



## **2008-2009 FREELANCE WRITING JOBS REPORT**

**The State of the Market: Where the Jobs Are**

*by*

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## Introduction

Most economic experts agree that we are currently in a recession. Those who don't admit a full-on recession at least concur that the economy is at the precipice.

### Is the U.S. Economy in a Recession?

There are several indicators that point to the fact that we are indeed in a recession, ie:

**Major banks are failing:** Just to name a few this year – IndyMac, Wachovia and Washington Mutual. How bad is this? Consider the following. In the 8/13/08 Washington Post article, *Bank Failures Rise but Critics Say Not Fast Enough*, staff writer Binyamin Appelbaum writes:

There were no bank failures in 2005 or 2006 and only three in 2007. Now, some analysts expect a few hundred banks to fail over the next several years -- the most since the savings-and-loan crisis two decades ago. . . . As of March [of this year], 90 banks were on the problem list, with assets totaling \$26.3 billion. . . . [That's] about 1 percent of U.S. banks and thrifts.

*Note:* Visit <http://www.fdic.gov/bank/individual/failed/banklist.html> for a complete list of failed banks since 2001.

**Mortgage Crisis:** A whole slew of giant mortgage companies have gone under. This started happening in 2006, and continues today. Among them are Countrywide, Banco Popular, Wells Fargo and even federal lenders Freddie and Fannie Mac.

While many of these catered to the sub-prime mortgage market, now homeowners with traditional mortgages (read “good credit”) are starting to default. Why? Because they took out home equity loans when the housing market was riding high. Now, they're losing jobs, their ARMs (Adjustable Rate Mortgages) are adjusting up and they just can't afford the higher prices.

*Note:* FYI, for a complete list of failing financial institutions, visit: <http://ml-implode.com/index.html#lists>.

**Unemployment is High:** The U.S. Labor Department reported on October 3<sup>rd</sup> that the national unemployment rate held steady at 6.1%, which was the highest it's been in five years. The economy has lost more than 750,000 jobs this year so far. And, more are coming down the pike.

Giants like Yahoo, GM and Motorola have all announced further jobs cuts this year and next year. According to the October 2<sup>nd</sup> article, *U.S. unemployment rate soars*, in the *International Herald Tribune*, the global edition of the *New York Times*, it's not going to get better any time soon.

The article states, “The number of U.S. workers filing new claims for jobless benefits rose to their highest in seven years . . . our view is the unemployment rate will peak about 6.7 percent next year,” Saporta [an economist at Dresdner Kleinwort Securities in New York] added.

**Stock Market Free Fall:** The stock market seems to be in a free fall on a daily basis, which has caused consumers to worry about investments – primarily retirement income and pension plans.

According to the October 9, 2008 CNNMoney.com article, *Dow tumbles 7%*:

Since hitting an all-time high of 14,164.53 one year ago today, the Dow has lost 39.4% [of its value]. . . . “We are in a free fall right now and fundamentals have been thrown out the window,” said Phil Orlando, chief equity market strategist at Federated Investors.

Of course, this has worldwide impact – eg, it freezes up credit markets in all economies. This may be the most glaring indicator that we are in a recession.

**Credit Freeze:** Worldwide, credit is drying up. This means businesses can’t borrow to buy new equipment or make payroll; homeowners can’t borrow to put in that new kitchen or buy new appliances; and creditworthy, working folk can’t even get a simple car loan.

All of this impacts the larger economy, as it means no dollars are floating around.

### **What Does the Economic Meltdown Have to Do with Freelance Writing Jobs?**

You may be thinking, “What does the current economic meltdown have to do with freelance writing jobs?” Quite a lot – for it tells you where the work is.

Many wonder why I’m able to stay busy as a freelance writer, while they struggle to bring in work. It’s due to a number of things. Perhaps one of the smartest things I do though is pay attention to trends, like what’s going on with the economy. Hence, I’m able to capitalize by pitching these “trendy” ideas to clients.

If you’ve seen the movie *Trading Places* with Eddie Murphy, you’re probably familiar with a scene where the two megarich brothers who sit on the NYSE and run a brokerage firm (I think) ask Eddie how he’s able to predict stock/fund picks so well, or something along those lines.

### **Human Behavior, Trends and Money**

He explains to them that it’s human behavior – because human behavior dictates how we make financial decisions for the most part.

I don’t remember exactly what he says, but it was something along the lines of when your wife is mad at you, you do “x”, when you do “x”, then “y” happens. When “y” happens, it affects the market at large. And, that’s why the price of orange juice is so high.

I hope you get what I’m trying to say.

The point is, financial decisions are connected to emotions and emotions drive how we act (and spend). For example, if you're afraid that you're going to lose your job, you're not likely to go out and buy a new car. You cut back, fix up that beater and drive it for another year.

And, this is how trends happen. I do a lot of spotting and capitalizing on trends. It helps that I'm a news junkie and prolific reader as well!

Based on all of this, I've come up with a list of "hot" industries in freelance writing. Target these, and it should make landing freelance writing gigs that much easier.

Here's to your freelance writing success,

Yuwanda Black

Publisher/Author

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## 2008-2009 Freelance Writing Jobs Report: “Hot” Sectors in Freelance Writing

### FINANCE

Obviously from all the data I’ve just spewed, the financial sector is a sizzling industry right now. Online news outlets, blogs and websites all need content. Finance is a broad industry though. Following are the sub niches I think freelance writers should target.

**Personal Finance:** If you’re a laid off work from Lehman Bros or one of the major banks and want to start a freelance writing career – this is a perfect area for you. You can write knowledgeably about pension funds, mutual funds and other vehicles that target those worried about retirement.

Credit repair and debt management are two really hot sub niches in finance. You can write about how to get out of debt, how to consolidate debt, how to raise your credit score, etc. All of these are relevant, highly sought after types of information that people are searching for online – especially right now.

**Small Business Finance:** Small businesses are struggling right now. They still need operating capital for marketing, employees, equipment, etc. Writing about small business finance like how to get loans, alternative sources for raising capital, navigating the red tape of the SBA, how to cut employee costs (eg, use interns) etc.

Again – all hot issues that is ideal content for websites, blogs, newspapers, etc.

**Big Business:** Do you know about venture capital, or can research and learn it? Do you know how to pick stocks and hedge funds? Do you comprehend banking laws and how the financial markets work? Can you explain derivatives and dividends? And on and on.

If you have experience in any of these fields, and/or just have an interest and can research and write knowledgeably about it, there is a market for this. With all the recent bank failures and corporate bailouts, there are markets for good content in this niche.

**Personal Investing:** Investing can fall under personal finance, but I wanted to put it in its own category because of the recent focus on retirement. Baby boomers are starting to draw on their retirement income. The first wave did so this past January.

FYI, for those who don’t know, baby boomers are “a North American-English term used to describe a person born between 1946 and 1964.” *Source:* Wikipedia.com.

Because many baby boomers will be looking for ways to safely invest and grow their retirement earnings, personal investing is a huge market primed for explosive growth over the next few years.

## REAL ESTATE

You'd have to have been under a rock the last few years not to know about the housing market and all of its trouble. Because of this, two areas within real estate are particularly open for good content providers. I know because this is one of my primary writing niches.

***Mortgages:*** I remember writing about things like the 50-year mortgage and no-money-down payment plans when the real estate market was hot a few years ago. Now, it's all about the traditional mortgage and why it's a good idea to have one.

Hot topics in mortgages are ARMs (adjustable rate mortgages), bank failures, new credit guidelines, etc. All you have to do is look at the news to come up with an idea for a relevant article or blog post you can sell.

***Foreclosure:*** What led to it, how homeowners are weathering it, the impact of job loss, why Americans are so debt-strapped, do homeowners bear some of the responsibility for the foreclosure mess we're in, how/if Wall Street greed led to the crisis, the long-term impact of foreclosures on the economy at large, etc.

These are just some of the topics you can write about around foreclosures. News outlets, finance blogs, real estate websites and newsletter publishers are all in need of foreclosure content.

Heck, you can even start your own blog/website (make it regional) and sell affiliate products around it.

***Commercial Leasing/Selling:*** Although this sector is not highlighted in the news as much, many main street, mom-and-pop shops are closing because of what's happening with the economy. This leaves commercial lenders, leasers and sellers in a pickle.

The bottom line: foreclosure (residential and commercial) is a hot topic right now. Capitalize on it!

FYI, all of these niches intertwine beautifully with personal and business finance. Hence, if you decide to focus on either one of these niches (real estate and/or finance), you can cross pitch.

## TECHNOLOGY

No matter which major job board you go to, there are always numerous listings for technical writers. It's a niche that, unfortunately, I have little experience (or interest) in. But, it tends to pay better than other niches. That's probably because not a lot of people know how to do this type of writing.

### What Does a Technical Writer Do?

Poewar.com has an excellent series on what a technical writer does. The author, John Hewitt, is a master of the trade and really gives you an excellent idea of what this profession is all about. He describes the series this way:

*“It isn't really a nuts and bolts “how to” series so much as a narrative adventure through life as a technical writer — complete with bullet points.”*

You can start reading the series here: <http://www.poewar.com/articles/a-career-in-technical-writing/>

### Why is Technical Writing Such a Fertile Niche for Freelance Writers?

I can't give you a scientific answer, but my own take on it – and I've been in publishing since 1987 is this: we live in the age of information and technology. As long as gadgets, gizmos and thing-a-ma-bobs are created, there will be the need to explain them to people like me who call them gadgets, gizmos and thing-a-ma-bobs.

And, more of these are being created every day.

I remember when I got a new cell phone a few months ago. I was at a loss because the friend who'd programmed my old one had moved away. How do you change that annoying ring tone, add a new number under an existing contact and set the second alarm so that the first one (which you don't know how to turn off), doesn't wake you up at 7 am on a Saturday morning?

Technical writers write manuals to explain all this stuff – and a whole lot more.

If you have an interest in technology and electronics – even if you've never written about it before – there is a need for your services. And you know why? Because even though I'm a writer, no one could pay me enough to sit down and write this stuff. And, there are lots of writers like me – which means an opening (and less competition for) those who like this type of writing.

*Case in point:* I had a client this past summer who owned a computer services firm. I had to write an article on registry software for her firm. I just about pulled my hair out trying to stay focused while I researched and pulled together a cogent, 500-word article. Then and there I vowed never to do this type of writing again.

I outsource this type of content in a millisecond. My brain just doesn't work this way. But, maybe yours does . . . no?

My overall point is, you have to like this type of writing – or at least be knowledgeable enough that the subject matter comes easily to you – so that you don't have to read the same sentence 10 times for it to make sense when you're doing research.

### **Getting Technical Writing Jobs with No Experience**

This is why even those who have no previous experience can land clients in this niche – with a little elbow grease and persistence. Pull together a few technical writing samples that prove you CAN write on this subject, and sooner or later, someone is going to give you a shot; especially if you price your services right.

If you've had a lifelong interest in electronics for instance, list that as well in any query you send out – and on your freelance writing website.

## HEALTH

This is yet another fertile niche with many sub niches. Following are a few that are primed for growth.

**Gerontology:** The study of old people. With an aging population, this field will provide plenty of gigs for new and experienced freelance writers in the years to come. Consider this:

Baby Boomers, who are now turning 60 at the rate of one every seven seconds, are about to redefine what it means to grow old in America. And the health care industry will be transformed in many significant ways as this enormous population bulge works its way through the system.

The number of people in the U.S. who are 65 and older is expected to double in the next 25 years, to nearly 20% of all Americans (more than 70 million). *The age group 85 and older is now the fastest growing segment of the population.* [emphasis added; Source: <http://www.aishealth.com/Products/age.html>]

This presents a plethora of writing opportunities, eg, diseases most likely to affect the elderly, healthcare cost, care facilities for the elderly, careers possibilities for college graduates, medical advancements that increase life span, what living longer means for natural resources, etc.

Get the idea?

**Natural & Organic Foods:** Remember when there was no Whole Foods grocery store. Now, it's one of the most successful grocery chains in the U.S. We are a nation obsessed with health, youth and beauty.

This niche is so large that it can be hard to know where to start: natural recipes, organic baby foods, natural foods for nursing mothers, organic foods for seniors, etc. You are only limited by your imagination in this sector.

Who do you pitch to? Health, fitness and wellness magazines, websites, newsletter publishers, natural food blogs, etc.

**Disease:** You name a disease and you can make a niche out of it. As an example, one client I acquired recently suffers from food allergies. Eating the wrong thing can actually lead to her death. So she's building a web business that focuses on where to find foods that don't contain, for example, dairy products, peanuts and other food ingredients that are harmful to her.

She already has several major sponsors. Apparently, some 12 million Americans suffer from food allergies – many who experience severe side effects from ingesting a prohibited ingredient.

Who knew!

She needed content for the initial launch of her site and hired me to write 20 articles. She also wants me to provide ongoing content beyond the initial launch.

There are literally thousands of diseases and conditions. And, they all have a niche audience. Ferret out those newsletter publishers, websites, magazines and blogs that cater to that niche and you can build your reputation (and your income) nicely and quickly.

***Diet and Obesity:*** There is always a diet of the moment – a new pill, a new shake, a new powder. Yet in spite of this, the U.S. is the fattest industrialized nation in the world. According to the Centers for Disease Control website, here's where we stand on obesity:

During the past 20 years there has been a dramatic increase in obesity in the United States. . . . In 2007, only one state (Colorado) had a prevalence of obesity less than 20%. Thirty states had prevalence equal to or greater than 25%; three of these states (Alabama, Mississippi and Tennessee) had a prevalence of obesity equal to or greater than 30%.

It's an eternally green niche for freelance writers.

***Exercise:*** Just like new diets, there always seems to be a new, hot exercise. Remember a couple of years ago when (stripper) pole dancing was touted for overall body toning? Then, there was belly dancing for toning the abs.

Going way back, let's not forget aerobics; Billy Blanks and Tae Bo; or the recent television hit, *Celebrity Fit Club*, featuring (mega hot, in my opinion) Marine drill sergeant Harvey Walden, IV.

Exercise trends come and go – and somebody has to write about it to clue us in on what we're NOT doing to stay in shape. Might as well be you!

### **Evergreen Health Niches**

Following are some niches that never go out of style:

Pregnancy;  
Babies;  
Some mentally challenging diseases like autism;  
Cancer;  
Smoking cessation;  
Alcohol and drug abuse; and  
Psychotherapy

## **GREEN WRITING**

Last Friday, a client who owns an internet marketing firm put in an article request for some “green” articles. His client was a roofing company and they wanted articles on their site that talked about the growing options in home improvement for “green” (environmentally friendly) roofing products.

As I started to write this section of the report, I realized that I’ve done this kind of content for 4-6 clients over the last year – everyone from a computer services firm owner, to an online “socially conscious” boutique business owner.

Green writing has taken off – and it’s not going anywhere anytime soon. This niche is broad. So for example, if you are an auto writer, you can find a green angle (eg, hybrid cars).

Following are a few sub niches that come to mind right off the top of my head that you can pitch article ideas to. Or better yet, write the articles then pitch to sell (instead of pitch to write).

### *Home Improvement*

*Small Business* (This past summer, I wrote a series of articles for an office supply company on how to be friendlier to the environment in the office (eg, use less paper, buy recycled paper, recycle toner cartridges, etc.)).

### *Fashion*

### *Interior Design*

## **Going Green Brings in the Green** (sorry, couldn’t resist the play on words)

Everybody’s doing the “green thing” these days. Businesses know that consumers are interested in this type of information.

I even got into the game, writing the article *Green Tips for Freelance Writers: How Freelance Writers Can Help the Environment* for InkwellEditorial.com. Not only is it a popular read according to site stats, I even got a radio interview request out of it, and a follow-up article idea from a reader.

The article can be found here: <http://inkwelleditorial.com/green-tips-for-freelance-writers.htm>.

## **POLITICS**

This has been a booming niche for freelance writers – particularly the online market. With historic races on many levels this year, not to mention the state of the economy and the two wars we’re fighting, there has never been a greater need for political writers.

Yours doesn’t have to be the “hardball” type of writing either. Political satire, editorial observations and “Joe the Plumber” type opinions are all wanted and needed by news outlets.

If you particularly enjoy politics, now’s the time to get in on the action. And, this sector is not going to die down when the election is over. After all, we’re either going to have the first woman as a Vice President, or the first African American as President.

Already the subject matter has started piling up. Did you hear the flap over the \$150,000 the McCain campaign has supposedly spent on Sarah Palin’s clothes and makeup? Or the fact that Barack Obama raised \$150 million dollars in September (yes, in one month!).

Can’t you just see the headlines? IE:

*White House Finance “in Fashion” and Obama Raises “Oil Sheik Like” Money*

How many stories do you think these candidates – whoever they are – will be worth over the next four years?

Start a column, a blog, a newsletter; pitch to newspapers, online news outlets and major magazines. Your freelance writing cup of ideas should runneth over in this sector, as the late night comedians have already proven.

## ONLINE MARKETING

Some experts predict that 100,000 new websites go live on the web every day. What do they all need? Traffic. And most of them have no idea how to get it.

This is where you come in. Online marketing is an explosive niche and it gets more interesting every day. If you spend a lot of time online, you may be accustomed to hearing phrases like social media, viral marketing, article marketing, blogging, splogs, vlogs, etc.

But, most people use the internet for two things: (i) to find information/shop (eg, book travel, read product reviews, etc.); and (ii) to send email. That's it.

This is said to highlight the point that only a tiny (really tiny!) fraction of online users are intimately familiar with the power of the internet – eg, how to start a blog, how to upload photos, how to put video on a site, how to start an e-commerce business, etc.

You may be thinking, “Everybody knows how to do stuff like this?” I’m telling you, they don’t! Practically every day I have to explain simple things to clients like how to attach a file they want to send over, what article marketing is, why they need a blog, what social networking is, etc.

And, as more and more people come online – and more and more businesses try to reach them – there will be more of a need for writers who understand online marketing. Some services you can offer as an online marketing expert are:

SEO Article Writing

Meta Tag Writing

Press Release Writing

Social Media Account Management

Blog Posting

And More.

When I started doing SEO writing, I had no idea how much clients didn’t know. I got to be the expert and catered to every need they have – because many don’t know where to start. I initially started with just SEO articles, then I expanded my service offerings based on what clients were telling me – directly and indirectly – that they needed (eg, blog posting, meta tag writing, etc.).

If this type of writing interests you, learn more about each of the services listed above – and more – at <http://NewMediaWords.biz>, my SEO writing and internet marketing outsource firm.

## **ENTERTAINMENT**

No matter how bad or good the economy is, we want to know what Angelina Jolie and Brad Pitt are up to; why Jennifer Aniston keeps getting her heart broken; which mental hospital Britney will be checking into next week; and which stars entered a clinic for sex addiction this week.

Hey, it's comic relief from our mundane lives!

Websites like PerezHilton and PopSugar are not popular for nothing. And, let's not even think about the number of reality shows that come and go each season. Entertainment will always be in style. And, if you enjoy this type of writing – have at it.

If the economy worsens like experts predict for the next couple of years, we'll all need something to laugh at and/or drown our sorrows in/on.

### **Think You Can Do Entertainment Better?**

I'm an entrepreneur at heart, so my suggestion is – if you think you can do entertainment better than any of the sites out there, or that there's a niche that's being overlooked, then start your own. Slap some ads on it, write an ebook on fashion or entertainment trends, etc. and sell it there.

Will it be easy? No, probably not. But, if entertainment is your passion, you can have more fun than you ever dreamed if your site does take off.

*An Illustrative Example:* I have a girlfriend who's a nurse. I swear though, she knows more about the inner workings of Hollywood than any big-name agent. She knows stuff months before it becomes general knowledge and she lives nowhere near Hollywood (she's in a little town just outside Chicago). But, she keeps her ear to the ground and she has a fashion sense to die for – all the latest and greatest and where to find it for cheap.

The girl definitely missed her calling. If this sounds like you – go for it! After all, entertainment never goes out of style.

### **Historical “Entertainment” Observation**

According to the article, *How To Entertain In A Recession: High-priced TVs Or Low Moral Standards?*, an October 18 piece in TV Watch:

Two surveys -- one a very formal one from the Consumer Electronics Association, and another very informal one from the New York *Daily News* (guess which topic comes from which survey) -- show that consumers don't like to give up their favorite leisure activities, even if they can't pay their mortgages or buy food or gas.

CES reported that flat-screen TV sales have been skyrocketing, up 40% in August versus unit sales of a year ago. At nearly the same time, the *Daily News* reported the oldest profession seems to be recession-free.

This is not an anomaly. The same article points out that during The Great Depression, “. . . depressed people went to the movies to escape.”

The trend continues, apparently.

## **SEX AND EROTICA**

According to the website [Eroticity.com](http://eroticity.com), sex is a \$90 billion dollar a year industry. Like any other industry, it includes many sub niches. For example, romance novels. According to [BusinessWeek](http://businessweek.com), every 5 seconds someone buys a romance novel. That makes romance novels a \$1.2 billion dollar a year industry.

Sex isn't going anywhere. It is, after all, the oldest profession in the world. But, many don't like to talk about it, write about it or have anything to do with it – as a profession, that is.

If you don't mind this type of writing, there are a number of ways to put your skills to work. For example, sites that sell sex toys. They need product descriptions.

Do you know how many people are uncomfortable writing about this stuff? This leaves the door wide open for those who aren't.

Besides romance novels, there are dating sites, adult magazines, sex blogs, sex games, etc. They all need content – explanatory content, descriptive content, educational content, scripts, etc.

You'll probably be able to charge a bit more because there aren't many writers who do think to target this market.

I once rewrote some product descriptions for a sex toy site. The whole time I was writing, I was thinking, "I did not go to college for this!"

Not a market I target, but not one I'm averse to either – within certain boundaries.

## TRAVEL WRITING

Travel writing is another evergreen writing niche. It will always be popular because people love to know about places they've never been.

If they're thinking about visiting, they want to know where the best places to eat are, the best places to stay and where to rent a car, for example.

The number of people who are prolific travelers is a lot smaller than the number who don't travel very often. So if traveling is a hobby or lifestyle for you, you can always find a place to sell a story.

And, it doesn't have to be an exotic location either. Remember, people want information about places they've never been. So if you can provide kid-friendly places to go in Orlando, for example, you can find several outlets to sell this story.

If you visited a charming B&B in Vermont and took some snapshots, write up a query and send it off. It will get sold simply because people like to know about places they've never been, and/or are thinking about visiting.

### **How to Make Money from Your Own Website as a Travel Writer**

Check out this link: <http://case-studies.sitesell.com/finders-nori.html> for the case study of a then 15-year old who turned a travel site into a real money maker. Upon reading this for the first time a few years ago I thought, man, I'm in the wrong business!

*Disclaimer:* I signed up as an affiliate to promote this product about a year ago. However, I've yet to promote it. I'm just too busy promoting my own ebooks and SEO writing business. But, it is an excellent product and a relatively cheap way to start an online business the right way. If you want to start a web business and know nothing about online marketing, this is a good starting point.

If I ever catch my breath, this product is one of those in my "to get to" folder.

## **“HOW TO” INFORMATIONAL PRODUCTS**

To date, I’ve written 10 ebooks. I have about 75 more titles I plan to get to over the next few years. All of my ebooks are written from first-hand experience. And, they are all written about topics I know intimately, ie, freelance writing and small business.

This is truly the age of information folks and if you breathe, then you have an ebook inside of you – if you care to write it.

I have a friend who wanted to start a painting business. He knew about it, but didn’t know all of the business particulars and how much capital he needed to start up initially. I did a web search for him and ran across an ebook on how to start a painting business.

The author was a painter – he’d been doing it for 33 years. I told my friend about it. He ordered it and said it gave him little tidbits of information he never would have thought to ask about.

This is the value of first-hand information. As my mother used to say, if you want to know how to do something, ask someone who’s already doing it. And, this is exactly why “how to” informational products are so popular. And, they can be so lucrative.

You can write and sell your own products, or ghostwrite them for others. I’ve seen ebooks on everything from how to find the best loans for college, to how to quit smoking to how to stop your baby from crying when they’re teething.

In addition to the ebook itself, how-to information providers need content for their websites, their blogs and their newsletters. Just last week, I wrote some articles on dating for a gentleman who runs a website teaching “nerdy guys” (his words, not mine) to pick up “hot” women.

Oh the things I write during the course of a day!

If you decide to follow this path, remember that the best how-to informational products cater to a very tight niche and they tend to be straightforward, ie: no fluff, no BS, just the facts please.

### **Clickbank: The Motherlode of “How to” Information Products**

Clickbank.com sells digital products. Most of the informational products you’ll find there are written by self-published authors.

Browse their listings to get an idea of what this niche is all about – and how you might capitalize on it.

## HOW TO RECESSION PROOF YOUR FREELANCE WRITING CAREER

It is tough out there right now, but for every cloud, there is truly a silver lining. Freelance writing happens to be one of the few careers that thrive no matter what the economy is doing.

Following are four tips for recession proofing your freelance writing career.

**1. Market, Market, Market:** It's repeated three times because you may have to send out three times as many queries to get your normal response rate. Many freelance writers get frustrated when the work stops flowing in so easily.

But, drastic times calls for drastic measures. So if you're used to sending out 5 queries a day to get jobs, send out 15 or 20. Or, better yet, devote a whole day to marketing and get out 100.

**2. Target Multiple Markets:** This report outlines several niches and sub niches. Find one or two that complement your primary market and go after those. Widening the type of writing you do can open up all sorts of opportunities.

**3. Cut Your Rates:** And I don't mean go from \$25 an SEO article to \$15; but how about offering two for \$40. Another way to cut rates without actually dropping your price is to package services. For example, offer 3 SEO articles along with 3 blog posts for a special price.

Sell it by saying something like, "Get two weeks of original content for one low price."

Hey, times are hard for everybody. Get creative in how you price your services so clients will think to call you first. You'll beat out the freelancers who are sitting around feeling sorry for themselves, or those who feel that it's beneath them to cut their rates – every single time.

And you'll gain new clients, making you busier than ever when the market does turn around – cuz it will you know. What goes up must come down, and vice versa.

**4. Stop Whining:** I hate to be harsh, but many freelancers sit back and whine, bitch, moan and complain about their lack of work. It doesn't accomplish anything. If anything, it makes you feel less like working and more like sulking.

The best way to stop whining is to start working. If you don't have a project, then market. At the end of the day, you will feel so much better about yourself – not to mention possibly land a gig or two.

## **CONCLUSION**

As a freelance writer, remember this – the world thrives on information. You provide it. In good times and bad, what do people look for? Information. Select your niche, market your skills to those who are buying content in that niche and watch your career take off.

**P.S.:** Never forget writing and promoting your own products. There's nothing like a little passive income to pad the dry spells that come along with being a freelance writer.

**P.P.S.:** See the Endmatter section on the next page for a listing of all InkwellEditorial.com ebooks on freelance writing. Be sure to join our affiliate program. You earn a commission on every ebook we sell.

I hope you've found this report insightful, and wish you good luck as you pursue your freelance writing goals.

## ENDMATTER

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