

How to Start a Successful Freelance Career

A Freelance Newsletter by Inkwell Editorial

June 25, 2008



SECTION I: QUESTIONS FROM READERS

I dedicated this issue to answering questions from readers. I've found this to be a beneficial way to help everyone learn, as most of us have the same questions, just in different formats. I thought I'd receive many more, but I guess many of you are in summer mode (and good for you!). Without further ado, here goes.

Yuwanda



Question #1: Yuwanda, I just discovered your blog. Great stuff.

I have been playing with freelancing during my 20+ years of teaching English. (Had a few things published and am doing self-published novels.) I am ready to launch a writing/editing business online. I have worked successfully mentoring people with their self-published book projects. I want to adapt this model for the online environment.

My question is: Where do I start? I read so much conflicting info-- a blog, a web site, a landing page, article marketing, affiliate programs, an e-book. I am ready to devote the time--I just need the right focus. Help. Any insights would be greatly appreciated.
—Jeanette

Answer to Question #1: Jeanette:

Thank you for writing in. Your question is a common one for those just starting out. Following is how I would proceed if I were you.

First Step: As you've already defined a niche, the next step is to get a website done. A website is necessary because it helps you define and outline your services to clients. This will change probably the first 3-6 months that it's up as you figure out what works and what doesn't. BUT, don't get stuck in this phase (trying to make it perfect before going live).

I've found this to be the number one reason people don't get started. They feel like they have to get it as close to perfect as possible before going live.

Sit down, write out the basic services you want to offer (hint, hint: those you've already been offering), figure out a pricing structure and get it done. There's tons of free software out there now, so getting a website should not be a barrier or an expense for anyone who really wants one.

Second Step: Write out a marketing plan. The way you currently find clients is a good way to go. Whether it be email marketing or article marketing or joining a chamber, do craft a step-by-step marketing plan you can follow on a consistent basis.

Third Step: Start a blog. I'd do this because the niche you've chosen lends itself so readily to it. You can dispense tips, advice and industry changes on it, much like I do on my blog. All of this showcases your expertise.

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While blogging may not bring immediate business, it does build an audience of interested readers. And, when they're ready to purchase the type of product/service you offer, who do you think they will think of first? You, of course.

After you have these things in place, then you can expand your marketing and networking efforts. Be patient with yourself and get the basics done first. As I alluded to earlier, most get hung up on the "It's got to be perfect or close to it" before they start.

Freelancing, like anything else new you try, is a learning experience. You will tweak things as you learn and grow into this profession. And, that's as it should be.

Good luck, and when you get your site done, send me a link. I'd love to see your progress.

Question #2: I'm a freelance writer and have recently been asked to ghost write a book proposal and book for a dietician I know. I know people use ghost writers all the time, but I'm new to ghosting and am wondering if it's necessary for me to indicate that she's collaborating with someone when I write the proposal. Is this information that agents/publishers need to know?

She doesn't plan to give me co-authoring credit and I don't have a laundry list of ghost writing credits to use as a platform, so I don't see how telling a publisher will be helpful, but if it's customary to give this information to a publisher I don't want to leave it out, either. How should I handle this?

Thanks for your help!

—Ami

Answer to Question #2: Greetings Ami, and thank you for writing in.

I'm not a ghostwriting expert and the contact I queried about this did not get back to me. But, I did do some reading and what I could gather is that you work for the person who hired you, and you should adhere to the terms of the contract you set up with your client.

In this case, it would be up to her to divulge to her publisher/agent that she's working with a ghostwriter. And, most authors don't have a problem doing this. If she's not planning to give you credit, and that is clearly stated beforehand -- and you don't have a problem with it -- then all should be well.

See this link: <http://www.lisataylorhuff.com/ghostwriting-faq.html#3> (specifically Questions 1 and 3 for a fuller explanation) and other stuff you may not have thought of. Hope this helps.

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Question #3: Do you know of any paying gigs for freelancers outside of the US?
—Steve (from Japan)

Answer to Question #3: Steve:

Regarding paying gigs for freelancers abroad, I did hear rumblings of AC starting to pay non-US-based writers. I don't know if they've started yet.

According to the current rules listed, they do pay foreign writers performance payments, but not upfront payments, ie, "I am 18 years old and have a PayPal account, but I am not a citizen or legal resident of the United States. Can I be paid? You are eligible for Performance Payments. However, at this time we cannot offer Upfront Payments to non-citizens or non-legal residents of the United States due to tax code and other regulations."

Learn more about that here: http://www.associatedcontent.com/resources_performancepay.shtml

I know of no other sites that pay foreign freelancers. FYI, I work from clients worldwide -- Canada, Australia, England. These are clients I find on my own -- that's always the best way to make money freelancing.

Question #4: My name's Fred and I've been posting on AC for about two months, though it took about a month to get started. I was wondering if I could get some advice about landing some freelance writing work.

I don't have a lot of experience but like to write and feel I'm reasonably competent. I've done some science writing and currently work in research. I've been reading your content and have gotten a lot out of it, so I thought I'd ask for some insight about making some more money doing it.

—Fred

Answer to Question #4: The most direct advice I can give is put together some samples, target a niche and go after clients in that niche. It's really as simple as that. The internet makes it easy to research possible clients, and you don't have to spend money marketing because email is free.

Concrete Steps to Take: Similar to what I advised Jeanette in Question #1 to do. Get a web presence. I think this is vital for any freelance writer now. Be sure to load it with some samples. If all you have are your writings from AC, use them.

Once you figure out a niche, figure out how to reach them. As you've done science writing and currently work in research, I'd target scientific publishers, websites and newsletters; and pharmaceutical ad agencies (a hot, high-paying niche).

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Not many writers do science and tech writing, so with some good samples, you should be able to start landing some projects in no time.

FYI, my blog is chock full of information. There's three years worth of info on freelance writing, some spend some time there. Also, my website. Again, tons of info. InkwellEditorial.com and InkwellEditorial.blogspot.com are my web presences. Only you know what your talents and interests are. Just figure out how you want to go about marketing them. This is “the secret” if you will.

Question #5: How can I find blog writing jobs?

—Anonymous

Answer to Question #5: The job board at Prologger.net is one place to start. Quite frankly though, the best way to find blog writing gigs --- in my humble opinion – is to pitch clients directly on the service.

For example, one of my clients is the owner of an internet marketing firm. During one of our conversations one day, he was rambling on about how he had a lot of personal projects that he could never get to. I offered to start his blogging for him. I do nine posts a week for him.

Another Tip: Search for blogs that need guest posters. Sometimes this is a way to get your foot in the door to start doing some paid blogging. FreelanceSwitch just had a contest of sorts like this. They first sought out guest bloggers (they paid \$60 if they accepted your post, even though it was “guest blogging gig). BUT, they said they were looking for regular contributors and would decide on who they wanted to go with based on the feedback from the guest bloggers.

So, guest blogging can be a great way to get started.

I like clients I find myself though. I’m a businesswoman and heart – and that means going out and finding the gigs, not waiting for them to come to you.

**

Question #6: I read some of your AC review articles on websites that sell digital content like PayDotCom and E-junkie and I wanted to ask you about these companies. I plan on selling an electronic book and have been trying to find the best website to use.

Can you tell me whether PayDotCom offers automatic downloads of ebook products or do the vendors have to send them manually when each sale is made? I have been all over the PayDotCom website and cannot figure out whether or not an automated delivery is offered there.

I also came across E-Junkie while browsing the net and remember it from one of your articles where you mentioned the website. It seems interesting in that it provides an automated service

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and affiliate management.

If you have used both of these websites, is there one that you like better or one that you could recommend to me? I only plan on selling one product, but would like for the product to be given to each customer as soon as they pay for it because I feel that it is not fair for anyone to have to wait for a product if they have to pay instantly.

—Nicole

Answer to Question #6: Nicole:

Go with e-Junkie. PayDotCom is hard to navigate and set up -- as you apparently found out, and I could never figure out how to get the instant download to work. Like you, I spent hours trying to do it.

E-Junkie is so much easier to navigate. It should take you about 20 minutes to upload your ebook to them. Take the time to fill out what I call all the "sales screens." It can take a bit, but if you already have a sales page on your site, you can just pull copy from there. I love e-Junkie compared to PayDotCom.

Good luck with your ebook.

Question #7: Does e-junkie promote the ebooks or does the author? Thanks

—SkyeDanzer

Answer to Question #7: SkyeDanzer:

You have to do the promotion yourself. FYI, you're going to find this is the case with almost all ebook sites. All of the sites promote THEIR site, but not individual authors. Sometimes, they have upgraded services where you can be "spotlighted," so to speak. But, it's always going to be up to you to promote your material. Good luck.

SECTION II: 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. Specifies: 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.~~

The next issue is going to be so exciting! I found several affiliate marketers to interview, some who make much more than what I asked for hear. I can't wait to read how they're doing it. This will be in the August 20th Issue.

~~**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. Thanks again Tom!~~

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



I'm in the middle of a nightmare blog/website redesign. Oh, my designers have been wonderful. It's my lack of understanding the behind-the-scenes technology that's holding everything up, to a degree.

I got a preview of what the new site will look like last night and it makes my site now look like it was designed by a blind person! It's 1,000,0000% better.

So, what's the problem? Well, I'm going from using FrontPage to a Wordpress theme. I have about 300 pages on my site. Once I upload the new theme, I will have to reformat, redirect and republish all of those pages to fit the new theme.

You see, instead of just making my new blog a subdirectory on InkwellEditorial.com (eg, InkwellEditorial.com/blog), I'm having the new design BE the new site. So, when you click on InkwellEditorial.com, it will have a new look. And, therein lies the problem.

Installing Wordpress on my domain, redoing all the files, etc. It's going to be a while before the site is completed integrated. I hope to have the new look up and going sometime within the next two weeks, but it's going to be an ugly hodge-podge for a while. So, I'm asking up front that you please forgive that until I can get it all worked out.

I would have had the designers reformat the whole site, but I was looking at thousands of dollars considering the number of pages and that each one had to be touched individually.

I've put this redesign off for a couple of years, so while I'm in the fire now, I know a year from now I'm going to be glad I did it

Anyway, professionally, that's been the thorn in my side. And, in between all of this are client projects, billing, adding new services, etc. There simply aren't enough hours in the day.

Marathon Training

I'm doing the half-marathon this year and am just whipping myself back into shape. I actually like running in the heat, so that's not been the problem. My eating habits have. I've changed my diet a bit to drop some weight and just to be more healthy all around.

Around 11pm, the sweet tooth comes out to haunt me. Last night, I ate the last bit of ice cream in the fridge so tonight, it's apples or carrots for a snack – for there's nothing even remotely powdery or sugary left in the house. Arrgghhhhh!!

SECTION IV: 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 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. 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.

NEWEST UPDATE: As I'm having my blog redone professionally, I will start accepting ads as soon as it's up and running.

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.

NEWEST UPDATE: I've carved out Fridays to work on only my projects, so I'm making headway on these. Two should be ready to go within a couple of weeks.

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

NEWEST UPDATE: 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

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tend to be quieter.

NEWEST UPDATE: I'm thinking about scratching this idea too. Since I've uploaded all of my ebooks to e-Junkie, sales have been brisk (instant download is a must if you're selling ebooks online). I like not having to share 50-70% of my income.

I've had three inquiries about an affiliate program, especially about the SEO writing ebook. Once the site redesign is done, I'll be setting this up.

Next Issue: Wednesday, August 20th.

Always editorially yours,
Yuwanda Black, Publisher
<http://www.InkwellEditorial.com>
<http://www.InkwellEditorial.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@InkwellEditorial.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 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.



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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 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



Read on, there's more . . .

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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
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>

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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!

Order now at <http://www.InkwellEditorial.com/bizguides.htm>. Read more case studies at <http://www.InkwellEditorial.com/e11-excerpt.htm>.

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