

# Content Cash Profits!

Presented by Ewen Chia



You may have heard the phrase “Content is King” well I'm here to tell you it's also cash in your pocket!

If you are looking for a way to make some extra cash or perhaps even a full time and enjoy the idea of working from home, writing and selling content can be just the opportunity you're looking for.

This type of work is also commonly referred to as ghostwriting or freelancing. One of the best things about freelancing is that you don't need experience, just the desire to write and make money.

There are a few other benefits as well. For instance, you can start at any time, work from anywhere, set your own hours and there aren't any starts up costs. All you need is a computer and if you don't have one you can always use the one at your local library.

The entire point of this report is to give you inspirations and idea so that will be able to know how to make money by from content creation.

Good freelancers are in big demand. With a never-ending supply of websites and blogs online, that need fresh, relevant and unique content, to attract visitors and potential customers to their sites, finding people willing to pay you (extremely well) to create that content isn't difficult, as a matter of fact it's pretty easy!

There is also a big demand from people who publish off-line, and once you have proven yourself responsible, reliable and good at what you do you'll have no trouble finding customers.

There are many different types of content that people are willing to pay for including; articles, blog posts, sales copy, ad copy, ebooks, short reports and the list goes on. An fact, I have even had people approach me and ask me if I would write tweets for them to post on twitter.

- The point I'm trying to make is, if it can be written it can be sold!

Starting a content for cash business consists of finding people to hire you to write for them. Typically, when you write a piece of content you can publish it with your own name on it.

However, this type of writing is completely different. It requires that that you give up all legal rights to the content you've created once the job is complete and allows your customers to claim it as their own. They get all of the glory, but you get the cash.

\*If you have a problem with someone else claiming authorship of the content you create then writing for cash probably isn't for you. However, if you're more interested in adding money to your bank account, writing content for other people can be a very profitable business.

You don't have to be an award winning writer or even have the ability to write perfectly to make money selling content. In fact, sometimes writing extremely well can be a hindrance, because people aren't looking for perfect. They want entertaining and engaging contents that appeals to their target audience. In fact, most of the people who are willing to pay for your services want content written at the sixth to eighth grade level.

The only time you have to worry about perfect is if you specialize in some type of formal, technical or academic writing.

The general rule is to write how you speak. This is called conversational writing and it is what most of your potential customers will be looking because it is used to target to a specific audience and make them feel as if the writer talking just to them.

Some other skills that are necessary in this line of work are the ability to perform basic research and write on a variety of topics. Of course, the faster you write the more money you can make, however you don't have to be a speed writer when you are first starting out. Speed is a learned skill so the more you write the faster you will get.

## **Different Types Of Content You Can Create And Sell**

When it comes to writing and selling content, there are plenty of opportunities available. Once you become established as a reliable content provider, you will have no problem earning a steady income. In fact, many of the freelancers I know actually have to turn clients away.

As I mentioned in your last lesson, there are different types of freelance writing. For instance, you can choose to write for online clients or off-line client. Online clients will hire you to create web content for them while off-line clients will hire you to create content for print publications, such as books, magazines, catalogs and newspapers.

There is such a broad market for this type of work that you can actually narrow down your customer base by specializing in specific areas that best suit your skill set.

For instance, you could work strictly as a research or essay writer. Many freelance writers specialize in writing biographies, fiction or drama. If your talents lie in the area of online content you could become a copywriter, ebook specialist or blog writer. The same holds true for off-line publications as I mentioned earlier. You could write strictly for magazines, catalogs or advertising companies. The choice is completely up to you.

If you have particular technical skills, you could be a grant writer for nonprofit organizations, an editor for law firms, medical professionals or large corporations.

The point I'm trying to make is there wide variety of opportunities available to you, which gives you the freedom to focus on the type of writing that best suits your skill set.

Let's delve a little bit deeper into the different types of writing you can choose from:

### **- Creative writing**

Creative writing is any writing that goes outside the bounds of normal professional, journalistic, academic, or technical forms of literature, typically identified by an emphasis on narrative craft and character development. It is different from other types of writing and requires a great deal of creativity. Generally, when someone hires you for this type of job you will be writing a short story, poem, novel, screenplay or dramatic piece.

### **- Web, Blog and SEO writing**

There are literally millions of websites worldwide. They all have owners that are more than willing to hire people just like you to create their content. This type of writing is normally much shorter and involves creating articles, webpages, ad copy and more commonly blog posts. It may also involve social media posts for networks like Facebook, Twitter and LinkedIn. This type of writing is generally written in an informal conversational tone.

There is also a specialized type of writing referred to as SEO (search engine optimization) friendly. This type of job would require you to create content that is solely for the purpose of achieving good search engine placement and involves writing with a specific set of keywords strategically placed throughout the content as search engine bait.

### **- Newsletters, Editorial and Magazine writing**

These are one of the most lucrative and technical forms of writing that may fall under the umbrella of copywriting. These forms of writings require defined focus, in-depth research and an extensive reading. It is best suited for people from the advertising agencies, publishers, public relation firms etc.

### **- Sales and Marketing Writing**

Sales and marketing writing is the most common source of freelance writing that generally requires marketing skills. As businesses around the globe are going online, companies require the services of efficient freelance writers for online marketing of their services and products. It usually involves writing product descriptions, sales letters, marketing oriented web papers and media content, marketing and business plans etc.

### **- Ebook Writing**

The dictionary defines the term ebook as "an electronic version of a printed book, but since that definition was written ebooks have taken on a life of their own and become

somewhat of a normal especially with more and more people downloading and reading books on their handheld devices. Many online publishers are more than willing to pay handsomely for the services of qualified ebook writers.

Of course there are many other forms of writing that you can specialize in. The one you choose will depend solely on your personal preference and your skill sets. Deciding which type of writing is right for you will help you brand yourself in a particular market, so before you begin looking for clients take some time to think about what type of writing your best that you like to do. Trust me it will help make the process a lot easier.

## **How To Become A Sought After Freelance Writer**

Many people consider writing an art form and it doesn't always come easily to everyone. The good news is that it's a learned skill that can be honed with time and practice. Some people are lucky enough to be born writers and the words just flow out naturally but don't worry if you don't fall under this category.

If you have the drive and determination, there is no reason that you can't become a highly sought after, successful writer. There are many ways you can improve your writing skills.

Let's go over a few:

First, remember there is always a room for improvement. Don't be afraid to ask for help. It is a good idea to get some feedback on your work, especially when you are first getting started. You can ask a fellow writer, a friend or family member to proofread your content before you deliver it to your customer. This way you can make changes or incorporate any suggestions they may have to improve the piece.

You can also hire a professional proofreader to help check your work. They aren't very expensive and you can incorporate the cost into your fee. Try to take criticisms positively and use them to improve your writing skills.

- Be a good reader

To be a good writer it's important to become a good reader. Reading regularly will not only help you boost your knowledge, it will also help you improve your writing skills. You can also spot writing styles of famous writers in various fields example fictional, non-fictional, creative writing techniques etc.

- Do your research

In order to sell your writing it's important to get to know the topic as well as the target audience your customer is trying to reach. This is where good research skills are important. They will help you dive into any subject and learn what you need to complete the project effectively. It will also help you create content in the proper style, so it is both appealing and effective to the audience, which will make your customers very happy.

- Double check everything

No matter how qualified and passionate are you are when it comes to your writing, remember there is always room for improvement. When it comes to being a successful freelance writer it is important to always double check your work for errors, consistency and proper flow.

Here are a few more quick tips that you can use as well:

- Be sure to use clear and effective words
- Avoid vague statements that will confuse readers.
- Use an active tense
- Talk to your audience, don't write, speak
- Avoid using bad grammar
- Check for spelling errors
- Avoid repetition
- Be original and distinct.

## **Simple Ways To Build Up Your Reputation As A Writer**

We are going to go over some simple ways you can build up your reputation as a capable and reliable writer, so you can attract more customers.

### **- Avoid short cuts**

Many freelancers focus on short term goals. In order to meet deadlines and tight work schedule they try to duplicate and copy from other sources. Remember this is considered plagiarism and can do damage to your credibility. You should also avoid copying your own work for multiple clients, because if more than one of them decides to publish it publicly chances are they will find out and this can also damage your credibility.

### **- Meet deadlines**

It is crucial to make sure to meet your deadlines. It's better to turn away a client than disappoint them, so never take on a new project unless you are confident that you can finish it on time. You should also never compromise on the quality of your work.

### **- Set yourself apart**

Why should clients hire you? Even though you may be reluctant to boast about your talents this is a very important factor in building your reputation as a competent and reliable writer. It's important to market yourself effectively, promote your skills and set yourself apart from your competition.

To accomplish this you need a solid resume and good portfolio that includes a variety of your writing samples for your potential customers to review. You should also

collect customer testimonials to share in your portfolio. This type of social proof can really boost your credibility.

### **- Treat your customers well**

When it comes being successful creating and selling content it is very important to take care of your reputation not only in terms of your writing but also in the way you deal with your customers. Remember they will talk about you and by treating them well you can feel confident that they will only have good things to say.

### **- Visibility matters**

You can be the most efficient and effective freelance writer on the planet but you won't put any money in the bank if clients can't find you to hire. You have to be visible and easy to find.

Here are some simple things you can do to increase your visibility:

- Get involved in a professional writing community
- Write articles about freelancing and include your bio
- Set up a website to display your work and make it easy for people to find you.
- Stay in touch with your previous clients to encourage repeat business
- Join and participate in online writing forums
- Set up profiles on the major social networks
- Post ads in the classifieds
- Send out a press release about your services
- Join freelancing websites like Elance and oDesk

Bottom line, it's important to work continually on building and maintaining your reputation as a reliable, trustworthy and competent freelance writer and when you do you will have customers lined up to hire you.

## **Where To Find Customers**

We are going to jump right in and talk about where to find customers, because when it comes to freelance writing you can just sit and wait for them to find you, especially when you are just getting started.

One of the best places to start looking for new customers is on freelance websites like Elance and oDesk, as I briefly mentioned in your last issue. These sites are like a virtual job marketplace and they are the perfect solution for finding writing jobs.

Keep in mind that every freelance marketplace is different. You should take some time to read their terms of service before joining so you can be clear on the rules, know how much it costs to participate and most importantly how you'll get paid.

There are several benefits to using freelance websites to find work, including:

- You'll have access to a huge database of freelance projects in multiple categories

You can search through the database by category, keyword or job type. Most of them have a rating system in place that allows members to rate their employers and employees, so you can also search according to the amount of positive reviews and where they rank on the site hierarchy. On some sites you can also see how much money they've paid out to other freelancers so you can be fairly certain you're working with a credible person or business.

- Fraud protection and account management

The freelance site requires all members to be verified before they're allowed to post projects. They also handle all of the monetary transactions for you. This type of security ensures that you will be paid promptly. On most of these sites, the employer is required to place the funds to cover the cost of the project into an escrow account before you begin working on it.

- Easy access to your funds

Once you've completed the project and when it is time to be paid, most freelance websites will give you a variety of options to withdraw your funds including the option to transfer the money directly to your bank account, PayPal account or other financial institution. They will also put a check in the mail for you.

- You're not alone

A good freelance site will also offer you dispute assistance and help you resolve any issues that may arise between you and an employer. Including lack of payment, customer complaints etc.

- People can find you

One of the biggest benefits of using a freelance site is that employers can find you. This is true especially after you have taken the time to build up your reputation on the site. Once you've done that you'll find that you'll have customers contacting you and you won't have to worry about searching through the job marketplace anymore.

When you're using freelance websites you'll want to create a profile on several different freelancing websites. Just be careful not to spread yourself too thin. Join one or two at first. Then after you have begun to establish yourself as an expert on them, you can easily add others to the list. After a while, you will get a feel for which ones work best for you and focus solely on them.

Before we close this final lesson, I want to share a list of the top freelance websites available for you to check out:

**Elnance** - <https://www.elance.com>

This site has over 500,000 user's actively posting projects, so there is never a shortage of available work.

**Freelancer** - <http://www.freelancer.com>

This is one of the largest and oldest freelance sites. It has a great reputation, a huge member base and holds a world of opportunity for anyone serious about making money freelancing.

**oDesk** - <https://www.odesk.com>

Has a great online dashboard that makes it easy to collaborate with employers, employees and team members. They offer a wide variety of opportunities and a suite of handy tools for freelance writers.

**Guru** - <http://www.guru.com>

Is predominantly used by web designers and people looking for web designers, however they still have plenty of opportunities for freelance writers.

**ifreelance** - <http://www.ifreelance.com>

Unlike many of the other freelance sites, this one doesn't charge a commission on the money you earn, instead you pay a small monthly fee making them more profitable for busy writers.

**Micro Workers** - <http://www.microworkers.com>

This site is perfect if you are looking for those small jobs we have discussed before like blog posts, commenting on YouTube videos and Twitter tweets.

**Go Freelance** - <http://www.gofreelance.com>

This site has hundreds of new freelancing jobs posted on their jobs board each day. They offer a 3-day trial so you can check out the site before you become a full fledged member. If you decide to join, they have a very reasonable one-time fee.

**People Per Hour** - <http://www.peopleperhour.com>

Most of the freelancers on this site average an hourly job rate of around \$35 per hour. It is an excellent place to pick up lucrative freelancing jobs.

**Cloudcrowd** - <http://www.cloudcrowd.com>

This one is Facebook's freelancing application. It offers a variety of writing jobs and pays you the day after you complete a task. It also requires you to have a PayPal account in order to sign up.

**Fiverr** - <http://fiverr.com>

This is another great place to find customers, especially small jobs. It isn't the same as other freelance sites. To get work through Fiverr you have to post a gig offering your services.



The appeal of this site is that you can get things done for \$5. Of course, you don't want to underprice your services, so you should mainly use this one for lead generation.

On any freelance site you decide to join, it is important to fill out your profile completely, link to your website and provide a variety of samples for prospective employers to explore. You should also take time to become familiar with the way the site functions and how the bidding process works before you begin applying for jobs.

As we close this final lesson, I would like to thank you again for joining me for this short report. I sincerely hope that you have learned a lot about how to start selling content for cash!

## **"Discover How To Make More Money Online"**



[Click Here For Cash Biz!](#)

## **Recommended Resources**

[Connect with Ewen on Facebook](#)

[100 Money-Making Businesses](#)

[Commission Success](#)

[Super Affiliate Millionaire](#)

[Internet Business For Beginner](#)

[Autopilot Internet Income](#)

[Secret Affiliate Weapon](#)

[24 Hour Internet Business](#)