Twitter profile is up and running, come and share the link (or your “@” name) with us in the Facebook group so we can come and follow you there:

facebook.com/groups/startfreelancing2018/learning_content/?filter=2163648997239298

Setting Up Your LinkedIn Profile

Compared with other social networks, LinkedIn is very business-focused. I’ve never made anything more than sporadic use of it ... but I know plenty of freelancers use it as a way to find work and to connect with potential clients.

As with the other networks, you’ll need a profile photo. You’ll also want to fill out (at some point, if not straight away) quite a bit of information about you – like listing your previous jobs.

Depending on your current employment, you may decide that you don’t want to use LinkedIn at all at this stage (e.g. if you’re keeping quiet about your freelancing at work).

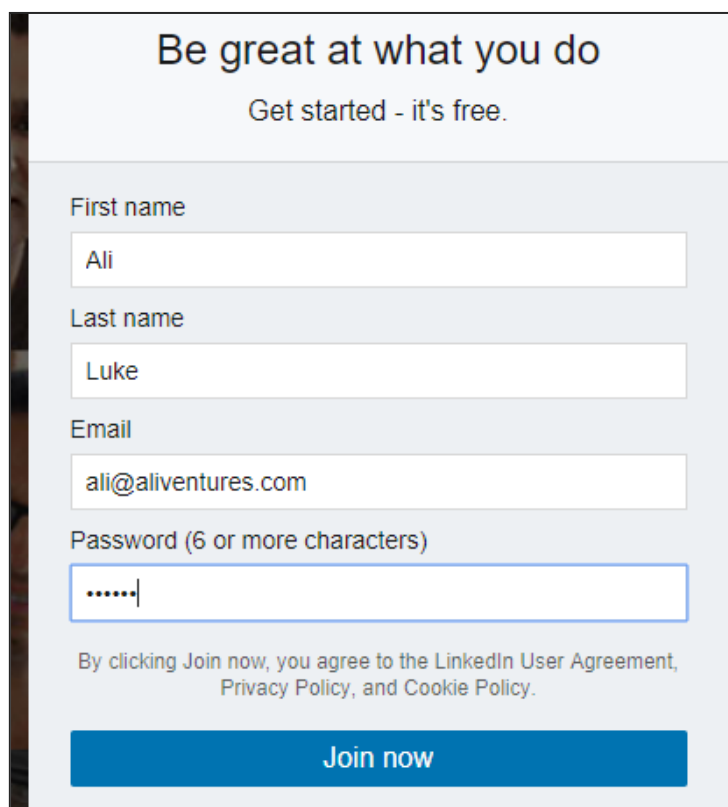
Important: LinkedIn doesn’t allow you to have more than one account, and they can delete your accounts altogether if they find you using two. If you do want to use two accounts regardless, you’ll need two different phone numbers and email addresses. You may also want to use a penname, or freelance under a different name (e.g. your maiden name).

To set up your account:

Step #1: Go to www.linkedin.com

Step #2: Fill in your first name, last name and email address. Choose a password:

MODULE #2: REGISTERING YOUR DOMAIN AND SOCIAL PROFILES



Be great at what you do
Get started - it's free.

First name
Ali

Last name
Luke

Email
ali@aliventures.com

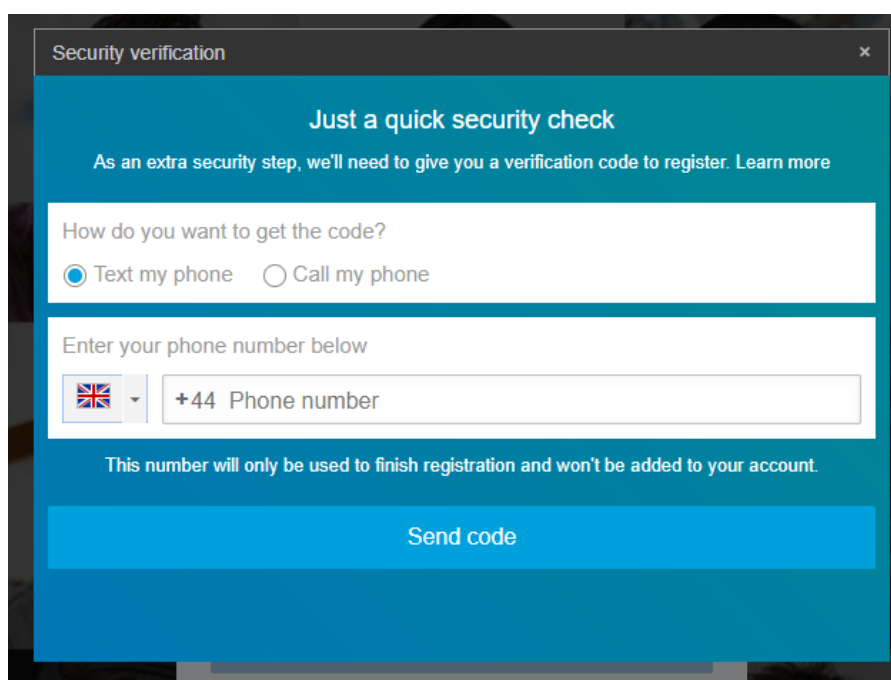
Password (6 or more characters)
.....|

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Join now

Click "Join Now."

Step #3: You'll see a "Security verification" screen, where you'll need to enter your phone number. If necessary, change the country drop down to your own country (it defaults to the USA).




Security verification

Just a quick security check

As an extra security step, we'll need to give you a verification code to register. [Learn more](#)

How do you want to get the code?
 Text my phone Call my phone

Enter your phone number below

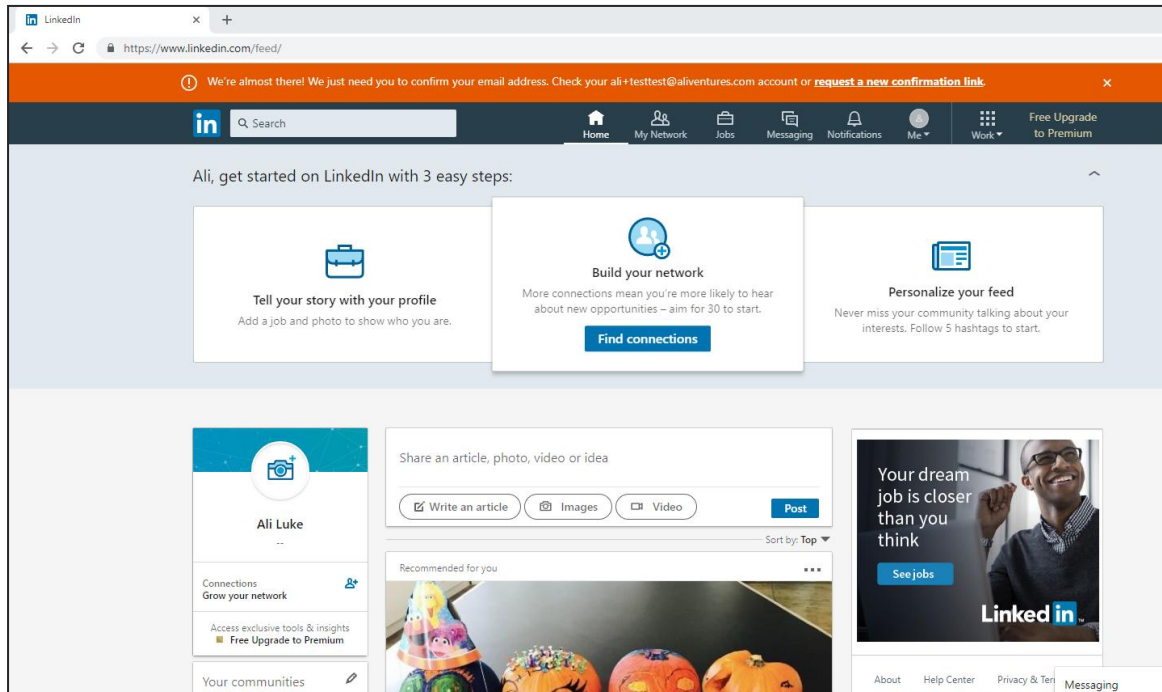
 +44 Phone number

This number will only be used to finish registration and won't be added to your account.

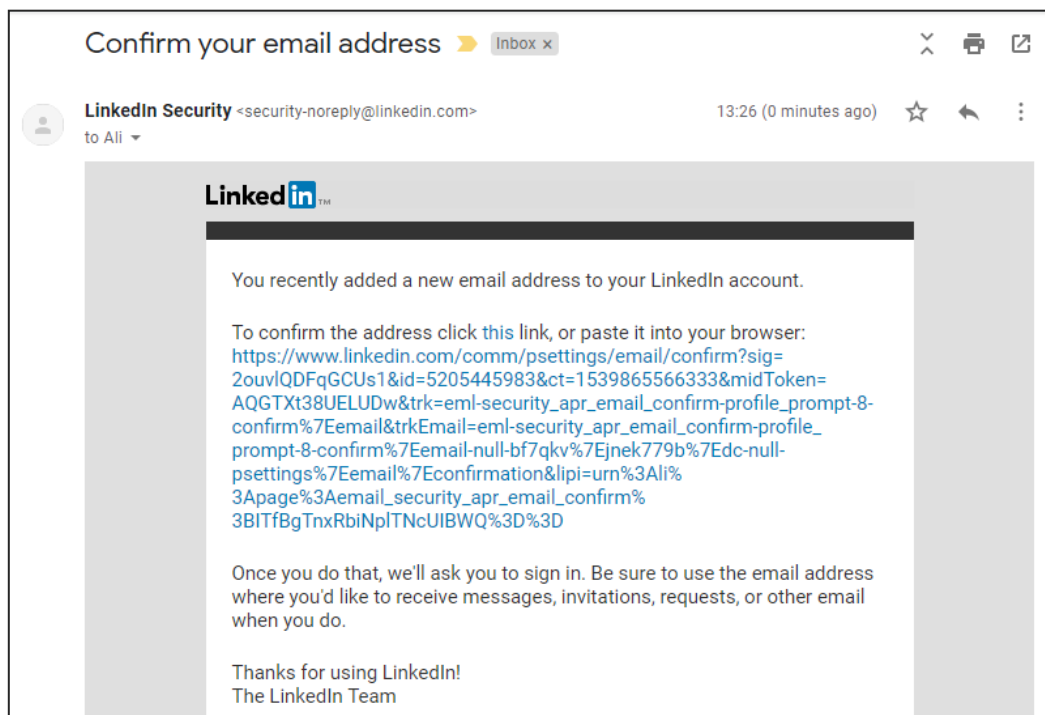
Send code

MODULE #2: REGISTERING YOUR DOMAIN AND SOCIAL PROFILES

You should then see the LinkedIn site: when I was testing this, my screen showed an error message. If that happens to you, just go to “linkedin.com” (without closing your browser window) and you should see this:

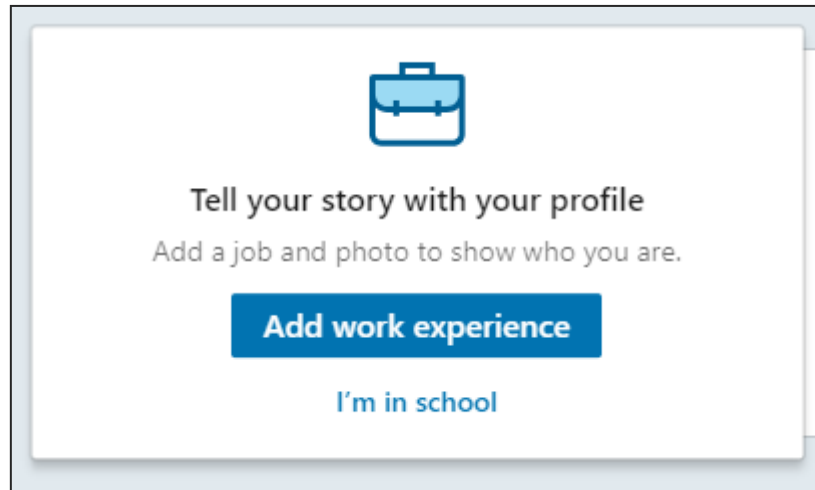


Step #4: Login to your email account, find the email from LinkedIn (it went into my spam folder, so check there if you can't see it), and click the confirmation link:



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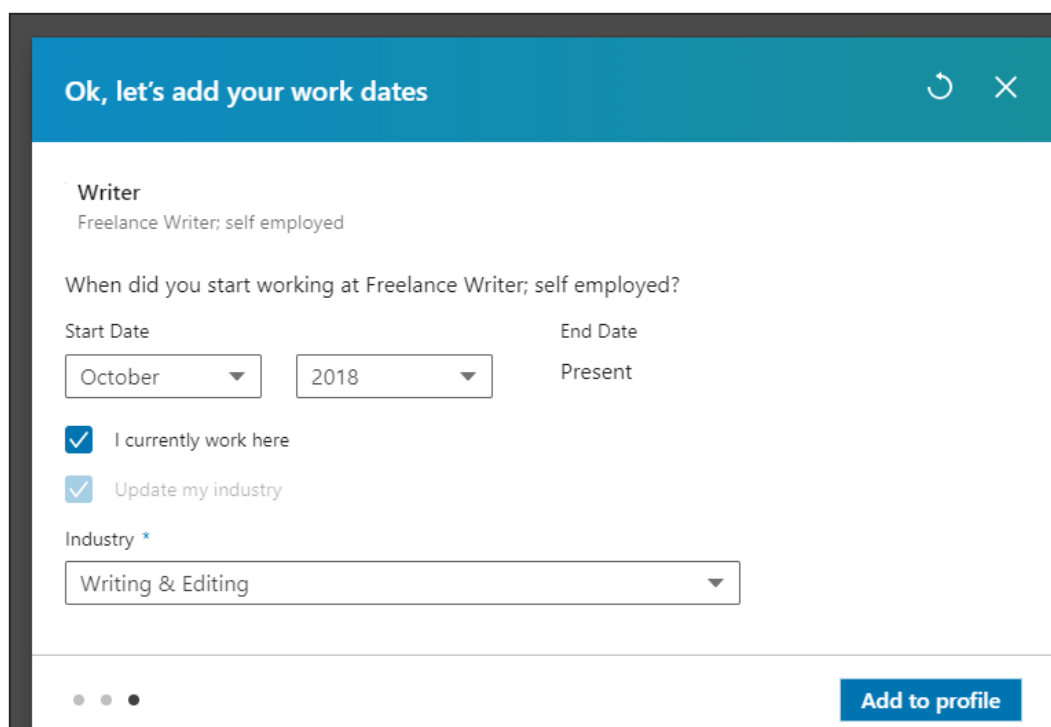
Step #5: You can now start filling out your profile. You can use the “Tell your story with your profile” link at the top to do this. Hover over it, then click “Add work experience”:



If you clicked the “I’m self-employed” box, you can list yourself as “self-employed” or “writer”, “freelance writer”, “freelance copywriter” or similar.

You can also choose a job title for yourself: I’ve just gone with “Writer” for now.

You can then fill out details about when you started freelancing:

A screenshot of a form titled "Ok, let's add your work dates" in a teal header bar. The form content includes: a job title "Writer" with the subtitle "Freelance Writer; self employed"; a question "When did you start working at Freelance Writer; self employed?"; "Start Date" dropdowns for "October" and "2018"; "End Date" dropdown for "Present"; two checked checkboxes: "I currently work here" and "Update my industry"; an "Industry *" dropdown menu with "Writing & Editing" selected; and a blue "Add to profile" button at the bottom right. There are three small grey dots at the bottom left of the form area.

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(You have to choose an industry: "Writing & Editing" will probably work for most people on this course!)

Finally, click "Add to profile".

You'll then be prompted to add your profile photo, and so on. There's quite a lot you can fill out on LinkedIn, so don't feel obliged to do it all immediately!

You can't use a phone number that you're already using on LinkedIn. (I was using my mobile for my real account, and used my landline to set up the test one.)

Some key things to think about on LinkedIn are:

The headline you use. "Freelance Writer" is a bit bland – though perfectly functional if you just want a minimal LinkedIn presence and aren't planning to use it to seek work. (Which is fine! That's what I do ... in fact, as I write this module, I'm realising that my LinkedIn profile is in dire need of updating because I so rarely use it.)

If you want to get more creative with your headline, do something like this:

THE PROFESSIONAL WRITERS ALLIANCE

I can help you talk directly to your ideal industrial customer... because I've been one!

steve@maurer-copywriting.com
www.maurer-copywriting.com

Contact me today!
+1 (479) 304-1086

Steve Maurer
Freelance Writing

Steve Maurer • 1st

Industrial manufacturing and safety copywriter. Need customers to hear and understand your message? I speak "industry."

Fayetteville, Arkansas

Message More...

Steve Maurer Freelance Writing
American Writers and Artists, Inc
See contact info
See connections (500+)

MODULE #2: REGISTERING YOUR DOMAIN AND SOCIAL PROFILES

Seeking recommendations or endorsements:

Most people I know agree that the “endorsements” feature on LinkedIn (where people click a button to say that you have a specific skill, like “editing”) is a bit pointless. Recommendations, however, are well worth having – so if you’re connected to people who used to work with you, ask them to write you one!

With LinkedIn, some people prefer to only connect with people they’ve worked with directly. Personally, I’ll connect with almost anyone who I know (through email, blog comments, etc), but I don’t accept connections out of the blue. On other networks like Twitter and Facebook, I’m more than happy for people to follow me even if I don’t know them! But it’s worth being aware that different people use LinkedIn in different ways – so if someone doesn’t accept a connection request from you, don’t take it at all personally.

If you’d like to share your LinkedIn page with the rest of our group on Facebook, head here:

[facebook.com/groups/startfreelancing2018/learning_content/?filter=2163648997239298](https://www.facebook.com/groups/startfreelancing2018/learning_content/?filter=2163648997239298)

MODULE #2: REGISTERING YOUR DOMAIN AND SOCIAL PROFILES

Your Module #2 Assignment

ASSIGNMENT

Your assignment this week is in three parts:

#1: Come up with a name for your freelancing business, or a list of potential names. Feel free to share them with us in the Facebook group if you want help deciding.

#2: Register a domain name, either the real one you intend to use, or a cheap test/practice one.
(Optional.)

#3: Set up at least one social media profile/account, or adjust one you already have for your freelancing.

Once you've completed the assignment (or done as much of it as you're going to manage this week), come and "check in" on Facebook and you'll get your reward stamp for Week 2. If you're willing to, please tell us what you did and how you got on.

[facebook.com/groups/startfreelancing2018/learning_content/?filter=2163648997239298&post=2158445117737611](https://www.facebook.com/groups/startfreelancing2018/learning_content/?filter=2163648997239298&post=2158445117737611)

If you prefer not to use Facebook, you can email me (ali@aliventures.com) with "Module #2 check in" or similar in the subject line.

MODULE #2: REGISTERING YOUR DOMAIN AND SOCIAL PROFILES

Module #2: Further Reading

All of the further reading is optional, but if you want to find out more about something we've covered, it's highly recommended! If you find other useful resources, you're very welcome to share them in our Facebook group.

Marketing 101 for Freelance Writers #13: How Social Media Really Works, Carol Tice, Make a Living Writing

This post is a good introduction to the basics of how to use social media – whatever platform you're on. If you find social media frustrating, or feel that it's a waste of time, see if Carol's tips can help you get more from it.

Expert Advice on How to Name Your Freelance Business, Crystal Ponti, Paste Magazine

While it's not aimed at freelance writers specifically, this post includes some interesting thoughts on different options for naming your business – plus some good examples of different freelancers using different options.

10 ways you can use LinkedIn to find freelance clients, Hannah Martin, Talented Ladies Club

Although this is a rather cringingly named website, Hannah offers good advice in this post, with practical tips for using LinkedIn to seek out freelancing clients – some of her suggestions are about reaching out and some are things you can do with your profile itself.

MODULE #2: REGISTERING YOUR DOMAIN AND SOCIAL PROFILES

What's Coming Up Next Week:

Well done on reaching the end of this week's module. Remember, if you have questions at any point, please do ask in our Facebook group. If it's something you'd prefer to discuss privately, you can send me a message via the Facebook group or you can email me at ali@aliventures.com.

Here's what to expect in Module 3:

MODULE 3:

Next week, from Monday 28th October, we'll be covering what to include on your website. We'll look at different options – like creating a simple one-page website, or having a more complex website with multiple pages.

We'll also cover some different ways to get your website online, focusing on WordPress.com and WordPress.org, and the pros and cons of each of those systems.

As with this week, we'll take everything step by step, and there'll be video instructions as well as written instructions to help you.