



# How to Start a Successful Freelance Career

*A Newsletter by Inkwell Editorial*

*November 7, 2007*



## **SECTION I: Ghostwriting Expert Amanda Evans**

I encountered Amanda's site while doing some web surfing. Not knowing much about this niche, I immediately wanted to interview her.

If you're a regular reader of my blog, website and/or this newsletter, then you know I like receiving first-hand information.

One of the things that impressed me about Amanda is that she has done what a lot of mothers wish they could do ... work from home full-time. And, as you'll see from her interview, she started down this road after giving birth to her first child.

Enjoy Amanda's wisdom ... and, with the New Year bearing down on us soon, start putting plans in place so you can do the same thing.

Sincerely,

Yuwanda Black, Publisher

<http://www.InkwellEditorial.com>

<http://www.InkwellEditorial.blogspot.com>

*How to Start a Successful Freelance Career* Newsletter

**P.S.: Did you know that November is Freelance Writer's Technology Month?** It is ... because I've named it so. I launched this new series on [InkwellEditorial.blogspot.com](http://InkwellEditorial.blogspot.com) yesterday, and hope you'll chime in with your questions, comments, observations and suggestions.

To read the first post in this series, click here: <http://inkwelleditorial.blogspot.com/2007/11/new-series-freelance-writers-technology.html>

**P.P.S.: Special Two-Day Offer!** Get Inkwell Editorial's freelance writing e-course AND all of its ebooks for only \$19.95. Simply log onto <http://www.FreelanceWritingWebsite.com>. Select the first payment option. *If your order is received by midnight tomorrow, you will automatically be sent all of our ebooks, and the e-course.*

I'll be starting the affiliate program early next week, which means the price is going to be increased (to either \$39.95 or \$47 – haven't decided which yet). So, this is your last chance to get copies at rock bottom prices (offer expires at Midnight on 11/8/07 EST).

Now, on to today's interview with ghostwriter Amanda Evans ...

**INTERVIEW WITH GHOSTWRITER  
AMANDA EVANS**



**1) I always like to start out with some variation of this question, "What did you do to pay the bills before becoming a freelance writer?"**

Before freelancing I spent 10 years working in a local hospital. I worked on the clerical administration side of things but once my first child was born I knew that working full time was not for me.

**2) From your blog, I see that you have been freelancing full-time for over two years. How long did it take you to get to that point?**

When my daughter was born in 2003 I stopped working full time and went part time. I also got the internet at home and this opened up a whole new world for me. I had always loved writing and I started looking at writers websites and I joined a number of writing groups. These groups were mostly poetry based as this was my passion.

During 2004 I began looking for ways to get paid to write. Most of the information I came across regarding freelance writing was about query letters and how to approach editors. This wasn't what I was looking for. I wanted a guaranteed payment for my writing. I wanted someone to tell me what to write so that I could just do it and get paid. Late in 2004 I discovered Elance and that was essentially the beginning of my ghostwriting career.

With Elance all I had to do was bid on the jobs and once I had completed the work I was guaranteed payment. This was exactly what I was looking for and I began completing assignments in the evening when my daughter went to bed. Elance is a subscription based website but the fees are well worth it and most of the clients I have acquired via Elance have become repeat clients some of whom I have worked with since the beginning.

I continued working for an hour or two each evening and I really enjoyed it. I was doing what I loved to do which is writing and best of all I was getting paid for it. I found the assignments very easy and some weeks I was actually earning the same amount as my hospital job.

In November 2005 I became pregnant with my second child and I knew that once he was born I wouldn't return to work. The cost of childcare was too expensive so prior to his birth in August 2006 I set myself a goal. I was on paid leave from work so I decided to see if I could actually make the same amount of money freelancing.

I worked for approximately 2 -3 hours per day. My goal was to see if I could make the same amount for three months running. As you have probably guessed I met my goals and in some months actually made more money. Once my maternity leave finished in December 2006 I

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resigned from my day job and took up freelancing full time.

### **3) There are many genres of freelance writing. What made you want to specialize in ghostwriting?**

Specializing in ghostwriting wasn't a hard decision for me. I knew that I wanted to write but I also knew that I wanted guaranteed payment for my work. Ghostwriting provided this.

I was able to choose my assignments and set my payment rates. Although ghostwriting doesn't pay as highly as freelancing for newspapers and magazines it does have that payment guarantee and that is what I love.

The thought of spending hours writing up an article and query letters only to receive a rejection note wasn't for me (*Publisher note: I couldn't agree with this sentiment more, which is why I chose commercial freelance writing, instead of magazine writing, for example*).

With ghostwriting I get to explore a wide range of genres too and these include keyword articles, website content, sales letters, press releases, e-books, and much more.

### **INTERVIEW CONTINUED BELOW**

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**FREE Report! How to Make \$100/Day as a Freelance Writer.** Visit <http://www.FreelanceWritingWebsite.com> for details.

**Want to be featured in the newsletter?** See details at the end of this issue.

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### **4) When people think of ghostwriting, they mostly think of books and/or speeches. What other types of material can be ghostwritten/do you ghostwrite?**

When it comes to ghostwriting, there are a number of possibilities, most people think of novels but you can quite literally ghostwrite anything.

I have ghostwritten the content for a number of successful websites, have written thousands of keyword articles on every subject imaginable, completed e-books, press releases, newsletters, sales pages, and even ghostwritten short stories and poems.

The internet has given way too much of this and with so many online marketing business and digital material available there are always plenty of job opportunities for ghostwriters.

### **5) As freelance writers, many of us provide services to many sectors. However, who are your "breadwinning" clients (eg, primarily small business owners, professionals who speak**

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**a lot, ebook authors, etc.).**

My breadwinners would have to be internet marketers and online business people. These are website owners who are constantly adding to their websites, completing ebooks to sell online, etc.

### **6) It's hard to get noticed in the marketplace as a freelance writer. Can you tell us some marketing techniques you use -- on a regular basis -- that work?**

To be quite honest, I built up my client list via Elance and word of mouth.

A large number of my clients have emailed me directly after a friend or business associate recommended my work. In March 2007 I created my website [ghostwritinguncovered](http://ghostwritinguncovered.com) and I have also received a number of quotation requests from this also.

As for marketing I don't really use any techniques. My client list is quite full at the moment so I don't need to market myself that much. My blog and my website are what work for me.

### **7) What is the number one mistake you think freelance writers make when they are just starting out?**

I think the biggest mistake that most ghostwriters would make is to assume that it is easy and simple. Ghostwriting and freelance writing are like any other job and in order to succeed you need to put the work in.

On another note, one of the biggest mistakes that you can make when ghostwriting is not understanding what the work involves. You need to know exactly how long it takes you to complete a 500-word article and that includes research and typing.

If you charge \$5 per 500-word article and it takes you 2 hours to complete it you are essentially working for \$2.50 per hour and this won't make you rich. You need to know what the work involves before you bid on the job.

Another mistake that many new ghostwriters make is taking on too much work. I have done this myself and believe me sitting in front of a computer screen at 4am trying to meet a deadline just isn't worth it.

My advice to anyone is always give yourself more than enough time to complete each assignment. If you know that a project will take 3 days to complete when you place your bid say that it will take you 5 days.

That way if you are working on more than one project you will still make your deadline without

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having to stress or work into the early hours.

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### **8) On the flip side, is there a marketing technique you think that more experienced freelance writers should use to increase their business?**

I personally feel that having your own website and article marketing is something that every writer should have. This not only makes you look more professional but it also gets you noticed. You can avail of free websites but if you really want to look professional you need to have your own domain name.

Article marketing is very simple and a great way of getting you noticed. If you specialize in a certain subject take for example health you can write a number of articles and submit them to article directories. You can include a link to your website in your resource box. Submitting a new article each week will help to get your website indexed fast and it can also boost your rankings.

Being a professional writer isn't just about writing and in this day and age you need to be a business person also. You need to market yourself especially in ghostwriting as the competition is very high. A blog is a great way to interact with people and promote your skills.

### **9) I like to give potential freelancers a realistic look at what it's like to freelance full-time for a living, so can you share with us one or two things you DON'T like about being a freelance writer?**

The one thing I don't like about begin a freelance writer is having to look for work (*Publisher Note: Me either, which is why I started to develop my own products a few years ago and is something I believe every freelancer should at least look into*).

With a full time job you show up, you complete what needs to be completed and you get paid. With freelancing you have to look for the work and you are responsible for making your pay check. If you don't work you don't get paid. I have to say, that is probably the only thing I don't like.

I love the fact that I get to stay at home with my children and I love the fact that I get to write for a living.

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**10) You offer a free e-course on article writing.\* Can you give readers a "sneak preview tidbit" they will pick up in the course to help their further their careers as ghostwriters?**

Yes of course. The e-course is a 5 day course and this covers:

Day 1 explains about the different types of writing styles that there are, it also explains about the different sections in an article and their importance.

Day 2 talks about the basics of grammar and punctuation and gives some examples of the simple mistakes that people can make.

Day 3 gives you a checklist that you can work with when writing effective articles. There are 9 points that you should follow to ensure that your article does what you want it to.

Day 4 explains how you should complete your research to ensure that the content you develop is unique. This is essential when it comes to ghostwriting.

Day 5 is the last day of the e-course and this focuses on the 5 easy steps that ghostwriters can take to ensure that their clients articles get top results.

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**Publisher Note:** Thanks Amanda for an extremely insightful interview!

**BIO:** Amanda Evans is a professional ghostwriter and work from home mom. Her website Ghostwriting Uncovered was established in March 2007 with the aim of helping others become ghostwriters.

Amanda also published the *Ghostwriting Uncovered Manual* which takes you from beginner to professional ghostwriter in a step by step format. Amanda is also a published author and her book *From Those Death Left Behind* focuses on suicide and the effects it has. This book is available online from Lulu.com.

**Book:** *Ghostwriting Uncovered Manual* (found at <http://ghostwritinguncovered.com/sl.htm>)

**Blog:** <http://www.ghostwritinguncovered.com/Blog/>

**Website:** <http://ghostwritinguncovered.com/>



**There's more, so please read on!**

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### **SECTION II: My Freelance Writing Life (aka Yuwanda's Corner)**



Here, I post ramblings about my freelance life and my personal life (a little). My hope is that it will shed some light on what goes on in the life of a freelancer.

I've been busier the last week and a half than I've ever been in my whole freelance career. Why? Because I finished one series (**40 Days to a Successful Freelance Writing Career**) and started another one: **Freelance Writer's Technology Month** (see links to beginning of both series below).

AND, I'm trying to keep up with my existing workload, in addition to working on new projects based on what I've learned from my research about working online.

I know this will all pay off eventually though – hard work always does.

I'm expecting a rather large client check to come in any day now (rush, rush to the mailbox every morning) and I think I'm going to head to the city for a few days (New York City) to visit friends and just relax for a minute. I've found myself on the computer up to 18 hours a day lately. I need a break.

As I wrote in a previous issue, I've been half-heartedly training for this year's Thanksgiving Day Marathon here in Atlanta. I did the full one last year. A car accident I had in February interrupted my training, so this year I decided to do the half marathon instead.

I don't think I'm in shape for it though. One of the things I was most proud of about the full marathon is that I ran the entire thing. If I run this one, I feel I'm gonna have to walk part of the way – and I hate that. I still have a few weeks to go though and have been doing a lot of hills on the treadmill, so we'll see how it goes.

Wish me luck ... I'll report my progress in the next issue, which will be December 5<sup>th</sup>.

**Link to Beginning of 40 Days Series:** <http://inkwelleditorial.blogspot.com/2007/08/post-1-40-days-to-successful-freelance.html>

**Link to Beginning of Technology Series:** <http://inkwelleditorial.blogspot.com/2007/11/new-series-freelance-writers-technology.html>

Technologically Yours,  
Yuwanda

**P.S.:** Don't forget, you can *get almost all of Inkwell Editorial's freelance writing ebooks* for only \$19.95. They sell individually for \$3.95-\$24.95. So, you save a ton! Log on to <http://www.FreelanceWritingWebsite.com> for full details. With your order, you get the free report, *How to Make \$100/Day as a Freelance Writer*.

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**P.P.S.: Be featured in the newsletter!** How? Send an email to [info@InkwellEditorial.com](mailto:info@InkwellEditorial.com) with a "Yes, I'd like to be interviewed for the newsletter."

**Who do we like to interview?** Successful freelancers — eg, writers, graphic designers, illustrators, web designers, copywriters, editors, reviewers, etc.

We look for "success/how I did it stories." The main goal of the newsletter is to give readers first-hand information on how others achieved freelance success. Discovered a new niche? Snagged a big client? Used a marketing technique effectively? Tell us about it.

Your story doesn't have to be unique; it just has to be something you tried that worked. Upon receipt of your email stating your interest in being interviewed, you will be contacted with all the details.

We hope to hear from you soon.

**Your Ideas Count!** Send in your comments/questions/suggestions, etc. Have a freelancing issue you'd like to see covered? Send an email to [info@inkwelleditorial.com](mailto:info@inkwelleditorial.com). We'll do our best to cover it.

**Want to read previous issues?** Click on links below.



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**SECTION III: PREVIOUS ISSUES**

**Issue 1:** June 6, 2007 can be found at <http://www.inkwelleditorial.com/newsletter.pdf>  
Topic: **How to Make Money with Elance**; Featured Freelancer: Michelle Devon

**Issue 2:** June 20, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/6-20-07.pdf>  
Topic: **Get Paid to Write SEO Articles, Web Copy & More**; Featured Freelancer: Clark Covington of Internet Research Associates

**Issue 3:** July 18, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/7-18-07-freelance-writing-newsletter.pdf>  
Topic: **How to Make Money Blogging**; Featured Freelancer: Paula Mooney

**Issue 4:** August 15, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/8-15-07-freelance-writing-newsletter.pdf>  
Topic: **How to Make Money Writing for the B2B Sector**; Featured Freelancer: Meryl Evans

**Issue 5:** September 12, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/9-12-07-freelance-writing-newsletter.pdf>  
Topic: **How to Make Money Writing White Papers**; Featured Freelancer: Gordon Graham

**Issue 6:** September 26, 2007 can be found <http://www.inkwelleditorial.com/Newsletter/9-26-07-freelance-writing-newsletter.pdf>  
Topic: **How to Make Money as a Freelance Cartoonist**; Featured Freelancer: Dan Rosandich

**Issue 7:** October 17, 2007 can be found <http://www.inkwelleditorial.com/Newsletter/10-17-07-freelance-writing-newsletter.pdf>  
Topic: **How to Make Money Freelancing for Newspaper**; Featured Freelancer: Sue Lick,  
Author of *Freelancing for Newspapers*

