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**Four Things Every Writer Needs to Do to Make a Full-time Living from Their Writing**

**By Jinger Jarrett**

**Four Things Every Writer Needs to Do to Make a Full-time Living from Their Writing by**

**Jinger Jarrett**

It's a sad fact that the average writer only makes about \$1,500 to \$4,000 a year unless that writer is a business writer.

What about everyone else? Shouldn't other writers have a chance to make money writing, especially a full-time income?

Before the Internet, writers didn't have many options. You could try to publish your poetry, fiction, nonfiction, etc. in books and magazines, but the pay was dismal at best unless you somehow managed to breakthrough and become a superstar in your field.

The Internet changed everything. Writers suddenly had millions of places to publish their work, but again the pay was sometimes dismal.

Now though, although you will find there are as many opinions on online marketing as there are marketers, here are four methods you can use to build your readership of your site and make a full-time living from your writing regardless of what kind of writing you do.

If you're starting on a shoestring, you'll still be able to build traffic without spending much money.

1. Write articles. As a writer, this should be a simple thing for you to do. Even if your chosen field isn't article writing, you can still easily create articles that readers will read.

Luckily, writing articles can be as simple as creating a list of items and then adding detail to each one.

You can also write step-by-step instructions on how to do something. This technique will work with just about any type of writing because internet surfers are always

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looking for how to information.

2. Create an optin list. The one thing that all of the top marketers online agree on is that you must have a list.

There are two ways you can do this.

First, you can purchase leads, but make sure you find a respectable dealer and make sure that the leads you purchase are targeted to your market.

Second, you can build your own list. This is cheaper, and it takes longer, but you'll be better off because you know your traffic is targeted.

These are people who want to be on your list and want what you sell.

You can do this by adding a subscription box to your web site. You can offer product updates, short articles or reviews, information on trends in your field, or any other valuable information you think your customers can use.

You can also offer contests, or a valuable free premium to your customers to get feedback.

This is also the easiest way to promote your products because you have a list of people who are interested in what you have to say.

3. Pay Per Click Search Engines. This is a relatively new trend, but it can provide you a way to get more targeted traffic to your business.

Pay per clicks will provide you more targeted traffic than standard search engines and directories because you have more control over your keywords and ranking. Many will get you started for free.

You can download a copy of 47,200 Hits for Free, and excellent free ebook that will show you how to get started using pay per clicks. [http://www.smallbusinesshowto.com/freeware/47k\\_custom.zip](http://www.smallbusinesshowto.com/freeware/47k_custom.zip)

4. Joint ventures. This is another method of traffic generation frequently used by top Internet marketers writers should be using.

A joint venture is where you find a newsletter publisher and have him/her promote your product in his/her ezine. The

publisher get a percentage of the sales made from advertising your product.

It is similar to affiliate marketing, but there are other steps involved to creating a successful joint venture.

You'll want to offer publishers a deal they can't refuse. Give them a free copy of the product but include plenty of bonuses. Make it as easy as possible for the publishers to accept your offer.

If you follow the steps above, implementing one step per week, in four weeks, you will have a complete marketing strategy.

The most important thing you should remember is to test everything you do, including headlines, body copy, ad placement, etc. Get rid of anything that doesn't work, and

zero in on your market.

Jinger Jarrett is the author of the Ebook "10 Ways to Promote Your Business for Free." You can get a copy of this ebook by subscribing to her newsletter [MFW@parabots.com](mailto:MFW@parabots.com)

### **What Publications Should Look for in a Technology Writer**

**By David Geer**

#### **What Publications Should Look for in a Technology Writer by David Geer**

What to look for in a technology writer.

A good technology writer has a good portfolio. The writer you want will have samples that parallel the content you're looking for. A good portfolio sample can be found at <http://www.GeerCom.com/samples.html>.

A good technology writer is a good investigator. A professional technology writer takes time to get to know you, your publication, and your goals. What do you really want to get out of this project? A great writer will ask because a disciplined professional needs to know.

A good technology writer is a team player. Professional writing requires top-notch communications skills on all levels, not just in the text of your articles and features. The writer you want should be able to carry on a dialogue with you and your team to discover your needs, and to make sure that they are met.

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A good technology writer is prepared to work with you and your team until you're satisfied. Consultations, revisions and changes should be built into the fee. These are part of the process and should be foreseen by the writer.

Finally, a good technology writer instills confidence. After providing the necessary requirements and information, you should feel comfortable letting the writer drive where the story is concerned. You should be able to rely on their responsiveness to your queries. You should be assured that they will deliver all that you expect and more.

About the Author David Geer is chief technology writer, technical journalist and owner of Geer Communications, which helps print and electronic publications meet their content needs. E-mail him at [David@GeerCom.com](mailto:David@GeerCom.com), call him at 440-964-9832, or check out the Geer Communications Website at [www.GeerCom.com](http://www.GeerCom.com).



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