



# **Freelance Success**

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## **Your Work At Home Journey**

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Over the last decade, I have consistently fallen back on something that started off as a simple hobby. In fact, when I was a child my parents believed that this one talent of mine would potentially distract me from ever having a "real" career, and discouraged me from pursuing it any further.

Needless to say, I don't believe that those of us who have that creative spark can easily muffle that passion, and as the years flew by I continued to improve on the craft, believing that one day it would pay off.

**And it certainly did, as I am confident that it will for you.**

My talent for writing is one that I believe came from a desperate childhood where the only escape was in pouring my heart and soul out on paper. I'd create imagery worlds, characters and even families that would replace the missing pieces in my life.

Back in 1998, I developed my first website and needless to say, it was an absolute failure. I had no focus and very little experience in online development.

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I didn't have the funds to market my creation and it didn't take long before I tore it down and decided to take an alternative route.

I turned to my passion for writing and became a freelance writer.

When I made that decision, everything instantly changed. From the moment I secured my first client, I was hooked.

No longer did I have to commute to work every day, heck, I could make more money freelancing than I ever could at my 9-5 and for once, I felt in total control of my financial destiny.

But here's the one thing that I believe, above all else, that put me on the map and helped me to build a successful business despite the growing number of competing writers on the marketplace.

I didn't sell content, I sold a ***brand***.

Let's take a closer look at how you can build yours, and finally enter the world of successful freelancers!

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## **Your Brand, Your Business**

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When you think of "branding", what comes to mind? T.V commercials where their logo or mascot are repeatedly splashed across the screen?

If so, you're right on track. But when it comes to building a brand online as a freelance writer, we don't often have the funds needed for a mass scale campaign designed to highlight our skills and saturate the marketplaces with advertisements of our services.

**So, we need to take a different approach; *a grassroots approach.***

For me, it began on a community forum where countless marketers were looking for quality content. I knew that I could provide it to them but not having developed a reputation for myself, how could I convince them to give me a shot? To put their trust in me?

You have to think from the perspective of a potential buyer who doesn't know you. While YOU know that you are an experienced and capable writer, they don't.

When I voiced my concerns to my husband he suggested offering free samples of my work, but every other writer was already doing that and it was unlikely that these busy marketers and business people had time to sift through every sample offered by us freelancers.

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I needed an edge, something that would separate me from the herd, and after carefully considering the many different options, I decided to start by offering potential clients a free custom article.

**Now this did a few things for me:**

**1) *It got their attention.***

Rather than being offered a sample of my writing that may not pertain to the writing style or topic that they were interested in, by offering them a free article on the topic of their choice, I was able to show them that I was an experienced and diversified writer. It also was content that they were allowed to use however they wished.

**2) *It jump started the "building block" phase of developing my brand and in lowering the "barriers" between myself the clients I wanted to reach out to.***

People had nothing to lose by accepting my free offer, and by doing it we both benefited. They were given free content and in exchange, this ultimately pushed them into hiring me for additional projects.

Not because they felt obligated to me but because consciously, when someone gives you something you become far more loyal to them, right?

That barrier of skepticism and mistrust often associated with hiring

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new freelancers starts to lift and people are far more likely to respond to your offers.

Now, you want to be careful offering free content so that you are focusing your energy on securing as many clients as possible rather than just 'freebie seekers' (and there are many of those).

To do this, you can state that instead of offering content to the first xx people who respond, you are manually selecting who to work with.

This way, you can quickly determine whether those who respond are established marketers who are known to hire freelancers, or if perhaps it's someone who isn't likely to even consider hiring you for future projects.

When I ran this offer, I started off by offering only 10 custom articles. Once those had been accepted, (which generated 5 orders from 8 of those people), I offered it again, in rounds.

I found it far easier to manage this way and to keep things organized and what it also will do, is keep your offer in front of as many people as possible, since you can consistently update the offer each time you are interested in offering it again.

You won't have to run offers like this for too long, either. It's likely that after a few days of offering free work, if your quality is up to par, you will land enough clients to jump-start your freelance career. It

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really doesn't take much time at all if you strategically choose who to offer free content to, and make sure it's written in the style or voice that they've requested.

When building your brand you always want to focus on quality, not just in the actual projects you create, but in the way you handle every transaction.

You want to keep in contact with the people you are writing for, you want to meet deadlines (even on free offers), and you want to use your offers as the foundation for building your online brand.

**You also want to start building a reputation for value and integrity.**

Every post you make on marketplaces or open communities should be written as though you are speaking directly to clients. You want to be careful that you don't give off the wrong impression and you can do this by retaining consistency in both the work you are paid to do and in your public writing styles.

This is a common mistake that I've seen with many new freelance writers. They aren't particular about their writing style unless they are being paid for it.

They don't go the extra mile in satisfying clients, and they aren't careful to accept only as many projects as they can actually complete

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on time. It's easy to get carried away when clients are anxious to outsource their projects to you, but if you aren't realistic about the work you can do within a specific timeframe, you'll risk credibility and ultimately destroy any chance you had that the client will hire you again.

For many freelancers, our work comes from only a small segment of our client base who consistently hire us again and again. This means it's critical that you work towards establishing a long-term relationship with your client base, and that you do everything you can to go above and beyond with every order.

If you participate on freelance forums, it's likely that anyone considering hiring you is going to browse through your past posts and threads to get a feel for your writing style, your personality and of course, previous feedback and comments posted about you.

You want to make sure that when these people do a search on you that the only thing they find is consistent quality - experienced - personable and professionalism.

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## **Building Your Online Portfolio**

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A portfolio is a sample collection of your published and private works that potential employers or contractors can review when deciding if they would like you to work on their project.

There are many sites which allow you to create a free website, that is remotely hosted by the service provider, such as <http://0000free.com/> or [www.jumpline.com](http://www.jumpline.com) both of which offer free hosting accounts.

However you can also set up your online portfolio site by registering your own domain name and hosting the website yourself, via premium services like <http://www.HostGator.com>

Choosing a domain is an important decision because you need to think about how it reflects your overall brand, but also how it caters to your specific client base. Think about what people will type into a search engine when looking for a writer in your niche market. You want to choose keyword-based domain names that clearly illustrate what you are offering.

Even if you are not technically skilled, you can still create a stunning portfolio website just by downloading a free copy of Wordpress at <http://www.Wordpress.org> .

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While you can set up remotely hosted free blog accounts, in order to establish a real presence online and to indicate to potential clients that you are not going to disappear with their money (a very common concern for new businesses hiring freelancers), and that you have established a business presence online.

### **What to include on your website:**

Your portfolio site should showcase your very best work. You want to do your best to offer a variety of samples that cover all the different writing styles that you are experienced with.

This will help to demonstrate how diversified you are, and that you are capable of handling a variety of project types, which subsequently, will help you reach out to a greater client base of people who prefer specific styles.

You also want to showcase different writing formats.

For example, if you are offering a combination of writing services including copy writing, article writing, audio or translation, you want to make sure that you set up individual categories on your site so that visitors can quickly access the format type that they are most interest in.

From each category, you should offer at least 5 different samples, and whenever possible, include testimonials or references to further

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demonstrate that you are a capable and established writer.

**On your portfolio/service page, you should:**

- Tell potential clients about you and your skills – clients are more likely to pick you the more they know about you. You don't have to include every detail but do include past experience, writing skills and qualification and details of any particularly good past projects and also your current ratings on various writing sites of which you are a member.
- Include a good picture this allows clients to see who they are talking to and helps establish a working relationship. Create an "About Me" page on your portfolio site that provides potential clients with a bit of background information on you, including your location, interests, skills, hobbies and contact information.
- Include contact details - give clients a variety of ways to contact you and make sure you reply promptly to even the smallest query, checking e-mails etc several times a day.
- Testimonials - Potential clients place a lot of value on feedback from previous clients because it helps them to identify whether you are a reliable, experienced and trustworthy freelancer.

It also helps reassure clients that there are no risks involved in hiring you for their projects, so do your best to collect testimonials from

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those you've worked with and showcase them throughout your portfolio site.

You also want to inject a USP (Unique Selling Proposition) so that potential clients are given a clear idea as to how you are different.

For example, USP's often include:

**1) Faster Turnaround Time than the competition**

**2) Guarantee of Satisfaction**

**3) Discounts on bulk orders or long term business**

**4) Offering different formats (PDF, Doc, Txt, etc)**

**5) Offering a specific number of revisions**

USPs can also include your qualifications and experience, such as whether you specialize in certain fields, niche markets or topics.

One of the most important components of your portfolio site is in being able to capture leads.

You can do this by integrating an opt-in code on your website that allows clients and visitors to enter in their full name and email address where you can send out discounts, special offers and just

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touch base with them each time you are available for hire, or perhaps, begin offering a new service.

In order to effectively set up and manage a newsletter or mailing list, you'll want to subscribe to a monthly autoresponder service provider. I personally recommend either <http://www.GetResponse.com> or <http://www.Aweber.com>

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## **Making Money Online**

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*Freelance writing is any writing that is done on a contractual or project basis.*

As a freelance writer, you are your own boss. You find your own work, complete it, track it, manage yourself, market yourself, and essentially run your own business.

There is no commitment to any one employer when you are performing freelance work. Generally as a freelance writer you are not associated as an employee with any company, you usually perform your work as an independent contractor and manage your own taxes.

Prioritizing your schedule is very important. If you are working on multiple projects at once you will need to prioritize which deadlines come first, and which projects are the most labor intensive.

As a freelance writer you will need to be tenacious. Don't let anyone deter you from your overall goals and keep in mind that with all service based jobs, there are consistent high's and lows'.

During certain times of the year, you will likely receive more orders than you can handle, while other times it will be a struggle to fill your schedule (unless you have developed a mailing list where you can offer special, direct offers to your subscribers, that is!)

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While freelance writing is difficult work and quite competitive depending on your market segment, you can absolutely succeed as long as you are tenacious and don't give up.

When it comes to making money as a freelance writer, you want to focus on established companies with a larger readership base as well as projects that offer competitive pricing, so that you are able to secure the highest paying projects that will help you boost your overall income.

There's one major obstacle that stands in the way of every freelancer online. **TIME.**

We never have enough of it yet because we're only paid for the time we dedicate to our projects, we need to be able to leverage our time so that we are generating the most money, for less work.

Let's take a closer look at how you can effectively manage your time and make more money every day.

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## **Managing Your Time For Maximum Performance**

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Do you ever get the feeling that you are chasing an impossible dream? Do you want success so badly yet you have absolutely no idea how to get started?

Being frozen in place is no fun, I know, I've been there and despite over a decade of experience (and success) online, once in awhile I STILL end up in that place where I have absolutely no idea what the heck I am doing.. it's a temporary brain freeze.

Here's the thing. If you find yourself spinning your wheels in place, odds are you are trying to do too much at once. You need focus, you need an action plan that is solid and well laid out so that you can easily follow along through your weekly task list and see your progress along the way.

Have you ever spent an entire day online and couldn't account for those 8, 9, 10 hours at the end of the day?

"The time sure flies" is no longer going to be your excuse for wasted time and energy. One of the biggest mistakes that new freelancers make is in doing a little of "this" and a little of "that" and before they know it, the little things add up and they are so busy trying to finish a dozen different projects that they self sabotage (and self destruct) along the way.

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As someone who is an outright workaholic yet could plough through an entire week going "what the heck did I get done?", trust me, changing your focus and behavior is easier said than done. The kicker is, once you do it EVERYTHING will change.

So, how can you begin to structure out a rock solid action plan that will help you stay focused and on track as a freelance writer?

It's actually not a complex system and time management isn't the main element to getting yourself on a path to success. LIFE management is a more accurate reflection of what you must pay attention to.

**Think about how your daily routine affects your progress.**

When you wake up, what is the first thing you do when you get online? If you said "check email" or "log into messenger, Skype, answer calls or ANYTHING that involves you communicating with an outside party, that is the first mistake you'll need to correct.

I had the most horrible work habits of anyone in my industry. When I got online, the first thing I did was check email, log into Skype, check my voice mail, check email again, visit forums, check my private messages and then rinse and repeat the process.

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Before I knew it, it was 5pm and I hadn't done much of anything, and the things I had managed to do weren't really helping my business grow.

But it wasn't really easy to change. After all I had spent years barreling down the same old path. I'm a creature of habit, that's for sure, and whether they are good habits or bad habits, they are ridiculously difficult to break or change.

But, when I started being honest with myself, I knew that if I really wanted to be successful, I had to emulate the work patterns of the most successful people I knew.

*(and none of them were doing what I had been doing..)*

So, what was the first change I made? My sleep habits.

I would "work" until the late hours of the night, crawl into bed as the sun was coming up and sleep until noon. Getting up at that time of day meant I had to scramble to catch up on emails because half of my client base would have been waiting hours for a response if they emailed me throughout the night.

Worse, I was unable to sync up with potential JV partners and clients, so I had to fit it all into my day in a few hours, pushing my energy down so that when I was finally free to work on my projects, I had already lost the peak time of my performance.

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Did you know that there are certain hours of the day where will be able to get more done in less time?

It's true and when I was finally forced into evaluating my habits and overall performance, I realized that the first four hours of my day were my "prime work time".

If I had to write a report, ebook or work on a new launch, that was when I was at the top of my game. After those four hours, I started to slow down and by late afternoon, I was struggling to stay focused.

Drinking gallons of coffee didn't help and I'd get burned out early on, feeling fatigued even though I had just rolled out of bed a few hours before.

And listen, if you live a similar lifestyle, you and I aren't the only ones who are members of this 'dirty habit' club. A large majority of online entrepreneurs and freelancers like us have the same problem. We're left on our own to set our schedules, decide our fate and for many of us, that's a dangerous power to have.

I knew that in order to be as productive and successful as I could be, I had to dig deep and come to terms with the fact, I was my own worst enemy. I had to start justifying the time I spent online and start holding myself accountable with how I spent my work time.

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Once I did that, everything began to change. I was on earlier, off earlier and the hours I did spend online were some of the most creative ones of my life.

I was rolling out new products faster and easier than ever before, and I was able to cater to my clients and customers in a very different way, having the motivation, energy and time to really give the best of myself to them, while still being able to breeze through my daily task list.

It was the single most important decision I have ever made regarding my online business and work habits.

As a freelancer, you have to get into the right mindset. Yes, you are working for yourself (technically), but you are still responsible for finishing projects on time and in many ways, you HAVE to be far more responsible as a freelancer than if you were launching your own projects because missed deadlines, lagging projects and delays will ultimately cost your client money.

And if you continue with these habits, they will cost you every client you have (even the most patient one in the bunch).

So here's what you need to do in order to get more done, make more money and still have time to live your life the way you deserve to.

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## **#1: Quantity Control**

No, that doesn't read "quality control", although that's important too. Right now, we're talking about '**QUANTITY**' control.

You absolutely need to limit the number of open projects that you accept, regardless of how badly you may need the extra income. Getting projects done quickly while being able to spend more time focusing on the quality of these projects will pay off dividends in the end as your clients are impressed with your quick turn around times.

It's also important to limit the number of projects that you accept simply so that you don't get overwhelmed.

I have seen countless writers with such incredible potential ruin their reputations simply because they bit off far more than they could chew, resulting in projects being late, people complaining on public forums and marketplaces, and ultimately, requesting refunds or being difficult to please once they did receive their project because they had programmed their minds that because the content provider appeared unreliable that they wouldn't be happy with the content, regardless of the quality.

## **#2: Focus On One Project At A Time**

When you receive a project or are hired to create custom content, you want to create a queue and work on each individual project one

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at a time.

This doesn't mean you can't accept multiple projects at once, you can and you should. But if you start working on a number of projects at once, you will not only become confused (having to refresh your memory each time you go back to work on it), the quality will suffer.

Let clients know that their project will be completed by a specific date, and always leave yourself adequate time to complete the work.

You don't want to be overzealous in trying to impress clients with a quick delivery date and not be able to meet it. Instead, give them a delivery date that is realistic and do your best to always deliver a day ahead. It will do wonders for building client loyalty and generating repeat business.

### **#3: Create A Maintainable Schedule**

You will want to adapt a schedule that works around your high and low points during the day.

If you find you are more productive writing earlier in the day, set your alarm an hour earlier to give you time to wake up and be alert. Or if you find that you write better late at night, perhaps when the kids are asleep and the house is silent, work in a few extra hours to boost your overall productivity.

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It takes work to adapt to a strict schedule and in many cases, especially if you are a stay at home parent; it just won't always be so easy to stick with a regular routine.

Just do your best to identify the times of day you are at your best and try to squeeze in some work time during that portion of your day.

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## **Your First Paycheck**

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There are many different ways to generate a full time income as a freelance writer, including a number of communities, businesses and networks that will pay you for short-term projects, such as articles and reviews, or longer term projects like full websites, sales pages, and information products.

One of the easiest ways to start making money based on performance-based revenue is with About.com.

About has been online for over a decade and offers writers with the opportunity to submit quality content, including reviews and step-by-step guides where you will be paid a stipend based on overall performance.

There is an added benefit to becoming an active writer within the About.com community, and that is in building credibility and authority within your niche market.

About is known for its high quality, informative information, and with millions of new visitors every month, your content will gain mass exposure, as will your featured About.com profile.

In order to start making money with About.com, you'll need to submit an application. You can sign up at

<http://www.beaguide.about.comapplynow.htm>

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## **Associated Content**

<http://www.AssociatedContent.com>

Associated Content (known as AC) is an incredibly popular information network that offers freelance writers the opportunity to get paid for every article submitted into their database.

You are given flexible options in terms of content rights as well, being able to choose between exclusive and non-exclusive. You can apply to become an AC contributor at

<http://www.publish.associatedcontent.com/signup.shtml>

Associated Contents pay structure differs depending on your location. If you reside within the United States, you can receive your payment upfront, whereas if you are located in other countries, you will be paid on a performance basis. (\$1.50 per 1000 views or more)

## **Article Sale**

<http://www.ArticleSale.com>

Article Sale, established in 2008, accepts both international freelance writers and local writers. You can submit your article content, establishing a set price for each order.

There are no listing fees associated with your featured content,

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making it an incredibly lucrative option for new freelance writers looking to establish a client base. Article Sale also handles delivering your content to the buyer.

**Constant Content \*favorite resource\***

<http://www.Constant-Content.com>

Constant Content puts you in full control of your earnings by allowing you to set your own price structure on all submitted content.

Your articles will be featured within their marketplace, where you can choose from three different levels of rights (which entitles your clients to either personal use, extended use & distribution etc).

You can sign up at <http://www.constant-content.com>

You can also make money by browsing through the "Requested Content" category that contains projects requested by client members. If you see a project that you'd like to complete, you will be able to contact the customer directly or simply upload the document for payment!

Note: You will need one accepted article prior to being able to communicate with clients or accept requested project work.

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## **eHow**

<http://www.eHow.com>

eHow is an established company that provides high quality tutorials and guides on a variety of subject matter. As a writer, you will earn on a performance basis, meaning that the greater exposure your tutorial or guide receives, the more money you will make.

You can apply to become a writer at

<http://www.forms.ehow.com/register.aspx>

Payment is issued for every 1,000 views, however application is currently limited to American citizens only.

The great part about eHow is that as a writer, you will retain rights to your content, while granting eHow non-exclusive rights to publish your material, paying you based on the number of overall views.

eHow is a fantastic way to boost credibility and help you gain a presence as an established and qualified writer.

***Suggestion:*** Add your eHow profile into your personal portfolio "About Me" page!

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## **Digital Journal**

<http://www.DigitalJournal.com>

Digital Journal, established since 2006, is constantly on the lookout for quality writers who can cover original news stories, as well as a variety of other content types and formats.

You are paid based on a performance revenue sharing system.

Digital Journal hires across the globe, and you can apply to become a writer at <http://www.DigitalJournal.com/user/signup.php>

Here is a listing of additional networks and companies willing to pay you for quality and original writing:

Gather: <http://www.Gather.com>

Examiner : <http://www.Examiner.com>

Ground Report: <http://www.GroundReport.com>

Helium: <http://www.Helium.com>

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## **Securing Freelance Work**

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Ready to take your online freelance career to the next level?

Join as many freelance sites as possible to give yourself access to the largest number of potential clients. The first step upon registering is to create a detailed and complete profile.

Creating a profile is how you advertise yourself on freelance sites. Include your skills and qualifications and past experience as a writer. If allowed, include a link to your website.

Include a picture, as it's a proven fact that freelancers who upload a picture onto their profile get more projects than those without them.

Your profile can also contain past projects you have completed through the site as well as ratings from past clients so it is important to do your best to keep clients happy as a bad rating can damage your chances of winning bids on that site.

You have no control over this section usually and so potential clients can see the good as well as the bad ratings and comments.

Each writing site works in a different way and has a slightly different way of operating some make money by charging you a % of the fee you are paid when you win and complete a project through the site,

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others have membership fees though none of the sites I mention have compulsory fee membership i.e. they are free to join but you are limited to the number of bids you can place.

Membership gives unlimited bidding and or other advantages. Others charge to contact the client or bid on a project.

I recommend testing out a site thoroughly before signing up for any membership deals and initially signing up for the shortest time possible so if things don't work out you haven't spent a large amount of money.

Once you have a good idea of the level of income a site can provide and have been registered for a few months you might want to sign up for longer to take advantages the benefits it affords.

### **Marketplace Resources:**

<http://www.oDesk.com>

<http://www.GetAFreelancer.com>

<http://www.DirectFreelance.com>

<http://www.LimeExchange.com>

<http://www.new.essaywriters.net>

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**Forums:**

Online community sites and forums are full of successful marketers who need services like the ones you are offering! It can be pretty hard to find a good, reliable freelancer, so they'll be more than willing to give you a chance.

**Online Forums:**

<http://www.warriorforum.com>

[www.freelancewriting.com](http://www.freelancewriting.com)

<http://freelancewrite.about.com>

[www.writersweekly.com](http://www.writersweekly.com)

[www.aboutfreelancewriting.com](http://www.aboutfreelancewriting.com)

[www.worldwidefreelance.com](http://www.worldwidefreelance.com)

<http://writing-journey.com>

**Writing Communities:**

[www.writingforums.org](http://www.writingforums.org)

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<http://forums.writersbeat.com>

[www.accentuateservices.com/xmb](http://www.accentuateservices.com/xmb)

[www.thewritingforum.net](http://www.thewritingforum.net)

### **Freelance Job Communities:**

[www.freelancewritinggigs.com](http://www.freelancewritinggigs.com) – This site is a compilation of blogs, some of which post job leads.

<http://jobs.problogger.net> – A site geared towards job postings for Bloggers.

[www.poewar.com](http://www.poewar.com) – Navigate through to the freelance writing jobs, where you will find jobs compiled from many sources in one easy to view screen.

<http://bloggerjobs.biz> – Another site with a large listing of freelance blogging jobs.

[www.mediabistro.com](http://www.mediabistro.com) – Narrow your search on this job listing site by checking “freelance” to obtain only the listings that are freelance based.

<http://jobs.freelanceswitch.com> – This site includes a large listing of freelance writing job posting.

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<http://www.sunoasis.com/freelance.html> – Sunoasis provides links to a large volume of freelance writing opportunities compiled from many sources.

<http://journalismjobs.com/> - Under “Opportunities”, narrow your search down to just freelance writing jobs. There are plenty of opportunities on this site to view.

<http://allfreelancewritingjobs.com> – This blog provides weekly links to several job leads. You can also view previously posted jobs and apply to those as well.

<http://www.wahm.com/jobs.html> – This work at home forum lists many job openings; search through the listings to find those for freelance writers.

<http://www.online-writing-jobs.com/> - This site also offers freelance writing job listings.

[www.sologig.com](http://www.sologig.com) – Under “Browse by Categories” select “creative”, and you will find a few writing jobs, and many freelance copywriting jobs.

[www.gofreelance.com](http://www.gofreelance.com) – Go Freelance allows you to search by category – select “writing” and view listing for freelance writing.

[www.freelancefree.com](http://www.freelancefree.com) – A free site to register and find freelance

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work.

[www.freelancewriting.com](http://www.freelancewriting.com) – This is a comprehensive site that also lists freelance writing opportunities.

<http://www.indeed.com/q-freelance-jobs.html> – At Indeed.com, search for “freelance” and you will find a multitude of freelance writing opportunities.

<http://www.virtualvocations.com/viewcontent/id/65> – Virtual Vocations lists projects available for freelance writers.

[www.lancepost.com](http://www.lancepost.com) – Lancepost lists a feed of new job leads, sift through to find leads for freelance writing.

[www.worldwidefreelance.com](http://www.worldwidefreelance.com) – Through this site, check out the heading titled “markets”. You can view their free leads and guidelines and also sign up for a newsletter.

## **Sun Oasis**

<http://www.SunOasis.com>

Hires writers from all walks of life, with open projects across hundreds of categories.

[www.monster.com](http://www.monster.com) – With this huge job site, search specifically for

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freelance writing to obtain results.

[www.careerbuilder.com](http://www.careerbuilder.com) – Careerbuilder is another large job website, narrow down your results by searching for freelance writing jobs.

[www.craigslist.org](http://www.craigslist.org) – Start with your local area and search job listings specifically for freelance writing. Also check out areas across the US – since you are doing freelance work, you will be able to complete it from anywhere.

Registration like other sites is free and allows you to create a profile or profiles under the section writing, illustrations or photography.

<http://www.Constant-content.com> is unlike other writing sites in that clients post their project specifications and writers post a sample of the work they have done to fit that clients requirements.

The client then chooses between the samples and buys the completed document or not, they are under no obligation.

Obviously doing the work with no guarantee that it will be brought is risky but if it isn't sold then it can be brought by clients looking through the sites database which is how most work is sold on this site.

You get to decide the price your willing to sell it for and weather you want to sell it repeatedly as a usage only piece or sell it once for the full rights. It is well worth placing any unsold or additional work on this site as it may just sell.

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Constant content does take commission on all work sold on the site. You can become an affiliate, refer writers, and earn 20% of their earnings. Constant-Content takes this right out of their cut.

Guidelines on submission of work are strict and absolutely no spelling or grammar mistakes are allowed. Work is carefully screened upon submission which can take up to 3 days but usually less than one and work is often rejected if not of a high enough quality. Make sure you follow all their guidelines when submitting an article.

You can click Help and read the comprehensive Writer's Guidelines and FAQ. Also under the help section you will find Writer Tutorials and Forums. These are key in your earning success on Constant Content.

## **Elance**

Elance, a freelance community that has been running for a few years is one of the leading freelancing platforms. Elance works on a bidding system where providers bid on projects. As a service provider, you will need to build a profile which will include your experience, skills and portfolio.

You not only have to create a profile but pass a test in order to be able to place bids. This ensures the quality of freelance writers on the site. From this point on you can go out and look for work.

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Clients may also ask you to bid on projects that they have open. If your bid is selected you accept it you can contact the buyer to discuss the project details and start working.

Elance seems to get this right, they have just implemented a system that lets you chat/talk by phone with your client.

Buyers pay for services rendered through the Elance Payment System from where they will be available for withdrawal. Depending on where you are in the world, you can withdraw payments via Automated Clearing House, cheque or wire transfer.

There are fees associated with using their services. There is a monthly membership fee which is dependant on the membership plan you choose to use and the services you provide. These fees range from \$11/month to \$199/month.

There are four membership plans which include Courtesy, Limited, Professional and Select. The higher the plan you choose, the more access you have to membership benefits and a higher monthly bid allotment.

If you exceed your monthly bid allotment you are charged \$1.50 per additional bid. They also charge a project fee which is a percentage of the transactions and ranges from 6.75% to 8.75%.

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As a 1st level member you are able to bid in many very low budget projects (from \$10 to \$150). Now, buyers for that kind of projects usually post projects on Elance just to figure out how much they should negotiate with a brick and mortar seller (not Elance sellers). Projects are either closed before the scheduled date or are declared as "bidding not met my expectations".

### **Getafreelancer**

A site for freelancers of a wide range of professions, there are plenty of projects here for writers. As with other site it is free to register but commission is waived if you pay a monthly \$12 to become a gold member which is a good deal if you find yourself doing regular work for this site. Rentacoder boasts a 92.49% repeat customer rate.

The site works on a bidding system; The Buyer posts the project and the Providers then bid on how much they will charge to do the work. The currency on this site is US dollars and the lowest amount in which you can bid for work is \$30.

The lowest bidder doesn't necessarily win the project, when you bid you have the opportunity to tell the buyer why you are the person who should be awarded the project. I have won projects in the past being the highest bidder. It depends what the buyer is looking for.

Once you have completed your project you will want to be paid and there are a few payment methods available; Paypal, Moneybookers

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and a new system whereby you can apply for a GAF debit card and have your payments credited to it.

There is also the option to be paid directly by your buyer, therefore bypassing the site's payment processors. Only the providers pay a fee, usually about 10% and debited from your onsite balance.

At the end of the Project and once payment has been made, both parties have the opportunity to leave feedback for each other.

## **Guru**

Guru.com like other freelance sites allows you to register and create profiles for free however unless you pay membership you get about 1 bid per month and can't bid on the vast majority of projects which are only open to paying members.

There are two types of membership business and individual and you can pay these monthly or annually for a discount. Membership does offer you access to hundreds of clients and potential products.

When it comes to freelancing, Guru.com is the self-proclaimed world's largest marketplace for freelance talent.

If you're a programmer, hardware administrator, lawyer, graphic design, web developer, writer, fashion designer, accountant, salesman, or business consultant, Guru is a place where you can go,

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register for an account, and apply for open jobs in many different fields.

Unfortunately, the site is not as good as it may seem at first glance. In my experience, Guru.com is almost entirely populated by what I call "empty contracts." What that means is that while the job may seem like one you have a chance at picking up, most of the time the potential employer doesn't have any intention of actually awarding the contract.

Almost every listing is either designed to get a free estimate on what something would cost or to get an idea of what type of person the client needs to hire to do the work.

There are several different levels of freelance contractor, Basic, Guru, and Guru Vendor. Each level has various restrictions on it.

## **Helium**

A site dedicated solely to writers they offer lots of help and advice. Clients advertise in the market place where a lot like constant\_content in that you submit sample of your work to client the downside is there is no database if the work is not selected. On the plus side you can always submit and sell any work not selected on constant\_content.

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Helium.com is a website that allows you to write anything you want to about a topic. They have a lot of topics you can select from or you can make up your own. They have a rating system where you compare two articles written on the same subject to determine which a better article is.

Helium is a large growing community of over 2 million members and is similar to MyLot or Associated Content. They pay you on the basis of how many views your article receives, so on average that is about 1 cent per page view... so if you have 1000 page views (not hard to get) then you will have yourself a nice \$10.00 note :)

## **Rentacoder**

Primarily for freelance programmers and coders writing projects are nether the less abundant on this site if hard to find at first, look under copyrighting or proofreading. 95,538 buyers and 209,418 sellers (coders): computer programmers, ghostwrites, web designers.

The sting is that Rentacoder.com charges one of the highest commission fees among the sites I used. You will have to pay 15% of your earnings. Well, in some occasions you will pay "only" 12.5% (this happens on one-to-one private projects).

- Very good protection against fraudulent buyers. Their escrow system makes you 100% secured

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- Excellent support, they will always listen to your needs
- Excellent rating system
- Cool top-coders competition giving you more exposure - once you become a "top coder" of course
- Malicious rating protection - you can ask for arbitration if you are not happy with the rating you have received
- Ability to publicly rebut a bad rating
- Very strict on the timings - you can lose the payment if you don't meet the deadline
- You have to submit weekly reports on projects which are over \$150
- No need to pay subscription.
- You can't see other bids but yours. No more "*I can do it for 3\$ in 0 days*". Only the number of bids that have been made is visible.
- You can compete for free.
- Many payment options: Pay pal, Wire transfer, etc.

Reminder: In order to generate more business through the

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marketplaces, you will want to establish credibility, so that those considering hiring you can quickly preview comments and ratings left for you by other clients.

Establishing good feedback and credentials will help attract serious clients, and land you more projects than you ever thought possible.

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## Other Ways To Make A Living

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There are many other ways to make money as a freelancer than just with traditional marketplaces and securing projects through forums and communities.

*Here are other ways to get started:*

**Business writing** - Generally speaking, the more “business” oriented the writing (corporate newsletters, brochures, proofreading, etc), the more money you can make.

**Newsletters** - Small companies, large companies, fan clubs, and community organizations often have internal or subscriber-based newsletters. Do you have the software or writing chops to actually put one together for them?

**Web sites** - Of course, many have gone from dead-tree newsletters to web sites. Web sites are easier to put together than you think. Web-site creating software is plentiful (some of the better ones are Adobe PageMill and Microsoft FrontPage).

Knowing a little HTML helps too (tons of books available at Barnes and Noble or Borders - including the “Dummies” and “Idiots” series and a great book by Elizabeth Castro titled “HTML 4 For The World Wide Web”).

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**Brochures and Manuals** - All companies, even small ones, have brochures, flyers, and other marketing materials that have to be created and edited.

When I did sales for a major media company a few years ago, I also volunteered to put some marketing materials together because they didn't have anyone in-house who did it.

This is often the case. You might not be able to do it for Microsoft or Hewlett-Packard, but you can find local companies (ah, there's that word again, "local" - don't overlook all the opportunities in your area for extra income) who need help.

I was once offered \$1000 to rewrite the employee manual for a restaurant that once employed me. Who do you know that might need help? Maybe a friend knows a friend who owns a business?

**Greeting cards** - Yes, somebody has to write those poems and funny remarks you see when you open up those cards. And the companies are more open to freelancers than you might think.

**Resumes** - This can be a great way to make extra money on the side. With resume and desktop publishing software so plentiful, making great resumes and cover letters for others is actually pretty easy.

If you're not sure of how chronological and functional resumes are put together, there are literally hundreds of books on resumes and dozens of web sites that will show you the way. Job-seekers don't

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have to spend hundreds of dollars (like my roommate just did) for some big-time company to do their resume. You can do it too.

***Editing, Copyediting, and Proofreading*** - Not everyone can write and edit. Since writing is all around us, text, text everywhere, we take it for granted.

We think everyone knows how to write, knows how to edit, is sure that the stuff they've written is grammatically correct and makes sense and the words are spelled correctly. That's not always the case.

Small businesses often need help with editing and proofreading (including ads, if you think you can think of some great ad ideas for them).

Also don't overlook magazines and newsletters. Many editors look for freelance or temporary help when it comes to editing or proofreading.

Sites to check out: Mediabistro (<http://www.mediabistro.com>), and Newsjobs.net (<http://www.newsjobs.net/usa> /).

***Op-Ed Pieces*** - Newspapers are always looking for people to write op-ed (opinion-editorial) pieces on various topics. Start with your local paper.

Many don't pay (though some do), but I'm a firm believer in writing for free, especially when you are first starting out, or even later when you want to get something published. It's a great way to get clips, get your name out there, and put some impressive credits in your portfolio.

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Check the editorial pages or the masthead of the newspaper for a contact name. Many want to see the whole piece, though a few might want you to query first.

***Become an online community leader*** - There are many online communities, sites where people who share the same interests get together to share information, chat, exchange information and links, learn new things about a particular topic (health, computers, music, movies, sex, politics, the latest episode of "Battlestar Galactica," etc).

Many online communities don't pay, but three of the top sites pay regularly and are worth checking out:

About (<http://www.about.com>), recently bought my media giant Primedia, is one of the most visited sites on the web. Community leaders share a percentage of the ad revenue generated by the site, which right now is between \$100-500 a month, sometimes more. But hurry! Topics that need to be covered are going VERY quickly.

Suite101 (<http://www.suite101.com>) is a similar site, jam-packed with great info, though it doesn't pay as well (\$25 if you update weekly, less if you do it every other week or monthly). But being a less-visited site, they have more topics available right now.

Terrashare (<http://www.terrashare.com>) takes a slightly different track, telling their community leaders they will give them there own web site for free, and the more visitors you get to visit your section/site, the more money you make.

To make more money from your writing, start to think a little differently. Sure, getting a regular syndicated column in 100

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newspapers or writing a best-selling novel are great goals. In the meantime, make sure you can pay the rent. You might have to take other work at the same time to make ends meet, but with a little flexibility, you can still call yourself a writer, learn the ropes, and be a few steps closer to the writing career you want to have.

### **-Specialization**

Specializing in a favorite topic or style allows you to build up a reputation as an expert in a particular area and command higher prices for your work however you don't want to limit too much the types of work you can do especially when starting out when you will need to take very project going.

It is often wise when you have developed a specialization that you create a separate portfolio for this work and make a special effort to regular research and keep up to date with the subject.

This will allow you to create articles etc on your specialist topics much faster as there should be little or no research needed, meaning you can not only make more per article but produce more articles in a given amount of time.

Styles you can specialize in are diverse include and letters, news, cv or resumes, blog entries, website content and books, novels, reports

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and technical writing. Base your specialization on your interests and skills. You will be doing the majority of your work on your specialization so it has to be something you really enjoy.

Think carefully about your market when deciding on your specialization, investigate the type of projects available and see if the market is there for your specialization.

### ***-Ghostwriting***

Ghostwriting is where you agree to give the client the credit for the work you have done, often handing over the copyright as well. This gives the client full rights to use and profit from the work as they want and even put their name to it. Some clients will give the author credit for ghostwritten work.

Ghostwriting can also involve you publishing work under a name, which isn't your own.

The division of work between the ghostwriter and the credited author varies a great deal. In some cases, the ghostwriter is hired to polish and edit a rough draft or a mostly-completed manuscript. In this case, the outline, ideas and much of the language in the finished book or article are those of the credited author.

In other cases, a ghostwriter does most of the writing, using concepts and stories provided by the credited author. In this case, a

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ghostwriter will do extensive research on the credited author or their subject area of expertise.

It is rare for a ghostwriter to prepare a book or article with *no* input from the credited author; at a minimum, the credited author usually jots down a basic framework of ideas at the outset or provides comments on the ghostwriter's final draft.

For an autobiography, a ghostwriter will interview the credited author, their colleagues, and family members, and find interviews, articles, and video footage about the credited author or their work.

For other types of non-fiction books or articles, a ghostwriter will interview the credited author and review previous speeches, articles, and interviews with the credited author, to assimilate their arguments and points of view.

Ghostwriters are hired for numerous reasons. In many cases, celebrities or public figures do not have the time, discipline, or writing skills to write and research a several-hundred page autobiography or "how-to" book.

Even if a celebrity or public figure has the writing skills to pen a short article, they may not know how to structure and edit a several-hundred page book so that it is captivating and well-paced. In other cases, publishers use ghostwriters to increase the number of books that can be published each year under the name of well-known, highly marketable authors.

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Ghostwriters will often spend from several months to a full year researching, writing, and editing non-fiction works for a client, and they are paid either per page, with a flat fee, or a percentage of the royalties of the sales, or some combination thereof.

Having an article ghostwritten can cost "\$4 per word and more depending on the complexity" of the article. Literary agent Madeleine Morel states that the average ghostwriter's advance for work for major publishers is "between \$30,000 and \$100,000".

In 2001, the *New York Times* stated that the fee that the ghostwriter for Hillary Clinton's memoirs will receive is probably about \$500,000" of her book's \$8 million advance, which "is near the top of flat fees paid to collaborators."

According to Ghostwriters Ink, a professional ghostwriting service, this flat-fee is usually closer to an average of \$12,000 to \$28,000 per book. By hiring the ghostwriter for this negotiated price, the client ultimately keeps all advances and post-publishing royalties and profits for themselves.

In Canada, The Writers' Union has established a minimum fee schedule for ghostwriting. The total minimum fee for a 200-300 page book is \$25,000, paid at various stages of the drafting of the book. Research fees are an extra charge on top of this minimum fee.

Sometimes the ghostwriter will receive partial credit on a book, signified by the phrase "with..." or "as told to..." on the cover. Credit for the ghostwriter may also be provided as a "thanks" in a foreword

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or introduction. For non-fiction books, the ghostwriter may be credited as a "contributor" or a "research assistant".

In other cases, the ghostwriter receives no official credit for writing a book or article; in cases where the credited author or the publisher or both wish to conceal the ghostwriter's role, the ghostwriter may be asked to sign a nondisclosure contract that forbids them from revealing their ghostwriting role.

### ***-Translation***

If you are completely fluent in writing in more than one language you can also take on projects translating internet or other content into different languages.

Make sure you include in your profile the languages you are fully fluent in.

If you are an experienced essay writer, you can earn quick cash by joining Jungle Page, at <http://www.JunglePage.com>

With Jungle Page, you are hired to write requested essays, with some writers earning as much as \$1,200 per week submitting quality essays.

Once your essay has been accepted however, Jungle Page will own full rights to your content.

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### ***Working With Suite 101***

Suite101 has been around for over a decade and is a leader in providing quality information across more than 400 categories and topics. As a Suite101 contributor, you will earn through their revenue sharing model (Adsense advertisements featured within your content).

Suite 101 has over 25 millions readers, so it's a great place to jump-start your writing career and gain exposure for your service offers. You will be able to include a biography that is attached to each of your articles, providing you with even greater exposure from within their community.

You will need to be accepted into their program once your application has been submitted.

Apply: [http://www.suite101.com/freelance\\_writing\\_jobs](http://www.suite101.com/freelance_writing_jobs)

### ***Quick & Easy Cash With Text Broker***

Text Broker, available at <http://www.TextBroker.com> offers payment based on assignment, ranging from \$.10-\$.70 per word. You will need to go through a simple application process prior to being accepted, where you will receive a rating score (1-5 stars), based on the quality of your work.

You can also maximize your income by accepting direct work from

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Text Broker clients, who are looking for coverage on specific topics.

### ***Become A Paid Blogger***

There are literally hundreds of companies that will pay you to either blog directly on their website, or submit blog based posts to them for manual submission.

Blogging can be an enjoyable experience, and a lucrative opportunity for both new and seasoned writers.

### ***Here are the top paying companies offering blog based projects and tasks:***

#### **B5Media:**

<http://www.b5media.com>

You will be paid based on accepted projects (pay varies, depending on topics and length). B5 Media is an established company and becoming a long-term writer with their organization will lend credibility and help you develop a presence within the freelance community.

You can apply to become part of their organization at

<http://www.jobs.problogger.net>

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## **Blogitive**

<http://www.Blogitive.com>

With Blogitive, you are paid per post, with your content being used by Blogitive but without remitting full or exclusive rights to your content. You can choose from a wide variety of open projects, and payment is disbursed quickly on a weekly basis.

## **BlogVertise**

<http://www.BlogVertise.com>

Blogvertise works very different from Pay Per Post and Review Me in terms of how opportunities are offered and completed. With Blogvertise, their system matches bloggers to available offers, based on the type of content and ranking.

**Pay Per Post** <http://www.PayPerPost.com>

Within this marketplace, companies can connect to bloggers and offer payment for specific blogging tasks, such as blogging about their products, their services or new product launches.

## **Review Me**

<http://www.ReviewMe.com>

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The Review Me program works differently than the Pay Per Post one in terms of advertisers and webmasters choosing to contact bloggers directly, rather than you browsing through a marketplace of offers.

### **Sponsored Reviews**

<http://www.SponsoredReviews.com>

This site includes aspects of both Pay Per Post and Review Me, in which you can browse and accept offers as well as allow advertisers to contact you directly with project offers.

**Blogger Wave** <http://www.BloggerWave.com>

Blogger Wave can pay up to \$10.00 per post and have very few requirements, making this a great choice for new writers.

### **Smorty**

<http://www.Smorty.com>

This company will pay you \$6.00 per post with the payments increasing as your blog grows in popularity.

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***Other Companies:***

Blog Advertising Store

<http://www.BlogAdvertisingStore.com>

Blog To Profit

<http://www.BlogToProfit.com>

Blog Her Ads

<http://www.BlogHerAds.com>

Bright Hub

<http://www.BrightHub.com>

Buy Blog Reviews

<http://www.BuyBlogReviews.com>

Families (paid \$4 per post)

<http://www.Families.com>

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Link Worth

<http://www.LinkWorth.com>

<http://www.writersmarket.com/> - Writer's Market is a paid site that will provide you with market information and links.

[http://www.writersweekly.com/markets\\_and\\_jobs.php](http://www.writersweekly.com/markets_and_jobs.php) - Writer's Weekly keeps a list of current markets and guidelines for submissions.

<http://www.marketlist.com/> - This site includes market information as well as helpful articles and job postings.

[www.writersdigest.com](http://www.writersdigest.com) - Another helpful site with articles, query tips and market information.

**Good luck!**

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