

inside  
**AWAI**

# How to Make Your First \$1,000 as a Freelance Writer



With AWAI's Rebecca Matter and Pam Foster

# Who's Who



**Rebecca Matter**



**Pam Foster**



# Goals for today

- The \$1K milestone — what it means
- 3 easy projects to offer clients NOW
- How to present and get a YES
- 3 tips to make this happen quickly
- How to build from that first \$1K

# The \$1K milestone

# Once you earn your first \$1K as a writer

## It changes everything!

- This is REAL
- You ARE good enough
- You CAN do this!





# Once you earn your first \$1K as a writer

## It changes everything!

- Writing sample
- Testimonial
- Potential referrals
- Momentum
- CONFIDENCE



**3 ideal projects  
to hit that first \$1,000**

# What makes them ideal?

- You can learn them fast
- You know what they are
- Clients need/value
- Fast turnaround
- Low risk for all





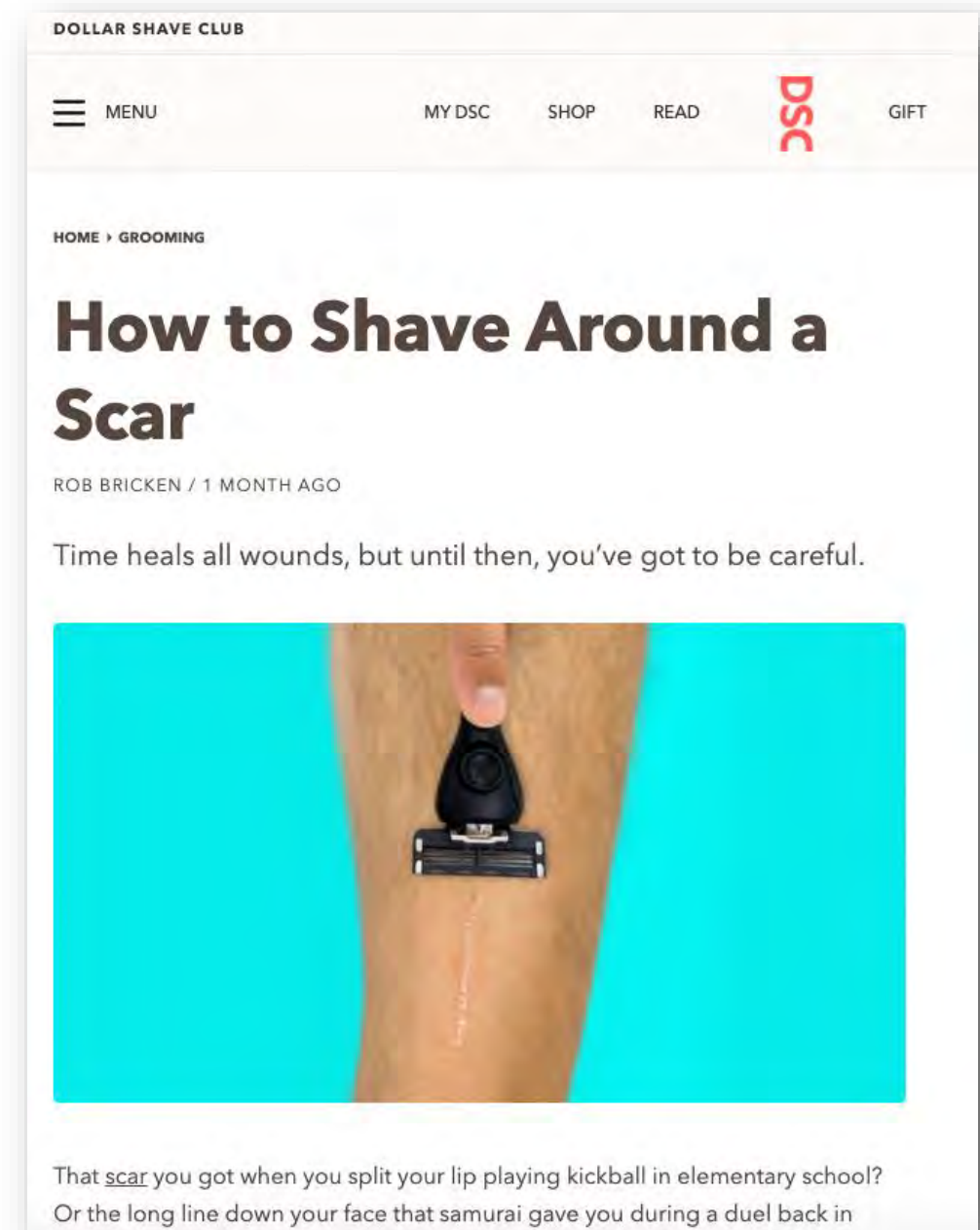
# 1. Blogging

# Blog post or article

## High demand from marketers

- Publishing daily gets **57% better** results than publishing multiple times/week
- Blogging for marketing purposes see **13 times the ROI** of other businesses
- Most popular types: **“how-to”** (77%), followed by **listicles** (57%)
- 38% of bloggers say a **big challenge is creating quality content** consistently

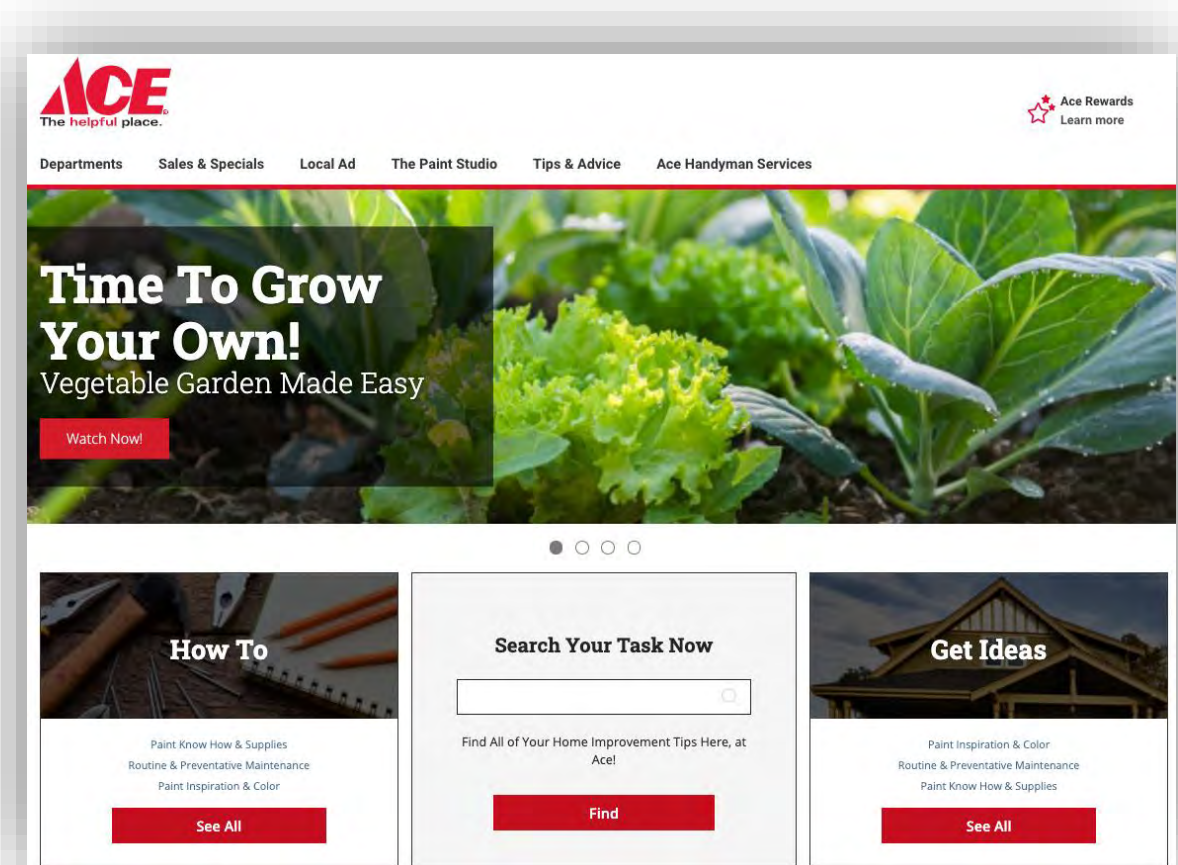
[www.semrush.com/blog/blogging-stats/](http://www.semrush.com/blog/blogging-stats/)



# Blog post or article

## Solid fees per post

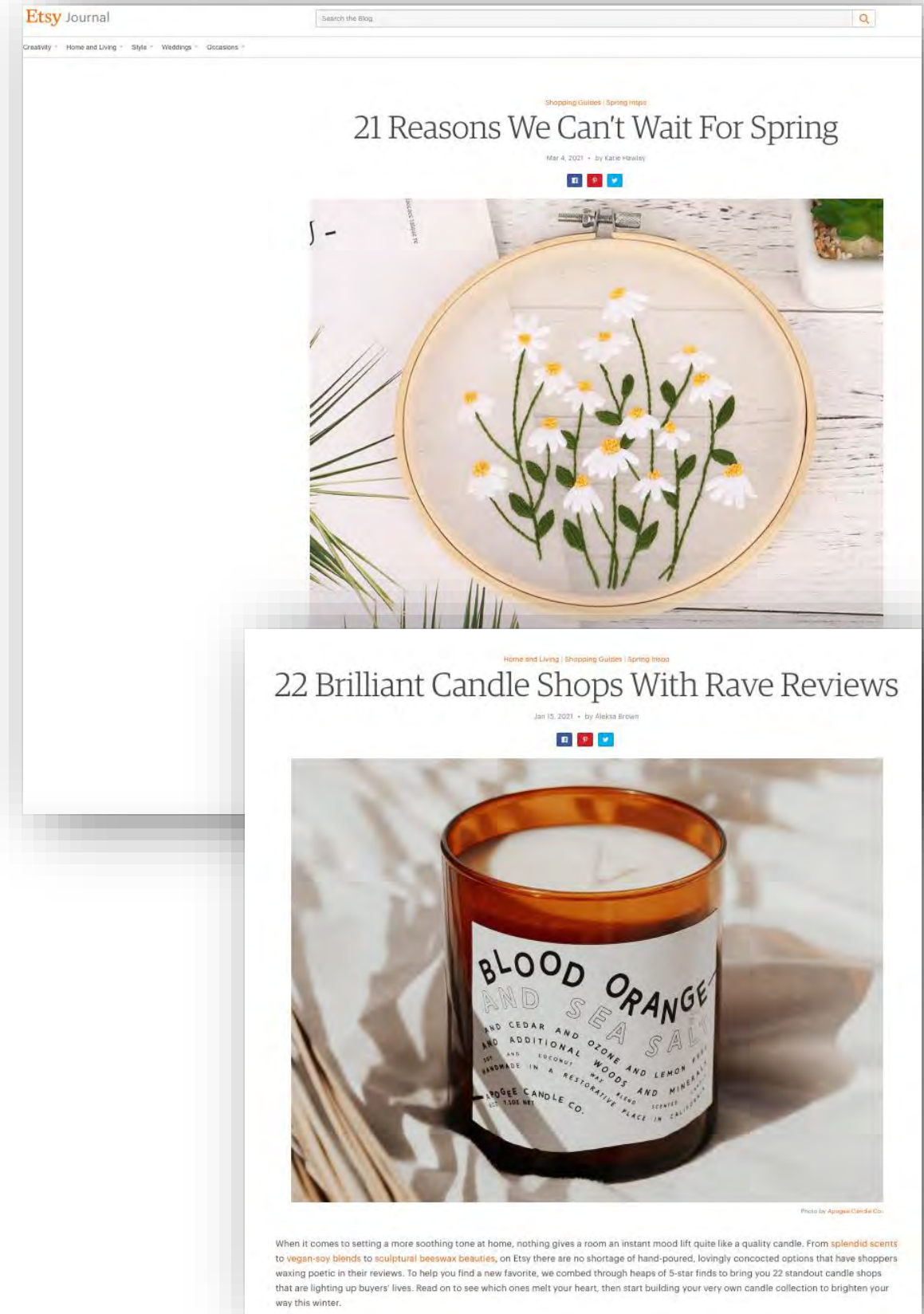
- \$250-\$400 for posts <1,000 words
- \$500+ for longer posts
- Retainers rule! 4 posts/month @250/post = \$1,000/month
- Even more for editorial calendar
- **Get to your first \$1K in a few posts!**



# Blog post or article

## Easy to write!

- 5-part classic formula
  - Intriguing/helpful/unique headline
  - Introduction paragraph(s)
  - Steps or lists that are helpful, beneficial
  - Summary/conclusion that inspires
  - CTA (call to action): what to do next
- Bonus: 2+ images supporting content





# Blog post or article

## How to start NOW

- Identify your target audience
- Make a list of the questions or problems they have
- Create a list of blog headlines
- “Hey potential client, which of these 5 ideas would you like me to write first?”

\*\* Blogs are used for marketing B2C and B2B companies!

## How to Recession Proof Your Finances

FINANCIAL PLANNING, HOW TO

March 30, 2021 / Marsha Barnes



### Top 3 Groomer FAQs About Dog Grooming Tubs, Table And Cages

Every day, members of our Direct Animal Products grooming-equipment manufacturing and sales team are on the phone and in the field, answering questions for professional dog groomers.

Grooming business owners want to know they're investing in quality equipment that will stand up to all types of dogs and situations, for many years to come. So when they're ready to make a purchase, they come to us armed with a big list of questions — whether they're starting out, renovating, or building an entirely new facility.

Over the 30 years we've been designing innovative equipment, we've identified the top three questions we get asked about our dog grooming tubs, table and cages.

The following answers may help you, too!

(more...)

COMMENTS OFF

UNCATEGORIZED

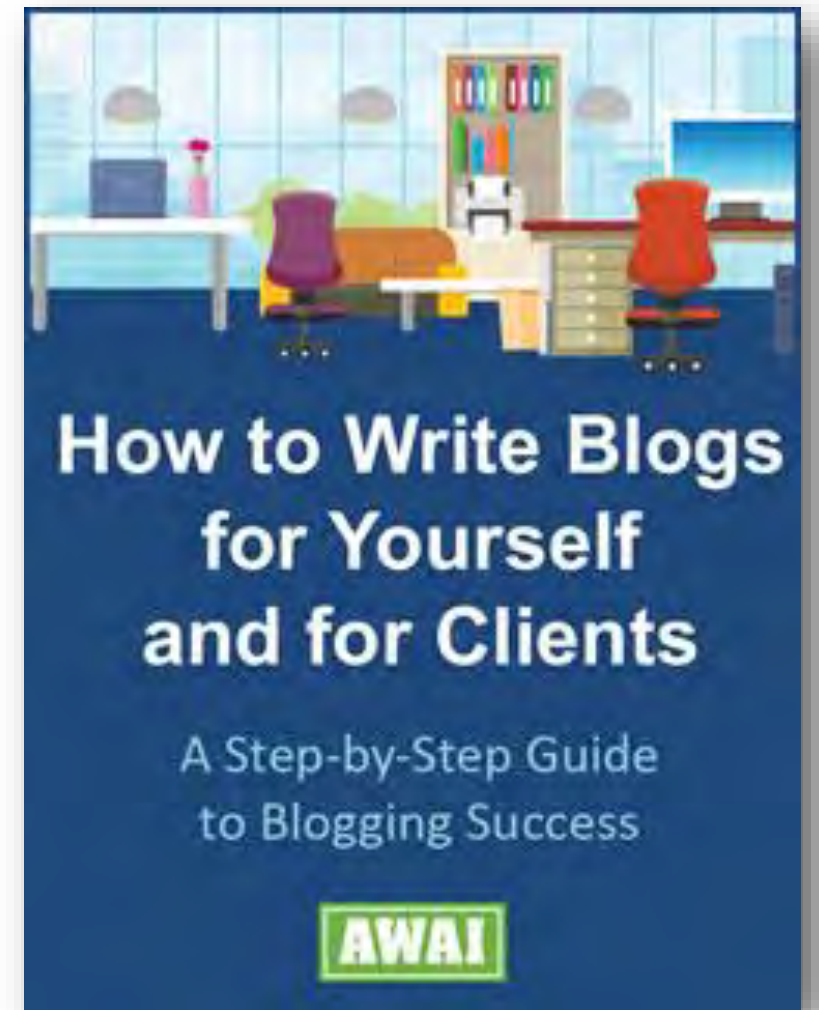
### Introducing The Best Cat Condo To Increase Shelter Pet Adoptions

“What can we do to help improve our cat adoption rates?” That's a question we get a lot here at Direct Animal Products. We talk with shelter managers and other adoption facility managers all the time, because we're always looking to offer cat condo innovations that support adoption.

# Blog post or article

## AWAI Resources

- Inside AWA! *3 Ways to Make Money as a Blogger* [www.awai.com/inside-awai/3-ways-to-make-money-blogging-as-a-writer/](http://www.awai.com/inside-awai/3-ways-to-make-money-blogging-as-a-writer/)
- *How to Write Blogs for Yourself and Clients* <https://www.awai.com/p/is/blg/>



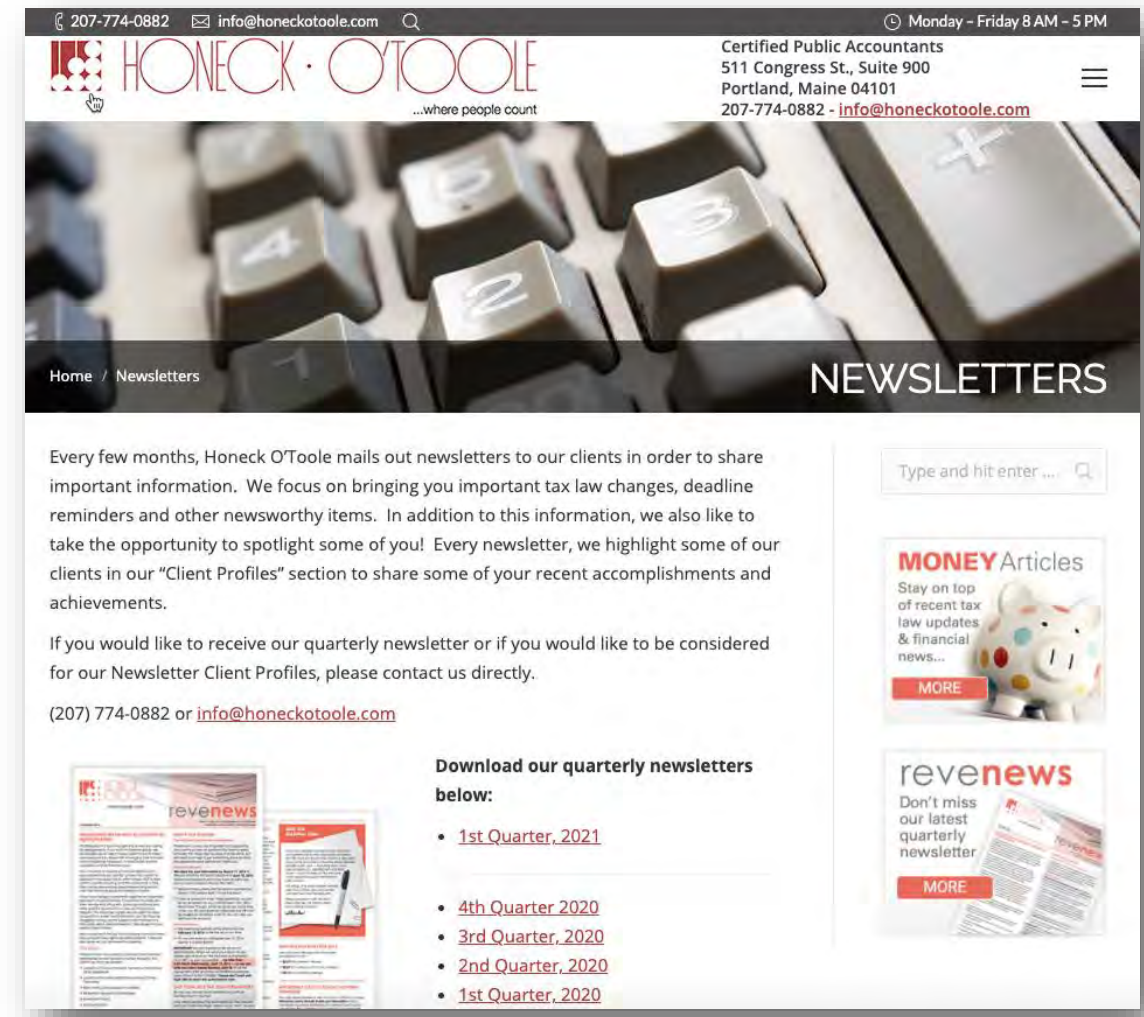
# 2. E-newsletters

# E-newsletters

## High demand from marketers

- Marketers use (mainly) e-news to share tips, new, specials, etc. to prospects and customers
- **81%** of B2B marketers say it's their most used form of content marketing
- The best newsletters share helpful, useful content with a little promotion

blog.hubspot.com/marketing/email-marketing-stats



207-774-0882 info@honeckotoole.com Monday - Friday 8 AM - 5 PM

**HONECK · O'TOOLE**  
...where people count

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Home / Newsletters **NEWSLETTERS**

Every few months, Honeck O'Toole mails out newsletters to our clients in order to share important information. We focus on bringing you important tax law changes, deadline reminders and other newsworthy items. In addition to this information, we also like to take the opportunity to spotlight some of you! Every newsletter, we highlight some of our clients in our "Client Profiles" section to share some of your recent accomplishments and achievements.

If you would like to receive our quarterly newsletter or if you would like to be considered for our Newsletter Client Profiles, please contact us directly.

(207) 774-0882 or [info@honeckotoole.com](mailto:info@honeckotoole.com)

**Download our quarterly newsletters below:**

- [1st Quarter, 2021](#)
- [4th Quarter 2020](#)
- [3rd Quarter, 2020](#)
- [2nd Quarter, 2020](#)
- [1st Quarter, 2020](#)

Type and hit enter ...

**MONEY** Articles  
Stay on top of recent tax law updates & financial news...  
[MORE](#)

**revenews**  
Don't miss our latest quarterly newsletter  
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# E-newsletters

## Decent pay *per issue*

- Format: everything in the issue \$800+
- Format: short teasers that link to longer articles \$1,000++
- Retainers rule! Typically published each week or month, so easily \$1,000/month
- Even more for editorial calendar
- **Get to your first \$1K with one issue!**



The screenshot shows the Pet Age website interface. At the top, there is a banner for 'Our NEW WEBSITE is now live!' with a dog looking at a laptop and the URL 'petpalette.com today!'. Below this is the 'Pet Age' logo and the text 'THIS WEEK'S TRENDING STORIES'. The main content area features several article teasers:

- Manna Pro Acquires ZuPreem to Expand into Bird Market**  
Manna Pro's growing portfolio has now entered the premium companion bird market. [READ MORE>](#)
- Interzoo digital OF**  
1-4 June 2021
- Study Proves Efficacy of Skout's Honor Probiotic Skin Care Line**  
A third-party lab study confirmed the efficacy of the brand's topical probiotic technology. [READ MORE>](#)
- Veterinary Advancements to be Presented at 37th Annual VMX Expo**  
More than 650 sessions will be taught and presented during the June 5-9 event. [READ MORE>](#)
- INCREASE YOUR PROFITS THROUGH BRAND TRANSPARENCY AND INTEGRITY**  
Join us April 14 - 2pm EST  
[CLICK HERE TO REGISTER](#)  
PRESENTED BY **BRILLIANT Pet Age**
- Petmate Launches Advanced Online Selling B2B Platform**  
The platform features multimedia and interactive content as well as support documents. [READ MORE>](#)

At the bottom, there is a logo for 'TPM TOTAL PET MARKET'.

# E-newsletters

## Easy to write!

- Basic formula, consistent w/each issue
  - Insights, interviews, profiles and/or breaking news mixed with practical tips, reminders, invitations
  - A mix of short/longer topics
  - Soft promo(s), special “insider” incentives
  - CTA (call to action): what to do next
- Bonus: images supporting content



# E-newsletters

## How to start NOW

- Sign up for newsletters!
- Don't toss the issues you already get
- Study their formats, styles, content
- Approach companies you like, who send newsletters: "Struggling to come up with newsletter content? I have several ideas based on questions, experiences in your industry, etc...."

### Listen in ... How Andrew Murray Is Financing His Outback Adventures (and How You Can Build a Passive Income Stream, Too)

Andrew Murray and his wife wanted to explore Australia's wide-open spaces, living and working from their 4x4 truck camper year round. So he set a goal to build his income from his Money-Making Website to the point where it can sustain their on-the-road lifestyle.



In this interview, Andrew talks about his most important goals, his ideas for achieving them, and what things are working best so far.

Because of his experience with Money-Making Websites, Nick Osborne is answering Andrew's questions about bringing more traffic to his site, increasing the site income, and more.

This interview is hosted by Heather Robson, Managing Editor of *Wealthy Web Writer*. As a special bonus, Heather has opened up this [exclusive member content](#) for one week for *Week in Review* readers. So if you're interested in growing a passive income, you'll find it invaluable to listen in.

### Happening This Week ...

Every Day This Week!

#### **Copywriting Made Simple: A Crash Course in Persuasive Writing – Live Facebook Event**

Members with *Copywriting Made Simple* Only

Location: [Copywriting Made Simple Facebook Group](#)

This week, Rebecca and I ... along with a few of our favorite all-star guests ... will be LIVE in our Q&A sessions for our *Copywriting Made Simple Crash Course*. We love this chance to personally answer any questions you have about copywriting, building a successful writing business, or anything that's on your mind!

There will be a ... also access the ... from me, Rebec

You can still sig

### Editors' Picks

#### **Should You Get Your Ducks in a Row?**

By ILISE BENUN

If you want to make money as a copywriter, having a solid structure for your business can be the confidence-builder you need. Here are three reasons why ...



#### **Three Ways You Can Make Money Writing – Without Having to Find Clients**

By NICK USBORNE

Nick spends 1-3 hours a week writing about a topic he's passionate about. In return, he generates income three ways — without a single client.



#### **Business Challenge: The "Choose Your Own Marketing" Adventure**

By REBEKAH MAYS

When it comes to marketing your writing business, doing some trial and error is useful. Here, you'll find five different marketing methods you can try.





# E-newsletters

## AWAI Resources

- Article: [www.awai.com/2017/02/email-newsletter-clients-never-run-out-of-content/](http://www.awai.com/2017/02/email-newsletter-clients-never-run-out-of-content/)
- Program: *Creating Email Newsletters for Professional Service Firms*  
[www.awai.com/b2b/newsletters/p/](http://www.awai.com/b2b/newsletters/p/)



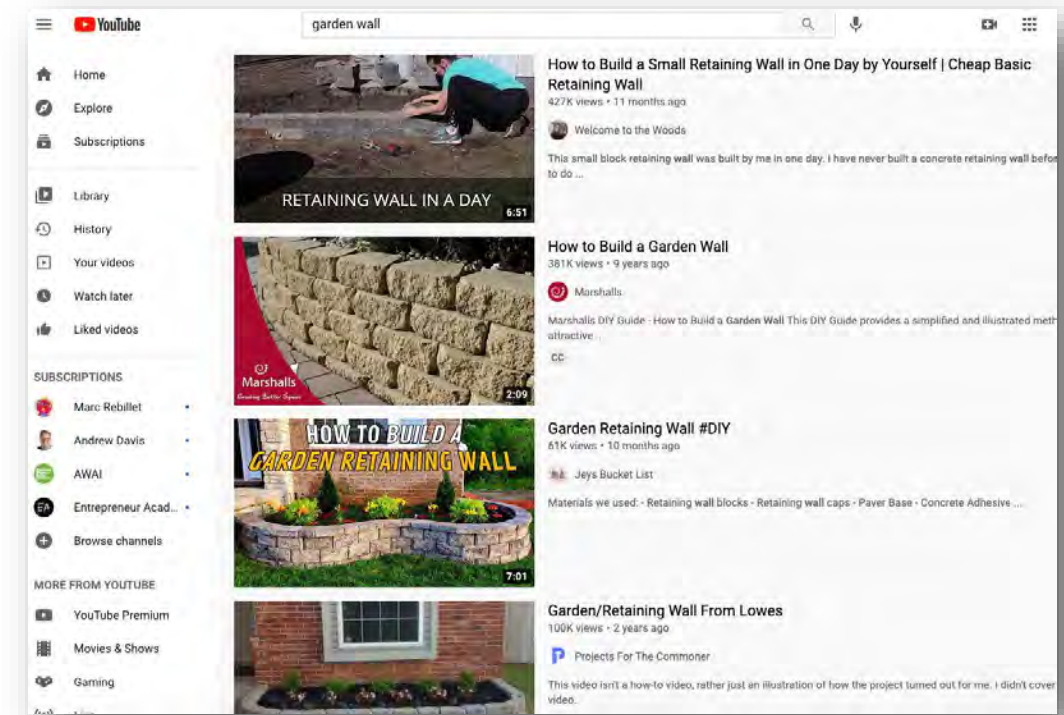


# **3. Simple video scripts**

# Simple video scripts

## High demand from marketers

- **89%** marketers say video = good ROI
- **83%** marketers say video helps with lead generation
- **87%** marketers say video has increased traffic to their website
- **80%** marketers say video has directly helped increase sales



# Simple video scripts

## What do we mean by simple script?

- Interviews (for case studies)
- Short (60-sec) animated “explainers”
- Short “How-to” steps or demos
- Opportunities to help people see and feel what’s happening

SalesPulse Software Case Study Video Script Excerpt

Scene	Visual	Audio
1	Sales exec Brian Wilson, sitting at a desk, window behind him, looking slightly off camera as though talking to an interviewer	"We just didn't know who we were selling to from one week to the next ... "
2	Flash effect, same scene. Show text "Brian Wilson, VP Sales, Esitext"	"You can be a great salesperson, you can even be a top producer, but if you're even a little bit disorganized, you're gonna miss sales opportunities, you're gonna lose deals.  Multiply that by 300 sales reps ... you've got a problem"
3	Cut to extreme close-up	(Smiling, almost laughing) "We had a big problem!"
4	Flash effect, second angle, from other side.	"Sales were stuck in the pipeline and we had no insight as to what was coming in next week, let alone next month"
5	Flash effect, back to original angle in front of desk/window	"Our forecasting was wrong. [Long pause] Always."
6	Dissolve into close up of SalesPulse logo, slow animation	"It changed, nearly overnight, with SalesPulse ... "  <i>Soft up-tempo music begins.</i>

# Simple video scripts

## Decent pay per script

- \$100-\$200 per minute
- 10% of production budget (\$1,000/minute)





# Simple video scripts

## Easy to write!

- Testimonial video: prepare questions around their story; to say what client hopes
- Include a shot list/recipe for what should be shown (for instance, a customer enjoying the product!)
- Use real language, how people talk



# Simple video scripts

## How to start NOW

- Watch company videos in your niche, see what they're doing
- Go to potential clients with a list of videos you found — suggest they do the same
- Video production companies can do anything ... except write scripts! 😊

The screenshot shows a YouTube search results page for the query "goddard schools". The left sidebar contains navigation options: Home, Explore, Subscriptions, Library, History, Your videos, Watch later, Liked videos, RIPTIONS (with a dropdown menu showing Marc Rebillet, Andrew Davis, AWAI, Entrepreneur Acad..., and Browse channels), FROM YOUTUBE (with a dropdown menu showing YouTube Premium, Movies & Shows, Gaming, and Live), and a search bar. The main content area displays three video results from "The Goddard School":

- Video 1:** "THE BENEFITS OF A STRUCTURED SUMMER FOR YOUR CHILD" by "PARENTING UNDER 5". It features a smiling child with colorful handprints. The video has 48 views and was posted 1 week ago.
- Video 2:** "EMOTIONALLY INVESTED: HOW YOU CAN POSITIVELY IMPACT YOUR CHILD'S RETURN TO SCHOOL" by "PARENTING UNDER 5". It shows a woman reading to a child. The video has 55 views and was posted 1 month ago.
- Video 3:** "The Goddard School Approach". It shows two young girls holding hands. The video has 6.4K views and was posted 4 years ago.

Below the third video, there is a partial view of another video titled "The Goddard School of Suwanee Virtual Tour" with 1.1K views, posted 1 year ago.

**How to present to  
clients and get a “YES!”**

# Get the “Yes!”

- Keep the first project simple
- Make it easy to say yes by presenting the actual idea or topic
- Show what the competition’s doing
- Local business? Explain how video will make them a LOCAL standout
- Team up with a video producer, offering a “full service” duo





# How to build from that first \$1K

# “Just do it!” — Nike

- Set up retainers
- Ask, “What else do you need help with?”
- Post samples on your site
- Reach out to other prospects
- Announce on LinkedIn
- Tell everyone you know what you offer!



**You already know  
your first client!**

# How to find those first few clients

## **Anyone you know may need you or refer you!**

- Colleagues/former co-workers
- Family, friends in marketing or own a business
- Local businesses you buy from
- College classmates/still friends
- LinkedIn contacts, Facebook connections
- Church, school, clubs, HOA, civic activities, etc.



# Resources for reaching out

[www.awai.com/inside-awai/](http://www.awai.com/inside-awai/)

### Landing Assignments and Building Your Business



#### How to Attract Freelance Writing Clients Via a Magnetic Website

As a freelance writer, your website is important for showcasing your writing skills and attracting clients. But where do you start? Find out as our guest, Wealthy Web Writer Managing Editor Heather Robson, joins AWAI's Pam Foster to discuss your 5-Step plan for success.

[View the Playback ...](#)



#### How to Land the Best Writing Fees

Learn how to find well-paying clients, charge more for your writing services, and present rates to potential clients with confidence.

[View the Playback ...](#)

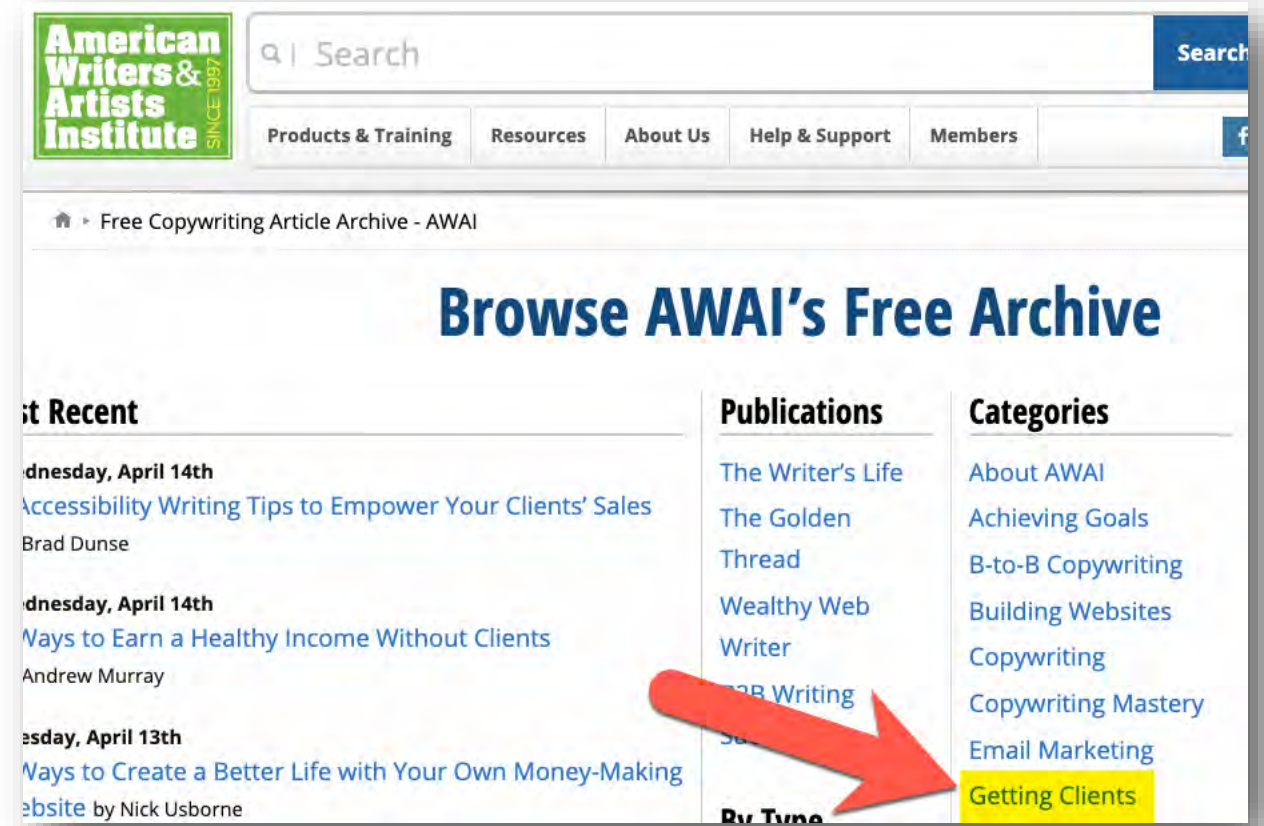


#### Using Content to Land Great Writing Clients

Discover a simple system to position yourself as an expert and attract great writing clients.

[View the Playback ...](#)

[www.awai.com/content/](http://www.awai.com/content/)



The screenshot shows the AWAI website's content page. At the top left is the AWAI logo with 'SINCE 1997'. To its right is a search bar and a navigation menu with links for 'Products & Training', 'Resources', 'About Us', 'Help & Support', and 'Members'. Below the navigation is a breadcrumb trail: 'Home > Free Copywriting Article Archive - AWAI'. The main heading is 'Browse AWAI's Free Archive'. There are three columns: 'Most Recent' with article listings, 'Publications' with a list of sources, and 'Categories' with a list of topics. A red arrow points to the 'Getting Clients' category in the 'Categories' column.

Most Recent	Publications	Categories
Wednesday, April 14th <a href="#">Accessibility Writing Tips to Empower Your Clients' Sales</a> Brad Dunse	The Writer's Life The Golden Thread Wealthy Web Writer B2B Writing	About AWAI Achieving Goals B-to-B Copywriting Building Websites Copywriting Copywriting Mastery Email Marketing Getting Clients
Wednesday, April 14th <a href="#">Ways to Earn a Healthy Income Without Clients</a> Andrew Murray		
Wednesday, April 13th <a href="#">Ways to Create a Better Life with Your Own Money-Making Website</a> by Nick Osborne		



# Questions?

Put them in the Q&A Box

