

## LESSON 3

How Will Your Clients Find You?  
Start Your Article

WATCH LESSON THREE VIDEO

<https://vimeo.com/327344328>

password — MyBusinessRocks!

=====

### 1. HOW WILL YOUR CLIENTS FIND YOU?

Now that you have a better idea who your ideal clients are, it's time to figure out how to connect with them. Start thinking about what periodicals that person is likely to read. Go browse the library and see if that helps with ideas.

=====

### 2. START YOUR ARTICLE

You are about to become an author! This is a great way to establish that you are an expert in your field.

What local publication are you going to put this in? Weekly or monthly newspaper publications are best to start out with. They are often hungry for short articles that are interesting to their readers and will cause folks to pick up their FREE magazines and thus justify the fees they charge their advertisers.

This week visit your local tack shop and library. You can pick up copies of the publications and read them cover to cover. Find back issues (if possible) of the one you want to be published in.

Who is the audience for that publication? Why does this publication fit the frame for your ideal client? What are most of the articles about? Share a few of the titles

and summarize in a single sentence what the article taught, described or sought to do.

Read articles to notice how they are written. Choose two particularly good articles and outline them so you see what the writer did in the start, middle and end that helped convey her story to the reader. Outline them so you see how the writer communicated her story to the reader.

**\* HOMEWORK**

For these two articles, answer the following questions.

Copy-and-paste the questions below, answer them and send to [biz@EquineNaturalMovement.com](mailto:biz@EquineNaturalMovement.com)

Publication:

Article Title:

(a) Synopsis of the opening of the article:

Does the author describe a problem?

Does she give her background?

How does she start the article?

(b) Synopsis of the middle of the article:

Does she tell stories or give facts?

In what way is her method effective in conveying new knowledge?

How does she keep a good continuity in the article?

(c) Synopsis of the end:

How does she loop it all together at the end?

Does she repeat information already given?

If so, how does she make it different than what she already said?

(d) At what point did you find yourself thinking this was a good article?

What impressed you the most about this article?

Did the article change you in any way?

What did you imagine doing after reading this article?

Why did you choose this article as an example of good writing?

(e) Who is the audience in that article?

Just like the “Ideal Client” homework you’ve been doing, see if you can figure out who the “Ideal Reader” of that article is.

(f) What problem can I solve for my readers?

Send FIVE titles of articles you could write for this publication. I’ll help you settle on two that have a good appeal and/or likelihood of being published.

=====

You have THREE WEEKS from today to complete this section so please parcel out the tasks so you have enough time to get it all done and sent back to me.

And now, a polite request from me.

I often download your homework into one folder, but most of them will have the same title which is dang confusing for me when I’m looking to find a file that doesn’t have your name on it. Please make it easy for me by putting your name on the file and on the paper itself inside the file.

Title it this way: Biz (# of class) (your name), so it looks like this:

Biz3RubyMartin.docx or Biz3EdithJones.pdf or Biz3TrudyWells.pages

Be sure your name and #3 is on the top of page one. That way when I download all your homework, your name and the class# is right there. Please, please do this. It makes it so much easier for me. Muchas gracias.

Be well and know that you are loved. Jacqueline