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**Win More Clients, Projects and Freelance Jobs By Making Three Small Changes**

**By Shelley Wake**

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**Wake**

I've spoken to hundreds of editors, employers, and project managers about how they choose a freelancer for a job. Whether they were reviewing job applications or considering project bids, they all had one thing in common. As every one of them started to look at the applications, they had their skeptic's hat on.

**How a Project Manager Thinks**

Here are a few quotes from project managers and employers to show you exactly how they think.

1. Jaime, Editor – "The First Elimination"

My process of judging proposals is one of elimination. The first step is about a general impression. If it's vague and unconvincing – eliminate. If it's fluffed up but with no substance – eliminate. If it has real details and seems credible – keep. Many times this process only leaves one person. That's how easy it is to get a job – be credible and convincing.

2. Jacob, Project Manager – "I only believe what I see for myself."

I read every proposal while questioning what I'm being told. Some people make things up. Most people exaggerate. Many people think they're better than they really are. I've been working with contractors for a long time and I've found that the only way you can judge a person is by what they do.

3. Randy, Project Owner – "Don't Tell Me, Show Me"

Don't try and impress me with ramblings. Lots of positive words strung together does nothing for me. You know, "I am keen, reliable, prompt, easygoing, articulate, generous, kind, competitive, athletic..." I have no reason to believe you're any of those things. If you want me to pick you for the project, you

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have to do more than just tell me. You have to prove it to me.

### How to Beat the Skeptic

It's not about what you say, it's about how you say it. Three small changes will make all the difference to your credibility and will get you more work more often.

#### 1. Use Real Evidence

It's always better to sell yourself with a real example.

Not so good – "I am reliable."

Much better – "You will never be left wondering how the project is going because I will provide timely updates to keep you informed."

#### 2. Use Your Results

Telling project managers about your past results is also a good way to sell yourself.

Not so good – "I write effective web site copy."

Much better – "With my new and improved content, my last client increased their sales by 120% in the first month."

The second statement clearly communicates the quality and effectiveness of the work. And at the same time, it's likely to excite the project manager into thinking that the same result could occur for them.

#### 3. Be Specific

If you can use facts and figures to make your point, do so.

Not so good – "Most of my business is repeat, showing that my clients are happy with the service I provide."

Much better – "96% of new clients have returned to use my services again."

Not so good – "I have completed various similar projects."

Much better – "I have completed 19 similar projects in the last year."

Make these three simple changes to your bids and job applications and you'll win more clients, jobs, and projects.

Shelley Wake and her team of writers have done the research and compiled the information that will make the difference to your freelance career. Visit Writing Stuff to find the answers you've been looking for. <http://www.writingstuff.com>

### **Freelance Writing Jobs**

**By Nell Taliercio**

Freelance writing offers the opportunity to make money from home and gives a writer a chance to work on an almost endless variety of projects. A writer can either focus on an area of expertise, or write a greater variety of general knowledge articles. With the internet, there are many more freelance opportunities today than ever before, and the field is expanding daily.

Where to find Freelance Writing Jobs:

While magazines and newspapers are the more traditional route for freelance writers, the internet has provided a whole new arena for writers. There are internet magazines (sometimes called e-zines) and blogs (short for weblogs) on almost any topic available. While many do not pay writers, some are beginning to. Content sites are another source of writing jobs.

There are also freelance websites specifically designed to help bring together clients and writers. The writers can bid on jobs, and then the client will choose the writer who best suits their needs, both in talent and price. Some of the jobs will be creating new content, while others want people to rewrite existing articles, to make them fresh. Most of these bidding sites do charge fees of some sort. Some of the charge the client to post the job, while others charge the writers either to join, or a percentage of the total payment agreed upon for the job. The benefit of going through one of the sites where you bid on jobs, is that the money is held in escrow, so that writer is guaranteed payment upon successful completion of the project. The writer has to balance the convenience of someone helping find them work versus the expense of promoting themselves to potential clients.

Skills you need:

In addition to basic typing skills, you should have a creative streak that allows you to present information in a new, informative and entertaining way. You should have good grammar and spelling skills, as most of the freelance jobs require the product to be delivered with minimal errors. While experience is good, it is fairly easy to begin a freelance writing career by building gradually, possibly even writing a few articles for free to build a body of work to show potential clients as writing samples.

Tools you need:

As with most jobs that require typing, a reliable computer and internet connection is a must. You should have a word processing program that allows you to save to a variety of formats, as clients have different needs.

How much money can you make?

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The payment for content articles can be anywhere from \$3–20. Other projects pay by the word or by the page. The price varies greatly, based on the market in which you are sending your work. A traditional magazine will often pay more per article than an online content site.

### Word Processing Jobs

Word processing jobs are a good source of income from home. Sometimes they are listed together with data entry jobs. Doing word processing would include a wide variety of tasks, from typing up newsletters to helping organize a research project. Some jobs might require transcribing a manuscript from a handwritten copy to a computer file, possibly even for use as an e–book.

#### Where to find Word Processing Jobs:

There are many job search sites that specialize in word processing jobs. Local colleges and universities are also a source of typing jobs, for busy students who don't have the time to type out their papers.

#### Skills you need:

Good typing skills are a must. Many employers require anywhere from 60 - 70 wpm, or better. Accuracy is also crucial. You should be very familiar with programs like MS Word and Excel. There are sites that promise job training to improve your word processing skills, but good typing skills should be enough for most jobs. Many promise jobs with high pay, approach these with caution and do your research first. It would also be advisable to be familiar with PDF (Portable Document Format) file format, Adobe and how to create and edit pdf's.

#### Tools you need:

A dependable computer is a must, and possibly a printer, in case you are required to turn in a hard copy of the documents being typed. A solid internet connection and software including Word, Publisher and Excel.

#### How much money can you make?

Some companies promise from \$1000 – \$4000 a week, but this is likely a sign of a scam or 'typing for pay' programs that you should avoid. Others offer \$250+ per week or a per page wage. These are more likely to be real job offers. Many times freelance typists bid on work and the lowest bidder with the skills required gets the job. That can be a good place to start and gain experience but you're not likely to make a very good wage that way.

Nell Taliercio is the owner and founder of

- which is a leading

resource website with work at home jobs and everything a telecommuting mom would need. Come visit

us today!



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