

Free Webinar

Preview of The No B.S. Class On Freelance Writing

Hosted by Jacob Jans
Featuring Ian Chandler



Today's Agenda

- Overcoming the fears of getting started
- Building a portfolio of real world samples
- Finding work that pays well and gets your writing out into the world
- My personal methods for finding clients and getting published
- Giving you a closer look at The No B.S. Class on Freelance Writing
- These techniques will help you get paid for writing and give you time to do what you love
- Our goal: To get you paid and published within 1 month

Eliminating Fear

- Lie #1: “My writing’s not good enough.”
- If you’re worried that your writing isn’t good enough, then it probably is good enough!
- Your unique perspective is what makes your writing good enough
 - The writing world needs everyone’s contributions to stay fresh and exciting
- Perfection is the enemy of progress

Eliminating Fear

- Lie #2: “I don’t have enough time to write.”
- Even if you can write for only an hour a day, you can build up a career
- Block out time for work and make that your dedicated writing time
- You need to narrow your focus, set small goals, and achieve lots of them
- The two big secrets to maximizing your writing time:
 - Time management
 - Task management
 - Bonus #1: Maximizing Your Writing Time

Eliminating Fear

- Lie #3: “I’ll never get paid and published because there’s too much competition.”
- “I don’t have enough credentials!”
- The #1 credential you have to have: Good writing
- You don’t need any experience to get started
- Getting your writing out there and being able to pitch yourself well are the only two “credentials” you need

Starting Out

- What should your goals be when you start out?
 - Finding a niche
 - Building a portfolio of real world samples
 - Finding jobs that pay well
 - Securing both short-term and long-term clients
 - Looking for opportunities to network and share your writing

Finding Your Niche

- To get started, pick one niche
 - Ask yourself:
 - Is it profitable?
 - Is it sustainable?
 - Is it relevant to my interests?
 - How much value can I bring to this niche?
 - What's the competition like?
 - Look up blogs, sites, and magazines in the niche
 - The best niche for you will have a balance between profitability, sustainability, and relevancy to your interests

Creating Your Portfolio

- Aim for ease of use and a nice design; clients should be able to easily navigate your portfolio
 - Best free options:
 - Contently
 - JournoPortfolio
 - Clippings.me
 - Pressfolios

Building Your Portfolio

- Look for sites and blogs that pay for articles
- Working for free selectively
 - If you have no published work, writing a few articles for free can be your ticket to a solid portfolio
 - Guidelines:
 - Be selective!
 - Aim for sites or blogs with medium to large readerships

Getting Your Work Out There

- Guest posting is one of the best strategies for new writers
 - No experience required!
- Step 1: Find a blog in your niche
- Tip: Use advanced search terms
 - “writing” + “guest post”
 - “writing” + “writers guidelines”
 - “writing” + “submission guidelines”
 - “writing” + “writers guidelines”
- Bonus #2: Freedom With Writing Guest Posting List

Getting Your Work Out There

- Step 2: Create a winning pitch or submission
 - Carefully read the submission guidelines
 - Read the blog thoroughly to get ideas
 - Create a winning pitch
 - How will the editor benefit?
 - Keep it short and clear
 - Pitch your idea strongly and explain how readers will benefit
 - Bonus #3: My Winning Pitch Template

Getting Your Work Out There

- Step 3: Follow up
 - Three possibilities:
 - A: Your pitch gets accepted!
 - B: It gets rejected
 - C: You don't hear back
 - If C happens, follow up until you hear "yes" or "no"
- Step 4: Repeat
 - Analyze both your winning and losing pitches
 - See where any problems are, and look for shared traits (both successful and unsuccessful)

Finding Clients

- The good news: There are millions of people who need good writing
- The bad news: Many people want to pay a pittance for first-rate writing
- There are people out there who will pay well for your writing
- Our focus: Finding clients online
- Best practices:
 - Charge no less than 10 cents per word
 - Require at least 50% payment upfront for new clients
 - Send a contract after you've made an agreement via email or phone
 - Bonus #4: The Writer's Tactical Toolbox

Finding Clients

- Where to not go
 - **Content mills: Avoid at all costs!**
 - Ex. Upwork, Fiverr, PeoplePerHour, Guru, Freelancer, Blogmutt, Onespace
 - While you'll make a little money, these sites undervalue you, underpay you, and steal time from you
 - Desperate for money? Fiverr may be worth checking out
 - Use it as a launchpad, not a crutch

Finding Clients

- Online hotspots for finding clients
- My #1 resource:
 - Reddit
 - r/forhire and r/hireawriter
 - Browse subreddits in your niche, connect with people, and offer your services when the time is right
 - Prologger Job Board (be warned!)
 - WritingCareer.com (Online Jobs and Morning Coffee Newsletters)
 - Indeed.com

Start Your Journey

- If you've been waiting...now is the time!
- Don't let your failures get to you
- Keep pitching until you hit a home run
- Our goal: To get you paid and published within 1 month

The No B.S. Class On Freelance Writing

- A comprehensive 4-week course on all things freelance writing
- You'll learn my tried-and-true methods and systems, step-by-step
- We'll cover:
 - How to market yourself
 - How to create a streamlined, effective job seeking system
 - How to establish authority in your niche
 - How to grow a long-term freelance writing career
- Limited to only 30 people
- Registration opens July 5

Q&A Time

Thanks for watching!

Check your email for info about the No B.S.
Class and bonus material!

