

How to Start a Successful Freelance Career

A Freelance Newsletter by Inkwell Editorial

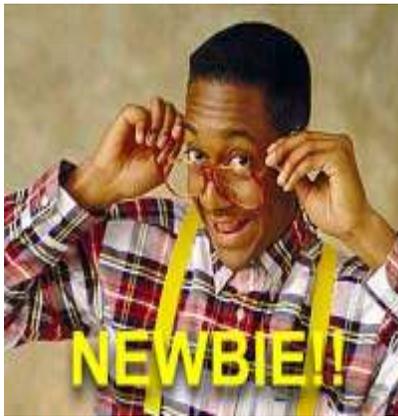
May 21, 2008

SECTION I: How a “Newbie” Freelancer Found the Courage to Quit His Job (with No Savings!) & Give Freelancing Fulltime a Real Go

I wanted to take a step back for this issue. What I mean by take a step back is to gain perspective from a newbie. I think experienced freelancers are used to getting advice from other experienced freelancers, and we never stop to address the concerns of newbies.

Well, as this newsletter is all about how to *start* a successful freelance career, I wanted to put the emphasis this issue on *start*.

AN INTERVIEW WITH TOM MEITNER: A “newbie” who’s well on his way to shedding that title.



I decided to ask Tom if he would mind answering a few questions because he was one of the few I knew who had actually taken the bull by the horns and got started.

Just so you know, Tom is still in college (due to graduate in a matter of days). He wrote in telling me that he’d actually had a copywriting business in his native Wisconsin that had been struggling along for a year or so.

Upon purchasing my SEO writing ebook, he landed four clients in just 12 hours, and began to seriously consider quitting his job – which he has since done. Talk about taking the bull by

the horns!

Here is Tom’s short, sweet, insightful, inspiring interview.

1. Tell us about your professional background? Namely, what were/are you doing before you started to think about freelance writing as a career?

I started looking at freelancing about 1 ½ years ago. At the time, I was a full-time college student majoring in creative writing, and I was waiting tables to pay the bills. Nothing glamorous or even related to writing.

2. Jumping right into the nuts and bolts of things, what made you decide to make freelance writing a career?

I asked one of my creative writing professors on how to make a living as a writer, and she told me to focus more on the “art” of writing, rather than have money be a motivation. That’s all fine and dandy, but I wanted to pay the bills, too! I had fallen in love with the “writing/publishing” section of the bookstore, and I found a series of books on making a living as a freelance writer. I couldn’t put it down and decided that I was going to give it a shot, so I spent a few months researching the idea and putting together a simple website (<http://www.tommeitner.com>).

3. You mentioned in one of your emails to me that you had a copywriting business that was kind of struggling along before you discovered SEO writing. What “mistakes,” if you will, were you making that you think other freelance writers can learn from so that they don’t struggle.

One – I had no confidence in myself. I think that’s the biggest mistake any freelance writer makes. I approached it with the mindset of a kid who’s trying to get a little work, rather than as a professional business. I still struggle with that sometimes, but you need to just do your research and give your answers with confidence, and people won’t question your experience.

The other big mistake I made was starting out too small. I marketed exclusively to businesses in southeastern Wisconsin. Most companies in southeastern Wisconsin are pretty set in their ways, so trying to talk them into hiring me to write for them was too challenging. Once I opened it up to the online market, I had more business in a few days than I had gotten in over a year.

4. Pretend for a moment that you were speaking to a talented friend who wanted to start freelancing. What are the first two things you would tell him/her that they *absolutely must do*?

The first two things to do can be done at the same time. #1 – Get going. Quit talking about it, quit spending all your time researching it and setting it up. As I keep reading on various blogs – “pull the trigger”, so to speak. Market like a madman (or madwoman).

You can set up your business accounts and your tax forms and all that other stuff as you market. Spend some part of the day marketing and some part “setting up.” You’ll be marketing for at least a month anyway before you get too busy to do other stuff.

And #2 – feed your creative side. In the beginning, you will be focusing on business so much that you might get burned out, so you need something to relax and remind yourself why you enjoy writing so much.

My creative project is a website called Vintage90s.com (<http://www.vintage90s.com>). It’s just a fun way for me to entertain myself and others. Start writing that book, or a little flash fiction – just something to keep you going and occupied while you wait for business.

5. Many wanna-be freelancers are scared to make the leap. Can you tell us how you overcame your fear of striking out on your own? How has it worked out so far?

When I read your ebook, I began doing exactly what it said, and as I told you earlier, I had business by the end of the day. **That motivated me to walk into the restaurant the next day and put in my two weeks (*emphasis added*).**

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

Now, consistent, bill-paying business was still about a month away, but I called my parents and told them I was going for it. To me, it was all-in: give it everything I've got. I was determined to make it happen. I don't know if I've still gotten over the fear. But I've started to reserve myself to the fact that you sometimes have quiet weeks, and I just have to be consistent with my marketing, and have faith that it will come.

I've been out of the waiting tables business for one month, and even if I'm not getting *any* business and stressing out over it, it's still more satisfying to be pursuing my dream than explaining to people how the menu works.

And when you have faith in it – it happens. Last week Friday, I netted quite a bit of business, and then this past Monday, I got a few more calls. Between those two days, I racked up enough business to bring in a month's worth of income as a waiter!

Outright quitting your job while still in debt and with no savings will not work for everybody, but it's going to take a little bit of risk and getting out of your comfort zone – that's when the true success happens!

PUBLISHER NOTE: I posted the article below in the last issue, but it seems doubly apropos here, so I'm listing it again.

How to Let Go of the Fear of Starting a Freelance Writing Career: Afraid to start? Think you can't make enough to survive on? 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

Bio: Tom Meitner has a Bachelor of Arts-Creative Writing degree from the University of Wisconsin-Milwaukee, and has been running a freelance copywriting business since early 2007. To contact Tom for your SEO writing needs, please email him at seowriting@tommeitner.com and you will receive a response within 24 hours.

SPECIAL EBOOK OFFER!

Get 8 Ebooks Free! Order the SEO Writing Ebook, and get 7 More Free (those found at <http://www.FreelanceWritingWebsite.com>). **Want to learn how to make at least \$250/day writing simple 500-word articles?** Order the **SEO Writing Ebook!** Read success stories here: <http://www.inkwelleditorial.com/e11-excerpt.htm>. *Offer expires on 6/25/08.*

SECTION II: FREELANCE WRITING JOBS

I recently started to list freelance writing jobs again. You can find them at <http://www.inkwelleditorial.com/postjob.htm>. Here are a few that just came in, so they haven't been listed yet.

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: Looking for video series on health and fitness topics

Description: I am very interested in video series ranging from 10 to 24 weeks of content. I would like a series done on the topic of pilates, tai chi, weight lifting, core training, nutrition, supplements, fad diets etc. Submit an idea and I will help develop the idea that will best fit my web site. I would like the video done to use either 3D animated characters in good physical shape, or something that is similar to that or if it is done by human beings someone that is in good physical condition that has researched the topic or is trained on the topic.

Price: \$150-250

Article amount: video series

Content length: 500 to 1500

Subjects: I hope to see someone take on this role. Maybe use a personal trainer to demonstrate workouts doing a series on shoulder, arms, biceps, triceps, legs and various workouts. Stability ball training, yoga, pilates, nutrition, weight training, interval training, plyometrics etc. I am up to anything for the fitness/exercise series.

Notes: Contact me if you have any other ideas for a video series and are looking for a permanent gig supplying my up and coming website with content.

Title: Tutorial: How to use the free image hosting service of myphotoshub.com

Description: Tutorial: Step by step / click by click instructions on how to use the free image hosting service of myphotoshub.com Please provide a tutorial with screenshots and description text of the service: www.myphotoshub.com

Price: \$150-250

Article amount: 1

Content length: 2000

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Subjects: Please consider the key words: free image hosting reliable image hosting ebay image hosting image hosting ebay Images in ebay auctions free ebay image hosting reliable auction image hosting free image hosting ebay image hosting service auction image hosting image hosting service free auction image hosting free image hosting free large image hosting image hosting site image hosting unlimited image hosting what is image hosting ebay image size ebay picture hosting image hosting large sizes ebay picture service

Notes: The text must be unique and not used somewhere else. Please contact me for questions.

Title: 30 Articles Needed

Description: CALLED Magazine, the source for female pastors & women in ministry, needs 30 pieces for its new interactive online community.

Price: \$100 - \$130

Article amount: 30

Content length: Varies

Subjects: Articles MUST: be relevant to both female pastors & women in ministry; incorporate Biblical scripture when applicable; and be polished. We are seeking 30 pieces (3 articles for each section) for the following online editorial sections: Everyday Ministry Leading Single Evangelism Health Family Marriage Ministerial Marketing Ministerial Finances Replenish Spirit & Soul Visit www.calledmagazine.com and click on "Editorial" at the top of the page to view our editorial mission, editorial calendar for the in-print publication, and a description of the editorial sections. ****Purchased articles will be featured on the phase 2 site scheduled to launch within the coming weeks****

Notes: ****Accepted authors will be considered for regular contributor positions***

Title: How To Get Rid Of Night Cramps Naturally

Description: How to get rid of night cramps in the feet and legs naturally. What to eat etc.

Price: \$20-30

Article amount: 1

Content length: 400

Subjects: How to help yourself. What foods to eat etc Reasons why people get night cramp

Notes: Anything else you think I should put in.

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



It's Wednesday (5/21) afternoon at 5:23 pm EST, the day the newsletter comes out. And, I'm just getting around to it. I have not stopped to watch *Judge Judy*, which I like to do at 3 pm. Nor have I even tried to figure out what's happening on *Oprah* today to see if I might want to sit through that.

Except for an "I gotta go now or I'm gonna wet myself" bathroom run, my butt's been in this chair since 10 am. That's how crazy things are right now.

The Death of My Blog at Wordpress – The “Web Police” Busted Me!

The death of my blog at wordpress has cost me probably 10 hours of work time over the last two days – which is like losing a whole work day for me, as my days are twelve hours long. Read the saga of it all if you want a headache or a good laugh, depending on how much you like my blog: http://inkwelleditorial.blogspot.com/2008/05/guest-posts-article-marketing-contest_20.html

I just received an email from tech support – after three full days of back and forth communication about why my blog was taken offline. You're not gonna believe this. At least I didn't. This is what they said:

Hi,

In your sidebar you have this:

"Yuwanda Black: SEO Content Writer & More"

We do not allow blogs here to be used for SEO purposes and our blog is doing this. You are creating content for SEO. This is why the action was taken, sorry. The blog admin can be accessed for export [I asked to have access to my posts since I started blogging with them if they weren't gonna let me back on].

Well, I was floored. I felt like they were acting like web police. Jeez! At any rate, I'm now blogging back at blogger until my new blog – hosted on my own domain – is up and running. I hired a professional design firm to do it for me, and it should be finished by the end of the first week of June.

For now, I've moved back to my old blog spot – <http://www.InkwelEditorial.blogspot.com>.

2 Reasons You Should Keep Blogging at Your Old Blog Spot When You Move Your Blog

FYI, if you're thinking about moving your blog, I wrote a post today detailing why you should still blog at your old spot for a while. It's entitled ***2 Reasons You Must Keep Blogging at Your Old Blog When You Move to Another Domain***, and can be accessed at <http://www.bloggingtips.com/2008/05/21/2-reasons-you-must-keep-blogging-at-your-old-blog-when-you-move-to-another-domain/>

SECTION V: 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.

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: Starting next Friday, I've carved out Fridays to work on only my projects, so I'll be able to start making some headway on these.

~~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!)-~~

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.

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

Next Issue: Wednesday, June 25th.

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



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.

Page - 15 -

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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>

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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.

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 - 17 -

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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.

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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>.

Page - 21 -

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