



# Write BIG:

A **fear-busting** e-course  
for freelance writers



## The Write BIG Fear- Busting Challenge

We told you Write BIG wouldn't be a rah-rah, kumbaya class that's all motivation and no practical help. Well, here's where you actually put the real-life, anxiety-squelching tips you learn in the E-Course into action.

Below, we have a list of 10 challenges. Scary challenges. Embarrassing ones. But challenges that, if you do them, will show you it's okay to be imperfect and to be yourself...and that no matter what happens, fear, anxiety, and embarrassment can't hurt you—or your freelance writing career.

Complete three of these challenges during the three weeks of class, post your results on Twitter under the hashtag #WriteBig. You'll get support and accountability from your fellow students!

# Your Challenges, Should You Choose to Accept Them...

(Choose at least three.)

- Call an editor** or other writing prospect on the phone and pitch an idea.
- If you have clients, ask one of them for a raise.** You can write, "I've been writing for you for X months and you (and your readers) seem to like my work. I was wondering if you would go to bat for me with the manager/EIC/etc. to raise my rates by \$X?" If you don't have clients, raise your prices on your website (if you post rates), or post your new rates on the #WriteBig Twitter hashtag.
- Go to an in-person networking meeting.** Tell five people, "I'm a freelance writer."
- Purposely send an email to an editor or client with a typo** in it. (Linda and Carol have both landed work based on pitches with typos in them!)
- Come up with a creative sig line** for your emails or your business card. Example: Linda's sig line used to say "Editors think I'm swell." Carol's business card used to say her title was "CEO & Janitor."
- Seek out rejection:** Send out a pitch you're not quite sure about yet, or send a pitch to a market that's way above your experience level. Just stop thinking and hit Send!
- Invite a local editor or marketing manager** to coffee or a quick Skype call to discuss their needs. (For a bonus point, wear two different socks to the in-person meeting.)
- Submit your very worst piece of writing** (in your opinion) to a critique group. The critiques may be harsh—but will you live through them...or even become stronger?
- Reach out to three editors** or other writing prospects on Twitter or LinkedIn to let them know you liked a recent post/article/etc. of theirs.
- Post a note to all your Facebook, LinkedIn, or Twitter friends** that you plan to contact five writing prospects in one week (email or phone...your choice)...and that if you don't, you'll donate \$50 to a cause you dislike. (Or use [Stickk](#), which does the same thing for you!)

Once you've checked off at least 3 of these challenges, you're good. You can click 'complete' and you've earned your class certificate. Good job!