

‘How do I attract high-paying freelancing clients?’

‘How can I quit my 9-5 job and make a successful switch to freelancing?’

‘What can I do to build a solid client base?’

Are you also an aspiring freelance writer seeking answers to the above questions?

If yes, gear up for a complete mindset change with this newsletter, guaranteed to accelerate your freelancing journey.

Here’s what we will cover in the newsletter:

1. Marketing Yourself: The Right Way
2. Rookie Errors: What Not to Do as a Newbie Freelance Writer
3. Level Up Your Offerings: Tips for Improving Your Freelance Writing Services

Marketing Yourself: The Right Way

Just like a good writer tailors their message to their audience, you, as a freelancer, need to do the same with your potential clients. But instead of understanding what they want to read, you need to understand what they want to achieve.

Here's the secret: Stop marketing yourself as just a writer. Businesses don't need you for basic service; they need problem-solvers.

Position yourself as more than just a writer.

Most writers inadvertently pigeonhole themselves, marketing themselves as only ‘writers.’

Consequently, some businesses also tend to view them as merely basic service providers, leading to offers that do not reflect the true value they bring.

In order to stand out from the crowd, communicate with your clients’ how you are contributing to their bottom line. Whether it's crafting exceptional hooks that boost sales or creating thought-provoking LinkedIn articles that position them as an industry leader. By showcasing the business value you bring, you'll reframe the conversation from "cheap service" to "valuable investment."

The more clearly clients can see the impact on their profitability, the less hesitant they’ll be to accept your pricing.

Rookie Errors: What Not to Do as a Newbie Freelance Writer

The freelance writing journey can be full of potential pitfalls for beginners. Let's delve into some common mistakes and how you can avoid them:

1. Getting Stuck in Self-Doubt

'What's the point of starting my own blog when there are already so many better writers than me?'

Hold that thought. Somewhere out there, there must be a marketplace that's in perfect alignment with your unique voice and expertise, no matter how many writers are out there. Focus on finding that!

2. Having No Portfolio or Website to Showcase Your Work

Without a portfolio or a website, it is like being invisible. You can start with a free website builder or even a simple Google Doc. Remember, even a small, well-crafted portfolio can make all the difference.

3. Getting Demotivated Due to Rejections

Facing rejection when you're already struggling to figure things out can be devastating. But guess what? It's the most normal part of the freelancing journey. Learn from each experience, brush yourself off, and keep pitching!

4. Not Using Contacts You Already Have

You might be tired of family and friends asking to explain what you do. But it's important to let them know, as even they can come to your rescue. Some of them may themselves own a business. Even if they don't, you may never know who other people may know.

5. Thinking Low-Paying Gigs are All in the Market

Coming across endless gigs that are offering peanuts while scrolling through LinkedIn can give you the impression that that's all there is in the market. But the good news is that there's an underworld of freelance writing with high-paying opportunities waiting to be discovered.

6. Forgetting to Study Your Market

It's quite tempting to jump headfirst into every project that comes your way. However, to avoid any nasty surprises, it's better to research your potential clients. This not only helps you understand their needs but also negotiate fair rates and avoid feeling undervalued.

7. Failing to Market

Once the projects start rolling, marketing often goes sideways. Don't let that happen. Freelancing is a business, and consistent marketing is your key to attracting new clients and maintaining a steady income flow.

To further strengthen your freelance writing career, steer clear of these common technical missteps::

- Forgetting about SEO
- Not editing your work
- Ignoring proper research
- Not adhering to deadlines
- Focusing on quantity over quality
- Not proofreading before submission
- Underestimating/Overestimating the audience
- Not adjusting the tone according to the target audience

Level Up Your Offerings: Tips for Improving Your Freelance Writing Services

Ready to supercharge your freelance writing career and rise above the competition? While identifying your niche and building a strong brand are crucial, here are some innovative strategies to help you elevate your writing services to new heights:

- Collect testimonials
- Never stop learning
- Write well-crafted pitches
- Network with other writers
- Learn how to negotiate your role
- Create an authentic brand presence
- Enhance your complementary skills
- Learn how to edit your own writing
- Gain an understanding of basic SEO
- Master time management and organization skills
- Build an authentic relationship with your clients

If you like this newsletter, feel free to hang here. As a fellow writer navigating the freelance world, I aspire to build a community where we can cheer each other on and learn together.

Also, let me know if you found this newsletter helpful!

