

Note: This was the last newsletter in the old, manually delivered format. There are 19 issues here (from June 2007 - Jan 2009). See pages 12-13 for links to all previous issues. If you want to receive newsletters from Inkwell Editorial now, you have to subscribe.

There's a sign-up box on EVERY page of InkwellEditorial.com. Since we resumed publishing in October 2009, we've discussed topics like:

SEO Copywriting: What Exactly Does SEO Copy Look and Read Like?

Bulk Freelance Writing Assignments: Specific Tips for Getting Them

Freelance Writers: Why Being Perfect Can Sabotage Your Success

SEO Article Writing Success: From \$10/Article to \$50+/Article — How One SEO Copywriter Changed His Life

Online Entrepreneurs Raking in Hundreds (Sometimes Thousands) of Dollars a Day

And More!

I hope you'll allow us the pleasure of landing in your inbox!

Sincerely,
Yuwanda Black, Publisher
InkwellEditorial.com
SeoWritingJobs.com

How to Start a Successful Freelance Career

A Freelance Writing Newsletter by Inkwell Editorial

January 27, 2009

SECTION I: HOW TO MAKE MONEY WITH CONSTANT-CONTENT.COM



Photo Courtesy of Steve Woods (on SXC.hu)

Way back in November – seems like a lifetime ago – I asked freelancer Lisa-Anne Sanderson if she would share her knowledge of Constant-Content.com with us. She graciously agreed.

I asked her because I'm on their mailing list and at least two or three times a week (sometimes much more), I receive notices from them looking for articles on specific topics.

In the back of my mind, I'm always preparing for dry spells, so I thought this is a site I'd like to try. Luckily, I'm way too busy, but I wanted to share what she had to say with you.

This kind of site is particularly useful for newbies, because it allows you to get your feet wet without the stresses of having to strenuously market for work, then deal with a client directly. This is the thing that causes most newbies to freak out the most.

Lisa-Anne was kind enough to answer 12 questions for me. Without further ado, here is her interview.

AN INTERVIEW WITH LISA-ANNE SANDERSON OF WEBWRITEREDITOR.COM

1. Tell us a little about yourself, ie, what is your professional background?

I have Arts and Law degrees from The University of Queensland and worked in the law for a short time. I've also had legal articles published. My majors were in English and History.

I've been freelance writing for a long time and my articles have been published in many magazines and websites.

2. Are you a FT or PT Freelance Writer?

I try to be full-time but I have to spend some time caring for my mother who is elderly and frail.

3. How long have you been writing for pay (whether as a FT freelancer, or a part-time

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

freelancer)

Since 1998.

4. Are you a generalist, or do you specialize as a writer? If so, what niche/niches do you write in/on?

I am more of a generalist. I like to write about business, travel, fashion and history.

Now, let's turn our attention to Constant-Content

5. How long have you been writing for the Constant-Content?

I've been writing for them for three years, I think.

6. Approximately how many articles have you sold on the site? At what price points (a range is fine if you don't want to give specifics)

About 200 or more. From only \$10.00 to \$100.00.

7. How long did you take to sell an article after you signed up?

Three weeks.

8. How many articles do you submit on a regular basis (eg, a week, a month)?

I used to try to submit one a day (except on weekends) as well as doing other writing. I have much less time now so the most that I'd submit would be ten a month. Usually it's only 3-5.

9. What is the key to successfully selling content on Constant-Content?

Constant-Content has helpful sections showing the titles of articles that have recently sold and requests from editors for articles. Authors can also reply to editors with suitable articles. It's a good idea to concentrate on these.

Constant-Content is very particular about what they publish so it's extremely important to read

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the Writer's Guidelines carefully before submitting articles. They expect excellent spelling, grammar, and writing ability. If writers disobey the rules three times, they are suspended.

10. What is the number one thing you *like* about writing for Constant-Content?

Payment is regular and I haven't had any issues with it. Also authors set their own prices.

11. What is the number one thing you *dislike* about writing for Constant-Content?

The payments tend to be low. Some of the requestors want 500 - 600 words for very little money. I usually avoid these. However, many writers will write articles for as little as \$5.00.

12. Overall, would you recommend the service to other freelance writers?

Yes, I would. However, it would be hard to earn a living by writing solely for Constant-Content. Some writers do manage this though!

BIO

Lisa-Anne Sanderson loves to write about many different subjects. Her book, 'Eczema and Atopic Dermatitis: The Best Websites' was published by Windstorm Creative in 2006. Her articles about business, law, fashion, travel, and history have been published in many different magazines and websites. She has also had book and film reviews published.

Lisa also blogs about writing, books, royalty, the Edwardian period, and miscellaneous topics.

Her website is: www.webwritereditor.com. She also has a small website on the French Resistance: www.vivefrance.tripod.com You can find her blogs at the Profile section on her book addiction blog: www.bookaddiction.blogspot.com

SECTION II: HOW TO MAKE MONEY WITH SPECIAL REPORTS



I recently wrote several special reports, which have turned out to be excellent ways to make money – for different reasons.

Getting Industry Notoriety with Special Reports

If you read the newsletter (or my site or my blog) regularly, then you know I write and self-publish ebooks. Consequently, I get a lot of questions about freelance writing. Most of the questions center around how to find freelance writing jobs.

I got so tired of answering this question that I put together the 2008-2009 Freelance Writing Jobs Report, which I talked about in the last issue. FYI, you can access the jobs report at <http://tinyurl.com/6fobmf>

Picture Courtesy of Marcin Rybarczyk (on SXC.hu)

I then wrote up a blog post and sent it off to CopyBlogger.com, which is an important site in freelance writing circles. I submitted the post in hopes that Brian, the webmaster there, would publish it. The site gets way more traffic than my site. And because I wanted the report to reach as many freelancers as possible, I wanted it to be featured there.

See the post, entitled *Where Have All the Freelance Writing Jobs Gone?* at <http://www.copyblogger.com/freelance-writing-jobs/>

Luckily, Brian thought the post was noteworthy and published it, along with a link to the report. Well, that was one of the best forms of free publicity I could have gotten for it, my site and consequently, my ebooks.

And, I STILL receive traffic and industry recognition from it. One commenter wrote, *“Thank you for this incredibly insightful ebook/article - you could have sold this info for how worthwhile it is. It gives me much hope for entering the freelance writing field.”*

The reason I’m telling you all of this is that when you write and distribute helpful reports like this, it helps to brand you as a “go to” source. While you can’t measure this in concrete dollars at the time, it pays off handsomely over time.

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How?

If you sell something, prospects will be much more likely to buy from you because you've branded yourself as an expert. And your report will likely be distributed all over the web, acting as a selling tool for you 24/7/365.

Now, reports are time-consuming to put together, there's no doubt about it. But again, as they double as a selling tool for years to come, it's well worth the effort. Proof?

Getting Actual Jobs from Writing Special Reports: Want to Make \$61,000+ This Year from One Service as an SEO Copywriter?

I wrote a special report that can lead to this. The report, which I dubbed an internet marketing tutorial, was inspired by questions from clients. You see, I understand so much more than many of my clients about internet marketing. This came as a total surprise to me initially. After all, I was "just" a freelance SEO writer.

Since I wrote this special tutorial explaining how internet marketing works, I've been selling one of my SEO services – which goes for \$595 (and is about to go up) – like hotcakes.

And, I've grabbed a higher caliber of clients.

All of my clients are important to me, but getting the upper echelon of client – the ones that don't question rates but just want the work done – is becoming more the norm rather than the exception for me. And this tutorial brought in three of these types of clients -- within a week of being published.

If you haven't already, read ***SEO Copywriters: How to Make an Extra \$61,880 This Year*** at <http://www.copyblogger.com/seo-copywriters> for full details.

As an aside, two of the three clients who hired me because of the tutorial/report wanted me to write "industry reports" for their firms as well. One is a large pay-per-click firm, the other is a fast-growing web development firm.

I like projects like this because you can focus on one project for a few days, instead of frantically going back and forth between pheasant hunting articles, futuristic war web copy and industrial workbench blog posts – all in one day. These are all topics I've written on in the past two days; it's typical fare for an SEO copywriter, but it does burn the brain cells at times.

This should get your mind to turning with special reports you can turn out.

SECTION III: SUBJECTS I'D LIKE TO INTERVIEW



Photo Courtesy of Ivan Vicencio (on SXC.hu)

I. New SEO Copywriters: I'd like you to share tidbits like how you find work, why you decided on this type of freelance writing, and how busy you are.

If you fit the criteria for this request and would like to be interviewed, contact me at info@InkwellEditorial.com with "NEW SEO Copywriter Interviewee" in the Subject line.

II. 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 niche 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.

III. Successful Freelance Writers: Tell me your story. I'm looking for **full-time** freelance writers who can share their story (experience, how you did it, obstacles you overcame, etc) with those who are seeking inspiration.

What inspired this interview request? I look at my article stats on the article directories where I submit free content. Some of the articles that contain the biggest reads were those that I classify as "inspirational articles," eg, *How to Let Go of the Fear of Starting a Full-Time Freelance Writing Career*, found at <http://tinyurl.com/br9pdf>. Hence, I'd like to devote an entire issue to this.

If you fit the criteria for this request and would like to be interviewed, contact me at info@InkwellEditorial.com with "Successful Freelance Writer Interviewee" in the Subject line.

Thanks in advance.

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



Usually, I'm peppy, positive and gushing. But to be completely honest, the latter part of 2008 was tough – personally. I've been to three funerals of close family members in the last 14 months. The last two were in the last 5 weeks – within 12 days of each other. It was a nightmare.

Before this, I hadn't been to a funeral since my mother died in 1990.

Some other stuff happened too. Let's just suffice it to say I was glad to see 2008 come to a close on a personal level.

Professionally, it's been just the opposite. Things couldn't be better. I'm busier than ever since I revamped my SEO copywriting into a full-fledged SEO Writing and Internet Marketing Outsource Firm (NewMediaWords.biz).

Clients are coming out of the woodwork – so much so that I've stopped marketing – ALTOGETHER. As I emailed one colleague recently, *"The last thing I need is another client!"*

Not marketing at all goes against everything I believe about owning a business. BUT, I have a reason. You see, I've dipped over into affiliate marketing, and that is going swimmingly. My goal has always been to have the option of retirement at 50. Well, if my affiliate marketing keeps progressing like this, I'll be able to do it within a year if I want.

This has allowed me to the freedom to start picking and choosing the types of clients I work with, and the types of projects I work on.

I feel like all of my hard work – since I was 11 years old – is finally coming to fruition. You see, I've tried so many different things and have failed at a lot more than I've succeeded at. But, freelance writing has always been a constant.

I'm wiped out most days though. Writing is a hard job – especially some of the content I've been churning out lately. Running a marathon is definitely easier, which brings me to my marathon training.

What's Up with Marathon Training?

I did the half marathon on Thanksgiving Day here in Atlanta, and was going to do the full ING Marathon here on March 29th. But, I just don't get to put in as many miles as I need to be ready for that. So, I'm going to do the half one instead. I hope to do the full one on Thanksgiving Day.

This will be my third marathon, so I'm psyched – I love the medals! They're big and chunky and make you feel so accomplished. I tell all of my friends that if my house was burning down, I'd

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grab pictures of my mother and my marathon medals before dashing out the door!

FYI, I finally quit yoga. I liked what it did for my body, but I just got to hate mornings because I forced myself to do it. So I thought, “*You have too little time left on this earth to invest in something you don’t like. Stop it!*”

I’m thinking of finding a boxing class. I love fast, physical activity and I hear boxing is great for burning the pounds. So that’s my next foray into exercise. Running is always a constant.

On Hiring an Assistant

I had pegged an assistant who was supposed to start in January. But, I’m not ready to take time out of my day to train her yet so I pushed bringing her on back until summer, when I slow down again.

I know, I know, hiring one will make my life so much easier! But I’m literally going from the time I get up until the time I hit the sack, so I’m just going to plod along until July – when I WILL take time out to get her on board.

She has another job and this was going to be part-time, work-from-home gig for her (after I got her trained), so she’s fine with it.

SECTION V: FREELANCE WRITING GOALS UPDATE



2009 Freelance Writing Goals

Last year, I think I had too many goals. So for 2009, I'm whittling down the list to just two.

Income Projection: I've set a concrete income projection for my new company, New Media Words – \$150,000. I'm within striking distance of that now. I thought about pushing it higher, but when I closed my staffing agency in New York and bought my house in Atlanta four years ago, I gave real

thought to how I wanted my life to be.

I don't want a large company that grows so fast that I'm always "on." While I'm excited about the growth I see on the horizon, I also want a life. I want to travel more, visit my friends more (who happen to live all over the world, no less) and look forward to work-free weekends.

A small, boutique firm is what I see for New Media Words. I'm not out to take over the world – just get a little slice of the pie that pays my bills, allows me to save for retirement and enjoy the good life.

Write 10 Ebooks: Although this is pushing it, if I manage my time better, (ie, stop doing so much non-income-producing work) and get up earlier a few times a week, then it's so possible. And, this passive income is so worth it.

So yeah, I can do that!

Finish Goals from Last Year

I don't really count this as a goal because the groundwork has already been laid to accomplish the goals from last year that didn't get fulfilled (eg, get a book on Amazon and monetize InkwellEditorial.com).

I hope you're having a productive, profitable 2009 so far.

Next Issue: To Be Announced. I'll post it to Inkwell's blog when the time comes (it'll be sometime in late February).

Editorially yours,
Yuwanda Black, Publisher
<http://www.InkwellEditorial.com>

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<http://www.InkwellEditorial.blogspot.com>

<http://NewMediaWords.biz>

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.: Want to read all previous issues? See links below.

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SECTION VI: 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 Newspapers**; 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

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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

Issue 14: April 16, 2008 can be found at

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

Topic: **Spotlight on How to Make \$75,000 to \$100,000/Year as a Freelance Writer;** From the
Publisher's Desk

Issue 15: May 21, 2008 can be found at

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

Topic: **How One New Freelance Writer Netted Enough Clients to Quit His Job in 12 Hours**
Featured Freelancer: Tom Meitner

Issue 16: June 25, 2008 can be found at

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

Topic: **Asked and Answered – Questions from Readers**

Issue 17: September 29, 2008 can be found at

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

Topic: **How to Make \$500/Month or More in Passive Income as a Freelance Writer**

Issue 18: November 12, 2008 can be found at

<http://inkwelleditorial.com/Nov08-freelance-writing-newsletter.pdf>

Topic: **How to Make the Most Money as a Freelance Writer**



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!

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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.

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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.

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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
NewMediaWords.biz

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.***

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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.

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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.

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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. ;-)”

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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 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!

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