

169: Renee Bedell

[00:00:00] **Heidi:** Welcome to another episode of a successful fashion freelancer podcast. I am your host, Heidi. And on this show, we talk about true remote freelancing. That means you're working with multiple clients when and where you want on your own terms. This is not about, Air quote, freelancing in fashion, which often looks like temp job.

Permalence gigs, where you basically look and act like an employee. And then in three months, again, you are unemployed. That's not the type of work I support or condone, but instead work where you control your own schedule. In this conversation. On this episode, I am doing a strategy session with Renee.

Renee is one of our students inside of my freelance accelerator program. And we are talking about how to keep in touch with clients or excuse me, prospects, future clients, or maybe even clients when they're like, you know what? We don't need anything right now, but maybe later, um, so if [00:01:00] you are reaching out to brands or maybe you did a project and it went really well, and then they're like, yeah, maybe later we'll need you.

What do you do? Like how do you actually keep in touch with them in a way that is sustainable and manageable? Um, how do you not annoyingly? Just tap them on their shoulder every once in a while and say, Hey, do you got any work for me? Hey, do you got any work for me? Cuz that just does not come off. Great.

So what you're gonna hear in this episode is a clip from a strategy session that Renee and I had, I as a student inside a freelance accelerator. You get the opportunity to get on a one-on-one strategy session with me and dig into any and everything you want about your freelance career. This is just a clip from Renee and I's strategy session together.

We air the entire conversation inside of freelance accelerator for our students to hear, and we share clips here on the podcast. So if you are curious about getting inside a freelance accelerator to maybe get on a strategy session with me. Get some more help kick starting or growing [00:02:00] your Phil career.

You can check out all the details for the program at the link below the episode where you're listening, which is heidi.com/fast F a S T. Um, if in the meantime you wanna just give freelancing a little bit more of a try in your own

terms and aren't ready to invest in something yet. I have a ton of great free resources, which you can check out at.

So heidi.com/freelance. Again, we'll link that below. So let's jump into my conversation with Renee. What do you do when a brand says not now, maybe later, uh, how do you continue to nurture that relationship? That's exactly what I cover in this strategy session with Renee let's dive

[00:02:38] **Renee:** Inno. Another thing that I'm trying was as like, um, really inspired by like, um, be Marissa re.

Mari's newsletter. Yeah. Um, and that's something that I, I want to, I'm gonna start this week as well, which I thought was like a really nice, [00:03:00] soft way to keep in touch with people. Yeah. Um, but then when I got into like MailChimp and stuff, it was like, um, actually like, it's just like, yeah. Um, it was like, you need to get people's permission first before you.

Contact them. And I'm like, there's loads of people who I, I like warm leads that I would love to put on there, but I feel like super awkward about like going to someone and be like, hi, can I sign you up? Can I sign you up to your newsletter? I wonder like, yeah, let's talk about this. How, yeah. How do you approach that?

[00:03:39] **Heidi:** Yeah. Okay. So you have got about like 20 brands, let's say that you have warm, warm,

[00:03:46] **Renee:** yeah, I'd say so around 20. Okay. That I've been like, no, but stay in touch or we'll save your details

[00:03:52] **Heidi:** kinda thing. Okay. Um, so it's a great strategy and it's something that I do talk about in [00:04:00] fast. Like, you know, every three or four months, you just kind of wanna like tap him on his shoulder and just say, hi, here's a piece of value.

You're not pitching. You're not trying to sell anything. Um, I talked about this on the last strategy session I had this morning with another student was like, you're initially planting a seed. Right. And then those touch bases, every three or four, my you're just watering that seed. Right. And some seeds are gonna sprout and some seeds aren't gonna, so here's the thing.

I think that at some point a newsletter makes a lot of sense, like through MailChimp, like something. of that caliber. Um, Mesa Braley is making like

three to \$400,000 a year. She's got a lot of clients on this warm list. Um, it doesn't make sense for her time or logically to follow up manually one by one with 20 brands.

I think it's worth the time to just do [00:05:00] one by one. So what does that look like? It can sound and feel really overwhelming initially, but when you step back, it's actually not gonna be too bad because you have a niche. They are all on the same niche. So what you do is you just get one little piece of value, a podcast, a article on trends, like whatever it is, and 90% of your email is copy paste with that piece of value.

You know, here's this thing that I thought you would find really interesting because da da, whatever. The first one to two sentences is personalized. Hey Nick, blah, blah, blah. Right? So you were recalling something from your last conversation, right? And then copy paste his, send, you do that three or four times a year, every three or four months.

Um,

you sit down it. you know, maybe two hours to write out that, that copy and paste section, get the [00:06:00] value together. Whatev have you maybe less. And then you just copy and paste that in those emails, the whole thing you could probably be done in like four or five hours, three or four times a year. Mm-hmm so that's not much mm-hmm um, I think that the new, the MailChimp thing's a great idea.

Down the road. um, sure. Yeah. So I wouldn't worry about that too much. Um, I agree that you do need to ask your permission. I hate when people just put me on their thing and I'm like, this is terrible. And it's like, unsubscribe, I never signed up for this. It's annoying. Right. Um, yeah, sure. . I mean, I, you know, if you really wanna do that, that's fine.

You can, and you could just email them and make it not awkward. Just say, Hey name, you know, um, I know we talked X time ago about blah, blah, blah. Um, I just wanna let you know, I'm starting a monthly or a quarterly newsletter. That I'm sending out to clients and potential clients, [00:07:00] prospects. Um, here's what it's gonna cover.

It's just gonna have a little bit of value on trends or blah, blah, blah, whatever.
Um,

you can always unsubscribe at any time. It's only gonna be a few times a year. This is what it's gonna be. Maybe you send a screenshot of an example of like, this is what you could maybe. um, if it'd be cool, I'd love to add it to you. Add your name to it. If that works, just hit reply and say, yes, I there's nothing awkward about that.

I think it's more awkward if you just add it without asking.

[00:07:38] **Renee:** right. No, you're right. You're right. Yeah. Actually I've now kind of thought I'm gonna make it a thing where like, when they say like with that missing brand, that pitch. Yeah. Um, that I sent you. Yeah. They were like, I sent them a pitch and they were like, sorry, we, we don't need anyone at the moment.

I was like, I actually replied to them. [00:08:00] Okay. Um, that's, that's fine. Thanks for saving my details. Um, can I add you to my mailing list? Yeah. Um, you can subscribe at any point and they're like, yeah. Yeah, that would be great. I I'm look forward to reading it. See, I thought that was like a good time cuz it's like

[00:08:14] **Heidi:** you were in communication right then.

Yeah. Yeah, yeah.

[00:08:18] **Renee:** And so it. like natural and yeah, like easy and nice. And it was like, good.

[00:08:24] **Heidi:** Yeah, totally. So listen, if you wanna do the newsletter thing, you can, some people I find get really overwhelmed with the thought of like setting up MailChimp and then dedicating themselves to this newsletter. If that feels easier for you than doing the manual process, then do that.

Um, I, I think it's six. I mean, I could argue it either way. So do whatever feels easiest and best for you because then you're gonna do the best job and you're gonna have the best success at actually doing it. Right. If you have the least resistance to it, or if you're more excited about it.

[00:08:59] **Renee:** I [00:09:00] think for most of the brands, I still am gonna do the, the, uh, just email them directly.

Not, not a newsletter. Yeah. Um, and I that's, that's fine. Especially with the like trade shows. I find that's like a, a nice way to like, get in touch again as well.

Yeah. Um, but yeah, with the new set, I quite enjoy it actually then do it. I quite enjoy it. Yeah. I've enjoyed putting it together. So, yeah. And also I feel like it's like, it's easier for them to.

Not be obliged to reply. That's true. That's true. I'm just trying to like see it from their point of view. Yeah. Like, especially like British people saying like, oh yeah, we should definitely meet up. And in their heart, they're just saying like, no, I don't. I never wanna see you again. It's kind of like a, it's easy for them to just like [00:10:00] dress and like unsubscribing if they're not interested.

Yeah. It's no pressure. It's like very little pressure for them. Yeah. If

[00:10:09] **Heidi:** that makes sense. Yeah, no, it totally makes sense. And you I've, I've done it. It was months ago, but I did a strategy session with another student who had the same sort of like feelings about like, Just British culture of like, oh, they just don't wanna say anything.

Um, are they just like beating around the Bush or something? Just cuz they wanna be nice, which is nice, but not really that helpful

[00:10:36] **Renee:** yeah, exactly. Yeah, yeah, yeah,

[00:10:39] **Heidi:** yeah. Um, okay then do the newsletter, you know, send it out like every other month, every like whatever feels good for you. um, if you're gonna put that work into it though, then I would say focus on getting people onto that.

Mm-hmm yeah. [00:11:00] Um, you don't wanna like, put that work into that and have it be like, you know, just a couple people getting it. Like I would say that is gonna be like, you're like, if you touch base with somebody at all, then, then, and they're like, no, thanks. Maybe later then your number one focus is like, just get them onto that.

Right. Yeah, thank you so much for joining this strategy session with Renee and I, this was just a clip of Renee and I's longer conversation, which we air portions of our strategy sessions here on the podcast. If you want the opportunity to get on a one-on-one strategy session with me that is exclusively offered as a benefit inside of my freelance accelerator program.

You can learn more about that. Going to, so heidi.com/fast F a SST, it is linked in the show notes. So you can check that out. We also air the full strategy sessions inside the program for other students to hear. Um, you can also check

out our free resources if you're just kind of dabbling and you're like, let me see what's going on here.

Um, you can do [00:12:00] that over at, so heidi.com/freelance. And yeah, thanks so much for tuning in. Thanks so much to all the people behind the scenes that make this podcast possible. Daniel, Brittany, Tara, my husband, mark really, really appreciate all of your help to get this out into the world. Um, yeah, if you guys enjoy the show, make sure that you have subscribed wherever you are tuning in.

So you do not miss future episodes. Thank you so much to you for listening. This show would not be here and what it is without all of you. And so I really, really appreciate you. Uh, I hope you're having an awesome day, whatever it is you're doing. And I'll talk to you the next episode. Bye.