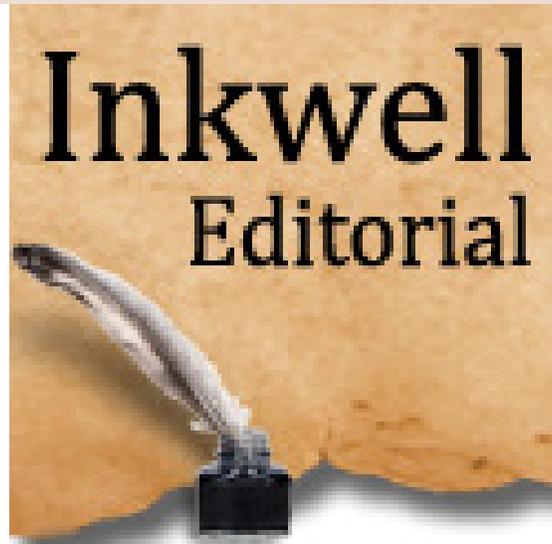


# THE FREELANCE WRITING JOBS REPORT

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

by  
Yuwanda Black



**2015-2016 Edition**

## **A WORD FROM THE AUTHOR / PUBLISHER**

I started writing SEO content in 2007. It's now almost 2016. As I type this, I can't believe it's been that long. But, I digress.

### **How to Use the Past to Forecast the Future**

In 2008, I wrote this report to help other existing and aspiring freelance writers see the opportunities this type of writing offers – no matter what the economy is doing. Remember what was going on in 2008? The mortgage/foreclosure crisis? Failing banks? Crashing stock markets?

Back then, most economic experts agreed that we were in a recession. Those who don't admit a full-on recession at least concurred that the economy was at the precipice. I took what was going on then and explained to freelance writers how they could turn it into a potential gold mine.

Sometimes, you just need to have someone point something out before you go, "*Ohhh (face palm), now I see!*" So as you read through this, ask yourself, "*What is the economy doing now – whether it's 2016 or 2036 -- and how can I use that to my advantage?*" Why? Because, freelance writing – especially SEO content writing – is an industry that can thrive no matter what the market is doing. And a big reason is content marketing.

### **What Is Content Marketing & What It Means for SEO Writers?**

The definition of content marketing is any kind of marketing that involves the creation and sharing of media and publishing **content** in order to acquire and retain customers.

#### **Types of Content Marketing**

This includes, but is not limited to: blog posts, web articles, newsletters, slideshares, email campaigns, video, infographics, memes, and illustrations. ALL of it is content (ie, content marketing), and businesses need a constant stream of it to share on their websites, blogs, social media accounts, newsletters, etc.

Why? To get and retain customers. The vast majority of the buying public these days conduct research online before buying a product/service. And businesses know this, so they invest in all kinds of it to woo them – and keep them.

See why content marketing has created an explosive need for online writers? Companies literally can't keep up and many of them outsource it. Proof? According to the Content Marketing Institute's 2014 B2B Content Marketing report (<http://dld.bz/dT9mr>) ...

Large B2B companies outsource content creation more frequently than small companies: 72 percent of large companies (1000+ employees) use a mix of in-house and outsourced professionals for content creation. ... 33 percent of small companies (10 to 99 employees) outsource some of their content-creation work.

Writing and design are the two functions most likely to be outsourced: 64 percent outsource writing; 54 percent outsource design; and 22 percent outsource editing.

As you can see, the work is out there. All you have to do is figure out how to go after it, and that's why the information in this report is timeless. It helps you see trends, niches and avenues to make money writing – and not just for clients either.

Within, we discuss some evergreen writing niches, which can give you a huge leg up on the competition once you know how to look around at what's going on in the world/economy and see how you can use it to your advantage to land freelance writing jobs.

With that being said, let's dive into the report to see what I mean.

I hope you find it insightful,  
Yuwanda

**P.S.:** Learn more about me at <http://InkwellEditorial.com/about>.

**P.P.S.:** FYI, mention this report and get an additional 25% off the SEO copywriting course at <http://dld.bz/cUDb4>.

## INTRODUCTION: FLASHBACK 2008

Is the U.S. Economy in a Recession?

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

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

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

*Note:* Visit <http://www.fdic.gov/bank/individual/failed/banklist.html> for a complete list of failed banks since 2000.

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

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

**Unemployment is High:** The U.S. Labor Department reported on October 3, 2008 that the national unemployment rate held steady at 6.1%, which was the highest it’s been in five years. The economy has lost more than 750,000 jobs this year so far. And, more are coming down the pike.

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

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

**Stock Market Free Fall:** The stock market seems to be in a free fall on a daily basis, which has caused consumers to worry about investments – primarily retirement income and pension plans. According to the October 9, 2008 CNNMoney.com article, Dow tumbles 7%:

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

Of course, this has worldwide impact, freezing up credit markets worldwide, which leads to the last indicator that we are in a recession.

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

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

## WHAT DOES THE ECONOMY HAVE TO DO WITH FREELANCE WRITING?

Quite a lot, for it tells you where the work is.

Many wonder why I'm able to stay busy as a freelance writer, while they struggle to bring in work. It's due to a number of things. But, one of the best things I do is pay attention to trends like what's going on with the economy. Thus, I'm able to capitalize on them by pitching these ideas to clients.

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

### Human Behavior, Trends and Money

He explains to them human behavior – human behavior that leads to how we make financial decisions. I don't remember exactly what he says, but it was something along the lines of:

“When your wife is mad at you, you do ‘x’; when you do ‘x’, then ‘y’ happens. When ‘y’ happens, it affects the market at large. And, that's why the price of orange juice is so high.”

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

I do a lot of spotting and capitalizing on trends. It helps that I'm a news junkie and prolific reader as well! Based on all of this, when I first wrote this report, I came up with a list of “hot” industries in freelance writing – and explained why I thought they were hot.

This type of specialized knowledge can make landing freelance writing gigs so much easier.

Here's to your freelance writing success,

Yuwanda Black  
Publisher/Author  
<http://inkwelleditorial.com>

P.S.: Who am I? Find out at: <http://inkwelleditorial.com/about>.  
Contact: [info@InkwellEditorial.com](mailto:info@InkwellEditorial.com)

## 11 HOT NICHE (AND THEIR SUB-NICHES) IN FREELANCE WRITING

### I. FINANCE

Obviously from all the data I've just spewed, the financial sector was a sizzling industry in 2008. Well guess what. It still is. It always will be ... simply because it's about money – how we save it; invest it; spend it; lose it; covet it; make it. It's why most of us do what we do – to make money.

Online news outlets, blogs and websites all need content. Finance is a broad industry though. Following are the sub niches I think freelance writers should target.

**Personal Finance:** If you're a laid off work from a major financial institution (remember the big Lehman Brothers purge in 2008) and want to start a freelance writing career – this is a perfect area for you. You can write knowledgeably about pension funds, mutual funds and other vehicles that target those worried about retirement.

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

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

Again – all of these are evergreen hot issues that are ideal content for websites, blogs, newspapers, newsletters, etc.

**Big Business:** Do you know about venture capital, or can research and learn it? Do you know about how to pick stocks and hedge funds? Do you comprehend banking laws and how the financial markets work? Can you explain derivatives and dividends? And on and on. If you have experience in any of these fields, and/or just have an interest and can research and write knowledgeably about it, there is a market for this.

**Personal Investing:** Investing can fall under personal finance, but I wanted to put it in its own category because of the recent focus on retirement. Baby boomers are drawing on their retirement income. The first wave did so in January of 2008.

FYI, for those who don't know, baby boomers are “a North American-English term used to describe a person born between 1946 and 1964.” *Source:* Wikipedia.com. Because many baby boomers are always looking for ways to safely invest and grow their retirement earnings, personal investing is a huge market primed for explosive growth over the next few years.

## II. REAL ESTATE

You'd have to have been really young or living under a rock not to remember the foreclosure crisis that started in 2007/2008. Because of this, two areas within real estate were (and remain) ripe for good content providers. I know because this it is one of my primary writing niches.

**Mortgages:** I remember writing about things like the 50-year mortgage and no-money-down payment plans when the real estate market was hot a few years ago. Now, it's all about the traditional mortgage and why it's a good idea to have one. All you have to do is look at the news to come up with an idea for a relevant article or blog post you can sell.

**Foreclosure:** How homeowners weather it; the impact of job loss; why Americans are so debt-strapped; do homeowners bear some of the responsibility for the foreclosure mess of 2007/2008; how homeowners have fared since the foreclosure crisis; how/if Wall Street greed led to the crisis; the long-term impact of foreclosures on the economy at large; etc.

These are just some of the topics you can write about around foreclosures. News outlets, finance blogs, real estate websites and newsletter publishers are all in need of foreclosure content. Heck, you can even start your own blog/website (make it regional) and sell affiliate products around it.

**Commercial Leasing/Selling:** Although this sector is not highlighted in the news as much as residential real estate, many main street mom and pop shops close up when big box stores like Walmart swoop in. This leaves commercial lenders, leasers and sellers in a pickle.

*The bottom line:* foreclosure (residential and commercial) is fertile ground for carving out a writing niche – whether the market is red hot, or in the tank. Capitalize on it!

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

## III. TECHNOLOGY

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

### What Does a Technical Writer Do?

According to YourFreeCareerTest.com, a technical writer is responsible for creating journal articles or technical and instructional manuals, such as, maintenance and operating instructions or other documents, that organizes complex material into a document that can be easily understood.

FYI, here's an excellent post that tells you how to start a freelance technical writing career from scratch: <http://thewritelife.com/how-to-become-a-technical-writer>.

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

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

I remember when I got a new cell phone (especially these brand new iPhones – oy vey!) a few months ago. I was at a loss because the friend who'd programmed my old one had moved away. How do you change that annoying ring tone, add a new number under an existing contact and set the second alarm so that the first one (which you don't know how to turn off), doesn't wake you up at 7 am on a Saturday morning? Technical writers write manuals to explain all this stuff – and a whole lot more.

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

*Case in point:* I had a client once who owned a computer services firm. I had to write an article on registry software. I just about pulled my hair out trying to stay focused while I researched and pulled together a cogent, 500-word article. Then and there I vowed never to do this type of writing again. I outsource this type of content in a millisecond. My brain just doesn't work this way. But, maybe yours does . . . no?

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

## **A Growing Technical Writing Niche That Pays Well**

Writing for mobile devices is a HUGE sub-niche within the technical writing niche. You can make a lot of money if you specialize in this. Here's some insight into how to write this type of content: <http://dld.bz/dT9cF>. After reading this, you'll see why it pays so well.

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

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

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

#### IV. HEALTH

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

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

The older population—persons 65 years or older—numbered 44.7 million in 2013 (the latest year for which data is available). They represented 14.1% of the U.S. population, about one in every seven Americans.

By 2060, there will be about 98 million older persons, more than twice their number in 2013. People 65+ represented 14.1% of the population in the year 2013 but are expected to grow to be 21.7% of the population by 2040. [Source: <http://dld.bz/dSXG5>]

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

**Natural & Organic Foods:** Remember when there was no *Whole Foods* grocery store? Now, it's one of the most successful grocery chains in the U.S. We are a nation obsessed with health, youth and beauty. This niche is so large that it can be hard to know where to start: natural recipes, organic baby foods, natural foods for nursing mothers, organic foods for seniors, etc. You are only limited by your imagination in this sector.

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

**Disease:** You name a disease and you can make a niche out of it. As an example, I once had a client who suffered from food allergies. Eating the wrong thing could actually lead to her death. She built a web business focusing on where to find foods that don't contain, for example, dairy products, peanuts and other food ingredients that are harmful to her.

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

She needed content for the initial launch of her site and hired my firm to write 20 articles. I also provided ongoing content beyond the initial launch for a while.

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

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

During the past 20 years there has been a dramatic increase in obesity in the United States. . . . According to the Centers for Disease Control (CD), in 2013, More than one-third (34.9% or 78.6 million) of U.S. adults were obese.

No state had a prevalence of obesity less than 20%. In 2007 one did (Colorado). Twenty states had a prevalence of obesity of 30% or greater. The South had the highest prevalence of obesity (30.2%), followed by the Midwest (30.1%), the Northeast (26.5%), and the West (24.9%).

Bottom line: This is an eternally green niche for freelance writers.

**Exercise:** Just like new diets, there always seems to be a new, hot exercise. Oh the fads that have come and gone ... remember a couple of years ago when (stripper) pole dancing was touted for overall body toning? Then, there was belly dancing for toning the abs. Going way back, let's not forget aerobics; Billy Blanks and Tae Bo; or the recent television hit, *The Biggest Loser*.

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

### **Evergreen Health Niches**

Following are some niches that never go out of style:

Pregnancy;  
Babies;  
Deadly and challenging diseases like cancer, Alzheimer's and autism;  
Dieting/Weight Loss;  
Aging;  
Weight Loss;  
Smoking cessation;  
Alcohol and drug abuse; and  
Psychotherapy.

What niche/niches would/could you add to this list?

## V. GREEN WRITING

I've had a few clients request content in this niche. One I remember in particular was an internet marketing firm put in an article request for some "green" articles. His client was a roofing company and they wanted articles on their site that talked about the growing options in home improvement for "green" (environmentally friendly) roofing products.

I've also written this type of content for a computer services firm owner and an online "socially conscious" boutique business owner.

With all the talk of global warming and climate change, green writing is an – pardon the pun – evergreen niche that's here to stay. And it's broad. So for example, if you are an auto writer, you can find a green angle (eg, hybrid cars).

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

### Home Improvement

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

Fashion

Interior Design

Going Green Brings in the Green (sorry, couldn't resist the play on words)

Everybody's doing the "green thing" these days. Businesses know that consumers are interested in this type of information. I even got into the game, writing the article *Green Tips for Freelance Writers* for InkwellEditorial.com. Not only is it a popular read according to site stats, I even got a radio interview request out of it, and a follow-up article idea from a reader.

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

## VI. POLITICS

This has been a booming niche for freelance writers – particularly the online market. With another historic race on tap like the one in 2008 (which got us the first African American president), we could now have our first woman president elected in 2016. There has never been a greater need for political writers.

Yours doesn't have to be the "hardball" type of writing either. Political satire, editorial observations and "Joe the Plumber" (remember him from the 2008 campaign?) type opinions are

all wanted and needed by news outlets. If you particularly enjoy politics, now's the time to get in on the action. And, this sector does not die down when a presidential election is over.

There are mid-term races; political scandals; historic legislative changes (since 2008, for example, gay citizens now have the right to marry and America now has its version of universal healthcare (Obamacare)) – all of which need to be covered.

Start a column, a blog, a newsletter; pitch to newspapers, online news outlets and major magazines. Your freelance writing cup of ideas should runneth over in this sector, as the late night comedians like the brilliant, now-retired Jon Stuart of *The Daily Show*, have proven.

## VII. ONLINE MARKETING

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

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

But, most people use the internet for two things: (i) to find information/shop (eg, book travel, read product reviews, etc.); and (ii) to send email. That's it. This is said to highlight the point that only a tiny (really tiny!) fraction of online users are intimately familiar with the power of the internet – eg, how to start a blog, how to upload photos, how to put video on a site, how to start an e-commerce business, etc.

You may be thinking, “*Everybody knows how to do stuff like this?*” I’m telling you, they don’t – even though it’s almost 2016! Many times I have to explain simple things to clients like how to attach a file to an email, what article marketing is, why they need a blog, what social media marketing is, etc.

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

- SEO Content Writing;
- Press Release Writing;
- Ebook Writing;
- Social Media Account Management (Facebook, Twitter, Pinterest, Instagram, etc.);
- and More.

When I started doing SEO writing, I had no idea how much potential clients *didn't* know. I got to be the expert and catered to every need they have – because many don't know where to start. I initially started with just SEO articles, then I expanded my service offerings based on what

clients were telling me – directly and indirectly – that they needed (eg, blog posting, social media marketing, press releases, etc.).

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

## **VIII. ENTERTAINMENT**

No matter how bad or good the economy is, we want to know what the Kardashian clan is up to; what Beyoncé wore to the awards last night; which one of the Housewives of Beverly Hills is broke, divorcing, and/or in rehab; and who Taylor Swift is going to break up with and write a song about next.

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

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

If the economy worsens like experts predict for the next couple of years, we'll all need something to laugh at to drown our sorrows!

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

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

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

I have a girlfriend who's a nurse. I swear though, she knows more about the inner workings of Hollywood than any big-name agent. She knows stuff months before the rest of us hear about it. And, she lives nowhere near Hollywood (she's in Chicago). But, she keeps her ear to the ground and she has a fashion sense to die for – all the latest and greatest – and where to find it for cheap. The girl definitely missed her calling.

If this sounds like you – go for it! After all, entertainment never goes out of style.

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

According to the May 2015 article, *Broke? Stop Spending Money on Movie Tickets*, on CheatSheet.com:

... the U.S. Bureau of Labor Statistics [BLS] finds that even when times are tough, consumers continue to spend on pets and entertainment. The survey shows that even during the Great Depression, entertainment spending comprised 5.4% of each household's budget.

Things were no different during the economic downturn in 2008. The BLS says entertainment spending during the recession made up 5.5% of total household spending (roughly \$2,385 per household).

The study the initial findings were based on revealed that during The Great Depression, "... depressed people went to the movies to escape."

The trend continues, apparently.

## **IX. SEX AND EROTICA**

According to the website *Eroticy.com*, sex is a \$90 billion dollar a year industry. Like any other industry it includes many sub niches. For example, romance novels. According to *BusinessWeek*, every 5 seconds someone buys a romance novel. That makes romance novels a \$1.2 billion dollar a year industry.

I got into the romance writing game in 2013. To date, I've written almost 35. My best month was almost \$4,000. This was when I had published right at thirty novellas. My point?

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

If you don't mind this type of writing, there are a number of ways to put your writing skills to work. For example, sites that sell sex toys. They need product descriptions. Do you know how many people are uncomfortable writing about this stuff? This leaves the door wide open for those who aren't.

Besides romance novels there are dating sites, adult magazines, sex blogs, sex games, etc. They all need content – explanatory content, descriptive content, educational content, scripts, etc. You'll probably be able to charge a bit more because there aren't many writers who do think to target this market.

I once rewrote some product descriptions for a sex toy site. The whole time I was writing, I was thinking, "I did not go to college for this!" Not a market I target, but not one I'm averse to either – within certain boundaries.

**Note:** You can find all of my novellas at <http://InkwellEditorialPublishing.com>.

## **X. TRAVEL WRITING**

Travel writing is another evergreen writing niche. It will always be popular because people love to know about places they've never been. If they're thinking about visiting, they want to know where the best places to eat are, the best places to stay and where to rent a car, for example.

The number of people who are prolific travelers is a lot smaller than the number that don't travel very often. So if traveling is a hobby or lifestyle for you, you can always find a place to sell a story. And, it doesn't have to be an exotic location either.

Remember, people want information about places they've never been. So if you can provide kid-friendly places to go in Orlando, for example, you can find several outlets to sell this story.

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

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

Check out this link: <http://jetsetcitizen.com/cheap-travel/money-travel-blog>. It details an overview of 14 bloggers/site owners who the author classifies as "digital nomads." What this means is that they all travel extensively and make money online -- although they may not be writing exclusively about traveling. He describes the post this way ...

"I am going to combine lifestyle designers, digital nomads, location independents and travel bloggers all in the same group. While many of these people do not blog about travel exclusively, travel is certainly a major part of their lifestyle."

It's an excellent overview of how to "make money on the go" as they say.

### **I'm a Digital Nomad!**

I'm American, but currently live in Negril, Jamaica. I made the move permanent in 2014 (for a few years). Now when I travel, I go for a few weeks to a few months at a time, eg, last summer (2014), I spent a month in St. Croix, then went to New York City for a month, then to Atlanta for a couple of weeks to visit a friend, then back to Jamaica.

I've worked from a farmhouse in Argentina, a cafe in Sweden, a coffee shop in New York, and a friends' apartment in Spain -- to name just a few spots. As a digital nomad, your income doesn't stop because you're on the road -- that's the beauty of being a travel writer (or mobile business owner).

FYI, you can learn more about my life living and working from Jamaica here: <http://dld.bz/dSX4Z>.

## XI. “HOW-TO” INFORMATIONAL PRODUCTS

When I first wrote this report in 2008, I had about 10 ebooks written. In 2010, when I looked back and saw that over half my income came from e-products (ebooks/e-classes) that I wrote/developed, I doubled down and wrote more. As of this update, I’ve written over 50 non-fiction ebooks, and almost 35 fiction (mostly romance).

All of my non-fiction ebooks are written from first-hand experience. And, they are all written about topics I know intimately, ie freelance writing and small business. This is truly the age of information folks and if you breathe, then you have an ebook inside of you – if you care to write it. Proof?

I have a friend who wanted to start a painting business. He knew about it, but didn’t know all of the business particulars and how much capital he needed to start up initially. I did a web search for him and ran across an ebook on how to start a painting business. The author was a painter – he’d been doing it for 33 years. I told my friend about it. He ordered it and said it gave him little tidbits of information he never would have thought to ask about.

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

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

In addition to the ebook itself, how-to information providers need content for their websites, their blogs, newsletters and social media accounts. I’ve written content on the most diverse subjects. For example, I once wrote a series of articles for a gentleman who operated a website teaching “nerdy guys” (his words, not mine) how to pick up “hot” women. Oh the things I write during the course of a day!

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

### **Get a 25% Discount on All of Inkwell Editorial’s Ebooks & Classes**

You can find all of my ebooks and e-courses at <http://inkwelleditorial.com/start-a-freelance-writing-career>. Mention this report to get a 25% discount off of any product you choose – even if it’s already being offered as a discount. How to get this discount?

Just send an email to [info@InkwellEditorial.com](mailto:info@InkwellEditorial.com). Put “*FWJS 25% Discount*” in the subject line. Then tell me which products you’re interested in. I’ll send you an invoice with your total and forward all applicable files within 24 hours.

*Note:* PayPal is our preferred payment processor. You can pay via major credit cards, debit cards and e-checks using PayPal. You can even pay via credit if you have <http://BillMeLater.com>. Prices subject to change at any time.

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

Clickbank.com sells digital products. Most of the informational products you’ll find there are written by self-published authors. Browse their listings to get an idea of what this niche is all about – and how you might capitalize on it.

## HOW TO RECESSION PROOF YOUR FREELANCE WRITING CAREER: 4 TIPS

Freelance writing happens to be one of the few careers that thrive no matter what the economy is doing. Following are four tips for recession proofing your freelance writing career.

**1. Market, Market, Market:** It's repeated three times because you may have to send out three times as many queries to get your normal response rate.

Many freelance writers get frustrated when the work stops flowing in so easily. But, drastic times calls for drastic measures. So if you're used to sending out five queries a day to get jobs, send out 15 or 20. Or better yet, devote a whole day to marketing and get out 100.

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

**3. Stop Whining:** I hate to be harsh, but many freelancers sit back and whine, bitch, moan and complain. It doesn't accomplish anything. If anything, it makes you feel less like working and more like sulking. *The best way to stop whining is to start working.* If you don't have a project, then market. At the end of the day, you will feel so much better about yourself – not to mention possibly land a gig or two.

**4. Cut Your Rates:** And I don't mean go from \$35 an SEO article to \$15; but how about offering two for \$50.

Another way to cut rates without actually dropping your price is to package services. For example, offer 3 SEO articles along with 3 blog posts for a special price. Sell it by saying something like, "*Get two weeks of original content for one low price.*"

The point is to get creative in how you price your services so clients will think to call you first. You'll beat out the freelancers who are sitting around feeling sorry for themselves, or feel it's beneath them to cut their rates – every single time. And you'll gain new clients, making you busier than ever when the market does turn around – cuz it will you know.

What goes up must come down, and vice versa.

## CONCLUSION

As a freelance writer, remember this – the world thrives on information. You provide it. In good times and bad, what do people look for? Information. Select your niche, market your skills to those who are buying content in that niche -- and watch your career take off. It just doesn't get any more simple than this.

Following are a couple of resources you're going to want to invest in at some point if you decide to start a career as a freelance writer.

## FREELANCE WRITER RESOURCES

**Web hosting:** I use (and recommend) HostGator. Here's why: <http://dld.bz/dsXss>.

**Newsletter provider:** If you decide to use newsletter marketing to target potential freelance writing clients or if you decide to create and market your own informational products, I use and recommend AWeber. You can get started for as little as \$1 as of this writing: <http://dld.bz/dT9xs>.

**P.S.:** There's nothing like a little passive income to pad the dry spells that come along with being a freelance writer. Speaking of padding the dry spells, when things get a little slow, I do so by promoting my products on the free classified ads site -- backpage. Learn more about how I do it at <http://FreeAdsSell.info>.

**P.P.S.:** Remember, mention this report and **get an additional 25% off the SEO copywriting course at <http://dld.bz/cUDb4>**. How? Send an email to [info@InkwellEditorial.com](mailto:info@InkwellEditorial.com). Put "**FWJS 25% SEO Class Discount**" in the subject line. I'll send you an invoice with your total and forward the course files within 24 hours.

*Note:* PayPal is our preferred payment processor. You can pay via major credit cards, debit cards and e-checks using PayPal. You can even pay via credit if you have <http://BillMeLater.com>. Prices subject to change at any time.

**P.P.P.S.:** See the *Endmatter* section on the next page for info on where to find our wide selection of ebooks and e-courses on freelance writing, self-publishing, internet marketing – and more!

## ENDMATTER

Inkwell Editorial has a wide selection of e-books and e-classes to help existing and aspiring freelance writers start, grow or expand their business. They can all be found in our e-store <http://inkwelleditorial.com/start-a-freelance-writing-career>. Following are a select few ...

### Ebooks, Pamphlets & Reports by Inkwell Editorial

How to Find Unpublished Freelance Writing Jobs: Read an excerpt at <http://www.inkwelleditorial.com/how-to-find-freelance-writing-jobs-14>

How to Write an Ebook in 3 Days, Market It & Start Getting Sales within a Week: <http://inkwelleditorial.com/how-to-write-an-ebook-fast-and-start-getting-sales-fast>

How to Earn Up to \$2,000 Per Month (Or More!) Self-Publishing Short Romance Novels: <http://inkwelleditorial.com/how-to-make-money-writing-romance>

How to Find Ebook Writing and Editing Jobs: <http://inkwelleditorial.com/how-to-find-ebook-editing-and-writing-projects>

### E-Courses by Inkwell Editorial

E-Course: Start a Successful Freelance Writing Career in 30 Days or Less – Guaranteed!  
Details at <http://www.inkwelleditorial.com/SmallBizCntr/black-freelance-writing-ecourse.htm>.

How to Become a Successful SEO Copywriter: <http://www.seowritingjobs.com/seo-copywriting-training>.

Want to know more about a specific editorial niche? Email your suggestion to [info@InkwellEditorial.com](mailto:info@InkwellEditorial.com). We might write on it! All books are electronically delivered as .pdf files. Download the free reader at Adobe.com.

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