



How to Start a Successful Freelance Career

A Freelance Newsletter by Inkwell Editorial

April 16, 2008



SECTION I: How to Make \$75,000 to \$100,000 a Year as a Freelance Writer

This issue, I decided to, in essence, interview myself. I've been experiencing phenomenal growth, and have been giving snippets of how I'm doing it on Inkwell Editorial's blog. One of the reasons I like publishing a newsletter is that a chunk of information can be relayed all at one time.



AN INTERVIEW WITH MYSELF!

This issue addresses how to make between \$75,000 and \$100,000 year as a freelance writer. This salary range is very specific, because it's one I'm working my way towards this year.

I've made more than this in my career, but it was from doing a conglomeration of things, primarily recruiting, coupled with freelance writing. As a recruiter, it's easy to reach these figures because one full-time placement fee can easily be \$5,000 or \$10,000 – on the low end.

I've had phenomenal success over the last six months or so as an SEO writer. It's the easiest success I've ever had. Easy as in acquiring clients; not easy as in doing the work, mind you. But, I don't want to sound like I'm bragging or even patting myself on the back.

I share for two reasons: (i) the questions flow in that I just don't have time to answer; and (ii) I want every freelance writer out there to know that you don't have to struggle to make a decent living. I truly want sites like Elance and Guru to just go away with their \$3 per article writing gigs. I want freelance writers not to feel like they have to sell themselves so short. I want financial fulfillment for freelance writers. We should have it, just like any other professional.

I've been an official business owner since 1996 (I've always had something going on on the side). And, I've never been able to grow my client roster so quickly. So for this issue, I guess you could say I interviewed myself, for I literally asked, **“Why have you been so successful as an SEO writer when you've been a freelance writer since 1993?”**

Answering myself, following are the 8 keys to my SEO writing success.

INTERVIEW CONTINUED BELOW

Want to learn how to make at least \$250/day writing simple 500-word articles? Read how here: <http://www.inkwelleditorial.com/e11-excerpt.htm>

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

8 Keys to Making Between \$75,000 to \$100,000/year as a Freelance SEO Writer

1. Penetrate a New Industry: This has been, without a doubt, the single most important factor in my success. How new is SEO writing?

A girlfriend of mine who works in the publishing industry asked me recently, “What is SEO writing?” And, every time I write an article on SEO, I get an email asking me, “What does SEO stand for?” Even some internet marketing execs I speak with don’t know all of the complexities of the field. I can just tell by how our conversations and emails flow that I’ve “lost them in translation,” so to speak, along the way. Even one of my sisters, who knows how to code websites by hand, asked me, “What does that mean again?” So, yeah, it’s pretty new.

For those of us who’ve been around it for a while, it’s kind of something we take for granted. There’s a lesson here. I entered this industry because I’d run across three SEO writers who told stories of how they were almost immediately inundated with work after starting to market.

And, if you’ve been a freelance writer for any length of time, you know that just doesn’t happen. So, I was intrigued. I had to look it up to see what this SEO thing was. Once I understood the concepts, I was like, “I can do that!” And off I went.

Takeaway Lesson: All things SEO is new and growing by leaps and bounds. The sooner you learn the industry, the sooner you can start reeling in clients.

2. Work Like Mad for Six Months to Learn the Industry: Once I started to get clients, I took my time to learn the ins and outs of the projects as they came in. Different types of projects will come your way as an SEO writer. Each client works differently, although there will be some similar threads.

Some will want just run of the mill SEO articles optimized to a certain keyword density; others will want SEO-optimized blog posts; others will want sales copy with industry keywords that you will have to research; others will want comparative analysis articles with traffic-driving keywords; etc.

And others still will want forum posts, blog posts, auto responders; copy with SEO-optimized, call-to-action statements; etc. Because most internet marketing firms (the industry I target mostly) offer a range of services to clients, you will be expected to know how to provide all of it if you are to grow.

Takeaway Lesson: Don’t worry if you don’t know everything going in, but do carve out time to do as much reading and research as you can. I did a lot of this, especially in the first few months. After that, I just learned by doing, by landing different projects.

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

If you're a quick study with good research skills (as most freelance writers are), then you should be able to pick up stuff pretty easily. A lot of it may sound like rocket science, but it's not. Trust me, if I can read, understand and apply it, so can you.

3. Market Like a Crazy Person: In the beginning, I was sending out 50 to 100 marketing emails a week. So, I hit the ground running pretty fast. If you're a regular reader of my blog, then you know the story of SEO Mary, who wanted to go slower. Read SEO Mary's story here: <http://inkwelleditorial.com/how-to-start-an-seo-writing-career4.htm>

Then there's the **newest success story of the college kid who sent out 24 emails after buying my ebook one Saturday, and by Monday afternoon had four clients already.** Read about that at the end of this post: <http://inkwelleditorial.blogspot.com/2008/04/writers-how-to-ask-for-more-money-get.html>.

Marketing must be a continual effort. Now that I'm so busy I'm cross-eyed from staring at my computer, I've cut back to 10-20 marketing emails a week. BUT, as I'm ramping up to bring on even more freelance writers, I'm going to kick it up again to at least 50 or more.

4. Work Yourself to the Bone; Don't Let Up Because You Get Too Busy: Many freelancers make the mistake of not marketing when they get too busy. That is a major mistake.

Like training for a marathon (which I'm in the middle of), it must be a continual effort. You can't very well expect to run a marathon if you get up to 15 miles, pull back on the training a few weeks and then expect to be right back where you left off. It won't happen.

Marketing – in any business – is like that. You must constantly keep feelers out to keep your pipeline full.

5. Apply for Any and Everything: What I mean by this is, apply for jobs you think you're only marginally qualified for, and for jobs that are seeking only full-time applicants. If I think there's a possibility that a firm hires freelancers, I'll apply to FT job listings, sending in my credentials with a note like, "in case you ever need freelance help." You just never know.

Many firms like ad agencies, PR firms, trade publishers, web design firms, etc. all use freelancers. While they may truly need a FT person at that particular time, do you really think those projects they're hiring the FT person to take on are just sitting there waiting to get done? No! Nine times out of 10, they're using freelancers or some poor, overworked full-timer's carrying the load until a new person can be found.

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

6. Start Bringing on Help as Soon as You Can Afford It: Now this is where it starts to get fun, because you can start to make some real money. If you feel like your SEO writing load is growing beyond what you can handle, you have three options:

(i) *Turn down work:* When you hit a dry spell, how you'll wish you never did that;

(ii) *Refer clients to someone else:* If you do this, you can basically kiss them goodbye. Clients like someone they can trust to get the work done. Telling them you're too busy to take on extra work right now means that even if they understand, you will have planted a seed of doubt in their minds as to your ability to meet deadlines. That is, if they ever decide to use you again.

(iii) *Hire other freelance writers to help you:* If you want to build a business beyond yourself, this is the best option. This will free you up to market for more work and grow your freelance writing business.

Hiring Other Freelance Writers Tip: Be sure to charge enough from the outset so that if you have to hire others to do the work, you can pay them a decent wage and still earn a profit.

7. Add Ancillary Services as Soon as You Can: When I first started, I just offered SEO article writing, in addition to the other types of more traditional writing I already did (eg, newsletters, sales copy, editing, etc.). But, clients kept asking me about blog postings, so I added that as a service.

And let me tell you, this is some of the easiest and most lucrative writing I've done. The posts are usually short (100-250 words) and general in nature. I did 20 in a few hours one day. This was several hundred bucks for a few hours work.

I'm going to add a few more services to my SEO writing site this weekend; all things I've noticed that a lot of internet marketing firms offer. You have to stay on top of what's going on in the industry to keep pace with what clients want. This is easy. All you have to do is check out the service listings on their websites, because this is what they'll be outsourcing to you.

8. Stay Enthused: What I mean by this is, once the initial excitement of a business wears off and you get bogged down with the actual work, it can become staid and boring, just like a relationship.

You have to work to keep the initial excitement up. If you want this to be a way of life, not something you just half-assed try (forgive my French), then you're going to have to be mindful of complacency and sloppiness creeping in.

Notice that nothing I listed here costs money. I haven't spent a dime on any type of advertising

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

or marketing. **If you already have a computer and Internet service, then you can start an SEO writing career making \$75,000 to \$100,000 year today.**

How to Let Go of the Fear of Starting a Freelance Writing Career

Afraid to start? Think the goals discussed here are beyond your reach? Sign a freelance writing contract with yourself. Read the article, ***How to Let Go of the Fear of Starting a Full-Time Freelance Writing Career*** for full details. Access it here:

http://www.associatedcontent.com/article/537481/how_to_let_go_of_the_fear_of_starting.html

SECTION III: FREELANCE WRITING JOBS

I recently started to list freelance writing jobs on my Inkwell Editorial's blog. So, you can look for freelance writing job leads there at <http://inkwelleditorial.blogspot.com>

Freelance Writing Jobs from the Public Request Section of Constant-Content.com (Read more about this at <http://inkwelleditorial.blogspot.com/2008/02/how-to-find-undiscovered-freelance.html>).

Title: Astrology Content
Description: We are looking for a number of Astrology related articles. Of particular interest is sun sign information, love & romance, horoscopes, Chinese astrology, tarot and numerology.
Price: \$50-100
Article amount: 5-10
Content length: 1000+
Subjects: astrology, horoscopes, tarot, numerology, Chinese astrology, horoscopes
Notes: n/a

SECTION III: SUBJECTS I'D LIKE TO INTERVIEW

Freelance Writer Who Uses Constant-Content.com a lot: I've recently become enamored with the site, but have yet to find the time to list content there. So, I want to interview someone who's found success with the site. Or, who used it and wasn't satisfied. Contact me at info@InkwellEditorial.com with "Constant Content Interviewee" in the Subject line.

I've almost given up on finding a subject to interview on this topic, but I'm listing it again anyway: Moderately Successful Affiliate Marketer. Specifics: Someone who earns the bulk of their income from writing, blogging, drawing, etc., but who's had moderate success with affiliate marketing, eg, \$750/month or more. If you are that person or you know of someone, please email me. It's an email interview consisting of 8-10 questions. Contact me at info@InkwellEditorial.com with "Affiliate Marketer Interviewee" in the Subject line.

Brand New Freelance Writer (eg, less than three months): If you've just started to freelance full-time, I'd like to speak with you about how it's going. Although this may seem like a step back for this newsletter, I think it's important to hear from those who are just starting out so I don't skip over important issues. It's a fresh pair of eyes, so to speak, through which to view the industry. Contact me at info@InkwellEditorial.com with "Newbie Interviewee" in the Subject line.

Writer Who Works On a Lot of Sales Copy: Eg, sales letters, branding copy, press releases, etc. I'd like to speak with you about what type of work is lucrative in this arena now, which sector you get the most of your clients from, how you got into writing sales copy and, of course, some writing tricks of the trade. Contact me at info@InkwellEditorial.com with "Sales Copy Interviewee" in the Subject line.

Thanks in advance.

SECTION IV: My Freelance Writing Life (aka Yuwanda's Corner)



It's Tuesday, the 16th at about 11:00 pm. I just got back a little while ago from locating a post office that stayed open late to send in my tax extension.

I got lost, almost ran out of gas, didn't have my debit card or any cash on me and was in ratty sweatpants in an industrial part of town. BUT, I made it; I found the post office and got back home without running out of gas!

In spite of this, I was determined to get this newsletter mostly done tonight because during the day I just don't have time (see how dedicated I am to you guys!). This little escapade mirrors the hecticness (is that a word?) of my overall schedule lately.

This past month has flown by. Professionally, I'm busier than ever. I'm marketing like mad to expand my SEO writing business and trying to keep up with client orders as they come in too. My days are typically 10-12 hours, at a minimum. I'm beginning to think my fiancé only knows me from behind these days. (Good thing he likes the view, he says ☺)

Run Forrest, Ruuunnnnn! (from the movie *Forrest Gump*)

I'm in training for the daggone marathon and right now it's just sheer torture. I've managed to drop 5 pounds since I started training regularly, but I just can't seem to slide back into healthy eating and sleeping habits (or my old jeans for that matter).

As I said last time, I'm just never, ever gonna let myself get out of shape again (at least not severely) because it's just so hard trying to whip a 42-year-old bod back into shape once it's gone to crap.

"I don't hate my weight gain, though."

It would be so much easier to hate my extra hips (I kinda like 'em though) and to curse my thicker thighs (I've just learned to live with those). But, I've never been able to really hate my body, so the extra weight hasn't really gotten to me too much.

I was talking about this the other day with one of my girlfriends who's of mixed race (half black, half white) and she says it's a cultural thing. Namely that black women are much more accepting of their bodies than white women. I remembered reading something about this years ago (I have a degree in sociology) and thought, "Wow, so it's true."

As someone who spent the first 40 years of her life fluctuating between a size 2 and a size 6, I've never really had to think about "body image," if you don't count being called sticks in high

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

school.

Now that I've put on some weight and fluctuate between an 8 and a 10, the only thing that really bugs me about it is my clothes don't fit. As someone on a budget, it pains me not to be able to wear the perfectly good (really cute!) jeans hanging in my closet. If I'm not back in them by this November (marathon time), I'm getting rid of everything under a size 8 and will officially ~~adopt~~ accept this size.

Freelance Writing Goals Update

For new readers, this is where I post my progress on achieving the goals I set for myself this year. This is to keep me (and hopefully, you) motivated.

My 2008 Freelance Writing Goals Were:

1) Monetize my sites more: UPDATE: I think I figured out what to do here. I've received a few queries about advertising on my site. I think I'll wait another year or so before I start accepting ads on it. And, I'm going to look into two or three affiliate programs I can really get behind and push that are in line with my products.

So, case solved! Now all I have to do is get my site redesigned and find time to implement.

2) Make SEO content writing at least 50% of my income: UPDATE: Mission accomplished! It's the only type of work I market for any more. All other projects flow from this marketing. SEO writing is basically 75-80% of my freelance writing income now.

3) Write 72 e-reports (Revised Goal). A few issues back, I reported that I'd decided to produce informational e-reports instead of full-fledged ebooks. I have 72 of them that I'm going to write over the next ~~two~~ year (I put myself on a schedule). Each will be no more than 20 pages and will all cover some aspect of freelance writing. Almost all will be written from my personal experience. Where that's not possible, I'll find subjects to interview (I believe in only dispensing first-hand information).

~~I'll look at these as slow-day/weekend projects~~ (**UPDATE:** I'm scratching this idea. Weekends go too fast and I already don't spend enough time with my family and friends. If I feel like it, I will, but I won't make weekend work a priority).

I was supposed to finish two of these a few weeks ago; but alas, client projects intervened. So here's where I stand to date:

(i) How to Start a Popular, Profitable Freelance Writing Blog: 7 Things Every Freelance Writing Blog Should Have (& More Blog Success Tips); (**UPDATE:** Still needs to be edited and

How to Start a Successful Freelance Career: A Newsletter by Inkwel Editorial

proofread; the writing is basically done); and

(ii) **How to Find Unpublished Freelance Writing Jobs: Increase Your Chance of Freelance Success by Limiting the Competition.** (**UPDATE:** I'm about 25% done with this one)

I WILL send out that notice when they're done.

As I said last time, this is the thing about goals – they get revisited and revised. But, the important thing is they keep you moving toward a goal.

~~**4) Start two minisites;** (**UPDATE:** As I expend more effort marketing my primary site (InkwelEditorial.com) and my blog, I'm rethinking this; marketing takes work!)-~~

NO CAN DO! I even abandoned the blog I started in January. I just don't have time between this newsletter, my website and my main blog. Again, just adjusting to achieve end goals.

5) Get one ebook on Amazon.com: I hope to tackle this sometime this summer, when things tend to be quieter.

Next Issue: Wednesday, May 21st.

Always editorially yours,
Yuwanda Black, Publisher
<http://www.InkwelEditorial.com>
<http://www.InkwelEditorial.blogspot.com>
<http://www.SEO-Article-Writer.com>
<http://www.SEO-Articles-for-Sale.com>

P.S.: Want to start making \$100-\$200/day as a freelance writer in ANY niche – right away? Log onto <http://www.FreelanceWritingWebsite.com> for details.

P.P.S.: Be featured in the newsletter! How? Send an email to info@InkwelEditorial.com with a "Yes, I'd like to be interviewed for the newsletter."

Who do we like to interview? Successful freelancers – eg, writers, graphic designers, illustrators, web designers, copywriters, editors, reviewers, etc.

We look for "success/how I did it stories." The main goal of the newsletter is to give readers first-hand information on how others achieved freelance success. Discovered a new niche? Snagged a big client? Used a marketing technique effectively? Tell us about it.

Your story doesn't have to be unique; it just has to be something you tried that worked. Upon receipt of your email stating your interest in being interviewed, you will be contacted with all the

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

details.

We hope to hear from you soon.

Your Ideas Count! Send in your comments/questions/suggestions, etc. Have a freelancing issue you'd like to see covered? Send an email to info@inkwelleditorial.com. We'll do our best to cover it.

Want to read previous issues? Click on links below.



How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

SECTION V: PREVIOUS ISSUES

Issue 1: June 6, 2007 can be found at <http://www.inkwelleditorial.com/newsletter.pdf>
Topic: **How to Make Money with Elance**; Featured Freelancer: Michelle Devon

Issue 2: June 20, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/6-20-07.pdf>
Topic: **Get Paid to Write SEO Articles, Web Copy & More**; Featured Freelancer: Clark Covington of Internet Research Associates

Issue 3: July 18, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/7-18-07-freelance-writing-newsletter.pdf>
Topic: **How to Make Money Blogging**; Featured Freelancer: Paula Mooney

Issue 4: August 15, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/8-15-07-freelance-writing-newsletter.pdf>
Topic: **How to Make Money Writing for the B2B Sector**; Featured Freelancer: Meryl Evans

Issue 5: September 12, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/9-12-07-freelance-writing-newsletter.pdf>
Topic: **How to Make Money Writing White Papers**; Featured Freelancer: Gordon Graham

Issue 6: September 26, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/9-26-07-freelance-writing-newsletter.pdf>
Topic: **How to Make Money as a Freelance Cartoonist**; Featured Freelancer: Dan Rosandich

Issue 7: October 17, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/10-17-07-freelance-writing-newsletter.pdf>
Topic: **How to Make Money Freelancing for Newspaper**; Featured Freelancer: Sue Lick, Author of *Freelancing for Newspapers*

Issue 8: November 7, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/11-7-07-freelance-writing-newsletter.pdf>
Topic: **How to Make Money as a Freelance Ghostwriter**; Featured Freelancer: Amanda Evans

Issue 9: December 5, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/12-5-07-freelance-writing-newsletter.pdf>
Topic: **A Roundup of Freelance Writing Salaries from around the Web**

Issue 10: January 16, 2008 can be found at <http://www.inkwelleditorial.com/Newsletter/1-16-08-freelance-writing-newsletter.pdf>
Topic: **Spotlight on SEO Content Writing**; Featured Freelancer: Sharon Hurley Hall

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

Issue 11: February 6, 2008 can be found at

<http://www.inkwelleditorial.com/Newsletter/2-6-08-freelance-writing-newsletter.pdf>

Topic: **Interview with Freelance Author & Writer;** Featured Freelancer: Misti Sandefur

Issue 12: February 27, 2008 can be found at

<http://www.inkwelleditorial.com/Newsletter/Feb2-freelance-writing-newsletter.pdf>

Topic: **Spotlight on How to Make Money Online;** Featured Freelancer: Pat B. Doyle

Issue 13: March 19, 2008 can be found at

<http://inkwelleditorial.com/Newsletter/March-freelance-writing-newsletter.pdf>

Topic: **Spotlight on How to Create Multiple Streams of Income as a Freelance Writer;**
Featured Freelancer: Shel Horowitz



Read on, there's more . . .

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

QUIT YOUR JOB AND WRITE SEO CONTENT FOR A LIVING?

Yes, it can be done, and I'll prove it to you by showing you exactly how to land projects.

“If you're making between \$30,000-\$60,000/year, you can pretty easily replace your income as an SEO content provider.”

Ever run across those ads on job boards that read something like the following:

Article Writer Wanted: Urgent! I need some articles on my site targeting students.

OR

Seeking writer to write several "how to" articles for my web site. Approximately 400 to 1000 words each.

OR

I need 100 unique articles. Each article will be 400 - 500 words in length. I need the articles completing in 10 days. The topic for the articles is weddings.

OR

I require services of an article writer for my blog. All work must be original and search friendly according to our specs.

OR

I need an article writer to provide 20 articles per week on various topics. I will pay weekly Requirements: 400-500 words per article. And the list goes on and on.

SEO writing is plentiful. And, as it's a relatively new form of writing, quality providers (writers) are hard to find. SEO companies, web design companies and internet marketing firms, in particular, are all scrambling for this type of content.

In my SEO ebook, I tell you EXACTLY how to go about getting it. You won't be left in the dark about anything. I outline EXACTLY what I did to start making between \$100-\$400/day – relatively easily (the hard part is keeping up with all the work).

If you're looking for a sure-fire way to make money working from home as a freelance writer, this ebook is for you!

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

Marketing for SEO Article Writing Work

Within a few minutes (literally!) of sending out my first batch of emails to potential clients, I was contacted by a Search Engine Optimization (SEO) company.

It was the owner and he wanted to know my per-article rate and my blogging rates. At the time, I didn't even offer blog writing. This company had hundreds of clients and was in dire need of writers, bloggers and forum posters.

I never wound up doing any work for them – at least not yet anyway! *Note:* Many times, potential clients keep your info on file for later use.

\$4,000 in 30 Days from One Client!

But, over the next week, I was contacted by four companies. I picked up two clients during my first week of advertising. From Thanksgiving to Christmas, one of these clients gave me close to \$4,000 in work and consistently sends me \$250-\$750 worth of work per week. Remember, this is just one client!

\$750 for two day's work!

Another client I picked up was a real estate client. He was developing an endless supply of websites around a particular domain name he registered. This project could literally go on for years. To date, I've completed copy for 15 sites for him. Two pages of copy per site at \$25/per page = \$750. And, his copy was only 200-400 words, not the standard 500 words.

Now, I have seven SEO companies that I get work from on a pretty regular basis. And, they keep me pretty busy – to the point where I outsource work to three freelancers on a regular basis.

As I market more, I'm getting away from doing the actual work myself to outsourcing it and overseeing the work of freelancers.

A Typical \$250 Day

I routinely bill \$100-\$400/day. A slow day is \$100. And that's usually because I've put off doing some actual writing to do some marketing or take a break, which means doubling up the next day. Usually, clients will email me projects, saying something like the following, eg:

Can I have 500 words on the following 5 keyword phrases please.

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

Due date: 2/15. (keyword phrases would be listed)

Some clients give 2-3 days; others give a week to ten days. I'll send a short email back saying something to the effect of:

“Article ordered received and due date noted. Your business is appreciated.”

Nicheing It to Success

If you have a niche – especially if it's a highly lucrative one like finance, real estate, insurance, etc., pitch yourself that way. In SEO writing, webmasters make a mint with these types of articles because they are high-paying niches.

And if you don't have a niche? Develop one. It's relatively easy to do. The ebook discusses exactly how to go about it.

A note about SEO companies: Many SEO companies are small organizations, but they work on hundreds of sites. And, once they have a client, the client usually stays with them for months or years. This means a continuous need for fresh copy.

So, getting in good with a few SEO companies will produce more work than you could possibly handle alone, as evidenced by the stories above.

This ebook will tell you exactly how to contact SEO companies, what to say (I'll reveal to you the exact email I send to potential clients), what questions to expect from them, how to set rates to seamlessly bring in clients – and more!

WHAT YOU GET WITH YOUR PURCHASE

A Preview: Following is the Table of Contents, so you'll see exactly what's covered. It's a “no-fluff, get-right-to-the-point, exactly-the-information-you-need-to-get-started-right-away” kind of ebook.

FREE Marketing Ebook: Because marketing is critical to the success of every venture, the marketing ebook, *The Small Biz Owner's Complete Marketing Kit!*, is included as a FREE add on. The marketing techniques discussed are free and low-cost and can be applied to any for-profit venture. This ebook is sold separately on InkwellEditorial.com for \$24.95.

I truly want you to succeed as a freelancer, without struggling as so many do. There's no need for this, especially in the SEO sector. So apply the knowledge within and clients will come that much easier.

Page - 16 -

©Inkwell Editorial: 2008. All material in this newsletter is copyrighted. It may not be reproduced, reprinted or republished in any manner without the express, written consent of the publisher. Violators will be prosecuted.

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

Freelance Success Story: One freelancer emailed me in a panic. After she bought the ebook and followed it exactly, she started getting queries – before she was ready to take on work (she worked full-time). Her story is detailed below.

This ebook contains everything you need to start a successful freelance writing career in the SEO sector. All you'll have to worry about is how you're going to get all the work done that's going to come your way – and this is no exaggeration!

Here's to your success!

Sincerely,
Yuwanda Black, Publisher
InkwellEditorial.com
InkwellEditorial.blogspot.com
SEO-Article-Writer.com
SEO-Articles-for-Sale.com

P.S.: Click the following link to order and start your SEO writing career right away!

<http://www.InkwellEditorial.com/bizguides.htm>

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

How to Make \$250+/Day Writing Simple 500-Word Articles
aka How to Start Making Money as an SEO Content Writer.

TABLE OF CONTENTS

PREFACE . . . Page 5

The Beginning: Why I Chose to Be an SEO Content Writer ... Page 6

The Quest for Passive Online Income ... Page 7

DEFINING A NICHE . . . Page 11

Why It's Important to Pitch Yourself as a Niche Writer First... Page 11

My Niche Marketing Results... Page 12

How to Develop a Highly Profitable SEO Writing Niche ... Page 13

What SEO Companies Want to Know About Freelance Writers ... Page 13

WHAT EXACTLY IS SEO WRITING? ... Page 15

Keyword Research Tools Explained ... Page 15

MARKETING FOR SEO WORK ... Page 17

How to Put Together an SEO Marketing Campaign ... Page 17

The One-Week Marketing Plan: The Plan that Brought in 14 Projects in a Little Over a Week ... Page 17

Query Email I Send to SEO Companies ... Page 20

DEALING WITH CLIENTS ... Page 22

What to Expect When Clients Contact You ... Page 22

Page - 18 -

©Inkwell Editorial: 2008. All material in this newsletter is copyrighted. It may not be reproduced, reprinted or republished in any manner without the express, written consent of the publisher. Violators will be prosecuted.

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

Questions Frequently Asked by Clients ... Page 22

HOW TO HANDLE JOB ORDERS ... Page 24

You've Got Work: Now What? ... Page 24

ALL ABOUT WRITING SEO ARTICLES ... Page 27

Sample SEO Article... Page 28

How to Check the Keyword Density of Your SEO Articles ... 29

Keyword Article Optimizing Tips You Should Know ... Page 30

The Hardest Part of Writing SEO Articles ... Page 30

How to Write 500-Word SEO Articles in 45 Minutes or Less ... Page 31

Delivering Content to Clients ... Page 32

RATES & BILLING ... Page 33

Should You Get a Percentage of Payment Up Front? ... Page 33

Getting Paid: PayPal ... Page 34

Accepting Payments by Check ... Page 35

SUMMARY ... Page 36

\$2,500/Week Writing SEO Articles ... Page 36

A FREELANCE SEO WRITING SUCCESS STORY ... Page 38

A FREELANCE SUCCESS STORY: SEO WRITING COMES TO YOU!

A Freelance Writer's Success Story: How She Started to Get Queries from Clients before Starting to Market

A panicked freelancer recently contacted me with a problem most would love to have – before she even started advertising, work was coming her way. “Huh, how did that happen?” you might be wondering.

Let me explain.

Getting Clients w/ No Marketing – It Happens!

“Mary” is a long-time reader of my blog and recently purchased my ebook on SEO writing. She said she did everything I said and before she could even start to market for work, a query from an SEO company had come her way. She wrote:

“Dear Yuwanda:

First of all, please forgive my asking you this. But I have a wonderful "problem" that has occurred suddenly. . . Let me explain. I've been a long-time reader of your blog. I've been trying to start a free-lance biz and have faltered. I saw your blog postings about how you got SEO writing gigs almost lickety split, so I purchased your e-book and did everything you said.

Here's my website: (she listed her website address). The site's been up for a few weeks. But I have done nothing. (I work full-time and wanted to finish up a small free-lance newsletter gig I have via my copywriting site before I started marketing SEO writing. I never sent out ANY queries. No marketing. Zilch. Zero. Nada. Goose egg. However....today, I receive a query from an SEO firm.”

So, why was she in a panic?

Handling Clients When You're Not Ready for the Work

The client contacted Mary via email, asking questions she had no idea how to answer, so she emailed me. I called her to give her some advice, to help walk her through what to say. Following are a few tips on how to handle client queries when you're not ready for the work, for whatever reason.

1. Wait: As in, don't be in a hurry to get back to the client. As freelancers, we're trained to get back to the client as soon as possible. And, ordinarily, this is a good idea. But, if you're unsure about something, don't rush to get back to the client.

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

In this case, the client had asked Mary some questions she didn't know how to answer because SEO writing was a new niche for her. Obviously smart and capable, with just a few minutes of web research, she could have found the answers she needed. Or, barring that

2. Ask an “Expert”: Mary contacted me, which is exactly what I would've done in her shoes. If you can't find what you need on the web, or time really is indeed pressing, then ask someone.

Most freelance writers are very generous with their knowledge.

In fact, for one part of Mary's query, she needed someone who had done this type of work before to know how to respond the client. He'd emailed her asking some easy questions, eg, “How much do you charge per article,” and some industry specific questions, ie, “Also will you include imbedded links in your sig that we supply?”

For this last question, she was in the dark as to what he was asking. She wrote me saying, rather hilariously, “I tell him I can certainly imbed links (but between you and me, I don't even know what that is!!!) and, trying to fudge a bit and gather my wits, ask him how many sites he has in mind for submitting to. . . Now I'm completely at a loss.”

I explained to her what he was referring to so that she could compose an appropriate response.

3: Stay Plugged into a “Relevant” Writing Community: This will do two things: (i) give you an immediate place to turn to get answers to your questions; and (ii) keep you up to date on what's happening in your niche.

Staying plugged in can be as simple as reading industry blogs. You don't have to go off and sign up for, or join, anything.

For example, since I started SEO writing, I subscribe to and read *Web Pro News* on a regular basis. This online news digest is great for keeping abreast of what's going on in and around the web.

From social bookmarking to blogging to the latest on Yahoo! and Google, if it's pertinent to the web, you'll find it here.

Sometimes, I don't understand some of the technology or terminology mentioned, which clues me in that I have some more reading to do. I remember when I first read about (LSI) Latent Semantic Indexing (a big Scooby Doo “Huh” moment for me), I was like, “What the heck is that?” I looked it up, did some further reading and gained an understanding.

Knowing your industry helps to convince clients that you know what you're doing. Strangely enough, LSI came up in a conversation with a potential client. I felt as if he was throwing it out there to kind of test my knowledge.

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

So, this is a really important tip, especially for SEO writing, because it is a niche that changes constantly and rapidly.

So, what happened with Mary?

How to Create a Work/Life Balance from the Beginning

As I wrote in the ebook, when you market for SEO writing work, be prepared for it to come fast. You can get busy relatively easily. Mary works fulltime and this incident kind of clued her into what to expect once she started to market. So, she's decided to clear a few things off her plate and market slowly for clients, which I think is extremely smart on her part.

Many of us freelancers get so excited about the possibility of work that we jump into it without erecting work/life balance boundaries. I'd told Mary to be prepared to work 2-4 hours in the evenings once she starts to market. To that she responded:

“Working 2-4 hours a night with my workload will not be easy. I'll have to figure out some way to do it though. . . . So I'm REALLY looking forward to your post on how to hire and work with subcontractors. ;-)”

###

The moral of this story: *SEO writing is the hottest niche in freelance writing now.* And, good, competent SEO writers who understand the industry are in short supply. Age is not a barrier, education (or lack thereof) is not a barrier, nor is experience. All you need is the ability to write and good research skills – and you're on your way to earning \$200-\$400/day. ***In my first month, I made close to \$2,000 – from one client alone.***

Within 2 months, I was so busy that I started to outsource work to other freelancers – which I continue to do. If you've ever wanted a job where you could work from home, and earn a better-than-decent living, SEO writing is for you.

NOTE: Want more on “SEO Mary?” Follow these links to read the series from the beginning:

Part I: <http://www.inkwelleditorial.com/how-to-get-clients-with-no-marketing.htm>

Part II: <http://inkwelleditorial.com/how-to-grow-your-seo-writing-business.htm>

Part III: <http://inkwelleditorial.com/how-to-start-an-seo-writing-career.htm>

Part IV: <http://inkwelleditorial.com/how-to-start-an-seo-writing-career1.htm>

Part V: <http://inkwelleditorial.com/how-to-start-an-seo-writing-career2.htm>

Part VI: <http://inkwelleditorial.com/how-to-start-an-seo-writing-career3.htm>

Part VII: <http://inkwelleditorial.com/how-to-start-an-seo-writing-career4.htm>

**This ebook provides everything you need to get started – today if you want!
Order now at <http://www.InkwellEditorial.com/bizguides.htm>.**

Page - 22 -

©Inkwell Editorial: 2008. All material in this newsletter is copyrighted. It may not be reproduced, reprinted or republished in any manner without the express, written consent of the publisher. Violators will be prosecuted.