

The Ultimate Playbook to Hiring for Content Writers and VA's

Create a job description

Write a job description, you can copy someone's job description for a content writer from [Angellist](#), LinkedIn or even easier get chatGPT to write it.

Step 1: Post Your Job Post

1. Post Your Job on [Upwork](#)
 - a. Optional give a \$30 boost for job

Once you have enough people apply, select the best ones and give them a test!

Step 2: The Test

- Give them a test, make sure it is an unpaid test.
- If they ask if this paid test tells them no, it is not.
- If they refuse to do the test without getting paid.
- They are not the right person.

The Test

Go to a <https://10fastfingers.com/typing-test/english>

It calculates online typing speed and ask them to take the typing speed test found there.

Instructions: Copy and Paste

"Hello thank you so much for applying,

Wanted to do a quick test here

Can you go to a <https://10fastfingers.com/typing-test/english>

it calculates online typing speed, please take the typing speed test found there.

Once done, paste the URL for your typing speed results here."

I know that if someone types 65 WPM with 4 mistakes, they took the test ONCE. But if someone has 90 WPM and no mistakes, I know they took the test 5 or 6 or 7 times, to give me their absolute best result. And that's the kind of person I'm looking for. I am looking for someone who never settles for anything less than the best, that has high expectations of themselves.

Once you have narrowed down to a few people who have passed.

Ask them to do a second test.

Step 3: Test for Content Writers: Test Creative

In this test, you want to see if your content writer is creative and can use her imagination.

Ask them to write content based on the keyword you are targeting and looking to win over.

For Example:

We are trying to rank for **Auto Insurance**. Please come-up with 10 creative titles for “**Auto Insurance**” that we can blog about.

Kind of like

1. 10 best auto Insurance companies
2. How to negotiate your auto insurance bill.

Create and share Google Word Doc to come up with a list, let me know once you are done.

At this point if they ask for a payment again they are not the right person.

If you like the list I came up with, ask them to write a blog but this time make it paid. **Make sure it is no more then \$25**

Step 4: Test for Content Writers: Write A Blog

Hey, I liked what you came up with, We will like to move forward to the next step :)

Note: This will be a paid test.

Read these

<https://backlinko.com/skyscraper-technique>

I will like to keep an eye out on how the writers write these blogs, pay close attention to.

- Content structure
- Voice/Tone
- Emotion
- Use of Pictures
- Inbound and Outbound link

There are a few blogs that provide a lot of value, here are a few of my favorites listed below.

<https://www.intercom.com/blog/>

<https://neilpatel.com/blog/>
<https://www.canva.com/learn/>

Lastly I want you to spend time reading our blogs

Please go over them and our blog at "Post your blog URL If you have one" and write a quick article on.

10 Best Auto Insurance Companies in the Bay Area.

Again create a Google Word Doc and once you are done share the link with me.

See what they come up with, if you like what you see, hire them.

I like to hire people outside Upwork that's way I do not have to pay their fees :)
At all costs do not hire someone on a per hour basis to give them a fixed monthly payment or pay them per project.

Step 3: VA's Virtual Assistant: Instructions

1. See this youtube video here is the [Link](#)
2. Create and share Google Word Doc
3. Give it the title "Sam Video"
4. Write a 100-word blog post summarizing the video
5. Please have this done within 24 hours.

See if they do a good job here, It is important to give them a tight deadline to see how they will deliver, besides following your instruction and gooding a good job summarizing your video.