

# How to Start a Successful Freelance Career

A Freelance Newsletter by Inkwell Editorial  
February 27, 2008

## SECTION I: INTERVIEW WITH INTERNET MARKETER PAT B. DOYLE

Pat's blog is all about making money online. I ran across it while surfing Technorati one day. I was impressed by its rank (currently 18,001) on Technorati. Its Alexa rank was 80,940 when I initially asked Pat for this interview.

If you don't know much about online marketing, to put these in perspective, Technorati currently tracks "112 million blogs and over 250 million pieces of tagged social media." If your site ranks lower than 100,000 on Alexa, it's considered a high-traffic site. To achieve these rankings is no mean feat; it doesn't happen by osmosis. You have to know what you're doing folks!

I've been online forever (my site since 1999 and my blog since 2005) and have only, in the last year, started to pay attention to things like search engine optimization and web marketing. My rankings suck compared to Pat's. And, quite frankly, I was envious and wanted to know how she did it.

So, I asked her if she would mind being interviewed. Following is what she had to say.

Thanks Pat for sharing your knowledge. I want to be you when I grow up online!



**1. Your blog, as you state directly in your site, is all about making money online. And, you give first-hand information, ie, results from things you've tried. I think this is the best kind of information, which leads me to my first question:**

**Your site (<http://www.patbdoyle.com>), has an impressive Alexa rank (80,940), which means your site is extremely popular. Do you think it's due to your frankness; talking about things you've tried? Please explain.**

Yes, I am very pleased with how well my blog is doing. I think the main reason it is doing so well is that it is not my first blog. I have learned a lot in the 2+ years I have been blogging.

My readers stay with me because I am very honest in what I tell them. I try not to give them a lot of hype, and I talk about things that I have actually tried myself.

I also try not to use a lot of jargon. I present things in a way that is easy for newbies to understand, but there is also a lot of information that more experienced people can use.

I would have to say, though, that no matter how good your content is, you will not get a lot of readers unless you actively promote your site. You need to participate in the online community, do some social networking, and generally, let people know that your site exists.

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I talk a lot about this in my book, *Blog Traffic Jump Start*, which you can find at <http://blogtrafficjumpstart.com/>. I decided that, since I did such a great job at getting readers for my blog quickly, I would share what I had learned in my book.

**2. In your "former life" you were an Information Systems Consultant, which means you know how to navigate in a tech world. Can you tell us a few obvious mistakes you see many online entrepreneurs make?**

Here are a few mistakes I see many online entrepreneurs making:

*a) Not being unique.* A lot of people try to get started by copying someone else. It is ok to get ideas from people you admire. It is really a good way to go - you don't want to reinvent the wheel. But you need to make these ideas your own, put your own spin on them. I see too many sites that are just parroting what they hear from others. No one will care about a site that is just copying others. If you want to be popular, you need to be one of a kind.

*b) Making things too complicated.* People want simple solutions. Their website is so confusing and loaded with ads that you don't know where to turn and end up just leaving the site. Or the product they are trying to sell is too complicated. Keep things simple!

*c) Not building an email list.* This is a mistake I made myself. I blogged for over two years without collecting the email addresses of my readers. Now I am just getting started with list-building. I could have been a lot further along if I would have started two years ago. A lot of those people were one-time visitors to my sites, and now I have no way of reaching them again.

**3. What made you quit your job in October 2007 to become a full-time online entrepreneur??**

I have always wanted to have my own business. In fact, I started a couple of offline businesses in the past, but abandoned them due to lack of time.

The catalyst for leaving my job, though, was the long commute I had. I was driving for an hour and a half each way to work, and I was burned out. I decided that, rather than look for another job closer to my home, I would take the plunge and start working full-time on my online business.

### **INTERVIEW CONTINUED BELOW**

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**Want to learn how to make at least \$250/day writing simple 500-word articles?** Read how here: <http://www.inkwelleditorial.com/e11-excerpt.htm>

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**4. As you've been making money online since 2005, did you have an income goal in mind you had to reach before you quit? In essence, had you planned to quit at this time, or did it just kind of happen?**

I really should have waited to quit my day job until I already had a full-time income from my online business. But I was so burned out from commuting that I quit suddenly. I am not yet making a full-time income online. I am supplementing my income with my savings.

I would not recommend this, though. I am finding it very stressful to be dipping into savings, and I can't wait until I build up my income to a point where I don't have to be using my savings any more.

**5. What are two things newbies can do to make money online?**

The first thing I would suggest is to start a blog. It is a wonderful way of becoming involved online. You will make a lot of friends and build confidence as you are learning. You can start out by monetizing your blog with Google AdSense.

You can also promote affiliate products on your blog. I would caution you that it is slow going, at first, though. You need to build up your traffic before you start seeing results.

I believe a quicker way to make money is through creating your own products to sell. The reason I don't recommend this as a first step is that most people need to build their confidence before tackling product creation. But if you feel you can, then go for it! Create an ebook or video course that solves a problem for people. The more mass appeal it has, the better. You can then sell it by advertising with Google AdWords.

If you don't want to create a product right away, even a newbie can earn money by providing a service. For example, if you know how to install WordPress, you can offer that as a service. Website design, programming, and article writing are other services you can offer.

I think people shy away from providing services because it is not "passive income". It might not be passive income, but it is something that can sustain you while you develop more automated ways of making money online. Besides, I have news for you: even what you consider "passive income" still takes quite a bit of work! There is no way to make money online without doing some work.

**6. You monetize your sites via affiliate programs (Clickbank, Commission Junction, etc.). How do you pick a "winning" product to promote?**

The only way I know of to find a "winning" product to promote is by testing. I just look for

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products related to my site, and then start promoting them. If they don't convert well, I drop them and test something else in their place.

### **7. What are two of the most effective low-cost, or free methods you've used to make money online that work for you.**

Blogging is low-cost and can even be free if you use a service like Blogger.com. As I said, I believe blogging is a great place to start.

Once you start getting traffic, then monetize your blog with either AdSense or affiliate programs, or both.

Other than blogging, the only other way I have made money online so far is by selling my ebook. It is not totally free to do – you need to spend about \$50 to get a product set up on ClickBank, and you need to pay to advertise with AdWords, but it is very low cost. Especially since I was able to sell a number of copies to my blog readers, so I still have money left over from that, to spend on my AdWords campaign

### **8. You offer a coaching service to help others to make money blogging. Can you give us a sneak peek of what to expect in the course? (details at <http://www.personalblogcoach.com>).**

I have put my coaching service on hold for now. I am planning to reintroduce coaching in a new way in the future.

I have found that people really need structure. My original coaching program was set up to just answer people's questions and help them with their business. It was completely unstructured.

I am planning to introduce a new coaching program that has pre-made lessons. I believe people really need that kind of structure to keep them motivated and involved. I am still working on getting the lessons put together

### **9. Anything else you want to add that I didn't ask here (advice, tips, warnings about freelancing/blogging/making money online)?**

I have two items of advice for people about making money online:

#1 – It is hard work. It is not as easy as people will try to make you believe. If a product promises you that you can make money online without any work, don't buy it! You'll just be wasting your money.

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You need to be able to be your own boss and be self-motivated. You will not have a boss telling you what to do. I think people try to find a substitute for a boss – someone to tell them what to do. So they search for a guru or some book to tell them what to do.

This will not work. Books are fine if you look at them as furthering your education. But no book or guru can do everything for you. You will have to work hard and find out what works by trial and error.

#2 – Stay focused on one thing at a time. Don't jump around from one idea to another. This is easy to do, and I have done it myself. It just wastes time and effort if you leave things half-finished and jump on to the next big thing.

### **BIO: PAT B. DOYLE**

Pat B. Doyle is an online entrepreneur and consultant. She helps people with blogging and internet business at her blog, <http://www.PatBDoyle.com/>. She has also written a book about getting lots of traffic to your blog, which can be found at <http://BlogTrafficJumpStart.com/>. The book has also been published in Kindle format at <http://www.amazon.com/> (search for “Blog Traffic Jump Start”).

Pat has been an Information Systems Consultant in the past, and she has been blogging since 2005. In 2007, she left her Information Systems Consulting job to become a full-time entrepreneur.

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**SECTION III: FREELANCE WRITING JOBS**

This past Monday, I started to list freelance writing jobs on my blog. This will be an ongoing thing. As I explained in my 2/25/08 post, I receive a lot of queries about finding work.

It seems that many just don't know where to start or what to look for. To demonstrate the kinds of gigs I go after, I'll post jobs, sometimes providing an explanation as to why I applied (it's not always obvious). An example:

**Communications Writer:** <http://jobview.monster.com/GetJob.aspx?JobID=69016690>  
(*Note:* I apply to these types of positions because big companies often keep freelancer information on file, especially when they don't find exactly who they're looking for via a FT job listing)

Following are the freelance writing jobs I've posted so far this week.

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**FREELANCE WRITING JOBS; SEO WRITING JOBS (from Monday, 2/25)**

Staff Copy/Content Writers: <http://boston.craigslist.org/gbs/wri/577284903.html>

Writer Needed for Classic Mustang Site: <http://newyork.craigslist.org/mnh/wri/585852583.html>

NYC Corporate Blogger & Market Researcher:  
<http://newyork.craigslist.org/mnh/wri/585734805.html>

Freelance Writers Needed for Guy-oriented Wedding Web Site:  
<http://newyork.craigslist.org/mnh/wri/584450441.html>

Sales Letter Writer: <http://www.scriptlance.com/projects/1203947906.shtml>

Need NHL Articles: <http://www.scriptlance.com/projects/1203947515.shtml>

Article Writer Needed: <http://www.scriptlance.com/projects/1203901121.shtml>

**Click here for Tuesday's (2/26) listings:** <http://inkwelleditorial.blogspot.com/2008/02/how-to-learn-from-problem-clients.html>

**Click here for today's (2/27) listings:** <http://inkwelleditorial.blogspot.com/2008/02/how-to-get-most-marketing-bang-out-of.html>

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**STILL SEEKING THIS INTERVIEW SUBJECT: Moderately Successful Affiliate Marketer**

**For the March 19<sup>th</sup> issue**, I'd really like to interview someone who earns the bulk of their income from writing, blogging, drawing, etc., but who's had moderate success with affiliate marketing, eg, \$750/month or more.

If you are that person or you know of someone, please email me. It's an email interview consisting of 8-10 questions. Contact me at [info@InkwellEditorial.com](mailto:info@InkwellEditorial.com) with "Affiliate Marketer Interviewee" in the Subject line.

Thanks in advance.

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



I think spring fever's set in already. It's so hard for me to get motivated these days. I'm also starting to get a little complacent – which is a death knell if you freelance.

I've secured a couple of long-term writing gigs. If I had maybe five more, I could stop marketing – NOT!

Remember in the last issue when I talked about freelance writing goals? I said I was going to post mine in every issue just to keep me (and hopefully, you) motivated to achieve them.

Well, I can cross one project off the list (following are my goals below and my progress on each one). I finished writing an ebook. I have to qualify this achievement though. I have so many ideas inside of me for ebooks that I want to write, but procrastinate in getting around to them because I think in terms of “books” instead of informational products.

So, I've decided to produce informational e-reports. I sat down and wrote a list of titles and so far, I have 72 of them that I'm going to write over the next two years (I put myself on a schedule). Each will be no more than 20 pages and will all cover some aspect of freelance writing. Almost all will be written from my personal experience.

Where that's not possible, I'll find subjects to interview (I believe in only dispensing first-hand information).

The one I finished a couple of days ago is tentatively entitled, **How to Start a Popular Freelance Writing Blog: 7 Things Every Freelance Writing Blog Should Have (& More Blog Success Tips)**. This is the goodie I promised in my 2/26 post. It's tentatively titled because I'd like your feedback on (i) the proposed title; and (ii) its contents.

Before I finish editing it for publishing, any feedback you can provide would be much appreciated. Remember, the target audience is newbies, or those who currently have a blog but haven't spent much time thinking about it in terms of how it can add to their freelance writing income.

Send all feedback to [info@InkwellEditorial.com](mailto:info@InkwellEditorial.com) with “Ebook Feedback” in the subject line. And, thanks a million!

**My 2008 Freelance Writing Goals**

1) Monetize my sites more; (**UPDATE**: Still haven't figured out what to do beyond AdSense and a few ClickBank products which just is not working for me. Hence the affiliate marketer

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interview I'm seeking. I'll keep burning brain cells on this one. I'm open to suggestions.).

2) Make SEO content writing at least 50% of my income; (**UPDATE:** for the month of February, I've had a mix of projects, but most of have come as a result of my marketing for SEO writing work; I will continue to track this every month)

3) Finish the two ebooks I'm working on; (**UPDATE:** Am 20% done with one) **I FINISHED ONE TWO DAYS AGO (2/25)!**

4) Start two minisites; and (**UPDATE:** As I expend more effort marketing my primary site (InkwellEditorial.com) and my blog, I'm rethinking this; marketing takes work!).

5) Get one ebook on Amazon.com.

### **PERSONALLY SPEAKING . . .**

On a more personal note, my training for the marathon is coming along slowly. One lesson I've learned from this is to just never let myself get out of shape again. It's just too darn hard getting back into shape.

I don't know if it's because I'm older, lazier or just in hibernation mode, but my motivation for working out is zero most days. Hopefully spring will bring a change in 'tude and I can get my chunky butt back on track (literally and figuratively speaking)!

**Next Issue:** Wednesday, March 19<sup>th</sup>.

Always editorially yours,  
Yuwanda Black, Publisher  
<http://www.InkwellEditorial.com>  
<http://www.InkwellEditorial.blogspot.com>  
<http://www.SEO-Article-Writer.com>  
<http://www.SEO-Articles-for-Sale.com>

**P.S.: Want to start making \$100-\$200/day as a freelance writer in ANY niche -- right away?** Log onto <http://www.FreelanceWritingWebsite.com> for details.

**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.

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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 IV: 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 at <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 at <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*

**Issue 8:** November 7, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/11-7-07-freelance-writing-newsletter.pdf>  
Topic: **How to Make Money as a Freelance Ghostwriter**; Featured Freelancer: Amanda Evans

**Issue 9:** December 5, 2007 can be found at <http://www.inkwelleditorial.com/Newsletter/12-5-07-freelance-writing-newsletter.pdf>  
Topic: **A Roundup of Freelance Writing Salaries from around the Web**

**Issue 10:** January 16, 2008 can be found at <http://www.inkwelleditorial.com/Newsletter/1-16-08-freelance-writing-newsletter.pdf>  
Topic: **Spotlight on SEO Content Writing**; Featured Freelancer: Sharon Hurley Hall

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**Issue 11:** February 6, 2008 can be found at

<http://www.inkwelleditorial.com/Newsletter/2-6-08-freelance-writing-newsletter.pdf>

Topic: **Interview with Freelance Author & Writer;** Featured Freelancer: Misti Sandefur



Read on, there's more . . .

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**QUIT YOUR JOB AND WRITE SEO CONTENT FOR A LIVING?**

Yes, it can be done, and I'll prove it to you by showing you exactly how to land projects.

***“If you're making between \$30,000-\$60,000/year, you can pretty easily replace your income as an SEO content provider.”***

Ever run across those ads on job boards that read something like the following:

Article Writer Wanted: Urgent! I need some articles on my site targeting students.

OR

Seeking writer to write several "how to" articles for my web site. Approximately 400 to 1000 words each.

OR

I need 100 unique articles. Each article will be 400 - 500 words in length. I need the articles completing in 10 days. The topic for the articles is weddings.

OR

I require services of an article writer for my blog. All work must be original and search friendly according to our specs.

OR

I need an article writer to provide 20 articles per week on various topics. I will pay weekly Requirements: 400-500 words per article. And the list goes on and on.

SEO writing is plentiful. And, as it's a relatively new form of writing, quality providers (writers) are hard to find. SEO companies, web design companies and internet marketing firms, in particular, are all scrambling for this type of content.

In my SEO ebook, I tell you EXACTLY how to go about getting it. You won't be left in the dark about anything. I outline EXACTLY what I did to start making between \$100-\$400/day – relatively easily (the hard part is keeping up with all the work).

If you're looking for a sure-fire way to make money working from home as a freelance writer, this ebook is for you!

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### **Marketing for SEO Article Writing Work**

Within a few minutes (literally!) of sending out my first batch of emails to potential clients, I was contacted by a Search Engine Optimization (SEO) company.

It was the owner and he wanted to know my per-article rate and my blogging rates. At the time, I didn't even offer blog writing. This company had hundreds of clients and was in dire need of writers, bloggers and forum posters.

I never wound up doing any work for them – at least not yet anyway! *Note:* Many times, potential clients keep your info on file for later use.

### **\$4,000 in 30 Days from One Client!**

But, over the next week, I was contacted by four companies. I picked up two clients during my first week of advertising. From Thanksgiving to Christmas, one of these clients gave me close to \$4,000 in work and consistently sends me \$250-\$750 worth of work per week. Remember, this is just one client!

### **\$750 for two day's work!**

Another client I picked up was a real estate client. He was developing an endless supply of websites around a particular domain name he registered. This project could literally go on for years. To date, I've completed copy for 15 sites for him. Two pages of copy per site at \$25/per page = \$750. And, his copy was only 200-400 words, not the standard 500 words.

Now, I have seven SEO companies that I get work from on a pretty regular basis. And, they keep me pretty busy – to the point where I outsource work to three freelancers on a regular basis.

As I market more, I'm getting away from doing the actual work myself to outsourcing it and overseeing the work of freelancers.

### **A Typical \$250 Day**

I routinely bill \$100-\$400/day. A slow day is \$100. And that's usually because I've put off doing some actual writing to do some marketing or take a break, which means doubling up the next day. Usually, clients will email me projects, saying something like the following, eg:

Can I have 500 words on the following 5 keyword phrases please.

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Due date: 2/15. (keyword phrases would be listed)

Some clients give 2-3 days; others give a week to ten days. I'll send a short email back saying something to the effect of:

“Article ordered received and due date noted. Your business is appreciated.”

### **Nicheing It to Success**

If you have a niche – especially if it's a highly lucrative one like finance, real estate, insurance, etc., pitch yourself that way. In SEO writing, webmasters make a mint with these types of articles because they are high-paying niches.

And if you don't have a niche? Develop one. It's relatively easy to do. The ebook discusses exactly how to go about it.

***A note about SEO companies:*** Many SEO companies are small organizations, but they work on hundreds of sites. And, once they have a client, the client usually stays with them for months or years. This means a continuous need for fresh copy.

So, getting in good with a few SEO companies will produce more work than you could possibly handle alone, as evidenced by the stories above.

This ebook will tell you exactly how to contact SEO companies, what to say (I'll reveal to you the exact email I send to potential clients), what questions to expect from them, how to set rates to seamlessly bring in clients – and more!

### **WHAT YOU GET WITH YOUR PURCHASE**

**A Preview:** Following is the Table of Contents, so you'll see exactly what's covered. It's a “no-fluff, get-right-to-the-point, exactly-the-information-you-need-to-get-started-right-away” kind of ebook.

**FREE Marketing Ebook:** Because marketing is critical to the success of every venture, the marketing ebook, *The Small Biz Owner's Complete Marketing Kit!*, is included as a FREE add on. The marketing techniques discussed are free and low-cost and can be applied to any for-profit venture. This ebook is sold separately on InkwellEditorial.com for \$24.95.

I truly want you to succeed as a freelancer, without struggling as so many do. There's no need for this, especially in the SEO sector. So apply the knowledge within and clients will come that much easier.

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**Freelance Success Story:** One freelancer emailed me in a panic. After she bought the ebook and followed it exactly, she started getting queries – before she was ready to take on work (she worked full-time). Her story is detailed below.

*This ebook contains everything you need to start a successful freelance writing career in the SEO sector. All you'll have to worry about is how you're going to get all the work done that's going to come your way – and this is no exaggeration!*

Here's to your success!

Sincerely,  
Yuwanda Black, Publisher  
InkwellEditorial.com  
InkwellEditorial.blogspot.com  
SEO-Article-Writer.com  
SEO-Articles-for-Sale.com

**P.S.: Click the following link to order and start your SEO writing career right away!**

<http://www.InkwellEditorial.com/bizguides.htm>

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## **How to Make \$250+/Day Writing Simple 500-Word Articles** *aka How to Start Making Money as an SEO Content Writer.*

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## **A FREELANCE SUCCESS STORY: SEO WRITING COMES TO YOU!**

### **A Freelance Writer's Success Story: How She Started to Get Queries from Clients before Starting to Market**

A panicked freelancer recently contacted me with a problem most would love to have – before she even started advertising, work was coming her way. “Huh, how did that happen?” you might be wondering.

Let me explain.

#### **Getting Clients w/ No Marketing – It Happens!**

“Mary” is a long-time reader of my blog and recently purchased my ebook on SEO writing. She said she did everything I said and before she could even start to market for work, a query from an SEO company had come her way. She wrote:

“Dear Yuwanda:

First of all, please forgive my asking you this. But I have a wonderful "problem" that has occurred suddenly. . . Let me explain. I've been a long-time reader of your blog. I've been trying to start a free-lance biz and have faltered. I saw your blog postings about how you got SEO writing gigs almost lickety split, so I purchased your e-book and did everything you said.

Here's my website: (she listed her website address). The site's been up for a few weeks. But I have done nothing. (I work full-time and wanted to finish up a small free-lance newsletter gig I have via my copywriting site before I started marketing SEO writing. I never sent out ANY queries. No marketing. Zilch. Zero. Nada. Goose egg. However....today, I receive a query from an SEO firm.”

So, why was she in a panic?

#### **Handling Clients When You're Not Ready for the Work**

The client contacted Mary via email, asking questions she had no idea how to answer, so she emailed me. I called her to give her some advice, to help walk her through what to say. Following are a few tips on how to handle client queries when you're not ready for the work, for whatever reason.

**1. Wait:** As in, don't be in a hurry to get back to the client. As freelancers, we're trained to get back to the client as soon as possible. And, ordinarily, this is a good idea. But, if you're unsure about something, don't rush to get back to the client.

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In this case, the client had asked Mary some questions she didn't know how to answer because SEO writing was a new niche for her. Obviously smart and capable, with just a few minutes of web research, she could have found the answers she needed. Or, barring that ....

**2. Ask an “Expert”:** Mary contacted me, which is exactly what I would've done in her shoes. If you can't find what you need on the web, or time really is indeed pressing, then ask someone.

Most freelance writers are very generous with their knowledge.

In fact, for one part of Mary's query, she needed someone who had done this type of work before to know how to respond the client. He'd emailed her asking some easy questions, eg, “How much do you charge per article,” and some industry specific questions, ie, “Also will you include imbedded links in your sig that we supply?”

For this last question, she was in the dark as to what he was asking. She wrote me saying, rather hilariously, “I tell him I can certainly imbed links (but between you and me, I don't even know what that is!!!) and, trying to fudge a bit and gather my wits, ask him how many sites he has in mind for submitting to. . . Now I'm completely at a loss.”

I explained to her what he was referring to so that she could compose an appropriate response.

**3: Stay Plugged into a “Relevant” Writing Community:** This will do two things: (i) give you an immediate place to turn to get answers to your questions; and (ii) keep you up to date on what's happening in your niche.

Staying plugged in can be as simple as reading industry blogs. You don't have to go off and sign up for, or join, anything.

For example, since I started SEO writing, I subscribe to and read *Web Pro News* on a regular basis. This online news digest is great for keeping abreast of what's going on in and around the web.

From social bookmarking to blogging to the latest on Yahoo! and Google, if it's pertinent to the web, you'll find it here.

Sometimes, I don't understand some of the technology or terminology mentioned, which clues me in that I have some more reading to do. I remember when I first read about (LSI) Latent Semantic Indexing (a big Scooby Doo “Huh” moment for me), I was like, “What the heck is that?” I looked it up, did some further reading and gained an understanding.

Knowing your industry helps to convince clients that you know what you're doing. Strangely enough, LSI came up in a conversation with a potential client. I felt as if he was throwing it out there to kind of test my knowledge.

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So, this is a really important tip, especially for SEO writing, because it is a niche that changes constantly and rapidly.

So, what happened with Mary?

### **How to Create a Work/Life Balance from the Beginning**

As I wrote in the ebook, when you market for SEO writing work, be prepared for it to come fast. You can get busy relatively easily.

Mary works fulltime and this incident kind of clued her into what to expect once she started to market. So, she's decided to clear a few things off her plate and market slowly for clients, which I think is extremely smart on her part.

Many of us freelancers get so excited about the possibility of work that we jump into it without erecting work/life balance boundaries. I'd told Mary to be prepared to work 2-4 hours in the evenings once she starts to market. To that she responded:

“Working 2-4 hours a night with my workload will not be easy. I'll have to figure out some way to do it though. . . . So I'm REALLY looking forward to your post on how to hire and work with subcontractors. ;-)”

###

**The moral of this story: *SEO writing is the hottest niche in freelance writing now.*** And, good, competent SEO writers who understand the industry are in short supply. Age is not a barrier, education (or lack thereof) is not a barrier, nor is experience. All you need is the ability to write and good research skills – and you're on your way to earning \$200-\$400/day. ***In my first month, I made close to \$2,000 – from one client alone.***

Within 2 months, I was so busy that I started to outsource work to other freelancers – which I continue to do. If you've ever wanted a job where you could work from home, and earn a better-than-decent living, SEO writing is for you.

**NOTE:** Want more on “SEO Mary?” Follow these links to read the series from the beginning:

**Part I:** <http://www.inkwelleditorial.com/how-to-get-clients-with-no-marketing.htm>

**Part II:** <http://inkwelleditorial.com/how-to-grow-your-seo-writing-business.htm>

**Part III:** <http://inkwelleditorial.com/how-to-start-an-seo-writing-career.htm>

**Part IV:** <http://inkwelleditorial.com/how-to-start-an-seo-writing-career1.htm>

**Part V:** <http://inkwelleditorial.com/how-to-start-an-seo-writing-career2.htm>

**This ebook provides everything you need to get started – today if you want!  
Order now at <http://www.InkwellEditorial.com/bizguides.htm>.**

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