



How to Start a Successful Freelance Career

A Freelance Writing Newsletter by Inkwell Editorial
September 29th, 2008



November Newsletter Note: If you arrived at this, September's newsletter, looking for the November issue, I put the wrong link in the eblast. Sorry about that. Access November's newsletter here: <http://inkwelleditorial.com/Nov08-freelance-writing-newsletter.pdf>.

SECTION I: HOW TO MAKE PASSIVE INCOME AS AN AFFILIATE MARKETER

As a freelance writer, I'm always looking for ways to make passive income. Face it, while writing from home for a living is nice, it's also hard work.

As a futuristic thinker, my eye is always on retirement. While I'm extremely grateful to be able to work from home in my pajamas, I look forward to the day I can afford NOT to write for a living. I want to make money while I sleep – which is what true financial freedom is all about.

The Joy of Making Money While You Sleep



I've already started down the "make money while you sleep freedom path" by writing and publishing my own ebooks. It's nice to log on and see the sales count for the day. Before I log off at night, one of the last things I do is check my various accounts to see what the daily tallies are.

While my passive income streams are nominal, they are consistent. They are:

Google AdSense: My daily average is pithy, but by month's end, it can be counted on to pay a utility bill or make my car note.

AssociatedContent.com: Ditto Google AdSense average. The nice thing about the two of these combined though is that a couple of monthly bills are paid for – I don't even have to think about them.

eHow.com: I may be able to buy three or four lattes a month with what I earn from these articles. The crazy thing about this money though is that I was paid up front to write the articles (\$15/per article) and haven't posted any new content to the site in months. Yet, I get a payout every month.

My Ebook Sales: This is my biggest stream of passive income. These cover a whole slew of bills: eg, six credit cards (I know, I know, I'm whittling them down); an old hospital bill that insurance didn't fully pay for; auto insurance; and gas money.

All in all, from these passive income streams, I'm able to cover about about 50% of my regular monthly bills – excluding my mortgage – without touching the money I make as a freelance writer. And, this is exactly why I was so keen on finding out more about affiliate marketing.

Creating Passive Income to become Debt Free

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My goal is to be completely debt free – including having my house paid off – in the next 7.5 years. What lit a fire under me was the following line of thinking:

Imagine if I could cover all of my monthly bills (including my mortgage) with passive income. Then, I could put all of the income I make from active work (eg, freelance writing) towards my mortgage. In essence, I would be making double and triple monthly payments on it and have it paid off in no time.

Now that you know the impetus behind this issue, I hope you enjoy it that much more. And, start asking yourself these types of questions.

Create Passive Income to Enjoy True Financial Freedom and a Comfortable Retirement

While freelance writing is a wonderful career – one I prefer to working outside my home and/or for someone else – there will come a day when you may not want to work. Creating passive income will allow you to enjoy life more now AND have a comfortable retirement. Then, you can take on projects only when/if you want to.

For this issue, I interviewed three affiliate marketers. They each have varying degrees of success. While I didn't know this when I approached them, I'm glad it worked out this way.

I wanted the income goals they cited to seem reachable for everyone because I think most of us are skeptical when we read about someone making \$30,000 month. But, we *can* identify with someone making \$2,000/month, for example.

QUESTIONS I ASKED EACH AFFILIATE MARKETER TO ANSWER

With the above in mind, I sent the following note along with the 8 questions I asked each interviewee to answer:

Following are a few things to keep in mind as you answer: Most of my readers [ie, Inkwell Editorial Newsletter Subscribers] are new to making money online.

They've either tried a few programs that haven't worked and/or are considering trying affiliate marketing for the first time. Most have small and/or non-existent budgets for marketing online.

Hence, they need free and/or low-cost ways to get the word out about whatever product/service they decide to promote.

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Following are the 8 questions that each affiliate marketer was kind enough to answer (thanks Jeff, Jim and Trevor).

Note: After reading their interviews, don't forget to visit their sites and stay in touch by subscribing. Remember, just because you can write forever doesn't mean you're going to want to. Plan for your retirement by setting up passive streams of income now. These gentlemen can help you along in that quest.

1. How long have you been an affiliate marketer?
2. What were your initial income goals (if you could give a broad range, that would be great, eg, a few hundred dollars a month; \$1,000/month; etc.)?
3. If you've hit your income goal, how long did it take you to get there? If you haven't hit your income goal, how long do you think it's going to take to get there?
4. If you're not promoting your own product, how did you decide which product/service to promote?
5. What are the most successful marketing methods you've used to promote your product/service?
6. What is the biggest mistake you've ever made as an affiliate marketer?
7. For those who are completely new to affiliate marketing, what is the number one piece of concrete advice you would dispense?
8. Tell us about your product/service and how others can sign up for it?

Read on for their extremely insightful answers.

AFFILIATE MARKETER INTERVIEWEE #1: JIM DONOVAN



About Jim: Author of 8 books, personal development seminar and workshop consultant and publisher of *Jim's Jems*, a personal development newsletter that “[provides] you with ideas you can use to take charge of your own destiny and create the life you were born to live . . .”

Publisher Note: Jim lays out the basics that every successful affiliate marketer I've read about touts, especially the tip about building your own mailing list (Q #5).

Q #1: How long have you been an affiliate marketer?

A: About 6 years.

Q #2: What were your initial income goals (if you could give a broad range that would be great, eg, a few hundred dollars a month; \$1,000/month; etc.)?

A: \$550 to \$1,000 a month

Q #3: If you've hit your income goal, how long did it take you to get there? If you haven't hit your income goal, how long do you think it's going to take to get there?

A: I've hit and, sometimes surpassed it.

Q #4: Q: If you're not promoting your own product, how did you decide which product/service to promote?

A: I ONLY promote compatible products and services that are in alignment with my niche.

Q #5: What are the most successful marketing methods you've used to promote your product/service?

A: By far, the most successful has been my own mailing list.

Q #6: What is the biggest mistake you've ever made as an affiliate marketer?

A: Trying to market products that were not a good fit to my community

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Q #7: For those who are completely new to affiliate marketing, what is the number one piece of concrete advice you would dispense?

A: Be patient and ALWAYS have the best interests of your community in mind.

Q #8: Tell us about your product/service and how others can sign up for it?

A: I create self-help and personal development books and audio programs and related services. My main web site is www.jimdonovan.com and the affiliate sign up is www.jimdonovan.com/affiliate-sign-up.html.

Note: I only accept affiliates who are in alignment with the nature of my site.

AFFILIATE MARKETER INTERVIEWEE #2: JEFF KINSEY



About Jeff: Small business marketing consultant, author, TV host and entrepreneur. Learn more at <http://throughput.us>.

Publisher Note: Jeff's interview appealed to me because he had some stumbles and starts. It took him a while to experience success, as it will most of us too when we start out as affiliate marketers. Pay particular attention to his advice on creating multiple streams of income in Q #3.

Q #1: How long have you been an affiliate marketer?

A: I have tried different approaches over the years, probably going back to late 1980s using CompuServe! But really had little success until the concept of blogging started to take hold. My first blog post (it was a quizzical musing if blogging was really anything or not) was in May 2005. <http://consultski.blogspot.com/2005/05/welcome.html>

Q #2: What were your initial income goals (if you could give a broad range that would be great, eg, a few hundred dollars a month; \$1,000/month; etc.)?

A: Initially, my marketing goal was to build credibility for my business consulting practice. Somewhere in the months that followed, I found my blogging to be the perfect mouth piece to promote the book that I wrote (and self-published) in the spring of 2004. My activities finally evolved in late 2007 to a more robust money maker, and started generating in excess of \$1000 per month.

Q #3: If you've hit your income goal, how long did it take you to get there? If you haven't hit your income goal, how long do you think it's going to take to get there?

A: I believe in multiple streams of income. So, I never placed a unique dollar amount on any one aspect of my business. With a formal definition of Web 2.0 and Social Media taking root early this year, after much hype, I placed more emphasis on the blogging and a virtual "buzz" web site, and in March 2008 created the ultimate affiliate marketing web site: vBuzz.org

Q #4: Q: If you're not promoting your own product, how did you decide which product/service to promote?

A: I do both. More is better than less in this case. But I choose my products and services based on what works for me. And as I continue to add clients, that attracts even more clients. But I will

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not promote a good or service that I do not believe to be exceptional. Life is too short to sell snake oil!

Q #5: What are the most successful marketing methods you've used to promote your product/service?

A: I am involved in a number of communities that have various web meeting environments. As a contributor, much like the Open Source Software movement, I am accepted and therefore my contributions and my thoughts are often sought after. This is something that I am genuinely interested in, as I am unable to fake interest in something just for a quick buck.

I do a ton of networking, mostly email and some Skype, but I make a lot of phone calls too. I use LinkedIn the most, but also twitter and Facebook. I am always exploring the newest thing, but never want to be on the cutting edge. I wait until they grab some listeners.

Q #6: What is the biggest mistake you've ever made as an affiliate marketer?

A: Being too quick to connect. There are people out there pushing agendas that I cannot agree with, and in one case it took me too long to see that the service was actually something that I personally find offensive! It was well hidden under the covers of a very long book. Actually, a fellow marketer picked up on the hidden message and alerted me before it was too late. It helps to have smart friends!

Two heads are almost always better than one. Find a mentor and be a mentor; is the best advice for avoiding such traps.

Q #7: For those who are completely new to affiliate marketing, what is the number one piece of concrete advice you would dispense?

A: Goal setting. Put your mission in writing. With a date. And post it on the wall of your office/cubical. I wasted a lot of time drifting around various activities. And you will always have some of that as you test, but have a goal firmly in mind.

Q #8: Tell us about your product/service and how others can sign up for it?

A: vBuzz.org is the web site and company name for my affiliate marketing program. There is a list of clients and a link to "sign up" or request more information.

I basically want to become the small marketing group that a lot of small businesses

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cannot afford to staff. But as I mentioned, I am very cautious of the clients that I take on and promote. I do most of the reaching out, to businesses that I discover on the net, and from word of mouth referrals of friends and family.

I am willing to check out those that find me through what ever means, but I do not wait passively on the phone to ring!

AFFILIATE MARKETER INTERVIEWEE #3: TREVOR MAUCH



About Trevor: Internet marketing guru and multi-talented entrepreneurial enthusiast (FYI, this is how I describe Trevor, not how he describes himself). Learn more at <http://www.trevormauch.com/about>.

Publisher Note: Trevor's success as an affiliate marketer quite frankly just blew me away. The green-eyed monster reared its ugly head because **he's only 25 and working on his first five-figure month, after only 9 months** of taking affiliate marketing seriously. Perk up and learn fellow freelancers. When Trevor speaks, we all need to listen!

Q #1: How long have you been an affiliate marketer?

A: Really, I had no desire to do anything with the internet or internet marketing just a few years ago. Like many people, I kind of fell into it. Truly, I've been affiliate marketing for just about a year now, but until early '08 the income from affiliate marketing didn't amount to much.

So, all together... about a year... but about 6-7 months that have actually been very profitable.

Q #2: What were your initial income goals (if you could give a broad range that would be great, eg, a few hundred dollars a month; \$1,000/month; etc.)?

A: Initially, I just wanted to make enough to pay for my hosting fees... and a bit of my time that I spent posting content to my site. So, I was happy as heck to make \$50 a month with AdSense. Then, I realized that for all the time I was spending on this new blog I started... I really had to figure out how to make some real income... or I would bag it all together.

So, once I realized that it was make or break, my goal was to make \$200 in a month. Then, from there... you gradually move it up and up as you grow and learn more (and take action). I've basically almost doubled my "goal" from the previous month each month... and I so far I've been lucky enough to beat it every time. Now I'm shooting for my first 5 figure affiliate marketing month (I'm almost there)... recently I hit my goal of a \$1,000 day (actually it was \$1k in an hour... and a bit over \$2,500 in a 48 hour period)... which I didn't think would come so soon (that was promoting a product launch... so it doesn't happen every day... I wish it did!)

Q #3: If you've hit your income goal, how long did it take you to get there? If you haven't hit your income goal, how long do you think it's going to take to get there?

A: Initially, I just wanted to make enough to pay for my hosting fees... and a bit of my time that I

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Q #4: Q: If you're not promoting your own product, how did you decide which product/service to promote?

A: Currently I don't have a product of my own (I'm creating a few as we speak though)... it's been all affiliate products and selling ad space on my websites.

How I first decided on the products to promote was simple... if I had used the product... and it worked great... and it fit the market for my website... I joined the affiliate program and wrote an article review about the product. Basically things that I had used and liked... that I thought the readers of my blog would like.

Then, once my "real estate" related website started to grow (we now get over 10k unique visitors a month... but for over a year we only got 20-50 people a day... I just didn't give up), I started to get people sending in questions about products... which I would go review and join their affiliate program.

So, I started out reviewing products on my blog based on things that I liked and had used that I thought could benefit my readers... then over time it's evolved into doing more what my readers ask me to do. If they want information or a review on a specific product... I join the affiliate program and do a truly honest review... if I hate the product I tell them. That's how I've built up trust.

Q #5: What are the most successful marketing methods you've used to promote your product/service?

A: So far, the most successful and long lasting thing I have been doing is honest and unbiased product reviews that I post on my blogs. Then, I create a Camtasia screen capture of me actually

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going through the product (works great for software), post it in the written text review, distribute that video to the video sharing sites, use social media to promote it (www.socialmarker.com works great and is fre.e), and sit back and watch traffic and income come in.

Q #6: What is the biggest mistake you've ever made as an affiliate marketer?

A: Hmm... I can't say I've really made any huge mistakes yet... I'm still pretty new at all this affiliate stuff. If I had to say, my biggest mistake is not treating it like a true business from the start... and not respecting my own time more.

For about 8 months (when I was twiddling around not making any money) I did it in my "free time" and didn't take it seriously. I was pleased to make \$.75 in AdSense in one day (that's 75 cents, not dollars). Then, I looked at the time I was spending to make that \$.75... and realized that if this were a real business... or if I were working for someone else getting paid that... the biz would go under. So I wrote up a quick business plan, wrote some goals, an action plan, and did it. Most of all, I started to shift where I spent my money as well.

Rather than buying courses (I've never bought anything that cost more than \$47 on internet marketing... I think all together I've spent less than \$200 on courses, etc.), I started to choose to spend my money taking action... rather than buying courses. I figured that I'd learn twice as fast if I did it and at least have a chance of making money... rather than spending a few hundred bucks on the latest greatest internet marketing fad course. That's just me.

Now, I've come full circle and do buy a few courses here and there now... but when I buy a course it's to solve a specific problem that I'm currently already having in my biz... then I put what I learned to action before I buy anything else.

So to sum up my waaaayyy to long answer... my biggest mistake is not treating it like a business from the get go and not spending my time or money doing the right things.

Q #7: For those who are completely new to affiliate marketing, what is the number one piece of concrete advice you would dispense?

A: The number one thing I'd say to someone completely new is this:

Take these steps BEFORE you spend a dime on courses, or spend too much time trying to make money:

i. Write out a quick life plan... doesn't have to be fancy. Basically write out what you want out of life, be specific, write out your ideal average day, and get on paper what you want your life to

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be like. From there base all of your decisions on the fact that they must help you get to that ideal life... or you won't waste your time or energy doing it.

ii. Choose a topic you're truly passionate about, start a blog and post content to it at least 3 times a week (it'll get difficult, but do it... it'll be worth it). Do that for at least 6 months and you'll start to see results... stick it out for 12 months to see it coming to its full potential.

iii. Get out and meet people in person... network in your own town with like minded people (they don't have to be internet marketing people). Go to a conference or two... I've only been to one... and just from the people I met that I'm still in contact with today... I'll make many times what I paid. As they say, the size of your net worth is in conjunction with the size of your network.

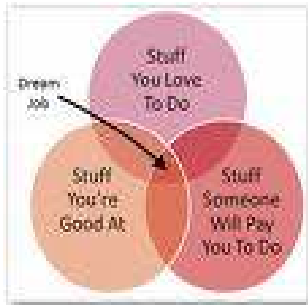
That's about it. If you want to make any kind of real income, treat it like a business and respect your own time.

Q #8: Tell us about your product/service and how others can sign up for it?

A: Really, all of my marketing is out of the "internet marketing" niche... so I don't have any products or newsletters for people. However, I do have my personal blog where I periodically post articles and tutorials based on what I'm doing and how people can do the same things. Some great stuff over there.

People can check it out at: <http://www.trevormauch.com>. While you're over there be sure to subscribe to the RSS feed and follow me on Twitter. I'm going to start putting out step by step tutorials on how I do what I do... it'll all be free.

CONCLUSIONS I DREW FROM INTERVIEWS WITH AFFILIATE MARKETERS



Following are three absolutes I took away from these interviews. What stood out to you?

Market Products You Believe In: Think about stuff you like to do and/or would use. You will be able to promote them with much more passion than if you market something just for the money.

Affiliate Marketing is Time-Consuming: There is no such thing as making easy money on the web – at least not in the beginning. With any affiliate program, you are going to have to put some elbow grease into it before it starts paying off.

Quite frankly, you are going to have to work as if someone is paying you to do it, so you might as well choose something you like. While you might get lucky and experience success like Trevor's after only a few months, it could be years (as we learned from Jeff). This leads to the third point . . .

Choose Products in Your Niche: As you're going to spend a great deal of time – at least initially – promoting your affiliate product(s), choose products that complement your existing niche. You are likely to experience success that much sooner because you leverage existing marketing tools already in place (eg, blogging, social bookmarking contacts, newsletter subscribers, etc.).

If you don't currently have a niche, then be sure to choose affiliate products and services you are passionate and/or are knowledgeable about.

In conclusion, affiliate marketing is a way to make excellent money. And, in the beginning, it's not passive or easy income, but it can grow to become both of these with hard work and persistence.

Thanks again Jeff, Jim and Trevor.

Fellow freelancers, don't forget to visit their sites!

Find Jim at <http://JimDonovan.com>

Find Trevor at <http://TrevorMauch.com>

Find Jeff at <http://vBuzz.org>

SECTION II: SUBJECTS I'D LIKE TO INTERVIEW

Freelance Writer Who Uses Constant-Content.com a lot: I've recently become enamored with the site, but have yet to find the time to list content there. So, I want to interview someone who's found success with the site. Or, who used it and wasn't satisfied. Contact me at info@InkwellEditorial.com with "Constant Content Interviewee" in the Subject line.

Writer Who Works On a Lot of Sales Copy: Eg, sales letters, branding copy, press releases, etc. I'd like to speak with you about what type of work is lucrative in this arena now, which sector you get the most of your clients from, how you got into writing sales copy and, of course, some writing tricks of the trade. Contact me at info@InkwellEditorial.com with "Sales Copy Interviewee" in the Subject line.

Successful Freelance Writers: Tell me your story. I'm looking for full-time freelance writers who can share their story (experience, how you did it, obstacles you overcame, etc) with those who are seeking inspiration.

What inspired this interview request? I look at my article stats on the article directories where I submit free content. Some of the articles that contain the biggest reads were those that I classify as "inspirational articles," eg, *How to Let Go of the Fear of Starting a Full-Time Freelance Writing Career*, found at http://www.associatedcontent.com/article/537481/how_to_let_go_of_the_fear_of_starting.html?cat=31. Hence, I'd like to devote an entire issue to this.

If you fit the criteria and would like to be interviewed, contact me at info@InkwellEditorial.com with "Successful Freelance Writer Interviewee" in the Subject line.

Thanks in advance.

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



This summer was absolutely crazy – professionally and personally.

My blog/website design was completed, but being a novice at Wordpress, I'm waiting to unveil it until I take a class on how to maneuver it. There are some personal bells and whistles I want to add and to pay a designer to continually update it would be expensive.

So, until I can take a class – hopefully next month – I'm keeping it under wraps. My plan is to unveil it in January, once I've transferred all of my old files over.

Finishing Up Unfinished Projects

While I'm a stickler for client deadlines, I realize that I've become very sloppy in sticking to a schedule for my own products. For example, this newsletter. It was supposed to come out in July, then August, then last Wednesday.

Then, launching my affiliate program. That's been delayed since July.

How unprofessional. If you've lost a bit of confidence in me, I don't blame you. I've lost it in myself. Some days, I don't know if I'm coming or going. But, all of this stops right now.

My father used to say that all a man [or in my case, woman] has is his [her] word. After all, if someone doesn't keep something as simple as their word, how can you count on them to deliver in other ways. From now on, if I promise something (eg, the newsletter will come out on x date, an ebook will be published in two weeks, etc.), you can count on it.

One of the things I'm learning is not to announce dates when something *will be* done, but dates when it *has been* done (eg, a new tutorial was published this morning).

Simple change, amazing results!

FYI, I did manage to complete two ebooks since the last issue: ***How to Start a Popular, Profitable Freelance Writing Blog*** (details at <http://www.inkwelleditorial.com/ebook-on-blogging-13.htm>) and ***How to Find Unpublished Freelance Writing Jobs*** (details at <http://www.inkwelleditorial.com/how-to-find-freelance-writing-jobs-14.htm>).

Freelance Writers and Traveling

As I wrote in the blog post entitled, ***Freelance Writers: What's It Really Like to Work on the Road*** (found at <http://www.bloggintips.com/2008/09/24/freelance-writers-whats-it-really-like->

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to-work-on-the-road/), I was recently on the road for about 10 days. I'm so glad I did this for it finally hit – this really IS a career I can do from anywhere.

I hung out in New York City for 5 days (partied on the rooftop of the Hudson Hotel, ran around the reservoir in Central Park, had margaritas at Mary Ann's and shopped until I dropped from Lincoln Center to Penn Station).

Then, I jetted off to a more serene Minnesota where I visited the mall of America in St. Paul, ran dirt trails around Lake Superior and worked while watching squirrels, bunny rabbits and deer frolic in my friend's yard in Duluth.

And, I completed projects – beyond answering email and updating my blog – on the road.

Two very different experiences – both amazing in their own right.

I had to pinch myself to make sure it was real. I have an actual career that I can do from anywhere. I'm ever so humble and ever so grateful.

Marathon Training, Yoga and Losing Weight

On a more personal note, if you've read previous issues, then you know I'm training for the half-marathon this year (I did a full one in 2006). I added yoga to my exercise routine and boy, it's been a great help.

I take it for free at a Buddhist temple close to my house and while I hate the actual class, I love what it's doing for my body. Talk about reshaping yourself – it's nothing short of a miracle. My arms are more toned, my tummy is getting tighter every day and my thighs are slimming down nicely.

My yoga instructor – who happens to be a medical doctor as well – says that yoga is the perfect exercise for those of us over 40 because there's no jarring of the joints. As a runner, I can appreciate the sentiment and see where she's coming from, but running is still my preferred mode of working out.

For toning though, yoga simply can't be beat. One minute into it (literally!) and I'm sweating like a stuck pig. It's that intense. It works every muscle group and after just a few classes, you start to see real benefits. As I said, I frigging hate the actual class, but when I slide my jeans over my hips, I'm glad I drag myself to every class. Coupled with running, I've lost 13 pounds in the last 8 weeks or so.

I'm back into jeans, shorts and dresses that had been languishing in my closet. So, it's worth every ounce of sweat.

SECTION IV: FREELANCE WRITING GOALS UPDATE

For new readers, this is where I post my progress on achieving the goals I set for myself this year. This is to keep me (and hopefully, you) motivated.

My 2008 Freelance Writing Goals Were:

1) Monetize my sites more: UPDATE: I figured out what to do here. I've received a few queries about advertising on my site. I think I'll wait another year or so before I start accepting ads. And, I'm going to look into two or three affiliate programs I can really get behind and push that are in line with my products. So, case solved! Now all I have to do is get my site redesigned and find time to implement.

NEWEST UPDATE: Site has been redesigned. Will start accepting ads as soon as I unveil it in January 2009 (or sooner).

2) Make SEO content writing at least 50% of my income: UPDATE: Mission accomplished! It's the only type of work I market for any more. All other projects flow from this marketing. SEO writing is basically 75-80% of my freelance writing income now.

3) Write 72 e-reports (Revised Goal). A few issues back, I reported that I'd decided to produce informational e-reports instead of full-fledged ebooks. I have 72 of them that I'm going to write over the next ~~two~~ year (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).

NEWEST UPDATE: I've finished two of the 72, but have done away with a timeline to produce these. I learned that even at 20 pages, it takes time to write a detailed ebook. And, most of mine turn out to be more like 40 pages, not 20.

While the actual writing only takes 5-10 hours, it's finding the time to get it all done, then go back and edit, revise, research facts, look up links, etc.

Finally, I think of new ideas all the time and I want to write informational products that will be relevant for at least five years. Hence some ideas I had will fall by the wayside and others will get added to the list. The goal is to continually add to Inkwell Editorial's library. On average, I'll be adding at least one new product a month.

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

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

NEWEST UPDATE: NO CAN DO! I even abandoned the blog I started this past January. I just don't have time between this newsletter, my website and my main blog. Again, just adjusting to achieve end goals.

5) Get one ebook on Amazon.com: I hope to tackle this sometime this summer, when things tend to be quieter.

NEWEST UPDATE: I'm still thinking about scratching this idea, but want to wait until after the affiliate program is launched to judge. As I stated in the last issue, since I've uploaded all of my ebooks to e-Junkie, sales have been brisk (instant download is a must if you're selling ebooks online). And, I'm not keen sharing 50-70% of my income.

Next Issue: Wednesday, November 12th.

Don't forget to vote on Tuesday, November 4th!

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 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. I 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 me 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. I 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. I'll do my best to cover it.

Want to read all previous issues? See links below.

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SECTION V: 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 Newspapers**; 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

Issue 12: February 27, 2008 can be found at

<http://www.inkwelleditorial.com/Newsletter/Feb2-freelance-writing-newsletter.pdf>

Topic: **Spotlight on How to Make Money Online;** Featured Freelancer: Pat B. Doyle

Issue 13: March 19, 2008 can be found at

<http://inkwelleditorial.com/Newsletter/March-freelance-writing-newsletter.pdf>

Topic: **Spotlight on How to Create Multiple Streams of Income as a Freelance Writer;** Featured Freelancer: Shel Horowitz

Issue 14: April 16, 2008 can be found at

<http://inkwelleditorial.com/Newsletter/Apr-freelance-writing-newsletter.pdf>

Topic: **Spotlight on How to Make \$75,000 to \$100,000/Year as a Freelance Writer;** From the Publisher's Desk

Issue 15: May 21, 2008 can be found at

<http://inkwelleditorial.com/Newsletter/May-freelance-writing-newsletter.pdf>

Topic: **How One New Freelance Writer Netted Enough Clients to Quit His Job in 12 Hours** Featured Freelancer: Tom Meitner

Issue 16: June 25, 2008 can be found at

<http://inkwelleditorial.com/Newsletter/June-freelance-writing-newsletter.pdf>

Topic: **Asked and Answered – Questions from Readers**



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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How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

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>

How to Start a Successful Freelance Career: A Newsletter by Inkwell Editorial

**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 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>

Part VI: <http://inkwelleditorial.com/how-to-start-an-seo-writing-career3.htm>

Part VII: <http://inkwelleditorial.com/how-to-start-an-seo-writing-career4.htm>

This ebook provides everything you need to get started – today if you want!

Order now at <http://www.InkwellEditorial.com/bizguides.htm>. **Read more case studies and testimonials at <http://www.InkwellEditorial.com/e11-excerpt.htm>.**

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