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How to Start a Writing Service to Boost Income

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Freebie: **100 Tips to Make \$1000 Blogging**

The Business Side of Writing

Getting Started

- Make a service-based space that is easily accessible
- Leverage social media to show up your portfolio
- Make sure to have a professional business address
- Start a business paypal
- Consider setting up as a LLC
- Have a good planning system

The Steps:

Step #1: Find a niche that pays well

- Remote working, Education, Finance, Mental Health/Motivation, Digital Marketing, Beauty, Exercise, Food, Online Learning, Gaming, Relationships, IT, and Business are all profitable and needed fields
- Niche down your service: web pages, copywriting, product descriptions, blog writing, and course writing

Step #2: Make a solid writing sample

- Should include a captivating introduction, subheadings, smart use of white space, a conclusion

- Writing samples should also exist in long-form content (1,000-2,000 words are standard)
- Samples can be in the form of blog-posts, Facebook ad mockups, or samples of whatever field you plan to work in
- Have links to your published works (Buzzfeed, Thrive Global, PopSugar)

The Pitch

In order to start working, you need to sell yourself to these companies. An pitch template is below

The Pitch

Hi (name),

I'm (name), and I'm a freelance writer with experience in (your niche). I found your site from using your product (or through a friend, job board, Yelp etc.) As a (niche) freelance writer, I know how to write content that will hook a reader's attention and help with your blog's marketing strategy. With (#1 years) experience in (niche), I can help grow your brand, reach, and bring that loyalty with your audience by providing emotional-based and highly valuable blog posts. I see from your site you're selling X/writing about X/, and I'd love to help write about your service/product on your blog or in your emails. I already have several content ideas that can help you reach your target market. Hear a few of them:

Idea 1 | Idea 2 | Idea 3

I'd be more than happy to discuss this further with you.

Thanks for your time, (name)

- Leverage your past work! Show off your skills
- Video pitches are super personal and can be more effective than email
- Pitches can also work through social-media direct messages
 - Be relatable! And seal the deal as close as possible
- Keep track of your pitches and see what is most effective for your business



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The Red Flags

- They ask for a free unique writing sample
 - If it is not a paid sample, the site is likely looking for free or cheap content
- They want you to write like Neil Patel
 - This companies often are not considering the needs of their own audience
 - For deep and industry specific work, a practiced writer might charge \$200 per 500 words
- The Brand has no online present
 - They are likely looking for cheap content in bulk to start up their business
 - Get a feel for the business to make sure you are a good fit!



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