

How to Start a Successful Freelance Career

A Newsletter by Inkwell Editorial

June 20, 2007

SECTION I: Interview with Clark Covington of Internet Research Associates

PUBLISHER'S NOTE: I wanted to interview Clark because Internet Research Associates hires freelancers to produce copy for their clients, who range from real estate agents to ecommerce store owners. So, they do a lot of web copy.

Primarily, I wanted to give freelancers the inside scoop on what employers look for in freelancers. That way, they could market more effectively.

I hope you glean a few nuggets from the following.

Sincerely,
Yuwanda Black, Publisher
<http://www.InkwellEditorial.com>
<http://www.InkwellEditorial.blogspot.com>



INTERVIEW WITH CLARK COVINGTON

Upon receipt of my correspondence, Clark responded:

Hi Yuwanda,

Thanks for your email. I'd be happy to be featured on your blog. I've answered all the questions below. Please keep me posted if you need anything else.

QUESTIONS I ASKED

1. What prompted you to start your company, Internet Research Associates (IRA)?

I was moonlighting as a freelance writer while teaching college Speech and English classes. After several frustrating years of adjunct pay with no benefits with little opportunity for advancement, I started IRA.

2. How long have you been in business?

We have been in business for just over 1 year.

INTERVIEW CONTINUED BELOW

Inkwell Editorial Ebooks & Seminars

Want to start a profitable career as a freelance writer? Our work-from-home ebooks contain all the information you need to get started right way! And, newsletter subscribers receive discounted prices via a **secret page on InkwellEditorial.com** (<http://www.InkwellEditorial.com/bizguides-sub.htm>). It's fast, simple and secure to order.

Freelance Writing Seminar: Employers tell exactly what they're looking for in freelancers -- and more! Details at <http://inkwelleditorial.blogspot.com/2007/05/want-face-time-wemployers-who-hire.html>.

3. What types of clients use your services?

Everyone from real estate agents to ecommerce storeowners utilize our services.

4. What is the number one problem you have with freelancers?

The number one problem I have with freelancers is their lack of proof reading and editing before submitting an assignment. I cannot tell you how many times I have received a completed assignment that was filled with spelling and grammar errors.

5. What are the three most desirable skills you think freelancers need to be successful working from home?

You must stay motivated, have a vision for any project you are working on, and have the temperament to see the project through to the end.

6. What do you think hurts freelancers the most when they are applying for jobs through your site?

Writing about their professional accolades. We are a writing company; we want to know if you can write, not if you won the top prize at the peach cobbler cook off last year in nowhere county USA.

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7. What is the number one piece of advice you would give to freelancers to make them successful (more successful)?

Think outside the box and charge an affordable rate to those that need it most. If you do those two things, your phone will never stop ringing with job offers.

8. Please provide a brief bio, with appropriate links, where necessary.

<http://www.southernmarketingseminar.com/keynote.html>



SECTION II: FREELANCE JOBS

Ka'ching!

Freelance Writer

Company: <http://www.Tilzy.TV> – a guide to entertainment on the web – is a recently launched website dedicated towards exploring, showcasing, and celebrating internet television.

Position Summary: Part-time freelance writer needed for daily industry news contributions.

Essential Duties & Responsibilities:

- Write 2-3 blog style posts per day regarding developments within the industry.
- Work with editorial staff to come up with appropriate articles and deadlines.
- Keep up-to-date with industry news, events, and programming.
- Be available for occasional phone conferences.
- An estimated time commitment of 10-15 hours/week

Qualifications:

- Demonstrated interest in online media and entertainment
- Experience writing for an online or print publication
- Ability to consistently meet deadlines and readily communicate with editorial staff

Please send a resume with appropriate writing samples to [Joshua\[at\]tilzy\[dot\]tv](mailto:Joshua[at]tilzy[dot]tv)

The following opportunities are available at **One Economy**, a multi-national nonprofit organization that brings broadband into the homes of low-income people and provides a multilingual web portal called The Beehive (<http://www.thebeehive.org>).

Freelance Writer, Atlanta: [http://www.one-economy.com/about/jobs/Freelance writers.doc](http://www.one-economy.com/about/jobs/Freelance%20writers.doc)

Freelance Writer, Mississippi: [http://www.one-economy.com/about/jobs/Freelance Writer in Mississippi.doc](http://www.one-economy.com/about/jobs/Freelance%20Writer%20in%20Mississippi.doc)

For more editorial positions, go to <http://www.one-economy.com/about/jobs.asp>

One Economy offers great benefits. Qualified candidates should submit a resume and cover letter stating salary requirements to cduerksen@one-economy.com. EOE. No phone calls please.



SECTION III: 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.

This week, I've put basically everything on hold to do some promotional work for the upcoming freelance writing seminar. I wanted to create and get on a marketing schedule for this.

Although the seminar is not until October, I've learned from past experience that when promoting seminars and workshops, the earlier you start, the better the turnout. Creating a seminar, workshop, ebook, etc. is the easy part. Promoting it is sooooo much harder. That's the lesson for this issue.

On a personal note, my fiancée and I got a puppy. She's a Siberian Husky and Pit Bull mix — brown with a black spot that covers the majority of her nose area. Hence her name, Blacky. She looks more husky than pit bull, which is what made me want her. Huskies are such cute furballs as puppies, they're hard to resist.

But, I had no idea that puppies pooped so much. Can't wait until her little butt is house broken!



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SECTION IV: PREVIOUS ISSUES

Issue 1: June 6, 2004 can be found at <http://www.InkwellEditorial.com/newsletter.pdf>

Until next time,
Yuwanda

P.S.: In the Next Issue (July 18th): In the third issue, we will chat with blogger and freelance writer Paula Mooney, who charts **how she's made over \$6,000 online as a stay-at-home mom** – and so much more. Want to know how she created a popular blog in just a few months – and where her income comes from? She'll tell you!

NOTE: Editorial is notoriously slow during the summer, so the newsletter will be published once during July and August. We'll go back to publishing twice a month in September.

P.P.S.: Don't forget, as a subscriber you get special deals on our e-books and seminars via a secret page on InkwellEditorial.com. **Ebooks for \$2.99 – regularly \$9.95!** It's my gift for being a subscriber. The secret page is at <http://www.InkwellEditorial.com/bizguides-sub.htm>.

P.P.S.: Freelance Writing Seminar details can be found here:
<http://inkwelleditorial.blogspot.com/2007/05/want-face-time-wemployers-who-hire.html>

Your Ideas Count! Send in your comments/questions/suggestions, etc. Have a freelancing issue you'd like to see covered? Email me at info@inkwelleditorial.com. I'll do my best to cover it.

Click below to forward this newsletter to a friend – they'll thank you for it!



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