

WRITE YOUR WAY TO SUCCESS

How to Go From 0 to \$1,000 in 60 days



Olivia Kibaba
Founder at [Travelmoran.com](https://www.travelmoran.com)
and [Oliviakibaba.com](https://www.oliviakibaba.com)



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ABOUT ME

Hello, I'm your Coach Olivia Kibaba.

I'm here to guide you on this journey to becoming an in-demand content writer.

I have been in the freelancing business for 8 years now. So I know a thing or two about the industry, and how to make enough income to live the life you've always wanted.

But if you ask me, I never knew I'd work as a freelancer – let alone write content. Having studied chemical engineering in college, my dream was to work in operations in some top-tier company.

Turns out fate had other plans

I relocated to Nairobi, and in my pursuit for work, ended up working as a transcriber in some firm in town.

Shortly after, I discovered transcription accounts, and resigned from the day job. That's how my journey as a freelancer started – and how I made my first \$1,000 in under a month.



Two years into it, I decided to learn a different skill – writing.

Funny enough, I ended up enjoying writing more. Besides, I figured it was easy to scale as a writer, since anyone (or any business) with a website or social media page needed copies.

So we're talking millions of prospective clients.

Anyway, I know the freelance world can be intimidating, especially if you're just getting started. But if it's any consolation, even the best freelancers out there started right where you are now.

They were once newbies just like you. They had so many questions and fears, but that didn't stop them.

Here's a quote I live by:

Consistency doesn't guarantee that you'll be successful. But not being consistent will guarantee that you won't reach success.

- Olivia Kibaba

PART 1

Setting the Foundation

Here's a bummer

No matter how brilliant a freelancer you may be, you **NEED** to *source* work.

And the best way to do so is put yourself out there.

Let's break down this down into actionable steps.

Build Your Portfolio

A portfolio is a tangible demonstration of your skills and capabilities. It provides concrete evidence of your ability to write effectively, create engaging content, and produce high-quality work.

A portfolio also **enhances your credibility as a professional**. We'll talk more about portfolio in page 17.

So, before you start looking for copywriting clients, spare some time to build your portfolio. Here's how to build your portfolio as a beginner:

Select your Niches or Topics

These are areas you want to specialize in a copywriter. Consider your interests, knowledge, and expertise. For example, you might choose niches like technology, healthcare, fashion, or finance. A niche makes it easier to target specific clients. [Click here](#) to see a comprehensive guide on how to pick a niche.

Read more about niche selection in page 8

Create Sample Pieces

Start by writing sample pieces or mock projects that align with your chosen niches. These **samples should demonstrate your ability to write compelling and effective copy**. Depending on your niche, you can create content like blog posts, product descriptions, email campaigns, social media posts, or website copy.

Quality Over Quantity

It's better to **have a few high-quality samples in your portfolio than a large quantity of mediocre ones**. Ensure that your samples are well-researched, error-free, and showcase your best writing skills. They should effectively communicate the message and engage the reader.

Diverse Samples

Try to diversify your portfolio by creating samples that cover different types of copywriting. For example, if you're interested in web copy, **create samples for homepage content, product pages, and landing pages**. This shows potential clients that you can handle various copywriting tasks.

Include a Variety of Industries

If possible, create samples for different industries within your chosen niche. For instance, **if you specialize in healthcare, create samples related to pharmaceuticals, medical devices, and healthcare services**. This demonstrates versatility.

Use Real-World Examples

If you have previous writing experience, use real-world examples from your past work (if allowed) to add to your portfolio. Be sure to **respect any confidentiality agreements or copyright restrictions** when pitching your prospects.

Formatting and Presentation

Present your samples in a professional and visually appealing manner.

Create a clean and easy-to-navigate portfolio website or use platforms like Behance, Dribbble, or even a Google Drive folder. Each sample should have a clear title and brief description to provide context.

Client Testimonials (if available)

If you've **received positive feedback or testimonials from previous clients**, include them in your portfolio. Testimonials add credibility and show that you've successfully worked with clients before.

Keep Updating

Your portfolio is a dynamic tool that should evolve as you gain more experience.

Continuously update it with your latest and best work. Replace older or less relevant samples with new ones to keep it fresh.

PART 2

How to Pick a Niche

In the freelance writing world, finding your niche can help you establish yourself as an expert and attract clients who value your skills. When you specialize in a particular area, you can demonstrate your deep understanding of the subject matter and provide high-quality content that resonates with your target audience. This in turn, will help you attract high-paying clients

Here's a step-by-step guide to selecting your niche and specialization:

How to Identify Your Niche

Consider your interests and passions: What topics genuinely pique your curiosity and motivate you to write?

It's important to choose a niche that you're genuinely interested in, as this will make writing more enjoyable and sustainable in the long run. If you're passionate about a particular topic, you'll be more likely to produce high-quality content and attract potential clients

Evaluate your skills and expertise: What areas of writing do you excel in? What knowledge or experience do you possess that sets you apart?

Your niche should align with your strengths and expertise. If you have a strong background in a particular subject, such as business, technology, or health, consider specializing in that area. This will demonstrate your credibility and attract clients who value your specialized knowledge.

Research market demand: Analyze the current demand for freelance writers in various niches. Identify areas with strong job opportunities and growth potential

Researching market trends will help you determine if your chosen niche has sufficient demand and growth potential. This will increase your chances of finding clients and building a successful freelance writing career.

Assess your target audience: Who are you most interested in writing for? Understanding your ideal client's needs and preferences will help you tailor your niche accordingly.

Identifying your target audience will help you focus your writing efforts and tailor your content to their specific interests and needs. This will make your writing more relevant and engaging, increasing your chances of securing clients and building a loyal following.

Evaluate profitability: Consider the potential earning potential in different niches. While passion is essential, financial viability is also important for long-term success.

While passion and interest are crucial, it's also essential to consider the financial viability of your chosen niche. Research average freelance writing rates in different niches to ensure you can earn a sustainable living.

Examples of Freelance Writing Niches

Here are a few examples of popular freelance writing niches:

- **Business and Marketing:** Writing articles, blog posts, website content, and marketing materials for businesses.
- **Technology and Software:** Writing product descriptions, technical documentation, blog posts, and articles about technology trends.
- **Health and Wellness:** Writing articles, blog posts, and website content about nutrition, fitness, mental health, and other health-related topics.
- **Education and Learning:** Creating educational content for e-learning platforms, writing lesson plans, and developing curriculum materials.
- **Creative Writing:** Writing fiction, non-fiction, poetry, scripts, and other creative content.

Benefits of Niche Specialization

- **Establish expertise:** By focusing on a specific niche, you can position yourself as an expert in that field, attracting clients who value your specialized knowledge.
- **Increased client attraction:** Clients seeking writers with expertise in their niche are more likely to find and engage you.
- **Higher rates:** Niche specialization often commands higher rates due to the perceived value of your expertise.
- **Improved writing quality:** Focusing on a specific area allows you to develop deeper knowledge and produce more insightful and relevant content.
- **Enhanced professional reputation:** Building a strong reputation in a niche can lead to long-term success and referrals.

PART 3

How to Create a Writer's Resume

A resume is a document that you'll use to outline your relevant skills, education, training and experience. A resume allows an employer or client to scan your qualifications quickly and typically accompanies a cover letter (pitch) and portfolio as part of an application package

Here's how to create one:

Choose the Right Format

There are a few different resume formats that you can use, but the most common for writers is the reverse chronological format, which lists your experience starting with your most recent job. You can also use a functional format, which highlights your skills and experience by grouping them into relevant categories.

Create a Compelling Headline

Your headline should be a concise and attention-grabbing summary of your writing experience and skills. It should also be relevant to the type of writing position you are applying for

Write a Strong Summary of Qualifications

Your summary of qualifications should be a brief overview of your writing experience, skills, and accomplishments. It should be tailored to the specific job you are applying for and should highlight your most relevant qualifications

List your Writing Experience

List your writing experience starting with your most recent job. Include the name of the company, your job title, and the dates of your employment. Briefly describe your duties and responsibilities, and be sure to mention any specific accomplishments you achieved.

Include your education

List your educational background, including the name of the school, your degree, and your graduation date. If you have any relevant coursework or extracurricular activities, be sure to list them as well.

Proofread carefully

Make sure your resume is free of errors. Typos and grammatical mistakes will make you look unprofessional.

Here are some additional tips for creating a writer's resume:

- Quantify your accomplishments. Whenever possible, quantify your accomplishments to make them more impressive. For example, instead of saying "wrote articles," say "wrote 20 articles that received an average of 1,000 views."
- Tailor your resume to each job. Don't just send out the same resume for every job you apply for. Take the time to tailor your resume to each job by highlighting the skills and experience that are most relevant to the position.
- Use a professional font and format. Your resume should be easy to read and visually appealing. Use a professional font and format your resume so that it is easy to skim.
- Keep your resume concise. Your resume should be no more than two pages long. If you have a lot of experience, you may need to be selective about what you include

Sample Resumes

JAMIE CHASTIAN

Content Producer

123-456-7890

hello@reallygreatsite.com

reallygreatsite.com



SKILLS

Content Writing

Web Production

SEO

EDUCATION

EDUCATIONAL QUALIFICATION

University

2017-2020

EDUCATIONAL QUALIFICATION

High School

2010 - 2016

INTERESTS

Music

Food

Reading

Gardening

REFERENCES

Provided upon request.

SUMMARY

I am an experienced content producer with 10+ years of experience in social media, web production and content writing across online media and lifestyle industries.

WORK EXPERIENCE

CONTENT PRODUCER

Really Great Company

2020 - Present

- Website design and development
- Delivered 20 websites from concept to completion
- Developed visual style guide

SOCIAL MEDIA PRODUCER

Really Great Company

2014 - 2016

- Database administration and IT management
- Website back ups and server migration
- Front end and back end development

EDITORIAL ASSISTANT

Really Great Company

2010 - 2016

- Content writing and editing
- Developed and maintained editorial content plan
- Created and trained staff on editorial style guide

Samira Hadid

Content Writer



About me

I am a content writer and editor who has experiences in handling content research, proofreading, and creative writing. I am ambitious, passionate, persistence, and hardwork person who has an eager in learning something new. I have a huge interest in digital marketing and content creating.

Work Experiences

Liceria & Co.

Content Writer Senior 2022 - present

- *Writing and proofreading the pre-release articles*

Research 50+ trending keywords within a day

Warner & Spencer

Content Writer Intern 2018-2021

Writing 10+ SEO friendly articles within a day

Research 50+ reference articles within a day

Education

Rimberio University 2021-2023

Master of English Literature

GPA 3.85

Rimberio University 2017-2021

Bachelor of English Literature

GPA 3.6

Personal Skills

Creative writing

Proofreading

Translating

Journalism

Communication

Problem Solving

Contacts

Phone Number : 123-456-7890

Mobile Number : +123-456-7890

Email : hello@reallygreatsite.com





MARCHESI

Freelance Designer

ABOUT ME






Creative and innovative Graphic Designer with a passion for visual storytelling and a proven track record of turning ideas into impactful designs.

CONTACT

-  123-456-7890
-  www.reallygreatsite.com
-  hello@reallygreatsite.com
-  123 Anywhere St., Any City



SKILLS

- Photoshop** 
- illustrator** 
- Premium Pro** 
- InDesign** 
- After Effects** 

REFERENCE

Francisco Andrade
Marketing
Manager 123-456-7890

Helene Paquet
CEO | Wardiere

EDUCATION

UNIVERSITY OF RIMBERIO

Diploma In Fine Art
2008-2011

UNIVERSITY OF BORCELLE

Visual Art
20010-2013

WORK EXPERIENCE

Graphic Designer
Liceria & Co.
2014-2017

Collaborated closely with cross-functional teams to ensure alignment of design concepts with brand guidelines and project objectives.

PART 4

How to Create Your Writer's Portfolio

An online portfolio is a digital collection of information about your past work, experiences, qualifications, skills, or accolades you have earned and want to share on the web. They give legitimacy to your work and provide clients with a better understanding of what you can do.

Creating a writer's portfolio is an essential step for any freelance writer who wants to showcase their skills and attract clients. A well-crafted portfolio can help you land more writing gigs and establish yourself as a professional in your field.

Follow these steps to create your writer's portfolio:

Gather your Writing Samples

Select your best work that demonstrates your range of skills and writing styles. Include samples from different genres, such as blog posts, articles, website content, or even creative writing pieces. You can use samples from your practice too.

Choose a Portfolio Format

Decide on the format - whether it's a website, PDF or Google Drive.

- A PDF portfolio compiles work samples and information into a single, downloadable file. Here's an example (https://www.canva.com/design/DAF5lZPRvyl/ib2jywyeh15fF_8zZvUn7Q/edit?utm_content=DAF5lZPRvyl&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)
- A website portfolio is hosted online and provides a dynamic and interactive way to showcase a person's work. It allows for multimedia elements, such as images, videos, and interactive content. Here's an example (<https://oliviakibaba.com>)

Write a Compelling Bio

Your bio should introduce you as a writer and highlight your experience, skills, and expertise. Keep it concise and engaging, and make sure to proofread carefully.

Organize your Samples

Group your samples by genre, topic, or client to make it easy for visitors to find what they're looking for. You can also create separate pages for different types of writing, such as blog posts, articles, and creative writing

Add Visuals

Images, videos, and infographics can help make your portfolio more visually appealing and break up the text. However, only use visuals that are relevant to your writing and that add value to your portfolio.

Proofread and edit carefully

Typos and grammatical errors can make you look unprofessional, so be sure to proofread your portfolio carefully before publishing it.

Best Free Portfolio Websites

Here are some free portfolio websites that you can use to create your online portfolio:

- [Journo Portfolio](#)
- [Muck Rack](#)
- [WordPress](#)
- [Siter.io](#)
- [Clippings.me](#)
- [Behance](#)
- [Adobe Portfolio](#)
- [Fabrik](#)
- [Crevado](#)
- [Pixpa](#)
- [Dunked](#)
- [Flickr](#)
- [Portfoliobox](#)
- [Krop](#)
- [YouPic](#)

Have a look at my portfolio sample that I made using [clippings.me](https://www.clippings.me) for demonstration purposes:

You can find it at <https://www.clippings.me/users/livvy>

clippings.me CREATE A PORTFOLIO

Olivia Kibaba

SEO Writer

Olivia Kibaba

SEO Writer Kenya

I'm an experienced SEO writer who helps brands attract, inform and convert leads into buying clients.

You can count on me to deliver high-quality and affordable content fast.

As a certified content market and social media expert, I will write accurate, trusted SEO content. Plus with 7 years of writing experience, I've also worked with clients across different niches.

What I Do

- *Ghostwriting
- *Blog posts
- *Web content
- *SEO, SEM
- *Press Releases

Who I Have Worked For (Details on Request)

- *Digital marketing agencies
- *Film making companies
- *Non-governmental organizations
- *PR firms
- *Individual businesses

CONTACT ME TODAY: info@oliviakibaba.com

Portfolio

Reasons to Hire A Freelance Writer

Don't let subpar content hold your business back-hire a freelance writer today The average human attention span is 8.25 seconds, even shorter than the ill-focused sideload (9 seconds). This means

How to Make your First \$1,000 as a Freelance Writer

Learn how to make your first \$1,000 as a freelance writer.

20 Powerful Strategies to Promote Your Travel Blog

Looking to increase the visibility of your travel blog? Check out these effective ways to promote your travel blog and build a loyal following. So you've poured your heart and soul into creating a

Essential Elements of a Writer's Portfolio

Here's what you'll need to include in your writer's portfolio.

- **Compelling Bio:** A brief but engaging bio that highlights your background, experience, and areas of expertise.
- **High-Quality Writing Samples:** A curated selection of your best work, showcasing your writing style, versatility, and ability to engage the target audience.
- **Clear Portfolio Navigation:** An easy-to-navigate interface that allows visitors to quickly find the information they seek, such as specific writing samples or genres.
- **Contact Information:** Clear and easy-to-find contact information, including email address, phone number, and social media links.
- **Regular Updates:** Regular updates with new writing samples and relevant content to demonstrate your ongoing growth and commitment to providing high-quality content.

Additional Tips for Creating an Effective Online Writer's Portfolio

In addition to the essential elements and tips mentioned earlier, here are some additional strategies for creating an effective online writer's portfolio:

Highlight Your Unique Selling Proposition (USP)

Clearly articulate what makes you stand out from other writers in your niche. What unique skills, experiences, or perspectives do you bring to the table? Emphasize your USP to attract clients who specifically seek your expertise

Select Your Best Work

Ensure your writing samples are free of grammatical errors, typos, and inconsistencies. They should demonstrate your attention to detail and ability to produce high-quality content.

Contribute to Online Publications

Consider submitting guest posts or articles to online publications or niche websites related to your chosen niche. Alternatively, you can use platforms like LinkedIn or Medium to share your articles. (This is assuming you haven't published yet). Then add these to your portfolio.

Showcase Your Client Testimonials

Include positive testimonials from satisfied clients to demonstrate your ability to deliver high-quality work and build strong client relationships. Testimonials add credibility and trust to your portfolio.

Customize for Specific Clients

When submitting your portfolio to potential clients, take the time to customize it to their specific needs and preferences. This shows that you've carefully considered their requirements and can provide tailored content that aligns with their expectations.

Seek Professional Design Assistance

If you lack design expertise, consider investing in professional design assistance to create a visually appealing and user-friendly portfolio website. A well-designed portfolio reflects your professionalism and can enhance your overall brand presentation.

Use Portfolio Platforms Effectively

If using online portfolio platforms, leverage their features and templates to create a structured and visually engaging portfolio. Explore customization options to personalize your portfolio and make it unique.

Demonstrate Your Adaptability

Showcase your ability to adapt to different writing styles and formats by including samples from various genres, such as blog posts, articles, social media content, or even technical writing.

Highlight Awards and Recognition

If you have received any awards, recognition, or accolades for your writing, include them in your portfolio to demonstrate your achievements and establish your credibility.

Integrate with Social Media

Link your portfolio to your social media profiles to create a cohesive online presence and expand your reach. Encourage potential clients to connect with you on social media for further engagement.

Continuously Refine and Update

Your portfolio is an ongoing work in progress. Regularly update it with your latest and best work, removing outdated or irrelevant samples. This demonstrates your commitment to growth and provides potential clients with your most up-to-date writing capabilities.

PART 5

Where to Find Freelancing Clients

Armed with your portfolio, resume, and pitch, the next step is to find clients.

Finding copywriting clients doesn't have to be complicated.

Why?

Because copywriting clients are everywhere. **Anybody with a business needs a copy to connect with their target audience is a potential client.** These can be your acquaintances, friends, family, colleagues, etc.

You just need to know how to brand and market your services.

Below, I will share some of the most effective ways to find copywriting clients. I've used most of these methods myself and can tell you that they work.

1. Use Job Boards for Copywriters

Explore job boards that specifically cater to writers and copywriters.

You can do this by searching for copywriting job boards on Google.

Check the available jobs, read the requirements and apply. Here are some examples of job boards for freelance writers – but there are hundreds more.

- [Contena](#)
- [ProBlogger](#)
- [Healthy Place](#)
- [Discover](#)
- [Freelancing](#)
- [BloggingPro](#)

- All Freelance Writers
- Freelancing Females
- Copywriter Collective
- Cision Jobs
- Athlon Paid Contributorship
- Sports Collectors Digest
- Indeed
- Cactus Communications
- WebFX
- Working Nomads

2. Use Content Mills

While not ideal for long-term success, content mills can provide you with some initial copywriting work. The pay might be lower, but it's an option to gain experience and fill your portfolio. Here are some examples of content mills and how much they pay per word.

- Getacopywriter pays \$32 for 600 words
- Verblipio pays \$23 for 600 words
- SteadyContent pays \$10 for 500 words
- Zerys pays \$10-50 for 500

These are just examples, but there literally thousands of similar accounts out there. The good thing about account is you just sign up and pick work. No need to send resumes or portfolios. But the bad thing is that they can get closed at any time.

3. Or Try Out the Online Freelance Platforms

Online **freelance platforms like Upwork, Fiverr, Guru, etc.**, are websites that connect freelancers (like copywriters) with clients who need specific tasks or projects completed.

Think of them as intermediaries.

They're more or less the same as content mills – though they don't have a fixed rate. Here's how they work:

- **Sign up and create a profile** on the freelance platform of your choice
- Provide information about your **skills, experience, and rates**
- **Browse** through the platform's **job listings**

- When you find a job that matches your skills and interests, you can **submit a proposal or bid for the project**. Your proposal should outline how you plan to tackle the project, your relevant experience, and your proposed rate.
- **Clients will review** the proposals they receive and may ask questions or request more information from potential freelancers.
- After reviewing the proposals, **clients select the freelancer** they believe is the best fit for the project based on factors like qualifications, experience, and proposed budget.
- Once you're selected for a project, you'll **communicate with the client** through the platform's messaging system. Here, you can discuss project details, deadlines, and any specific requirements.
- Some platforms offer collaboration tools, such as file sharing, for efficient project management.
- Once you're done, you can **submit the work and receive payments** via direct bank transfers, PayPal, or other payment processors.

5. Leverage Content Marketing

I believe this should be the **ultimate goal of every freelance writer looking to find long-term copywriting clients**.

Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and engage your target audience. It is the best way to:

- Showcase your expertise
- Build trust and authority
- Create online presence
- Attract inbound leads

Here's how to effectively use content marketing for finding copywriting clients:

Identify Your Target Audience

Understand the type of clients you want to work with and the industries you're interested in. Tailor your content to address the needs and pain points of your ideal clients.

Create Valuable Content

Focus on creating content that provides real value to your audience. This could include blog posts, how-to guides, case studies, or even videos and infographics. Ensure your content is well-researched, well-written, and relevant to your niche.

Optimize for SEO

Use relevant keywords in your content to improve its visibility on search engines. When potential clients search for copywriting services in your niche, your content is more likely to appear in search results.

Consistency is Key

Regularly update your blog or social media profiles with fresh content. Consistency helps keep your audience engaged and coming back for more.

Promote Your Content

Share your content on social media platforms, email newsletters, and relevant online communities or forums. Engage with your audience by responding to comments and questions.

Showcase Your Portfolio

Include links to your portfolio or samples within your content. When readers are impressed by your content, they may want to see more of your work.

Call to Action (CTA)

Encourage your readers to take action. Include a CTA at the end of your content, such as inviting them to contact you for copywriting services or subscribe to your newsletter.

6. Cold Outreach or Cold Pitch

The most successful freelancers swear by cold outreach.

And it works – so there's really no need to try to reinvent the wheel.

Cold outreach is where you proactively reach out to potential clients or customers who have had no prior interaction with your business. It typically involves contacting individuals or businesses through methods like cold emails, cold calls, or direct messages on social media platforms.

7. Take Advantage of Sites like Pinterest

Pinterest lets you scan through income reports, providing insights into where businesses are spending their money. A quick scan will help you learn about whether a company hires freelance writers and if they're currently looking for freelance writers.

And that's not all.

Pinterest also helps you find bloggers who have more than one blog. This is important because such bloggers often have a lot of workload and need writers to help with content. While on it, take time to check the blogs to see how often they post. If their content is infrequent, it's likely they could use more content.

The golden rule is to stick with blogs that are growing as opposed to those that are already established because they're unlikely to have a writing team in place. Although upcoming blogs might not pay top dollar, it's a great opportunity to get your foot on the door and make connections.

8. Don't Ignore Craigslist

Craigslist has a dedicated section called "Writing Gigs, which lists all writing gigs in each state. You can browse through this section to find writing opportunities. But I know that can be somewhat cumbersome.

So, if you want to save time on Craigslist, **go to Google and type: "compensation: * per article" site:craigslist.org.** This will pull gigs from all over and you won't be limited to location.

9. Use Content Marketing Agencies

Content agencies are always on the lookout for freelance writers to help them create content for businesses. And the good thing about these agencies is that they always have loads of work. **If you land on one, you can easily earn your first \$1,000 as a freelance writer within 30 days.**

Perform a quick search on Google for content marketing agencies in your niche to find out what's there. For example, if you are in the art niche, you can search for art content marketing agencies (or its variations). Once you have a list of these agencies, pitch them, or apply to join their job boards.

How to Cold Pitch – Step by step

Cold pitching can be a valuable skill for new writers who want to break into the freelance market and avoid relying solely on content mills. Here's a step-by-step guide on how to cold pitch – note that it's a culmination of everything we've discussed above.

Step 1 – Pick a Niche

The whole process **starts with picking a niche**. Remember we mentioned that niching down allows you to target clients and command a good pay. Also remember that a niche can be a specific subject like travel, tech, education, personal finance etc., or specific format, like ghostwriting, SEO writing, technical writing.

You can also decide to specialize further and combine a niche genre with a format or offer a specific style of writing within those categories. The goal is to find something you're passionate about and is marketable.

Step 2 – Set Up a Portfolio Website

Build a professional website or online portfolio where you can showcase your writing samples, expertise, and contact information. A well-designed website creates a strong first impression and serves as a powerful marketing tool to attract clients and build your freelance writing career.

It doesn't have to be complicated – but it should display your portfolio and let potential clients know why and how to hire you.

A good freelance writer website should have these key sections:

- About
- Portfolio
- Hire Me
- Contact

Step 3 – Create Quality Samples

Next, you want to write a few samples in your selected niche and share them on your portfolio. You can also write content and share them on other reputable niche-related websites. It's even better if you get a chance to post on major publications like Forbes, Entrepreneur, Balance, etc., because this boosts your reputation in the eyes of your prospects.

Step 4 – Set Up social Media Profiles for your Writing

As a content creator, you need a strong online presence and social media is an important part of that presence. **Your clients hang out on social platforms like Facebook, Instagram, TikTok and even LinkedIn, and not being in there is a disservice to your business.**

Social media is a powerful tool that can help you:

- Connect with your prospects
- Build your brand
- Promote your services
- Increase visibility
- Grow your audience and build community
- Boost your sales

I've also found niche-specific communities to be helpful. When I was starting out, I could weigh in on topics, and provide insights on these platforms. Before I knew it, people were approaching me with writing jobs.

Step 5 – Pitch Prospective Clients

Identify businesses, publications, or organizations that align with your writing niche and expertise. If you're a travel writer, find companies in the travel niche, or if you are a tech writer, find companies in the tech niche. But you can also try out other companies in niches you feel comfortable handling, and you can demonstrate your expertise. The:

- **Research your prospects:** Thoroughly research your prospective clients. Understand their industry, target audience, and content needs. Familiarize yourself with their existing content, if available.
- **Gather contact information:** Find the appropriate contact information for reaching out to potential clients. This may include email addresses, LinkedIn profiles, or contact forms on their websites.

- **Craft a Compelling Pitch:** Write a personalized and attention-grabbing pitch email. Your pitch should be concise, engaging, and clearly demonstrate the value you can provide.
 - Address the recipient by their name and briefly introduce yourself. Mention any relevant experience, qualifications, or writing samples that showcase your expertise.
 - Focus on how your writing services can solve their specific problems or fulfill their content needs. Tailor your pitch to each prospect, showing that you've done your homework.
- **Create an Engaging Subject Line:** Your email subject line is critical to grabbing the recipient's attention. Craft a subject line that is relevant to their needs and encourages them to open the email.
- **Be Professional and Polite:** Maintain a professional and respectful tone in your pitch. Be polite and courteous in all your interactions, even if you receive a rejection.
- **Showcase Your Portfolio:** Include links to your writing portfolio or attach relevant writing samples to your pitch. This allows prospects to assess the quality and style of your work.
- **Highlight Benefits and Solutions:** Clearly articulate how your writing services can benefit the client. Focus on the solutions you can provide and how your expertise can meet their content goals.
- **Include a Clear Call to Action (CTA):** End your pitch with a clear and specific call to action. Ask the prospect to schedule a call, discuss project details, or request more information.
- **Follow Up:** If you don't receive a response within a reasonable timeframe (usually one to two weeks), send a polite follow-up email. Sometimes, prospects may overlook or forget your initial pitch.

- **Track Your Pitches:** Keep a record of the pitches you send, including contact details, dates, and responses. This helps you stay organized and follow up effectively.
- **Be Persistent:** Cold pitching can involve rejection, and that's normal. Don't be discouraged by initial setbacks. Be persistent and continue reaching out to new prospects.

Sample Cold Pitch

Expert SEO Content Writer Available For Hire

Hello Olivia,

I'm reaching out to see if you need someone who can help with _____ at _____

I am _____, an experienced SEO writer who has dedicated her career to helping businesses like yours to attract, educate and convert prospects.

I have been writing for a little over 8 years and have had the privilege of working with reputable companies across the globe. I have also been featured on various blogs like _____

I'd like to know if you need a freelance writer who can help with your content needs.

I can create SEO-optimized:

- Blog posts
- Guest posts
- Newsletters
- Social media posts
- YouTube Descriptions
- Product Descriptions
- Web Copies
- Emails

I'd be happy to discuss my experience, and how I can be of help if you are interested.

Examples of My Work

Yours truly,

Contact Details
