

TEMPLATE

“New Year” Outreach

Kickstart Your 2025 Business with a Proactive Approach

In my **Expert-ish Freelancer** newsletter ([EF#20: Simple Ways to Drive Results and Thrive in 2025](#)), I shared that January is usually a slow month for many freelancers—including me. But by January 3, I'd already locked in more than \$7,000 worth of work. And I expect more work confirmed in the next couple of weeks. How?

I'd intentionally reached out to clients in November (before the holiday rush), and it paid off big time. And I reached out early in January, too, sharing my availability for Q1 2025.

I used the email template below to connect with clients early in January. (I also tweaked this template to send to prospects I've communicated with last year but haven't yet worked with.) This email accomplishes a few things:

- It gets me on clients' radar at the start of the year, when they've got new campaigns, projects, and budgets.
- It reminds clients of projects we completed together last year.
- It helps me showcase everything else I can do besides editorial writing—such as copywriting and content marketing.

Use this template below as a guide, changing it to match *your* experience and *your* voice.

The Template to Use in January

Subject Line: Availability for freelance projects for Q1 and beyond

Happy New Year, **NAME!**

I hope you enjoyed a peaceful holiday break and that your 2025 is off to a great start.

I really enjoyed our previous work together last year, especially the (**PROJECT NAME**). I'd love to continue our collaborations this year. I'm booking my calendar for Q1 2025 and wanted to check in to see how I can help.

As a refresher, I focus on (**NICHE**), creating (**TYPES OF DELIVERABLES**) and offering (**TYPES OF SERVICES**). Since we last worked together, I've also added new (**NICHES/SERVICES/DELIVERABLES**), including (**LIST WHAT'S NEW**). I've also worked with a few new clients, including (**NEW CLIENTS**). Happy to send some fresh project samples, of course, but here's a link to my portfolio (**ADD PORTFOLIO LINK**).

If you're ready to move forward with a project ASAP, please reach out so I can prioritize it on my calendar. And I'm happy to hop on a quick call next week to discuss potential opportunities for 2025. Either way, looking forward to working together this year!