

# FREELANCE WRITING FOR BEGINNERS

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HOW TO BECOME A  
FREELANCE WRITER  
WITH NO PREVIOUS  
EXPERIENCE

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# How To Become A Freelance Writer With NO Previous Experience

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# What Type Of Freelance Writer Will You Become?

There are over 30 different types of freelance writers. I'm not going to cover *every* type of writer in this course.

Instead, I've put together a list of the top 3 types of freelance writers that are most in-demand and easiest for beginners to get started in.

Decide on what type of freelance writer you want to become. It should be:

1. A type of writing you either have experience in already or one that you are keen to learn more about and try
2. A type of writing people in your chosen niche values and pays for (we'll be covering niches in the next video!)

## Web Copywriter

A freelance copywriter is someone who writes words that persuades a target audience to take action (whether that's buying a product or service, subscribing to a newsletter, or clicking a button).

## Content Writer

Often confused with copywriting, but it's not the same. Copywriting is about writing words that inspire people to take action.

Content writing is about creating quality content that educates, informs, entertains, inspires and builds relationships with an audience of readers.

## Feature Writer

Feature writers write articles for online publications and print. A feature story typically is a long, in-depth article that's written using a mix of news writing and narrative storytelling techniques.

As a freelance feature writer, you will need to pitch your own story ideas to editors in order to land paid writing gigs.

## Choose A Profitable Niche

Here is a list of a few potential writing niches for you to choose from.

- Business to Business B2B
- Technology
- Insurance
- Health and wellness
- Finance and Investing
- Legal
- Real Estate Investing
- Professional Development
- Self Help
- Travel
- Digital marketing
- Non Profits
- Public relations
- Entertainment
- Politics
- Dating and relationships

You only want to work with people in your niche who can afford your writing services.

**Here is a 4-point checklist I follow for selecting the ideal clients in a niche.**

1. Already investing money in advertising or content creation
2. Charges their own clients decent money
3. Revenue of at least \$500k to \$1 million per year
4. 10 to 50+ employees

Examples of clients who meet this criteria in the “finance and investing” niche.

- Financial planners
- Accounting firms
- Property advisors

## Build Your Portfolio From Scratch

You need portfolio examples to show potential clients that you are capable of writing the type of content they need.

A few relevant examples written for your target niche are better than dozens of unrelated and random writing examples (i.e. poems, short stories, college essays).

### How do you create a portfolio when you don't have any clients yet?

1. Offer to write for companies in your niche for free
2. Write a portfolio example for a made up product or service
3. Write an article on a trending topic in your niche
4. Use Job Sites like [Upwork.com](https://www.upwork.com) or [Probloggers.com/jobs](https://www.probloggers.com/jobs) to look for job postings

### Where to publish your portfolio online:

[Google Drive](#): Simply create a folder and upload your documents there. Change the share settings to “anyone with the link can view”.

[Contently](#): Contently uses a simple, single-page portfolio interface that allows you to clearly display your work, topics of expertise, and skills.

# How To Build Your Freelance Website

You need a website if you want potential clients to take you seriously. Even if you have a website already, you should still create one specifically for your freelance writing business.

Nowadays, creating a website is pretty easy, straightforward and inexpensive (even for non-techie people).

**Here are the steps to building your freelance website.**

1. Register a [domain name and hosting with BlueHost](#)
2. Choose a drag-and-drop website builder
3. Create your content and build your site!

Don't spend too much time building the "perfect" website. Just get it up and running, then improve it over time.

[CLICK HERE to get website hosting and a free domain with BlueHost](#)

## DIY Website Builders

1. [SquareSpace.com](#) – Squarespace is the all-in-one platform to build a beautiful online presence.
2. [Wix.com](#) - You get the freedom to create a free website that looks exactly the way you want.

**You only need a few essential pages on your website.**

1. **Home.** Explain who you are, what you do, and who you help.
2. **About.** Don't go on about how you love to write. Explain the many ways your writing can benefit and help your clients.
3. **Services.** Explain the different writing services you offer and who your ideal clients are.
4. **Portfolio.** Show off your best writing examples.
5. **Contact.** Give people multiple ways to contact you.

# What To Charge And How To Get Paid

**What you can charge will depend on many factors, including:**

- 1. Your level of experience:** If you're a beginner who's just getting started, then you'll be charging less. Think of it as on the job experience. If you're more experienced and have a decent portfolio, then you can charge higher rates.
- 2. The type of writing you're doing:** Some types of writing pay better than others. Copywriters can typically charge more than content writers.
- 3. What niche market you're working in:** Some niche markets are more profitable than others.
- 4. What your client can afford to pay.** Some clients have much bigger budgets and pay more than other clients.

To figure out what you can charge, do some research to find out:

- 1. What other writers are charging for the same type of work**
  - Post in Facebook Groups and ask what other writers are charging.
  - Google search to see what other writers are charging
- 2. What the market is paying for this kind of writing**

Look at Job Boards to see what people and companies are paying for the kind of work you want to do.

## Freelance Writing Rates

These rates are guidelines and not guarantees of what you will earn.

### Freelance Content Writer Rates

Level	Fee Per Word	Fee Per Hour
Beginner	0.3 to 0.6 cents	\$15 to \$30
Experienced	.13 to .20 cents	\$65 to \$100

### Freelance Copywriter Rates

Level	Fee Per Word	Fee Per Hour
Beginner	n/a	\$25 to \$50
Experienced	n/a	\$150 to \$175

### Freelance Feature Writer Rates

Level	Fee Per Word	Fee Per Hour
Beginner	0.2 to 0.10 cents	n/a
Experienced	.25 to .45 cents	n/a

## The Discovery Call

When someone expresses interest in my writing services, I invite them to jump on a 15-minute “discovery phone call” with me so we can discuss their project.

After breaking the ice, I start the call with:

*“the purpose of this call is to find out what your needs are and whether or not I can help you. So let me start by asking you...”*

- Tell me about your business, what do you sell?
  - Who’s the target market?
  - Tell me about your project, what do you need help with?
  - What results are you looking to achieve?
  - What budget did you have in mind for this project?
  - When do you need this project completed by? (Discuss deadline)
- 
- After the discovery call I email the prospect a proposal and quote for my writing services.

## How To Get Clients

I'm going to show you 5 proven strategies I've used over the years to land high-paying clients. These strategies are:

- Your Network
- Job Boards
- Facebook Groups
- Cold Emailing
- Networking

# Your Network

Who do you already know who might need – or know someone who needs - your freelance writing services? Friends, family, old bosses or colleagues?

Here are 2 ways you can use to reach out to your network.

1. Send an email to friends, family or colleagues
2. Post on Facebook

You can use the following templates to reach out to your network.

## Facebook Post Template

Hey everyone, I'm excited to announce that I have officially launched my own freelance [type of writing you're doing, i.e. copywriting] business!

I'm looking to work with a few [describe your ideal clients, i.e. small business owners] who need help creating [adjectives] content for their [what they use it for, i.e. websites, advertising, etc]

If that's something you'd like help with, then [how to contact you, i.e. email, call, send me a private message]. Or if you know someone who could use some help, please share this post with them. Thanks!

## Email To Your Network Template

Email Subject Line: [first name], quick question

Hi [first name],

How are you? How is [ask personal question, i.e family life in Sydney?]

I wanted to reach out to you because I recently launched my own freelance writing business and I'm looking for my first few clients.

I know you work at [company they work at, i.e. i.e. ABC Web Design] so I thought you might be able to connect me with people who may need my writing services.

My ideal clients would be [describe your ideal clients, i.e. small business owners] who need help creating [adjectives] content for their [what they use it for, i.e. websites, advertising, etc].

I'd love it if you could keep your eyes open for people I could connect with who may be in need of my freelance writing services. I have attached a few examples from my portfolio so you can see the kind of writing I'm capable of.

If you have any questions or need more information, feel free to reply to this email or call me on [insert your phone number]

Thanks,  
[your name]

# Job Boards

Here are 5 worthwhile job boards for freelance writers.

<https://prologger.com/jobs/>

<https://www.contena.co/> (requires payment)

<https://www.freelancewriting.com/jobs/>

<http://www.bloggingpro.com/jobs/>

<http://allindiewriters.com/freelance-writing-jobs/>

## **A plan for getting clients from Job Boards**

- Look at job boards every single day
- Read the job post in full
- Send a personalized pitch and include relevant samples
- Send follow up messages

## Facebook Groups

**Which Facebook Groups should you join?** The ones that your ideal clients are hanging out in!

Google search for “facebook groups for [ideal client, i.e. financial planners]”  
What should you post in the group? VALUE!

Here are 6 ways to provide value in Facebook Groups.

- AMA (ask me anything)
- Provide free website and content critiques
- Share helpful videos
- Share informative blog posts
- Blog posts that can help your ideal client
- Facebook LIVE videos offering helpful tips

# Cold Emailing

**Step #1: Find a list of ideal companies to contact.** Use any of these online directories to search and find companies in your niche

<https://angel.co/>

<https://www.manta.com/business>

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

**Step #2: Find the right persons contact details** by looking on their website About Page or searching LinkedIn. You're looking for:

- Director of Marketing
- Director of Content Marketing
- Blog Manager/Editor
- CEO, founder or business owner

**Step #3: Send a personalized cold email**

## Cold Email Template

Email Subject Line: Work together

Hi [First Name],

My name is [Your full name] and I'm a big fan of [their blog, company, products, etc]

I was wondering if you had any [type of writing, i.e. copywriting] needs at [company name]? Perhaps you need help with writing [types of writing you do, i.e. landing pages, website copy, blog posts]?

I can help [how your writing helps them, i.e. increase sales, leads and conversions] with my [type of writing, i.e. copywriting] services.

Interested? I'd love to chat. Email me back.

Regards,

[Your full name]

[Your website and business name]

**Step #4: Keep track of your leads in a spreadsheet**

**Step #5: Send follow up emails**

# Networking

**What kind of events should you attend?** Research what industry events your potential clients may be attending. Such as:

- Trade shows
- Seminars & Conferences
- Workshops
- Retreats
- Product launches
- Business Lunches

**How to find and research different events to attend**

- [www.Meetup.com](http://www.Meetup.com)
- [www.EventBrite.com](http://www.EventBrite.com)
- Facebook Events or Groups
- Subscribe to industry newsletters
- Ask people in your niche what “must attend” events are happening this year

**What to do at the event:**

- Get ready to ask the presenters a question (intro yourself first)
- Bring a confident friend and play the \$100 game
- Introduce yourself to the speakers during other speakers presentations (in the lobby, hallway, café or bar)

# Working With Clients

## How to make clients happy

Four things you can do to keep clients happy for repeat business and referrals (aside from being a good writer).

- Friendly and professional communication (email and phone)
- Easy to work with (client and other contractors)
- Responsive and reliable (always meet deadlines)
- Give regular updates throughout the project

## Client Agreements

It's a good idea to have an agreement that you and your client sign before you start working on a project. Here's why:

- Outlines the project scope (what you agree to do)
- Protects you against any litigation or disputes
- Covers ownership of copyright
- Covers payment terms and cancellations

## **My Process of Working With Clients**

Here are the steps I typically follow when working with new clients

1. Someone fills out the contact form on my website
2. Books in a 15-min discovery call via Calendly.com
3. If they are a right fit, email them a proposal and quote
4. They accept proposal and I send them an invoice (100% payment upfront)
5. They pay the invoice and I send them a research questionnaire
6. They answer the research questionnaire
7. I begin writing the first draft version in Google Docs
8. I send a link to the first draft to my copy editor or proofreader
9. I email the client a link to the Google Doc and also a video which explains how to leave comments / suggestions
10. They request changes by leaving comments or edits in the Google Doc – which I promptly make
11. When they are done, I will send them an email requesting a testimonial and referrals