

# HOW TO MAKE MONEY FREELANCE WRITING

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So, you want to know how to make money freelance writing? Maybe you are trying to break free from low paid writing jobs and content mills. Perhaps you want to find a way to make money from home.

Well, you've landed on the right page.

I have been a freelance writer since 2012. It was a side hustle for a few years while I worked full-time. But since the start of 2017, my freelance writing business gives me a generous part-time salary while I work on other projects.

I'm going to show you how you can:

- Get well-paid freelance writing jobs
- Earn money while you sleep
- Make money freelance writing from home (or anywhere)

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## 1. WHAT TO WRITE ABOUT

Who are you? A newbie freelance writer? Someone who has been freelance writing for years but not earning enough?

Regardless of where you are in your journey, you are your biggest marketing tool. If say you want to be a travel writer, you need to demonstrate your style, abilities and knowledge.

When trying to make money freelance writing, you need a **niche that will make you money**.

It is a good idea to choose a topic that you are passionate and/or knowledgeable about. But this post is about making money freelance writing. So, you should also consider how profitable your chosen niche is.

Unfortunately, not every niche is profitable. Here are some ways to find one that is:

### Perform searches on [Buzzsumo](#)

Buzzsumo gives you a list of top performing online content. You can see who is posting them, how many people are sharing them on social media and the level of interaction with it.

### Google searches

Carry out some Google searches and note the types of websites that show up in results. If you see that there are many online shops, blogs etc. in your chosen niche, it is an indication of how much demand there is for it. It is also a sign of how competitive your chosen niche is. But more about how that affects you, shortly.

### Browse through job boards

Job boards like ProBlogger give you indications of the types of writing projects and topics that people are willing to pay for. You could also check our market place websites like PeoplePerHour.

On PeoplePerHour for instance, I have seen a recent rise of clients wanting writers for blockchain and online currency related articles. I know that this is a profitable niche because it is a topic that attracts a lot of attention, people are curious about it and clients are willing to pay freelancers to write about it.

I personally have used PeoplePerHour the most. In fact, I [established and maintain my freelance writing business](#) through it.

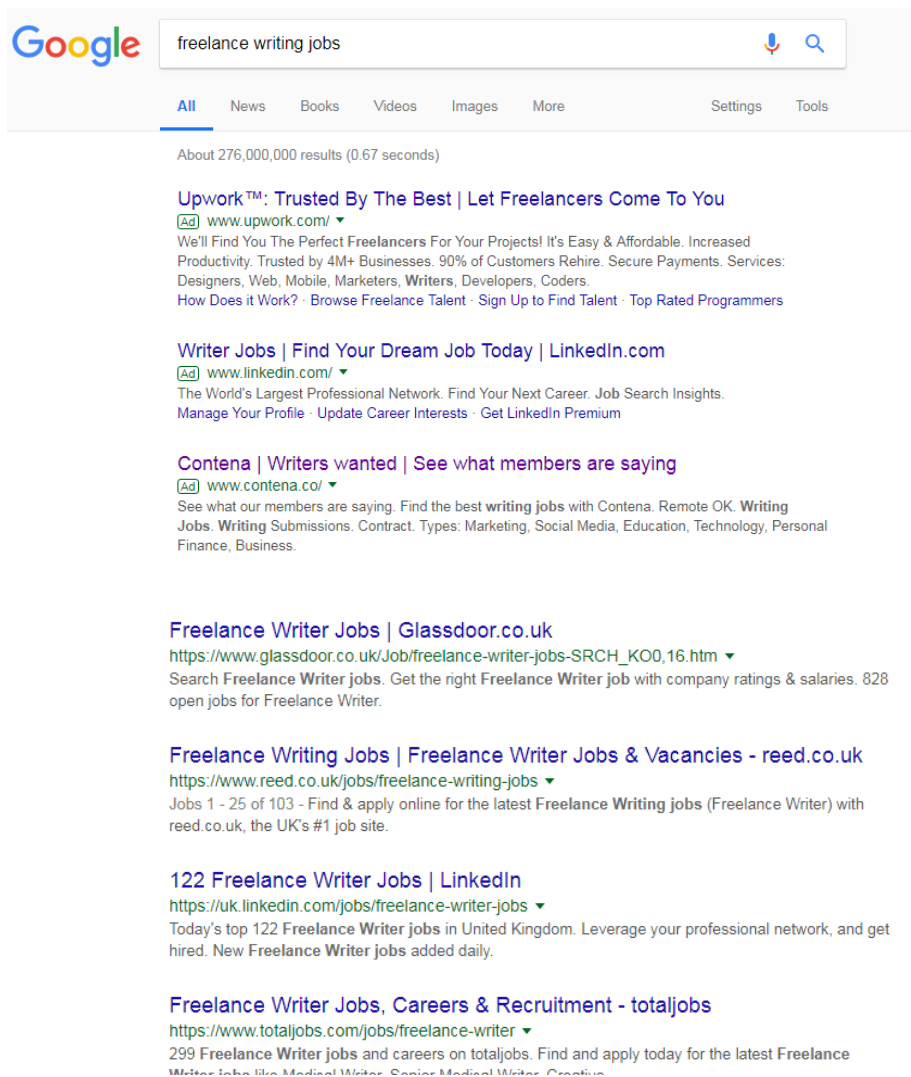
**In just a few months I increased my earnings fivefold. Keep reading to find out how.**

### Check out your competition.

If you want to make money freelance writing then you must position yourself correctly in the market.

Let's say you wanted to create a blog all about finding freelance writing jobs.

When I type 'freelance writing jobs' into Google this is what I see:



As you can see, the majority of results show websites from well-established companies. So competing with them would be tough.

So, although there is clearly a demand for information about freelance writing jobs, starting a blog about it is unlikely to be profitable. At least not for a long while. The positive side of this though is that it is a profitable *subject area*. So you can instead, find a niche within it like, 'tips on finding freelance writing jobs'.

**Bonus:** *not only does this help you find your profitable niche for freelance writing, but also gives you great ideas for blog posts!*

## 2. START SHOWING OFF

Now that you have decided what to write about, it is time to show off your knowledge and writing skills. The best way to do this is by starting your own blog - essential if you want to make money freelance writing.

A blog is great for a number of things including:

- Building a portfolio
- Practicing writing
- Generating leads (attract clients)
- Gaining credibility in your niche
- Improving your rank position on search engines (SEO)
- Making money (I show you how in the next section)

It doesn't matter what industry your business is in. A blog serves as a platform to spread your message from and to create samples around your niche topics.

## HOW TO SET UP A BLOG

Setting up a blog is quick and easy. My favourite blogging platform is WordPress.com (in fact, I have used it to create this entire website).

Follow my step-by-step guide to [setting up a WordPress blog](#) or watch [this video](#).

**Pro Tip:** *When you have the budget to do so, upgrade to a [business plan](#). It gives you flexibility over design, features and plug-ins. The latter is useful if you want your digital content to be search engine optimised.*

## SETTING UP A WEBSITE

Once you have a blog up and running, you can set up your website. If you chose WordPress.com, adding pages so that your blog becomes a part of a larger website is [easy to do](#).

To start with I would recommend the following pages:

- **Home** - introduce your business and provide links for actions you want visitors to take.
- **About Me** - introduce yourself and tell your target audience why they should trust you.
- **Blog** - this should be a link to your blog roll.
- **Contact** - make it easy for potential clients to get in touch.

When your freelance writing business has gained momentum, you could add the following pages to your website:

- **Hire Me** - show and tell your target audience why they should hire you.
- **Portfolio** - start guest blogging if you haven't got any samples of client work to show yet and include links to the posts on this page. If you do have live samples of work, display them here.
- **Testimonials** - you can publish client feedback elsewhere but having a dedicated page makes it easy to find. A good way to collect testimonials is by getting jobs through [PeoplePerHour](#). That way, your potential customers can verify the testimonials and have confidence in them being unbiased.
- **Pricing** - many freelance writers don't publish their prices. You will find that pricing will vary job to job but I like to give clients a rough guide.

## 3. CHARGE MORE MONEY (YOUR CLIENTS WON'T MIND)

It was 2012 and I was on low paid trainee teacher's salary. With a mortgage and bills to pay I needed to supplement my income with something. And that *something* was freelance writing. I stumbled across [PeoplePerHour](#), signed up and started bidding for jobs.

My first client wanted twenty, keyword stuffed blog posts, per week. I took it. But, I only charged £5 for 500 words! Although this gig was bringing in £100 per week, it was nowhere near what I should have been charging.

**In less than six months I was making five times that amount.** With some experience and client testimonials under my belt, I had the confidence to charge £25 per 500 words. Miraculously, my client paid.

The moral of the story: don't undervalue yourself!

It was a quick lesson in marketing. I found that by charging higher rates, clients had more confidence in my abilities. It also reflected the quality of work I was producing more accurately.

#### 4. WRITE FOR FREE AND STILL MAKE MONEY

I wrote earlier about how valuable a blog can. I'm going to show one way to monetise your blog that will make money while you sleep (literally).

Two words. **Affiliate Marketing**.

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#### WHAT IS AFFILIATE MARKETING AND HOW DO I DO IT?

Blogging can attract a lot of attention. Some of the most successful blogs have thousands of followers and social shares. So naturally, many companies want a piece of the action which they get through affiliate marketing.

This is how affiliate marketing works:

1. Your chosen company provides a unique link to their products and services.
2. You embed the link in your content e.g. a blog post.
3. Visitors click on the link (because you have made it so enticing).
4. When the visitor purchases the product or service, you get paid a commission.

To find companies who offer affiliate marketing, perform an online search like the one below.

Google

affiliate+marketing+websites

All Images Videos News Shopping More Settings Tools

About 168,000,000 results (0.54 seconds)

**Affiliate Marketing Made Easy | Make Your Advertising Unique**  
 Ad www.voluum.com/affiliate/marketing  
 Automate & Optimize Your Campaigns to Work Less and Earn More. Be Different. Make Your...  
 Affiliate Marketing Plan · Buy Now · AI Traffic Distribution · Track & Optimize · Key Features

According to solvid.co.uk

Amazon.c... ShareASale eBay ClickBank CJ Affiliate

**Top 15 Affiliate Marketing Websites & Programs For 2018**

- Amazon Associates. Everyone knows Amazon. ...
- ShareASale Affiliates. ShareASale has been in business 17 years now, and they've definitely kept up with the times. ...
- eBay Partners. ...
- Shopify **Affiliate** Program. ...
- Clickbank. ...
- Rakuten **Marketing** Affiliates. ...
- Leadpages Partner Program. ...
- StudioPress **Affiliate Website**.

More items...

**Top 15 Affiliate Marketing Websites & Programs For 2018 | Solvid**  
<https://solvid.co.uk/top-affiliate-marketing-websites-and-programs/>

About this result Feedback

## WHAT TO WATCH OUT FOR WITH AFFILIATE MARKETING

I would advise promoting products and services that are related to your niche. Why? Well, put yourself in the reader's shoes. Let's say you are reading a blog post on social media marketing. You click on a link within the post, assuming that it will be useful. But it takes you to a website that sells dog food. How would you feel? I'm guessing you would be irritating and unlikely to return to reading the original blog post.

Another good tip is to promote services and products you have actually used. It means you can write about it in depth and is a good way of [gaining your reader's trust](#).

**Pro Tip:** in some countries it is a legal obligation to make clear that your blog post contains affiliate links. Since your content is online, you are likely to attract readers globally. So, if you use affiliate links, state this at the start of your blog post (like I have).



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## OTHER WAYS OF MONETISING YOUR BLOG

Affiliate marketing is not the only way to [make money blogging](#). You can also:

- Display adverts e.g. Google AdSense
- Sell your own products and services e.g. eBooks and courses

## 5. HOW TO GET WELL PAID FREELANCE WRITING JOBS

In an ideal world clients will come across your website and hire you directly. This is not an unrealistic goal but is difficult to achieve, especially if you are just starting out as a freelance writer.

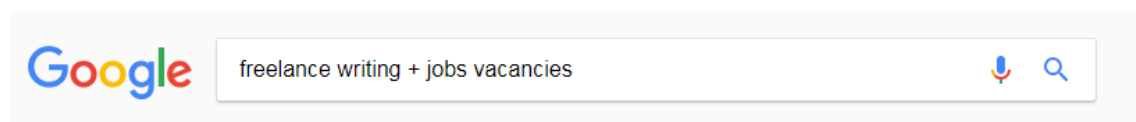
The key to getting well paid freelance writing jobs is to know three things:

1. Where to look for writing jobs
2. How to judge whether jobs will pay well
3. How to spot a scam

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## WHERE TO FIND WRITING JOBS

A great place to start is by performing a Google search like the one below:



This will give you access to various job boards.

**But beware of content mills.** Typically these are marketplace type websites that pay very little. You can earn a lot through them but when you compare your earnings to the number of hours you work, your hourly rate will be low.

As well as looking for freelance writing job vacancies, you can sign up to [freelance websites like PeoplePerHour](#) and job boards targeted specifically at freelance writers like [ProBlogger](#).

But even these websites can lead you to low-paid freelance writing jobs and [scams](#).

**Choosing the right clients and jobs makes all the difference to running a successful freelance writing business.**

For instance, a start-up business is unlikely to have a big budget. However, getting involved with them may lead to long-term and more lucrative work. You have to judge whether it is a worthwhile investment for you.

I am always wary of job descriptions with very little information (like the one below).

The screenshot shows a job posting on the PeoplePerHour platform. The title is "Need Content Writers to write articles for long term." It includes metadata: "Posted: 4 weeks ago", "Proposals: 32", "Remote", and "#2134078". There are 12 likes and 0 likes shown. The description is minimal, stating "Quality and experienced writers are required for long term basis. Only experienced writers apply who have published their blogs or articles somewhere and can send the blog links where their articles have been published and worked for as a proof. Thanks!". Two annotations are present: a box pointing to the description with the text "Lack of detail indicates that priority is not placed on quality." and another box with the text "Is this a content agency?" with an arrow pointing to the description.

In my experience, they are usually low-paying and in some instances, have turned out to be a scam.

When growing your client base, I would advise to try and forge long-term relationships wherever possible. One of my clients, Acuity Training, hired me for two years. Not only did I earn a steady income but the quality of content was consistently high because I was so familiar with the brand.

## HOW TO SPOT A SCAM

[Ben Taylor](#) from *HomeWorking Club* shares a real life example of a suspicious experience - about a month ago, I had a very similar one.

Here was the freelance writing job description:

## Content Writers With SEO Expertise

Article & Blog Writing Posted 5 hours ago

Fixed Price

\$1,500 Budget

**\$\$\$ Expert Level**  
I am willing to pay higher rates for the most experienced freelancers

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### Details

**Needs to hire 20 Freelancers**

We are looking for creative content writing professionals who can bring ideas to life with their effective writing skills. Thinking out of the box and creating content that can inform, engage and compel the readers to take the desired actions is what makes a candidate suitable for this position.

All work will require clear, concise and persuasive writing that is consistent with established branding, current trends and with SEO tactics & techniques generally top of mind. Along with producing original content, in some cases you'll be required to review, revise, proofread, edit and improve content written by team members.

The ideal candidate would be expected to perform the following roles:

- Create website content, articles, and blogs.
- Researching and gathering useful information and writing relevant content as per the style, tone, and requirements.
- Writing landing pages content for our websites that would engage a variety of online audience.
- Passionate about taking a lead role in shaping the company's future path.
- Regularly monitor social media latest trends and tools that affect the business competitive landscape.
- Perform basic keyword research and create SEO-friendly content as per business requirements.
- The job requires the candidate to write original plagiarism free, unpublished articles

Payment  
\$80 per 600 words

Thanks for flagging!

Submit A Proposal

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**About the Client**  
Payment Method Not Verified

**United States**  
11:25 PM

**1 Job Posted**  
0% Hire Rate, 1 Open Job

Member Since May 23, 2017

He highlights three main areas:

- The unverified payment method was a red flag - although a new user may not have set this up, it is still noteworthy.
- Looking for '20 Freelancers' is either suspicious or at least, likely to be from a content agency
- The rate of pay wasn't bad but surprisingly high for a starting rate on Upwork.

Also the advert lacks specific information. The description is very broad e.g. 'Create website content, articles, and blogs.' There is no mention of subject matter.

Ben goes on to share that when he applied, they contacted him on Skype and sent him a suspicious file. It turned out to be a scam.

**An offer that seems too good to be true, usually is.**

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## OTHER WAYS TO GET FREELANCE WRITING JOBS

### Cold Pitching

This is when you contact companies directly about your services. For example, you may find a local business who does not have a blog. You could pitch your content writing services and explain how you can help them grow their business.

Advantages:

- Less competition than applying for freelance writing jobs
- Can lead to recurring business
- Great way to forge long-term relationships
- A way to grow your client base while you take the lead on projects (rather than the other way around)

Disadvantages:

- You may need to send a lot pitches with only a few taking you up on your offer
- Companies may steal your ideas and write in-house
- As these businesses don't know you, they may assume your email is spam and delete without even reading it

### Applying For Jobs

This can be hard for new freelance writers who do not have extensive portfolios. But on job boards like [ProBlogger](#) and [Blogging Pro](#), and freelance market places like [PeoplePerHour](#), you will find a variety of jobs suited to different levels of experience.

Advantages:

- Access to jobs that match your experience level and skill set
- Great way of building your portfolio and collecting client testimonials
- Many of them are free to use

Disadvantages:

- You may have a lot of competition, especially with freelance market places

### Keep An Eye On Social Media

Many people advertise jobs on social media networks like LinkedIn, Facebook and Twitter. A good tip is to join freelance writing groups and follow users who represent job boards.

Advantages:

- Visibility of freelance writing jobs that may not be posted elsewhere
- An opportunity to grow your social network as a freelance writer
- Work with other freelance writers

Disadvantages:

- Many people use social networks to advertise low paid jobs

### Write Guest Posts

Although guest posting doesn't help you make immediate money through freelance writing, it is a great way of increasing how many people actually see your work. And with more visibility, you increase the chances of professional opportunities heading in your direction.

Publishing your writing on other websites is also a great way to diversify your portfolio.

To [find websites that welcome guest posts](#), perform these Google searches:

- Blogs + write for us
- Guest posting for bloggers
- Guest posts + content writers

Advantages:

- Writing for specialist websites helps you gain credibility in your niche
- Helps a new freelance writer show examples of published content
- Increases visibility of your work

Disadvantages:

- Writers do not usually get paid for guest posts

### Warm Up Old Leads

If in the past you have liaised with potential clients that didn't quite lead to a job, there is no harm of re-visiting them later. Also, contacting past clients from time to time can be lucrative - it has

certainly worked for me. Simply writing a short email that reminds them of who I am and offering my services, has secured a lot of recurring freelance writing work.

Advantages:

- Helps you maintain long-term relationships and therefore recurring work
- You are already familiar with the business and their preferred writing style so can get working on projects straight away
- You can feel secure in knowing they are a reliable client

Disadvantages:

- Like 'cold pitching' the number of jobs you get versus how many emails you send, can be low

## START MAKING MONEY FREELANCE WRITING NOW

I adore being a freelance writer. I get to work from wherever I want, write about interesting topics and make money doing something I love. Although it can get busy at times with tight deadlines, I am in full control of maintaining a healthy work-life balance.

If you are interested, you can take my [free course \(a series of 6 lessons straight into you inbox\)](#):  
**How To Get Freelance Writing Jobs.**

**In summary:**

It is not hard to make money freelance writing as long as you have a strategy.

1. Choose a profitable niche
2. Keep growing your portfolio through blogging, guest blogs and freelance writing jobs
3. Monetise your blog e.g. affiliate marketing
4. Explore different avenues for getting freelance writing work instead of sticking to one