

# Living The Writer's Life

10 Steps to Launching a Writing Business  
that Supports Your Goals



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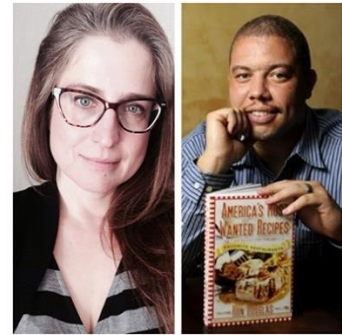
Congratulations, you want to be a writer! The path is full of adventures. Some will be rewarding, tremendously fun, and definitely interesting. Some will test your skills, discipline, and determination. You will not find a better path that encourages and challenges you to achieve amazing results.

If you are able to create structure for yourself and follow through, then this may be the ideal pursuit. However, if organization, schedules, and a sense of direction and order are not among your strong points, you'll have a few difficult challenges to overcome. Fortunately, there are tools and systems to create structure. While the freedom of being your own boss may sound glorious, it also means that you need to be self-motivated and disciplined and we'd love to show you exactly how to do that.

## Meet Your Write for a Living Experts, Alice Seba and Ron Douglas

There are plenty of resources out there that will teach you about writing and even how to write for pay, but few do it like [WriterHelpWanted.com](http://WriterHelpWanted.com).

Combined, we have over 27 years experience using the Internet to grow our incomes through writing. Alice has built a business around creating content for over 20,000 customers and Ron is a New York Times bestselling author who has sold over 1.5 million books and ebooks.



We both live our dream of having freedom in our lifestyles, working when we want and without having to answer to editors or employers, just to ourselves. Alice enjoys that lifestyle in Vancouver, Canada with her husband and 3 children, while Ron does the same in Long Island, New York with his wife and 2 children.

Now we've taken all this experience and put it into a resource that will help you find quality writing jobs to earn extra income or even replace a full-time income, but also elevate you to a business that provides you with the freedom you desire. Where you go from here is all up to you and it would be [our pleasure to serve as your guides](#).

**Before we get ahead of ourselves, ask yourself why you want to be a writer.** When we talk to people about this, the answers we get are:

- I want to be my own boss.
- I want to work from home.
- I am a good writer, or I think I can be a good writer, and I want to earn a living doing something I enjoy.
- There's a market for writers and I am excited about filling that niche.
- I want to make extra money.

And so on....

All of those reasons are excellent reasons. And they're exactly why the writer's life is such a wonderful life. Let us paint a picture of what's possible.

Louise had two children age 6 and 4. She worked weekdays from 7-5. That meant finding daycare during the summer as well as before and after school care. She was a single mom so her income didn't go very far after daycare.

Louise also felt that she was missing being a mom to her kids. She wanted to be home with them. She wanted to visit them at school events and hear about their day when they got home. Louise wasn't a big risk taker. She eventually decided to learn all she could about writing and start her own freelance writing business.

Within a few months of launching her website and marketing her business, Louise was making more as a writer than she was making at her day job. She quit and never looked back. She writes during the day when her children are at school. She has the freedom to spend time with them before and after school. With some marketing and business know how, she was able to grow her business and increase her income to the point where she feels financially comfortable.

Now maybe Louise's goals and lifestyle aren't exactly what you're looking for. Maybe you want to sock away more money for retirement or for vacations that you can't afford to take right now. You may want to travel the globe and don't want to be tied to a desk job. Regardless of your goals, the writing lifestyle can be a great way to live the life that you design.

### **Over the course of this guide, we'll talk about:**

- What you can write – there are many different writing niches to consider
- How to assess your current writing skills so you can succeed as a writer
- How to choose a specialty
- How to set up your writing business
- How to create systems for success
- How to find great clients
- And much more!

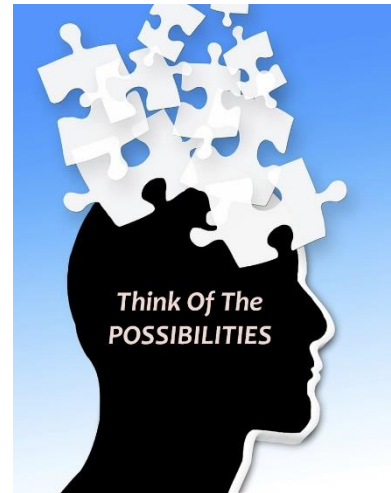
### **How to Use this Guide**

This guide walks you through the steps required to launch a writing business that supports your personal goals and professional goals. Each step invites you to take action. Read the guide completely. Then, go back and walk through the steps paying particular attention to the sections where you may need additional help. Or you can pause after each step and take action. By the time you reach the end of this guide, you should have your writing business ready to launch.

## Step #1 What Do You Want to Write? Exploring the Possibilities

If you can imagine it, you can write about it. There are writing jobs for every type of writing you can dream of. Want to write memoirs for people? There's a need for that. Want to write sales copy for businesses? There's a market for that. Want to write health and wellness content? There's a market for that.

What's the point? The point is that if you have knowledge on a subject and want to write about it, there's probably a demand for it. So let's look at some option details.



### Books

Many business owners are in need of a book to market their business. The book may be 10 pages long or 100 or more pages. Books may also be part of an information marketing business. For example, a business owner may create a series of books or information products on their niche topic of pet training. They need a ghostwriter to create the products so they can sell them. If you like large projects and enjoy writing books, then this can be a fun path to pursue.

### Sales Copy and Marketing Collateral

Every business needs to sell their products or services to stay in business. Even you, as a ghostwriter or freelance writer, will need to market your services. That means you'll need to write sales copy and marketing copy.

Sales copy is the text you use to persuade an audience to take a specific action. This copy may be used in sales emails, on web pages or in sales brochures. The ability to write effective sales copy can be highly lucrative.

### Content

Content includes things like articles, blog posts, social media content, reports, and other types of basic content. You can specialize by focusing on a particular topic. For example, if you love to write about health and wellness, then you might market to health and wellness businesses. If you are passionate about parenting, technology, or animals then you can market your ghostwriting services to those industries.

We'll talk about why it's a good idea to specialize in just a bit. For now, start getting an idea about what you might like to write and why.

## Specialty Content

Some types of content are specialized. These include items like press releases, white papers, and even scripts or technical manuals. If you have any experience writing these types of content, then you have an edge over other writers. Specialty content can be a fun niche to fill and it's a great way to build authority and credibility as a ghostwriter.

There are many other possibilities for specializing. Right now, it's important to get an idea about what you might like to write and where you might focus your initial marketing and business plan. Keep in mind that if you decide that you want to specialize in writing ebooks for the pet industry, you can branch out and later write other types of content or write for other industries.

Specializing simply helps you create authority and credibility as a writer. Once that's established, it's easier to attract clients in other areas if you choose to do that. Before we move onto the next step, look at your first action step. Remember that you can read this book completely and then come back and work through the steps or you can do them as you go. The choice is yours.

### \* Action Step \*

Spend some time thinking about where you might want to specialize. Do you prefer large projects like books or smaller projects like blog posts or sales pages? Do you have knowledge or experience in a particular industry and want to write for that industry? Are you passionate about a topic?

Write down your thoughts. You might write down an initial direction you want to focus on. Come back to it later and read it again. Your thoughts and ideas may change after you've had some time to think about it.

## Step #2 Assess Your Current Writing Level

Oh boy, this is where doubts and fears start creeping in. Many people don't take the step to follow their dreams and live the writing life because they fear that they're not good enough. Let us tell you this, anyone can learn to write. You may have some innate skills; you may not. If not, you can learn them.

We promise you, you can attain your ghostwriting goals.

So let's start at the beginning. This step is about being honest with yourself. It's an assessment step so keep that in mind as you answer these questions.



## **What Do You Know About Writing Right Now?**

Do you have any writing background? Did you write content or marketing collateral for a job? Do you write as a hobby? Do you have a blog?

Do you have a degree that required you to write or have you taken writing classes?

Cast a wide net and think about all of your writing knowledge and experience. What do you know and what have you done?

Why take this step? It's a starting point. It's not a determining factor of your success, but it is a starting point. Whether you have zero writing knowledge or you have a degree in journalism, it's important to have a clear understanding about where you're starting from.

This helps you take the best initial steps to start your business. So if you're sitting here and you're thinking "I don't have any writing knowledge," that's great. You know where you're starting from and you can only get better. It's really a great place to begin.

## **Honestly Assess Your Writing Skills**

How are your writing skills? Do you have a strong voice? Can you emulate someone else's writing voice and style? Are you good at following a format or is that a struggle for you? Are your spelling and grammar skills strong? Will you need a strong editor?

These are the questions to ask yourself and answer absolutely honestly. If you have no idea how your writing skills rank, consider writing a blog post, an article, or even a short report on a topic that you're very familiar with. It can be anything. You could write about doing laundry, changing the oil in your car, teaching children good manners, how to meditate, the proper way to walk a dog – you decide what topic you're going to write about for this.

Then, ask some people that you know and trust to read it. Get their feedback. Keep this writing sample to use in your portfolio.

Make a list of your writing strengths and weaknesses. Where do you think you're strong and where do you think you need improvement? If you receive feedback from others, what strengths and weaknesses did that person identify?

### ***Important note...***

If you can talk, you can write. Writing is not as difficult as you might think and as you practice writing and get more samples and work under your belt, your skills will improve. In fact, some "ghost writers" actually don't write much at all. Instead, they use dictation software and they

dictate their content. Of course, you still need to have a good handle on style, structure, and general spelling and grammar rules. However, those can be learned. So let's look at that next.

## **Improving Your Writing Skills**

There are many ways you can strengthen your writing skills. Whether you're a new writer or you've been writing for a while, it's important to commit to learning all you can about how to be the best writer you can be. When it comes to online content and copy, things change. So you'll want to stay up to date. And personally, we believe that you can always improve and learn more. It makes you a better and more competitive professional.

SO what can you do to learn more about writing and to improve your skills?

### **Read**

Read what you want to write. If you want to write ebooks for the health and fitness industry, then read ebooks written for that industry. Study the style, structure, and format that sells well. You can and should read about how to write health and fitness books. If you are going to write blog posts, then read blog posts from popular health and fitness bloggers. Get to know all you can about your chosen format and industry.

### **Take Classes**

In addition to reading as much as you can get your hands on, take classes. There are many online writing classes and home study courses, which can be quite helpful. You might also look into what is available locally. Frequently, free or budget friendly classes are offered through community colleges and adult education programs. Take advantage of your local resources.

### **Practice**

Finally, as you're acquiring knowledge keep in mind that one of the best ways to get better at something is to do it. You can read and learn forever but nothing really happens until you put that knowledge into practice. So practice. Write something every day. It can be as small as a blog post or a marketing email. It can be as huge as a chapter for a book. Write. As you write, you'll start to learn what works, what doesn't, and you will strengthen your skills. And please, please keep the things that you write. You can, and should, use these pieces as samples for your potential clients.

### **\* Action Step \***

Research your education options. Hop online or pick up the phone and start digging into what's available to you to help you become a better writer. Keep in mind that even if you feel you're

proficient, there is always something more that you can learn. And if you're a beginner, then this is going to be fun. Head to Amazon and look up writing books.

Search online for classes on how to be a better blogger, content writer, and/or ghostwriter. AWAI Online has some opportunities for writers to improve their skills including a copywriting course. There are many options. Find one that suits you and your current needs and dig in.

Next, we're going to talk about the importance of choosing a writing focus and specialty.

### **Step #3 Choosing Your Specialty**

Choosing a specialty is something that you'll want to do early on. It will help you build your business with the right approach. Trying to become a "ghostwriter" without a focus is difficult. You don't know who to market your services to or where to focus. There are other important reasons why specialization is important.

Let's look at them first and then we'll talk about how to choose a specialty.

#### **Why Choose a Specialty?**

Without going into too much detail about marketing theory and consumer psychology, it's good to know that people buy for emotional reasons. They back up that buying decision with logic but initially, the decision to make a purchase is purely emotional.

Michael Gerber, author of the E-Myth and many other books and small business expert, identifies key buying behaviors. People buy when they:

- Like you
- Trust you
- Consider you to be credible or an expert
- Consider you to be an authority figure
- Believe you have given them a lot and they want to reciprocate

By choosing a specialty, you tap into two of these key buying triggers. By saying, "Hey I'm good at writing press releases" you become an expert at press releases. It's somewhat like saying, "I need to see a doctor for my chest pain."

Would you go to a generalist for your heart or a specialist? You'd probably rather go to someone who is an expert on hearts (or at least a perceived expert). The same is true for someone





who is looking for a ghostwriter. A specialty gives you the perception of being an expert at that format.

You can also use your specialty to position yourself as an authority figure on the subject by giving away content. For example, if you decide you're going to write press releases you could create blog posts, articles, and reports on the importance of press releases, how to use press releases, and tips or best practices for press releases. You see where it's going.

Specialization positions you to be competitive as a ghostwriter. It helps you gain those initial clients and build a business. Does it mean that all you can write are press releases? It absolutely does not. We guarantee you that your first few happy clients are going to say, "I love our press release, do you write other types of content?" And then you can decide how you want to grow your business.

Specialization gets your foot in the door. And let's face it; you might decide that you only want to write one type of content. That's fine. Nothing says that you have to write everything for everyone. Specialization means that you can focus on being the best in your niche. It also means that your business is streamlined.

### **Niche Specialty Versus Format Specialty**

We've talked about two different types of specialization. We've talked about formats like press releases, books, blog posts, and so on. We've also talked about topic like parenting, pets, or health and wellness.

These are simply different approaches to specialization. You can go either way or you can really focus and write press releases for the health and wellness industry. Many copywriters specialize in an industry. Bloggers can too. You decide what's right for you. If you tend to get bored easily and you want to write about a number of different topics, then specialize in a type of content.

If you are knowledgeable and passionate about a particular industry, then specialize in that industry and write any type of content you feel interested in writing.

### **How to Choose Your Specialty**

Choosing your specialty can be a tricky decision. It's even more difficult if you're starting from scratch and you're not sure you have the skills or background to get this ghostwriting gig off the ground. Trust us, if you have the determination and the drive, the rest of it will fall in line. Do you have the determination to be a ghostwriter and achieve your vision?

### **\* Action Step \***

Choose your specialty. What do you know? What do you want to write about? What type of content are you comfortable writing or at least interested in mastering? Think about your experiences. Think about what you know – you know a lot and you probably have specialty knowledge. Could you turn that knowledge into a writing niche?

Before you move onto the next step, setting up your business, you'll want to choose your specialty. If you know what you want it to be already, that's great. If not, then think about it for a day or two. Think about what type of writing might bring you joy. What do you want to learn about? What are you passionate about?

We haven't talked much about the demand for ghostwriting services. While you will definitely have competition, a few happy clients are all you need to launch a successful business. It's more important to find a specialty that you feel confident with than to try to write on a topic that you know little about. Ghostwriting is a thriving industry. Loving what you do and having a good business setup will help you succeed. So let's talk about that, next.

## **Step #4 Setting Up Your Business**

Setting up your business shouldn't take more than a few days since it only consists of a few simple steps. You'll want to name your business, first. We'll look at that first and then we'll talk about the structure of your business and your goals.

### **Tips for Naming Your Business**

When it comes to naming your business, many people have great difficulty. They want the name to be perfect. They believe that it should represent you and your services. It should be brandable and speak to your audience.

Honestly, your business name doesn't have to be fancy. It can be your name. Yep. Jane Doe Ghostwriter is perfectly acceptable.

When you use your personal name as your business name, you don't have to compete with other business owners for the name. It identifies you, which makes you easy to find online. It also makes it easy for people to refer you. While Super Spectacular Ghostwriting Services may sound shiny and professional, it's often not as effective as your name.

If you want to separate your name from your business, then...

Keep the name simple.

Make sure that your business name tells people what you do. For example, ABC Services is too vague. ABC Ghostwriting Specialist is more clear.

Make sure the URL for your name is available. This can be tricky. We advise you to register a .com for your business. If ABCGhostwritingSpecialist.com is unavailable, don't buy the .biz instead. Look for a different name that has an available .com. It makes it easier for potential clients to find you.

## Goals

As you set up your business, it's a good idea to document your business goals. However, you will need to think these through before you commit to them.



- **Time Commitment** – how much time do you have to give to your ghostwriting business? Be realistic here. It's easy to think that you have 40 hours or more a week but do you really? Consider writing down your current schedule. Then you can look for those gaps in time where you can focus on your business.
- **Is this a Career Path or a Side Job?** – How do you envision your ghostwriting business? Are you looking to make a career out of it? Would you hire people to help you build a business or do you plan to do it all yourself? The path you envision for your business is important because it will help you make the best decision as you launch.
- **Financial** – What are your financial goals for your business? People tend to get a bit wishy-washy here and when setting their rates. Think about how much your time is worth. Think about how much you have to commit each week to your business.

And of course consider the type of business you want to create. If you're hiring people or outsourcing some tasks, like project management, marketing, bookkeeping, or editing, that's a different type of business than one where you're the sole employee.

## Your Business Structure

If you plan to be the sole person running your business, then you might simply register your business as a DBA or Doing Business As. If you're planning on outsourcing or hiring employees down the road, then you might want to look into an LLC or other business structure. Look into your state regulations and talk to an attorney or financial advisor if you want to get more information. Your business structure affects how you pay taxes on your income.

## Why Set Up Your Business So Soon?

You might wonder why you're already setting up your business when you don't have any samples, and you don't have any clients. Setting up your business now helps you, and your potential clients, take you seriously.

Additionally, as you pull together a business plan, you're going to begin creating writing samples. In short, setting up your business now helps you make some important decisions about your business and it supports you to succeed.

Speaking of success, you'll need a website. So let's look at that after this next action step.

### \* Action Step \*

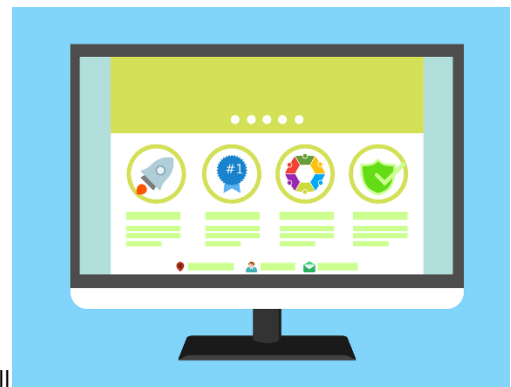
Explore your business goals. What do you want to achieve? How much time do you want to spend on your business each week and how much money do you want to make? Who would be your ideal client and what would you write for them? Are you ghostwriting as a way to earn extra money or are you interested in building a sustainable business? Write down your answers and begin to create the framework for your ghostwriting business.

## Step #5 Creating Your Ghostwriting Business Website or Blog

A website tells visitors and potential customers who you are and what you have to offer. That means it represents you. Make sure it looks professional and answers any potential questions your visitor might have about the services you provide.

### 8 Elements to Include On Your Website

1. **Landing Page** – your landing page is the page that a visitor lands on when they come to your site. It can also be called your home page. This page should tell visitors what problem you solve and motivate them to take the next step.
2. **Social Media** – In today's market, you may find that you get many of your customers from social media. It's always a good idea to have a professional Facebook and LinkedIn profile. And it's important to connect your website to your social media accounts. Include find me follow me buttons and invite website visitors to connect with you on social media.
3. **About Page** – This tells who you are and why you're the best writer for the job. It shares a bit of



your personality, your experience, and your accomplishments. It's also a good idea to put your photo on this page. People like to connect a name with a face.

4. **Samples** – Showcase your best work on your website. Give visitors an opportunity to read content or copy that you've written. And if you don't have any professional work to share, create some. Create a few quality samples. These samples will help you land clients.
5. **Testimonials** – Collect testimonials from every happy client that you have. Place them on your blog or website. Initially you may have only a few and it's a great idea to put them right on your landing page. Eventually, you'll have dozens and you can create a testimonial page on your site.

If you're just starting out, you might gather testimonials from people who have worked with you in other professional areas. They can attest to your work ethic and your communication skills. Testimonials tell potential clients that you have proven credibility. That you have done well when working for or with others.

6. **Rates and Policies** – Some people choose to keep this information off their website. They instead, want interested prospects to reach out to them and then they can quote on the ghostwriting project.

However, many people simply won't take this step and reach out to you unless they have some starting point. They want to see rates and they want to know how you work before they reach out. Keep in mind that you can include your rates and you can include the caveat that some projects may cost more depending on the topic and the amount of research required.

We'll talk about policies in detail in the next step. It's a good idea to state your policies on your website so there are no surprises and no wasted time.

7. **Contact Form/Information** – Include a contact form on your site. It's the easiest way for a visitor to connect with you. They fill out the form, hit send, and you get the inquiry. You can of course include your email address and invite people to send you their questions and projects.

However, most people find that the contact form is preferred by their prospects and customers. It saves them a step or two. And you want opt make it as easy as possible for your potential clients.

8. **Opt in offer** – An opt-in is something that motivates a visitor to sign up for your email list. Many service providers neglect this step. However, it's a fantastic way to attract leads and to market specifically to people who are interested in your services.

Here's an example of how an opt-in might work. Let's say that you are going to write for the health and wellness market. You write blog posts, articles, reports, guides and so on. To attract health and wellness business owners you decide to create a guide on the top 10 most disastrous content marketing Mistakes health and wellness marketers make.

To get the report, all people have to do is give you their email address. Now you have permission to send them weekly emails. Your email marketing campaign can then offer content marketing tips specifically for the health and wellness industry along with news, trends, and the occasional ghostwriting promotion.

The email marketing helps you reach out and connect on a regular basis. You position yourself through your email content as someone who knows the health and wellness industry and is knowledgeable about content marketing.

Finally, don't forget to include a call to action on all of your website or blog pages. Make sure that you tell the visitor what the next step is and how to take it.

#### **\* Action Step \***

Look at the websites of other ghostwriters. What do you like about them? What do you not like? Start writing the outline for your website. Create a structure and consider drafting some of your content like your landing page and your about me page.

### **Creating Your Blog or Website**

There are many ways to create your website. You can hire someone to do it for you. You can use WordPress to do it yourself. You can build your own website using the website builder that your host provides. Let's take a very brief look at website options and tips before we dive back into writing and discuss systems.

1. Register your domain name. It should be your business name, ABCGhostwriting.com for example.
2. Get hosting for your website. You can get hosting and register your domain at the same place.
3. Consider using WordPress for your website. It's easy to use; you can add plugins that make contact forms, social media plugins, and opt-in offers easy to do on your own. There are also thousands of templates to choose from that make your site look clean, professional, aesthetically appealing, and fully functional.
4. If you're not technically inclined or just don't like this part of it, hire an assistant to get your site set up.

5. Decide if you're going to include a blog. If you are, what are you going to blog about and how often?

If you're going to create your site yourself, we recommend Googling "how to build a WordPress website." You'll see tutorials, articles, and Q&A sessions. WordPress also offers tutorials and your website host should be able to walk you through the process. They may even set it up for you.

Okay, back to writing! Let's talk about creating systems for success. Because you only have so many hours in the day and the more you write, the more money you'll make.

## **Step #6 Systems for Ghostwriting Success**

Systems are repeatable tasks and processes. They help you streamline things that you do often. For example, you could streamline the payment and invoicing tasks by using a tool like PayPal that supports a "buy now" button on your website, invoice management, and end of the month bookkeeping reports. So technology can play a key role in streamlining your business.

Initially,

1. Bookkeeping – How will you record and track income and expenses?
2. Invoicing – How will you invoice? What type of payment will you accept - credit cards, or checks? Will you accept online payment only, like PayPal or Google Wallet?
3. Policies – When do you accept payment? What are your terms? Do you offer revisions?
4. Agreements – Work for hire agreement is key here. When will you deliver it? What are your terms?
5. Marketing – When and how will you manage email marketing, blogging, and social media?

Brainstorm and explore your options. Many technologies and people can help to make these routine tasks easy with automation.

## **Step #7 Productivity and Pricing**

Pricing your services and organizing your time are important aspects of your business. In fact, they are important enough to have their own steps. It could easily fall under systems but because it's a priority, we've separated it from the rest.

So...

What are your financial goals? Go ahead and write down an annual number. What do you want to earn from ghostwriting this year?

What are other people charging for similar services? Google "ghostwriting services" or find writers that you know and look at their rates. What are they charging? Does it seem like too little or too much?

How many hours of writing will you need to work to achieve your annual writing goals? For example, let's say that you want to earn \$40,000 this year from writing and you want to write no more than 4 hours a day. So that's 20 hours a week or 1040 hours a year (52 weeks multiplied by 20 hours). If you want to make \$40,000 then you're going to have to set your rates so that you're earning about \$39/hour.



Then, look at what you're writing and how long it might take you to write it. If you're writing blog posts, and you can only write one 600-word blog post in an hour, your rate will be \$40/blog post. Make sense?

So you see how you might be able to earn more or less depending on your productivity. If you can write two 600-word blog posts in an hour you can either charge less for that post, you can work less and earn 40K a year, or you can work more and earn more.

So do some math here. Figure out what people are charging for similar products/services. Figure out how long it takes you to write the type of content you're going to be offering and determine your financial and hourly workweek goals.

### **\* Action Step \***

Set your rates. Research and walk through the process to determine how much you want to charge for your services. Write this down. You may go back and fine tune your rates as you launch but for now, having them written down will help you plan.

You now have a good idea about where you're headed. You can use those numbers to figure out how many clients you need to achieve your financial goals and that helps you with your marketing efforts.

- Keep in mind that each week you'll want to set aside time to:
- Market your business (social media, advertising, guest blogging etc....)
- Communicate with customers
- Manage the behind the scenes work like invoicing



- Blog and plan your marketing content.

All of these important tasks are why systems are so important. The less time you spend managing your business, the more time you can spend writing for clients and making money. So let's go there next. Let's talk about getting your first clients.

## Step #8 Getting Your First Jobs – Resources

Everything you've done up until now has been established to help you succeed. We're going to talk about your portfolio in the next step, however we've already addressed that you're going to want writing samples so your prospects have faith that you are in fact a skilled writer (Remember that your skills will also improve as you practice.)

So now, let's talk about getting clients. We've talked about email marketing as an example of how to get people to sign up for your email list to convert them to clients down the road. Marketing efforts like building your list, advertising, posting on social media, and blogging are all important things to consider.

It's also important to know that ghostwriting jobs are everywhere and you really want to look in multiple places to find your first clients. Once you have a good client base, then you can shift to referral marketing and pull back on some of your other tactics.



Here are the key places to find ghostwriting jobs:

1. **Networking** – You know people. You meet people both online and offline every week. These people know people. Networking can be one of the best and most rewarding ways to find ghostwriting opportunities. We know a woman who struck up a conversation with an elderly lady on the beach one day and the woman is now writing her memoir. You just never know where you're going to meet a potential client. Tell people what you do. Engage online and off.
2. **Freelance Job Sites** – Sites like Fiverr and Elance are where many new ghostwriters turn to find their first clients. These sites can be great initially. Keep in mind that many people who are looking for ghostwriters are focusing on their budget. They want exceptional content for pennies. If you're looking to build your portfolio and get

experience, there is some value to this. And there are good clients to be found on job sites.

Please, however, keep in mind that your hard work is worth good money and don't sell yourself too short. Be choosy about the jobs that you bid on and the jobs that you take. I know ghostwriters who have found lifelong clients from job sites and gained many referrals. We also know ghostwriters who became really burnt out from working very hard for little money by relying solely on job site work.

3. **Pitching and Inquiries** – Is there a person, business, or magazine that you would just love to write for? Why not pitch them an idea or send an inquiry and ask if they're looking for content or writers. Take the initiative and put yourself out there. The worst they can say is "no." And you might be surprised.
4. **Help Wanted** – Not everyone posts their ghostwriting job on elance.com or fiverr.com. Some people use the good old want ads to find providers. Why not set up an alert to receive writing jobs as they pop up or once a week, stop by your local newspaper's website to see if there are any writing jobs. It just takes a few minutes and can be well worth your time.

#### **\* Action Step \***

Identify five job sites and resources to help you begin your search for ghostwriting clients. If they require you to register and create an account, go ahead and do that. If you can set up alerts so you're notified when a job that fits your criteria is posted, set that up too. It'll save time.

Each job site offers tutorials and information on how to succeed. Sites like Freelancer and Elance are great at supporting their providers to succeed. Read those materials. Pay attention to what they recommend when bidding on jobs. And read the bids that other successful writers have posted. You can learn a lot from the successes, and failures, of others.

Between marketing your services online and actively searching for writing jobs, you will quickly have writing work and be well on your way to achieving your financial and writing goals. So let's take a quick look at building your portfolio before we talk about setting up your writing space, creating writing systems, and growing your business.

### **Step #9 Creating Your Portfolio**

You should never stop working on your portfolio. Initially, you may be limited to the samples that you've created. However, as you begin working with clients you can add those pieces to your portfolio. You can remove the original samples and replace them with real client work. And as you work on more projects, you can add those that you're particularly proud of to your portfolio.

## How to Create Your Portfolio

We strongly recommend saving your samples as protected PDF files. This means that people can view them but they cannot edit or copy them. They're protected and therefore cannot be used as content by someone who likes your work but doesn't want to pay for it.

Consider creating a separate page on your blog or website with links to your samples. You can also pack them all into a zip file and deliver samples via email when a potential client asks for them.

## What Goes into A Good Portfolio?

We think it's a good idea to start with at least three samples. They should be the best quality you're capable of creating right now. They should also be a bit diverse or different from one another.

For example, if you're focusing on the health and wellness niche then you might include a blog post, a long article, and a short report or guide all on different health and wellness topics. If you focus on press releases as your specialty, then you'd want to include three press releases for different types of organizations.

Also, because content is very visual today and there are images, graphics, charts and even videos embedded in all types of content, it's perfectly okay to add relevant images to your written samples. It helps your prospect visualize what their content may look like online.



Oh, and don't forget to make sure that your samples are written in Times New Roman or Arial and they are a 12-point font. Make sure they're easy to read online.

### **\* Action Step \***

Create your samples. Spend some time writing and polishing your samples. Go ahead and have them read by people you trust. Make sure they are well edited and ready to present.

## Step #10 Setting Up Your Workspace and Creating Your Writing Systems

As you can tell from working out your hourly rate and planning your business, the more productive you are the more money you'll make and the more time you'll have. So it makes good sense to be as efficient as possible. And that means creating systems.

Everyone has their own system. You might sit down, write for 20 minutes, and then take a five-minute break. You might outline and research everything the night before and then sit down for an hour or two and write until the content is done. You might find that writing in the morning is better for you than writing in the evening.

You are the boss and that means you get to decide when and how you work. With that being said, there are some recommendations and suggestions to help you create the most effective writing systems possible.

### **Use The Internet Effectively**

You have infinite wisdom readily available. Use it. Make sure you have a great internet connection and setup. Use the internet for research and be wary of distractions. It's easy to check your email in the middle of a writing block and find that you've lost the hour to time that you can't bill for.

Identify key research sites that you use often and bookmark them. For example, if you write health and wellness articles you might find that you return to WebMD often for facts and definitions. Bookmark that site and save time.

We also recommend bookmarking your favorite grammar sites. You will have questions about the correct way to say or format something. A go to grammar website can make answering those questions quick and easy. And your client's will be happy there are no spelling and grammar mistakes. Don't rely on your computer's spell & grammar check!

### **Your Computer**

Your computer is your most important tool. Without it, you cannot write, communicate with clients, or conduct business. Get a computer that supports you to succeed. If you plan on writing from coffee shops, couches, and carpool lines then get a laptop. If you will only work from your office desk, then you might prefer a desktop. Make sure the keyboard on whatever tool you use is easy to type on.

### **Backup System**

There's nothing worse than finishing and losing a project before you send it to the owner. This happens to everyone and thinking that will never happen to you is risky at best. It can and will. Have a good backup system and use it. And backup your website while you're at it. You can automate both so they're done when you're sleeping.

## Time

Many professional writers recommend using a timer and/or a job tracking application. This lets you track how much time you spend on each client project. This information helps you set better rates in the future and create more accurate project quotes. It also helps you plan your week and schedule your time appropriately. And a timer is great for supporting your writing sessions. You might decide, for example, to sit down and write for 45 minutes. You can set the timer and then dive into your writing.

## Create a Writing Space that Works for You

As mentioned, everyone will have their own preferences for a workspace. Some like to work at the kitchen table, some in a quiet office. You might prefer the coffee shop where you're free from household distractions or you might prefer those distractions and write in short bursts. Spend some time experimenting with what works for you.



Then block off time on your calendar to get your writing work done. Create structure and discipline yourself to follow through. You are trading writing work for dollars so it's important to be as efficient as possible while still enjoying the writing lifestyle.

### \* Action Step \*

Get your writing space in order. Decide what you need to be successful and take steps to create that environment. Keep in mind that you don't have to break the bank on a brand new computer and home office right away. As you start getting clients and growing your business, you can invest some of the profits back into the business. As long as you have what you need to feel successful, you can achieve it.

## Putting it All Together

How long should all this take from beginning to end? It's a common question and the answer is...it depends. It depends on you and how much time you have to devote to it. We strongly recommend working through this guide in a month. That can be accomplished by devoting a few hours every weekend to your new ghostwriting venture.

By the end of the month, you should have your website up and running, your business goals in order, and systems in place to support your success. You should be ready to begin applying for ghostwriting jobs and bidding on gigs. You should also tell everyone that you're a ghostwriter.

While it will be a week of hard work and dedication, the results will be worth it. You'll have taken the first big steps toward living the writing life you dreamed of. You'll have made your dreams a reality. Congratulations!

## What to Do Next....



Join us at [WriterHelpWanted.com](http://WriterHelpWanted.com) for:

- **34 Writing Market Profiles:** We've got even more in-depth research into these 34 writing markets, including how much you can make, tips for success and how to get jobs and even earn passive income.
- **Case Studies of Successful Writers:** Discover how they found success in a variety of areas including ghostwriting, screenwriting, blogging, ebook publishing and more.
- **Expert Advice and Proven Strategies:** We'll guide you from getting your first writing job to creating your own business that helps you create the lifestyle you want.
- **Daily Job Listings:** If you want those listings, we've got daily ones and we even handpick some of the best ones to save you plenty of time researching.

[Click here to get the full details](#) – you'll also discover 3 critical mistakes most writers make and how to avoid them.

We'll see you there. If you've been trying to turn your writing talents into a steady stream of income instead of working yourself to the bone for peanuts, this is absolutely for you.