
Interview guest: Importance of strong writing skills for freelancers

Hi Matt,

I'm Danny Rubin, a career author and blogger in Virginia Beach. Let me first say I'm so glad I came across "Freelance Transformation." The content is strong, especially FT 037 with Kai Davis. WOW -- such great stuff on how to do, well, what I'm doing now: pitching myself to be on your podcast.

I hope I do Kai proud. Here it goes :)

I recently published a book I believe is a smart resource for freelancers. It's called *Wait, How Do I Write This Email?* (<http://bit.ly/1MAxLTA1xd>), a collection of 100+ templates for networking, the job search and LinkedIn. It's a step-by-step guide to help people navigate critical writing scenarios. Here's the table of contents and sample pages (<http://bit.ly/1SxVEdd1>).

I can talk about a variety of topics. A few examples:

- How to write an effective, *authentic* email to offer freelance services
- How to ask for career advice or for someone to serve as a mentor
- How to craft a strong LinkedIn profile
- Why your cover letter is boring and it should instead tell a great story about you

I show people how to use writing skills to build relationships and create a strong network. That's because how we write can make a huge difference in our career.

Here's an example of me on a podcast (<http://genysuccess.com/2015/11/03/danny-rubin-2/>) called "Gen Y Success" (skip to 19:00 in the recording).

And here's me speaking to a crowd (<http://www.newstoliveby.net/speaking/>) a little ways down the page. The speech is from a dinner in Chicago where I received a mentorship award for my blog, News To Live By, which shows people the career advice "hidden" in the headlines.

I hope to hear from you, Matt. Thanks so much.

- Danny Rubin

--