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**How to Multiply Your Freelance Writing Work**

**By Brian Konradt**

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You can turn your \$200 fee to write a press release into \$2,000 to carry out an entire PR campaign simply by convincing clients to invest in campaigns, instead of individual assignments. Campaigns achieve better results and cost less in the long-term for clients, compared to individual assignments. And, of course, as the freelancer, you get paid much more for turning out a succession of assignments that assimilate a successful campaign.

Here's how to multiply your writing sales by convincing clients to invest in long-term campaigns, instead of short-term individual assignments.

· Know the short-term and long-term results. A client approaches you to write a brochure. He may or may not know that his product can also benefit from other types of promotional pieces, such as ads, direct mail, news releases, websites, and so on, to sell his product or service. Your job is to educate the client. The brochure may be the first promotional piece in a consortium of promotional pieces. Here, you must know the short-term and long-term view results of the brochure.

The short-term results are the results the brochure will achieve for the client; and the long-term results are the results the brochure will achieve/contribute for the entire campaign. It answers the questions, "How do the results of this brochure fit into the entire campaign?" and "How can these results be strengthened with other forms of promotional materials?"

Show the client how a campaign, that's comprised of a succession of assignments, can achieve — and exceed — his expectations and outsell and outdo the performance of a single assignment.

· Use "tie-in" services. Whenever a client approaches you with a single assignment, ask yourself what tie-in services can supplement the single assignment. A news release achieves better results when it's accompanied with a photo. And a press kit — complete with press releases, photos, brochures, and company information — can achieve better results than a single press release. All of these extra tie-in

## How to Multiply Your Freelance Writing Work

services can turn writing a single press release into multiple writing sales.

- Offer the "concept to completion" benefit. Instead of pitching yourself as a freelancer who can write newsletter copy, pitch yourself as a freelancer who produces newsletters, from copy to completion. You multiply your income by outsourcing parts of the job and delivering a finished product, not a piece of the product. You also can extend your "concept to completion" services by pitching yourself as a marketing consultant, in which you make recommendations to the client as to the best way to market the newsletter.

- Develop strong consultative skills. Besides selling your freelance services, also offer consulting services. Clients pay you to explain ideas, concepts, recommendations and turnkey solutions as to the best way to achieve the results they desire. Consulting with clients can lead to securing freelance work, since clients realize you have the skills and expertise to undertake the task.

- Know the future needs of clients. Clients come with present needs — and future needs. A client may hire you to write a newsletter now, but they'll also consider you for future work if you know what their future needs are and how to fulfill them. The company may be ushering in a new product line, creating a new division within the company, sponsoring a charity event, or creating a website. All of these future events need a freelancer to do promotional writing and freelance work. That's you. Your job is to show clients how you'll address their future needs with solutions that'll increase their profitability and/or productivity. This is usually accomplished with a proposal through which you pitch yourself as the freelancer who has the solutions to undertake the future tasks.

- Use proposals to secure work. Proposals are an inclusive persuasion tool to convince prospects that you can increase their profitability and/or productivity with your freelance services. Proposals specifically show the client how you intend to achieve the desired results, the time and costs involved, and why you and your solutions are the best choices to boost the company's profits.

- Adaptations. Any of your freelance writing services can be adapted for websites, turning a single assignment into two assignments. Get paid to write a press release or brochure, and then get paid again to adapt the copy digitally.

- Add-on services, such as desktop publishing services, marketing consulting, compiling and selling media lists, and project coordinating can help multiply your work and your income. Brian Konradt is a former freelance copywriter and graphic designer, and founder of [FreelanceWriting.com](http://FreelanceWriting.com) (

), a free website dedicated to help writers master the business and

creative sides of freelance writing.

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## **The Dreaded "M" Word, and Why We Need to Do It**

**By Mary Anne Hahn**

### **The Dreaded "M" Word, and Why We Need to Do It by Mary Anne Hahn**

You offer a superior writing/editing service. You've written an awesome book. Your newsletter is arguably one of the best of its kind.

But if no one knows about it...if no one knows about \*you\*...

Let's face it. Marketing your book(s), your products and/or your services is as essential to being a successful writer as, well, writing. Even more so, if your goal is to freelance full-time.

But perhaps even the word "marketing" makes you cringe. It brings visions of placing sweaty-palmed telephone calls to strangers, handing out business cards at cocktail parties that you didn't even want to attend in the first place, and having a booth at the local Chamber of Commerce business fair. Marketing means keeping you away from what you most want to do—writing.

I know the feeling. Every time I'd get to the chapter on placing cold calls in Peter Bowman's *The Well-Fed Writer*, I'd screech to a halt. Bowerman states that placing calls to let people know of your availability as a freelance writer is crucial to the success of your business. It seems I'd rather starve.

I know why many of us feel that way. Early on, we discovered that we were far more comfortable and articulate with the written, as opposed to the spoken, word. With a pen in our hands, or at our keyboards, we don't flush or stammer. And during those times when the right words escape us, no one else has to know about it; the only thing others see is our finished product. This certainly isn't true when we speak.

So yes, I understand our fear of the "m" word. But we need to be honest with ourselves—how much do we \*really\* want to achieve full-

time freelance writing success? Do we want it enough to accept the fact that emailing our resumes in response to a few job offers we see online will never bring in enough work to support us? Do we want it enough to realize that we should spend at least 75 percent of our time (at least in the beginning) on either online or offline marketing, whether its telephone cold calling, placing ads and articles in ezines, sending press releases, or joining our local Chambers of Commerce?

Because, in order to truly succeed as a freelancer, I firmly believe we have to accept, embrace and even learn to enjoy the marketing aspect of our business. I know this because my own failure to succeed as a full-time freelance writer a few years back was solely because I did not develop, implement and sustain an ongoing marketing plan. Not because I didn't possess the skills and talent. Not because the markets weren't out there. But because I didn't let enough people know I existed, or exactly what it was I could do to help their businesses.

My stepdaughter's soccer team used to have a pre-game cheer that went like this: "You gotta want it to win it, and we want it more!" If that sounds like how you feel about having a full-time freelance writing business, start today to overcome your fear of marketing and (thank you, Nike) just do it!

Not sure how to get started? Here are a few tools for you:

1. Pick up a free marketing workbook here:  
<http://hypertracker.com/go/writesuccess/plan> . While you're there, sign up for Rob's free marketing ezine, too. It is always filled with excellent ideas on how independent consultants (which includes us freelance writers, by the way) can find and attract more business.
2. Consider purchasing the ebook, *\_Local Email Profits\_*, which shows you how to approach professionals and businesses in your hometown to offer your writing services. You'll find it here:  
<http://hyperTracker.com/go/writesuccess/WSNAAW/> .
3. Read books on marketing. One excellent resource, which you can find at your local library or in bookstores, is *\_Guerrilla Marketing for Writers\_*, cowritten by Jay Conrad Levinson and others.

Then get started right away. Who knows? You may actually learn to love marketing yourself—especially when your efforts start to bring in steady and profitable freelance work.

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