



# WRITE AT HOME SYSTEM

Get Paid To Write On The internet



[WriteAtHomeSystem.com](http://WriteAtHomeSystem.com)

## **Table of Contents**

### **Introduction: Making a Living as an Online Freelance Writer**

### **Chapter 1: An Introduction to Online Freelance Writing**

1. What Does it Take to Be a Freelance Writer?
2. Understanding the Online Market
3. If You Are an Advertising Copywriter
4. If You Are an Educator Or Expert
5. If You Are an Essayist
6. If You Are a Ghostwriter
7. If You Are a Journalist
8. If You Are a Novelist
9. If You Are a Poet
- 10.If You Are a Playwright or Screenwriter
- 11.If You Are a Reviewer or Critic
- 12.Busting Freelance Writing Myths

### **Chapter 2: Becoming Self-Sufficient**

1. Give Buyers What They Want
2. Provide a Quick and Easy Route to Your Services
3. Build an Online Portfolio
4. Determine the Costs of Doing Business

5. Choose One Auction Site as Your Home Base
6. Make Sure Your Profile is Search Engine Optimized
7. Set Aside Time Every Day to Bid On Projects
8. Learn to Recognize a Waste of Time
9. Add a Personal Touch to Your Bids
10. Demand an Upfront Fee of at Least 50%
11. Don't Allow Yourself to Be Intimidated
12. Keep Existing Customers
13. Pitch When the American Dollar Is Strong
14. Set Goals For Yourself
15. Have Multiple Sources of Income

### **Chapter 3: Finding a Profitable Market**

1. Fast Money and Self-Sufficiency
2. Elance.com
3. Guru.com
4. Keen.com
5. Kasamba.com
6. Constant-Content.com
7. Lulu.com
8. Clickbank.com

## **Chapter 4: Successful Freelance Writing Without Money or Talent**

1. How to Make Money When You Have None
2. Blogging
3. Bum Marketing
4. Writing Without Talent
5. Rewriting and Private Label Rights

## **Chapter 5: Measures of Success**

1. What's Going Wrong?
2. Success!

## **Appendix—Additional Resources**

### **Disclaimer**

## **Introduction**

### **Making a Living as an Online Freelance Writer**

I will begin by saying that *it is possible to earn more than \$100,000 a year as a freelance writer*. I've done it, and you can too.

Besides a little bit of knowledge about writing, you will also need to be financially savvy and be willing to make a commitment to keeping your books in order. Another part of being an Internet freelancer is being realistic in your expectations of what kind of money you'll make at first. You won't make the big bucks right away, but the same is true for most professions in life. Remember too that building a clientele and a reputation as a writer will also take time.

Of course, you won't make millions as an online freelance writer, but if earning a comfortable living—say, \$85,000–\$100,000 a year—sounds good to you, then you'll definitely want to keep reading this guide. All you really need to succeed is a strong entrepreneurial spirit and a working knowledge of the Internet freelancing world.



## Chapter 1: An Introduction to Online Freelance Writing

### *1. What Does it Take to Be a Freelance Writer?*

Many *offline* writers joke about not being paid often enough, and this is often the case. What any *online* writer will tell you, however, is that when you work through a major online outsourcing auction site (like [elance.com](http://elance.com) or [guru.com](http://guru.com)), you're being watched over by administrators who know your payment agreements.

This means that writing online actually makes it easier to track down those late or non-paying clients than writing offline. In addition, late- or non-payers are often kicked off these sites, lowering your chances of being taken advantage of by them. This is similar to Ebay, only you're dealing with writing services, not physical goods.

Of course, freelance writers do not receive regular paychecks. Clients often use the same excuses for paying late that writers use for missing deadlines. That's why it's important to know a little about the math involved in freelance writing before you begin.

For example, some problems many new writers run into are taking on jobs that don't pay enough to cover their costs, underestimating the amount of time it will take to complete a job, and taking on too many jobs at once. Ignoring important mathematical facts like these can lead to financial problems and sleepless nights

spent working to meet a deadline. One situation you do not want to find yourself in is one where you are constantly advancing money from new clients for work to be done later. To be a successful freelance writer you can't ignore the math!

In addition, a successful freelance writer must be able to keep a schedule. You have to be able to manage your time between promoting your business and actually writing. You also need to be able to determine how many hours a specific project will take to complete. If you do not have these organizational skills, you probably won't make it as a freelance writer. Once you fall into a pattern of missing your deadlines it's difficult to get back on track.

There are many different online calendars you can use to keep track of your deadlines and projects. One good one is [Essential PIM PRO](#), which is a desktop program that lets you can drag and drop projects from day to day. Some other good calendars include [Google Calendar](#), [Calendars.net](#), and [Contact Office](#).

A good freelance writer has to be able to stand up for themselves. Freelance writing on the Internet is a little different from offline writing. Most clients you'll find on major outsourcing sites like elance.com and guru.com are only interested in getting the most they can from you for the lowest price without advancing you any money.

Most clients don't like to advance you money for a project because it's cheaper for them if you finance the entire project for them while your payment remains in their bank account, where it will accumulate interest for them. The next step for them is usually to require several drafts from you in return for payment. It's best for you to require at least 25% of your payment up front from all of your clients. I recommend going as high as 50%.

Another thing to watch out for are clients that will threaten you with bad feedback to intimidate you into not collecting the rest of your payment. If this happens to you, don't hesitate to file a complaint with the site administrators and customer service departments. Situations like this don't happen often, but it's best to be aware of the possibility, much as you would be on Ebay.

These are just a few examples of things new freelancers need to watch out for. The key to being successful is to not allow yourself to be taken advantage of. In other words, don't let any client get the impression that you're working for their approval or they will label you as a pushover—and treat you like one!

A good freelance writer also needs to have thick skin. This means you need to be a good judge of character. Don't hesitate to say no to a client you think is suspicious. In general, you'll have a positive experience with three out of every four clients you work for. There's always that one, though, who has one of four problems that will make your job more difficult:



- The Obsessive-Compulsive—this client will ask you for endless drafts because they are never quite satisfied with what they get.
- The Codependent—this type of client will become overly friendly with you and act personally insulted by anything that contradicts their view of you as “friends” instead of business acquaintances.
- The Objectifying Client—this client sees you as more of a word processor than a human being, and will often set unattainable deadlines.
- The Addictive Personality—multi-level marketing and similar occupations can breed addictive personalities, who will look for ways to self-medicate in order to handle the stress. These types of clients can be very unreliable in terms of payment and will often change their minds many times.

There are also clients on the Internet who will try to use insults or criticism to intimidate you into doing extra work or leaving them better feedback. In addition, many clients are not writers themselves and don't have realistic expectations as to how long a project should take. There are also newcomers who don't understand how long a particular project should take or who commission projects and then don't pay. Again, the same kinds of things happen on Ebay, the only difference is that online freelance writing is much more profitable once you get the hang of it!

There isn't much you can do about the kinds of problems mentioned above except learn to trust your intuition when it comes to deciding who to work for online. Naturally, some people are better at this than others.

A common misconception among online freelance writers is the idea that they will be selling high quality products online. This is usually not the case—don't try to be Shakespeare! Most Internet clients are looking for cheap writing targeted towards people with less education than you who probably don't even know what great writing is. The majority of Americans read at a fourth grade level, so if you're looking for a Pulitzer Prize, Internet writing is probably not for you.

If you really are a writer of Shakespearean talent, your best bet is to find an offline agency that will be able to place you in the right job for the right price. Many “great” writers who try to break into the world of online writing will bid on jobs at \$1 a word, which is a far cry from the actual going rate of about three to five cents. A fancy resume will not necessarily earn you money on the Internet; clients are after quantity, not quality.

As a freelance writer, you should also work on your typing speed. Most clients are more interested in quantity rather than quality. It's important to be able to write and type quickly—there isn't much room for perfectionism. You can work on your typing speed on sites like [The Typing Tutor](#), [TypingTutor.net](#), and [GoodTyping.com](#).

A freelance writer also needs to have a strong entrepreneurial drive. This means you must like what you do (freelance writing is unpredictable), and you must be motivated to make money. If you're someone who seeks frequent praise or job security then you need to start working on your entrepreneurial drive. If you need to work on your entrepreneurial spirit, I recommend taking this [free motivational e-](#)

[course](#). This will increase your entrepreneurial drive, as well as motivate you to succeed.

If you already have a strong entrepreneurial drive then you are good at multi-tasking. You also learn from your mistakes and don't get easily overwhelmed by situations other people might not be able to handle. To you, chaos is an opportunity to make more money, not a reason to have a nervous breakdown. Where other people see problems, you see only opportunities.

It's also important that every freelance writer have a system. The system that works best for you will be one that works with your talents, what you have to offer a client, and what is in demand on the Internet. You need to do a little research to find out what your market is looking for—don't assume that what you have to offer as a writer will be salable on the Internet.

Some writers like to specialize in a particular field. I wouldn't recommend this for online writing since the market is so volatile. For example, ebooks used to be the hot commodity, but today it's blogs. The product market on the Internet changes quickly and you need to be able to adapt. It's not your specific talent that will make you a success online, it's how much writing you can deliver to your client for the lowest price.

By now you're probably wondering how it's possible to make tons of money in such an unpredictable and low priced market place. I'll tell you.

The first step is to keep it simple. To become a self-sufficient online freelance writer, you need to create a system of getting clients in and out as fast as possible. The best way to do this is to join one outsourcing auction site (like Elance or Guru). A great feature of these sites is that all of your transactions and accounting are handled for you in your account history. You'll also have records of which clients you pitched to and why you were accepted or turned down for the job. Also, all your customers are in one place, including their emails and work history. This means you have virtually no bookkeeping to worry about and that it's much easier for you to stay organized.

Your second step is to be consistent but fast. Hold all your writing to a single standard that your clients will come to recognize and look for. Process books and articles as fast as you can. These practices will keep your customers coming back again and again.

The third step is to consistently raise your prices little by little over time. Don't give return customers discounts. Be prepared to ask them for more money if they ask you for a second draft. This is the only way to make money in such an under priced writing market designed to work in favor of the buyers.

## ***2. Understanding the Online Market***

Not all writers possess the same kinds of talents or skills. For example, someone who is great at writing advertising copy may not be good at writing online courses. A screenwriter may not be satisfied with writing search engine optimized articles.

The next couple sections of this book will help you find out what your offline identity might translate into in terms of what you can sell in online markets.

Offline writers may call themselves any of the following things:

- Advertising Copywriter
- Educator
- Essayist
- Ghostwriter
- Journalist
- Novelist
- Poet
- Playwright or Screenwriter
- Reviewer or Critic

Some of the professions mentioned above translate well into salable writing services on the Internet. However, if you apply one of these titles to yourself, you may find that no matter where you go on the Internet you will be paid less than if



you were working offline and that your title has been devalued as a skill for several reasons. This means that if you want to become a self-sufficient online writer you may need to throw out most of what you learned in school about writing commercially.

### ***3. If You Are an Advertising Copywriter***

It's important to realize that what holds true in the offline world is not necessarily what you will find on the Internet. For example, an advertising copywriter may have learned in school that they will write elaborate sales letters styled after big advertising gurus and earn about \$700 for it. This may have been the case for your college professor, but it doesn't apply anymore, either online or off.

In the eighties and early nineties you could make a lot of money writing these direct marketing sales letters, but such is not the case in today's competitive market. If you are a professional copywriter who has decided to get into the online market, you may be shocked at how little clients are willing to pay for advertising copywriting of any kind. You can expect to make about a tenth of what you may have made when you first began writing offline.

For example, the going price for one of those long direct sales letters these days is usually \$400 or less. The reason is that copywriting education has been reduced to formulas and templates, which means people without much writing talent can still produce a good enough product. The Internet is also full of self-help books that

teach Internet marketers how to write their own letters, so don't be surprised if your skills as an advertising copywriter are considered somewhat out-dated.

Many advertising copywriters do write some form of promotional copy, whether it be resumes, one page sales letters, emails, and newsletters. You'll still be doing the usual stuff online, but you'll be paid less for it, which means that you have to write fast to earn a living. Today, the direct sales letter that you used to write over a period of five days for a fee of \$1,000 (\$200 a day) must be completed in one day (also at \$200 a day). This means that even if your deadline is five days away, you're only making \$200 on it, so you must complete it in one day.

The key to making money online as an advertising copywriter is to do it a lot and do it fast. Speed is really the most important factor when it comes to making money. If you're a perfectionist who spends time carefully choosing every word you write then you'll probably find yourself out of place on the Internet. You'll lose money because people just aren't willing to pay for that kind of service.

The best way for you to get work is to put samples of your work on Elance or Guru and then bid on jobs that come up on their boards.

#### ***4. If You Are an Educator or Expert***

If you are an educator with expertise in a particular area, then there are plenty of clients on the Internet who will hire you if you don't mind being paid \$15 a page with no royalties. This low price works out well for the buyer, but not as much for the writer. This means that unless you are willing to write for a low fee and have someone else take the credit than you are not likely to be hired as an expert.

The reason for this is that there are lots of ghostwriters out there on Elance and Guru who pretend to be experts when they're really not. They can do this easily by cutting and pasting from published papers on your area of expertise and rewriting them. In effect, this makes you obsolete no matter how much of an expert you are.

If you are an educator, you can get a lot of work through Elance writing online courses and textbooks. The going rate for this type of writing is only about \$5 a page though, so you shouldn't make it your full-time job unless you live somewhere where you can profit by the exchange of the American dollar.

Educators can also make money online by writing course outlines and essays to be sold to students. You may have ethical problems with this kind of writing at first, but the bottom line is that it's easier and more profitable than writing an ebook that showcases your expertise on a subject.

The best way for an expert on a particular subject to make money online is to write your own book and sell it through a self-publishing site (like [lulu.com](http://lulu.com)) or to write a blog full of affiliate links that you can make money off of when people click on them. I recommend writing an ebook on a particular subject and selling it on [ClickBank.com](http://ClickBank.com). As soon as your book is listed hundreds of affiliates will try to sell the ebook for you for a commission on every sale they refer to you (you set the commission rate yourself). Many ClickBank.com best sellers take in over \$8000 a month selling ebooks. An added perk is that by selling on ClickBank you don't have to do any of the marketing yourself—the affiliates who earn a commission by selling your book do it all for you. If you choose to do this, the most attractive commission rate to the affiliates is about 60–70%.

If writing your own book isn't something you're willing to do, however, your best bet is to look for jobs related to your area of expertise on Elance or Guru and accept the slightly lower pay. In addition, if your specialty happens to be English, there are many editing jobs available on both sites. These projects pay about 50–75 cents per page.

### ***5. If You Are an Essayist***

Essayists typically find work on the Internet writing white papers and speeches. These are the most profitable outlets for your talents in the online world. If you're an essayist, you can also find plenty of jobs on Guru and Elance writing school or standard essays that can be sold to students.

If you've written a really exceptional essay, you can also post it for sale on a site like [constant-content.com](http://constant-content.com). This site lets you allow buyers to purchase all the rights or one-time publishing rights to any essay you upload there.

## ***6. If You Are a Ghostwriter***

Ghostwriters can make a lot of money on the Internet. Bear in mind, however, that most of your customers will still come from auction sites like Elance and Guru and that you will probably receive less money for a book than you would expect.

Elance's going rate is \$10–\$15 or less per page (if you want to actually win the bid). This is much lower than the \$5000, plus advances, plus a 4% royalty deal that ghostwriters typically make offline. In addition, most Elance and Guru clients think \$12 a page to be really high and would expect a very high level of quality for such a price. However, if your book does require a lot of thinking or research then factor that into your bid and charge extra money for the extra work.

The bottom line is that almost everything you'll write for clients online will be classified as ghostwriting, including articles, books, ebooks, screenplays, newsletters, and blogs. It is your job as the ghostwriter to make the person who hired you look like the credible one. If you have a lot of expertise to offer then charge as much as you can. Most clients on Elance and Guru will reject bids that are over \$15–\$20 a page, though.



## ***7. If You Are a Journalist***

There isn't really such a thing as an online journalist in the Internet world. Bloggers may technically qualify as journalists, but not in the traditional sense of the word. This is because they are writing from their own point of view, not an objective one.

True journalists typically don't like writing for blogs. They see it as an insult to objective news reporting. Most journalists stay away from the Internet because they can't stand to see the profession of journalism degraded in such a mass way.

In addition, most online news sources do not hire journalists. These organizations take their copy from existing print sources and reprint it on their site. A journalist can, however, post a piece they have written on a site like [constan-content.com](http://constan-content.com) for resale. For the piece to sell, though, it can't be dated.

Columnist-type journalists can make a lot of money by writing blogs. These blogs are then enriched with affiliate links which can be quite profitable. If you are already a print journalist, you can sell copy you've published in newspapers on the Internet if you own the rights. In most cases, though, journalism done offline has already sold its Internet and reprint rights to a paper.

There are no sites online that let you submit a piece of journalism through an RSS feed online so that you can be paid for it. What you can do, though, is build your own archive on a website and charge people individually for using a piece (intermediary merchants such as PayPal work well for such transactions). A lot of people make money in this way.

If you are a journalist who is a good researcher, you can find a lot of jobs on Guru and Elance doing research. Sometimes magazine editors announce that they are hiring staff for their publications on these sites as well.

In the end, though, the best sources of online jobs for journalists are the big job boards like Monster.com or Craigslist.com.

### ***8. If You Are a Novelist***

If you are or want to be a novelist, then you will probably make the most money by writing online non-fiction ebooks.

There is some demand for novelists on Elance and Guru, but you must beware—people looking for novelists on these sites often want you to write your own biography or write out their ideas for them, but many are not serious and will try to make you wait for payment until the book is published. This is not a good deal! If you're willing to go to all that trouble, it would be better to just write your own

book. If you do this, make sure you get a substantial advance plus a royalty deal from a reputable publisher before you start.

Many clients see novelists as being good for large projects, such as writing 100 articles at once about whatever topic they specify. This is because novelists typically have the writing stamina to complete such large jobs. This works out well for you as a novelist because you can take on one large job from a single client instead of several jobs from multiple clients for less money.

If you're a novelist who likes to take on the persona of a character in order to write, you may want to consider taking blogging jobs. One trend that's emerging online is to try to impersonate a cartoon character or write an entire blog as a different character. This type of Internet writing will allow you the most creativity. The average rate is about \$15 a page, so remember to concentrate on speed!

### ***9. If You Are a Poet***

If you're a poet, you can expect to find about as much work online as you will off, which is usually not much. There are occasional jobs available writing for people who want a toast for a speech, a greeting card, or a poem written for a website for some special event.

If you are really good with words, though, you can make money writing for clients who need Google AdWord Ads. This is similar to writing like a haiku and those with a poetic mind are well-suited for this kind of thing.

Google AdWord writing is considered a specialty niche. You can charge \$20–\$30 for each three-line ad (less than 20 words). Customers are more than willing to pay for this because it gets them traffic on Google. You need to have a good understanding of keywords to be successful at this kind of job. You'll learn more about keywords later in this book.

You may also do well as a poet by selling self-published books of your poetry on lulu.com. You can also try marketing you poems to specific websites.

### ***10. If You Are a Playwright or Screenwriter***

A lot of people advertise for screenwriters and playwrights to hire on Elance and Guru. If you accept such jobs, it is essential that you try for a deal that is much more than a standard, flat fee. Make it clear from the start that you want a professional deal. It's usually at this point that you lose a client, but it's better in the long run. Be sure to get a contract that states the name, address, and other contact information of the commissioning client.

If you want cash, the advances for scripts and projects on Elance are usually a lot higher than for other types of writing. On the other hand, the jobs that are posted in this category are usually few and far between.

There are lots of jobs, however, for writing speeches and scripts for voice-over audio for mixed media sites. These kinds of jobs don't pay much, but you can become self-sufficient if you have a lot of them.

There are also odd jobs that appear on the auction boards that ask for people to transcribe audio disks into script format or into research for turning the transcripts into books. The average fee for these projects is about \$15–\$20 per hour.

### ***11. If You Are a Reviewer or Critic***

If you want to earn a living by being a reviewer or critic, you'll most likely make money by writing reviews of products and services on the Internet. These jobs are commonly offered, but don't expect to be reviewing anything ordinary! The types of things that are usually offered for review are insurance sites, information products, credit products, and pornography sites.

Keep in mind that most product descriptions done for the Internet are written in-house. The same is true for catalogues. This is the kind of work you'll see the least of if you're an online freelancer on auction sites.



Reviewing products online can pay less than other types of Internet writing. Like other types of writing, reviewing products only pays off if you can work quickly and in bulk. How much money you make will ultimately depend on the length of the review you are assigned though. For example, a 250-word blog-type review might pay as little as \$5 each, while a 1,000-word review may earn you about \$100–\$200.

If you review a lot of products online, you can also make money by attaching affiliate links to the reviews. If you use this affiliate link method, be sure to write a good review about whatever you're subject is. Many reviewers I know earn \$3000–\$10,000 per month doing this (once they get experience with SEO—search engine optimization). The best tip for those using affiliate links to make money is to learn how to increase the traffic to your affiliate reviews. A good way to advertise your product reviews for free and get a lot of traffic is to read the “Bum Marketing Method” described later in this guide.

## ***12. Busting Freelance Writing Myths***

There are many common misconceptions people have about freelance writing. These myths are spread mostly by self-styled gurus who make money off of you by giving you misleading advice. We will discuss some of the most common myths in this section.

*Myth 1: You will make a lot of money as a freelance writer right away.*

Sometimes the only way for a new freelance writer to get their first job is to do one for practically nothing. Once you get your first positive feedback it becomes much easier to get new clients. It's best to bid on a short, cheap project first and do a great job on it. This will help you establish your positive feedback rating more quickly. As time goes on you can gradually increase your rates as your feedback gets better and better.

If you decide to create your own website, it can take three weeks to six months for your URL to be situated in search engines so that people can find you. For this reason, it's not a good idea to quit your day job the minute you decide to become an online freelance writer.

If you get hired by a telecommuting company on the Internet (there are many of them), you need to be aware of the fact that many of them take 60 to 90 days to get you your first paycheck. Also, most of these companies, like workaholics.com, won't advance you the normal 50% that you would get for most jobs.

The reason these online companies pay you so late is that they've already taken that 50% and invested it in themselves. Companies like this believe the writer should be the last to get paid. Avoid situations like this at all costs if you can't afford to wait so long to be paid.

*Myth 2: Only good writers make money on the Internet.*

It may seem backwards, but good writers will make less money than writers who can produce less quality at a greater speed. If you spend too much time on a piece as an Internet writer, you will probably lose your client.

Talent is not appreciated on the Internet as much as expediency is. Also, the less money you charge for a job, the more you are likely to make in the long run when your clients keep coming back to you. As I said before, quality is not necessarily the most important factor in online writing because of the low reading level of the general population.

*Myth 3: Internet writers need a website to make money.*

The truth is that having a website is nice, but not necessary to the online writer. Most auction bidding sites let you build a profile on their website, which means that your page ends up in search engines much faster than if you were submitting your own site. If you spend some time on your profile on sites like Elance and Guru and describe yourself well then you should get plenty of jobs.

*Myth 4: Being an online freelance writer will give you more free time.*

Being an online freelance writer will only give you more free time if you don't do much work. This will give you all the free time you want, but of course you won't make much money. If you want to make enough money to become self-sufficient, then you need to put in as many hours as possible for bidding, pitching, promotion,

and the actual writing. The more projects you can do, the more money you can make.

It's also important to remember that the life of a freelance writer is one of deadlines. There's no time for personal indulgences like sleeping in, taking time off, or allowing personal problems to interfere with your work. If you miss too many deadlines you will lose credibility as a writer.

Those who rely more on affiliate marketing in writing can afford to be lazier because they are making money even while they're not working. Affiliate links are always online and the advertisements are running 24 hours a day, seven days a week. On the other hand, affiliate marketing takes more time to get off the ground, and the luxury of being lazy comes only after your affiliate business has become successful.

*Myth 5: Specialization will make you rich.*

While specialization may work well for other aspects of Internet business, it is the last thing a freelance writer should consider doing. You just can't make a living specializing in only one type of writing. Diversity is the key to becoming a successful online writer. You should work to provide your customers with as many different types of writing as you can manage.

There are occasions when having a specialty can make you a lot of money. The key is to make sure your specialty is in demand. It may be ebooks one year and Google AdWords another. The market right now seems to want ebooks and blogs. It's important to research your market before deciding to specialize.

*Myth 6: Giving 110% will be rewarded in online freelance writing.*

Giving 110% is usually a good idea in the offline world, but in the world of Internet freelance writing the only things this will bring you are bad eyes, headaches, and carpal tunnel syndrome.

The key to online freelance writing is to avoid taking on too many jobs at once and to make sure you get paid for an honest day's work. The truth is that in the world of Internet writing, giving 110% will only earn you a reputation as a good bargain and get you lots of clients who expect you to work extra hard for less money. You can't afford to set such a precedent in a market where the going rate is already less than \$10 a page.

## Chapter 2: Becoming Self-Sufficient

### *1. Give Buyers What They Want*

No matter what your accolades in the offline world, they don't mean much on the Internet. The following are the types of products and prices that are in demand on the Internet today:

- Articles—\$30 a page or less
- Search engine optimized (SEO) articles—\$35 a page or less
- E-books—\$12 a page or less
- Writing web pages—\$20 a page or less
- Writing product reviews—\$10 a page or less
- Writing blogs—\$10 a page or less
- Newsletters—\$300 each
- White papers—\$15 a page or less
- Sales letters—\$400 or less
- Editing—\$10 a page or less
- Writing Google ads—\$30 an ad or less

You can see that there isn't much demand for things like art, book, or restaurant reviews. Also, there is rarely any royalty offered for your work. The things listed above show you the going market rates for these products and the kinds of low bids you will have to compete with to survive.



As a freelance writer, your most important task is to determine what your talents are and match them to the kinds of writing that are in demand at the moment. This is how you will get your business!

## ***2. Provide a Quick and Easy Route to Your Services***

As I said above, spending hours building a website is simply a waste of time. It's easier to join an auction-style freelance site like Elance or Guru and build your profile there.

Keep your descriptions of yourself short and sweet. Be sure to load your writing on these sites with commonly used keywords so the buyers who aren't on the auction site can find you with Internet search engines. List all the keywords associated to what you write. For example, if you write ebooks, make sure to include the following keywords: ebook, e-book, ghostwriter, ghost writer, book, etc.

## ***3. Build an Online Portfolio***

If you belong to Elance or Guru, make sure you upload your writing samples into your profile. It's often best to put all your samples into one zip file and upload everything at once so you don't have to wait for individual files to upload. You can download free zipping software at [WinZip.com](http://WinZip.com).

There are some people on both Guru and Elance who will browse through your portfolio and then grab your documents for rewriting. Therefore, I would recommend only uploading one writing sample per category that you want to sell in. You can also build a simple site to explain your services and then send potential clients samples of your work when they request them. This appeals to those clients who don't want to spend a lot of time browsing multiple portfolios.

#### ***4. Determine the Costs of Doing Business***

The only way to make a profit from freelance writing is to first figure out your floor costs. These include the costs of all overhead (rent, electricity, etc.), membership fees to auction sites, and other fees (like invoice fees).

Once you've determined the costs of doing business, you can set your personal hourly or per page fees in a way that will bring you a profit. You have to figure out how much profit you would like to make while still meeting all your costs.

Some new writers may find that they can produce one page per hour. On the Internet, however, almost no one will be willing to pay more than \$10 for that one page. If this is the case, freelance writing may not be for you. On the other hand, if you can write three to four pages per hour then the work can pay off, as you'll be making about \$20 an hour.

A typical job that you may see on Elance or Guru would be to write one hundred 500-word articles at \$5 each, earning you about \$500. If your floor costs are \$4000 a month, you would have to accept eight of these jobs a month just to break even. To begin making a profit, you would have to take on at least ten of these jobs (1,000 articles) a month.

To do this, you would have to produce 33 articles a day. If you plan on an eight hour work day, this means you have to write at least four articles and hour. This averages out to earning about \$20 an hour.

You may find that as an online freelance writer you have to work more than eight hours a day, and sometimes more than five days a week. To be successful, you have to not only work for multiple clients, but you'll work an average of 40–70 hours per week. Some writers can keep up this kind of a pace, and some can't. Your stamina, writing abilities, and personality will determine if you can make it as a freelancer.

What you need to do is set your own hourly wage and never deviate from it. If you need to make \$20 an hour to cover your costs, then don't accept jobs that will pay you less. Accepting such jobs should only be a temporary way to handle the occasional cash crisis.

## ***5. Choose One Auction Site as Your Home Base***

If you're planning to join an Internet auction site, the best choices are either Elance or Guru. Both have paid membership programs and bring you high-quality jobs to bid on. Which site you'll have more success on varies from person to person, so it might be a good idea to join both when you're first starting out and then determine which you like better.

## ***6. Make Sure Your Profile is Search Engine Optimized***

Profiles on both Elance and Guru appear high in search engine ranking pages like Yahoo and Google. This means it's important for you to enter as many commonly searched keywords in your profile as possible, so that people searching for services related to yours in any way can find you.

There are search tools online like [inventory.overture.com](http://inventory.overture.com) that can show you the most commonly searched keywords for specific subjects. This will help you determine which keywords to use in your profile. One good tip is to include these keywords in your biography page in addition to your portfolio.

## ***7. Set Aside Time Every Day to Bid on Projects***

To succeed as an online freelance writer, it's important to set aside time every day to bid on projects or pitch your ideas. If you don't make a habit of doing this, you won't have access to as many jobs and your source of income will go dry.

Bidding on projects every day is especially important for writers who have a hard time getting existing customers to come back. If it's difficult for you to switch from pitching and bidding to writing all in the same day, then you should plan on devoting at least two days a week to finding work and the rest of the time actually doing the work.

## ***8. Learn to Recognize a Waste of Time***

One of the worst clients you can work for is the one who has just taken an internet marketing class and decided that they can easily make a fortune online. You can usually spot these people by their overly-enthusiastic copy about their product. These kinds of buyers have unrealistic ideas about how much money they can make from an ebook or other product. They also tend to think that exceptionally low prices per page are the norm. Working for clients like this can come back to haunt you later on when they find you much later and want their money back because their book didn't sell as well as they had thought.

One precaution you can take against these kinds of customers is to check their feedback before agreeing to work for them. Bear in mind though, that some clients won't pay their writers until after they've posted positive feedback. Some freelancers do give in and leave good feedback for bad clients just to avoid the trouble of trying to make them pay.

Another bad buyer giveaway is one who writes an overly vague description of their job. This should make you question what they're leaving out. You should also look out for clients who won't give you a description of the project until you're already hired. A good rule of thumb is to just avoid clients like this. Don't agree to a price until you know everything about the job.

You should also avoid clients who mention in their project description that a low price is a key factor in their decision, as they probably don't have much money. Also, clients who don't include a price range for their project should be avoided, since they don't have a clear idea of their own budget. A client who doesn't know their own budget probably doesn't know what they're doing.

Some other buyers to avoid are ones who require unlimited drafts for one set price, won't pay you 50% up front, or who have unreasonable deadlines.

Also watch out for clients that want to talk to you on the phone often. This takes up your time, which can't be wasted when you're making \$10 a page. Tell your



clients to only communicate with you through email. This is also a good idea because communicating via email leaves a paper trail, proof of your correspondence.

If you do recognize a newcomer on the auction boards, keep your bids high. Other writers will probably be able to spot the newbie as well, and will keep their bids high too. This is one way that freelance writers can cooperate with each other to ensure that online writers in general can make a little more money.

### ***9. Add a Personal Touch to Your Bids***

No matter whom you're pitching to or what the job is, make your bid description as personal as possible—don't just cut and paste. Describe how your talents will help you in completing each specific project. If you know it, address the buyer by name. In addition, while you should keep your bid pitches casual, make sure there are no spelling or grammar mistakes.

### ***10. Demand an Upfront Fee of at Least 50%***

Many clients will try to keep your fee in their bank account as long as possible so it can accumulate interest for them. Your upfront fee should be earning interest in your bank account while you are completing their work. If a client refuses to pay you anything upfront, simply don't do business with them.

Elance and Guru both offer Escrow services that require the buyer to deposit both your upfront payment and remaining fee in a held fund, to be released when the work is completed. This ensures that your client will be able to pay you when you're done. The drawbacks to this system are its cost and the three or more day delay the Escrow service has before releasing your money.

### ***11. Don't Allow Yourself to Be Intimidated***

Some clients will try to extort a free rewrite from you by claiming that since they're not satisfied they aren't paying. If you've done your job well, this doesn't happen, and many freelancers have been intimidated into providing free second versions or extra pages. Some buyers will even attempt to get you to rewrite a project and then use the revision as a whole separate book. If this happens, report them to the site.

There are clients out there who will threaten you with bad feedback or great dissatisfaction in an effort to bully you into giving up the second half of your fee. If this does happen to you, don't hesitate to complain to the site administrators. Clients like this can be kicked off the site.

There are sites on the Internet, like the Yahoo Group Elance Providers, where people keep track of buyers who don't pay writers or who try to get twice the amount of work out of them for the same price. Members of this group have been known to band together and write complaints to both the buyer and Elance.

If one of your clients refuses to pay at all, then refuse to sell them the copyright. Let them know the deal is off and that you will be reselling the book. If they use the book anyways or if it appears anywhere online, either in pieces or completion, report them to Google and their ISP. You can also report an unpaid Elance or Guru bill to the buyer's credit report. If the bill is not paid in 30 days, the site will release the client's name, location, and bank account details to you so you can report them. Clients who are threatened with this course of action will usually pay up.

## ***12. Keep Existing Customers***

Anyone in business knows that it's cheaper to keep an existing customer than to try to procure a new one. The same holds true for online writers. It costs more to spend time and energy pitching to new clients than it does to keep an existing one. You don't get paid for the time you spend looking for new customers, and the time you spend doing that could be spent writing.

One strategy for keeping a client is to offer them special treatment every now and then, a discount, perhaps. It's important to have a clear idea of your situation first, though. You shouldn't give a discount if you're making \$10 or less per page, for example, or if you're not making enough to cover your own costs. Also, if a customer isn't paying you enough, you might be able to afford to lose them.

In addition, do your best on every writing job you get. If your clients are satisfied with your work, they're more likely to come back in the future. You should also provide good customer service when necessary.

It's also a good idea to ask your regular clients for additional projects when you run out of work. It's faster and easier to contact your regular clients for more work than spending more time and energy pitching to new ones. Chances are your clients are overworked and just need a simple call to remind them that you're there and ready to offer them your services.

### ***13. Pitch When the American Dollar Is Strong***

This section only applies to non-American writers using the Internet auction sites. The majority of jobs on Elance and Guru pay in American dollars. There are times throughout the year when the American dollar is especially strong, and these are the times you want to spend as much time pitching as possible. This is because you will collect your payment advances when they are available at a higher exchange rate.

## ***14. Set Goals for Yourself***

Setting goals is a very effective self-motivational technique, and especially important to freelance writers. For example, it's a good idea to set a monthly income goal and then break it down into how much you would need to make weekly and daily to meet that goal. Once you set this goal, your next step should be to determine all the different ways you have of making money as a writer and then get to work.

I've found that it helps to set a slightly higher income goal for yourself each month. If you compete with yourself in this way you'll start earning more money in no time.

## ***15. Have Multiple Sources of Income***

Being paid by clients to complete projects is not the only way for a freelance writer to make money online. Some other sources of income include: writing articles or blogs with affiliate marketing links, selling or reselling articles and ebooks and collecting royalties, collecting royalties on self-published books you sell online, and consulting over the phone.

Having multiple sources of income is key in how successful you will be as a freelance writer. This is because some clients may pay you late or not at all.

Sometimes websites fail before you get paid. If you have other streams of income you won't be left in a financial crisis when these things inevitably happen.



## **Chapter 3: Finding a Profitable Market**

### ***1. Fast Money and Self-Sufficiency***

Being an online freelance writer means you won't be posting your resume on big job boards like Monster.com. Clients rarely advertise for freelance jobs on sites like this. If you want to be a self-sufficient freelance writer, you need to begin making money as quickly as possible. This means bidding for jobs on Internet auction sites, self-publishing, and selling yourself on live advice lines. These are the three best bets when it comes to making an income.

Another good way to find jobs is to join a lot of Internet groups and newsletters (such as the ones offered by Yahoo). There are plenty of groups and newsletters out there that focus on Internet writing and provide information about job opportunities and new auction sites.

It's important that you realize that while there are many online auction sites for freelancers, some of them are time-tested and reliable while others are new and probably won't last long. The ones listed below have withstood the test of time, and you can make a lot of money by using them.

## 2. *Elance.com*

[Elance](#) is an outsourcing site where you can build an online profile and bid on jobs posted by clients. This site doesn't specialize in online writing, but offers all kinds of outsourcing Internet jobs (such as graphic design, administrative services, and website design). Membership fees vary depending on the level of membership you choose.

The following lists the "Writing & Translation" category price summaries:

<b>Project Sub-category</b>	<b>Largest Project Price</b>	<b>Average Project Price</b>
Academic Writing	\$5,000	\$565
Children's Writing	\$4,900	\$642
Copy Writing	\$7,750	\$340
Creative Writing	\$9,250	\$494
Editing & Proofreading	\$5,000	\$234
Grant Writing	\$2,860	\$695
Medical & Legal	\$6,400	\$481
News Articles	\$1,730	\$217
Newsletters	\$1,247	\$241
Press Releases	\$2,000	\$170
Proposals/RFPs	\$1,500	\$337
Resumes	\$600	\$170
Speeches	\$900	\$318
Technical Writing	\$14,700	\$590
Translation	\$9,300	\$287

Web Content	\$15,000	\$296
White Paper & Reports	\$2,750	\$478
Ebooks & Blogs	n/a	n/a

The three main levels of membership are Select, Professional, and Courtesy. With a Select Membership you have access to 120 bids a month. Professional offers 80 opportunities, while Courtesy gets you eight.

If you're serious about making money, it's best to have a Select Membership. This gives you access to more bids a month as well as larger projects that have sealed bidding. A Select membership will keep the small-time clients from bothering you with underpriced job offers. Another feature of a Select Membership is prioritized placement in search results, directories, and category pages.

Your profile is the most important part of your Elance membership. This is where your clients will learn about you and your talents, view your portfolio, and read your feedback. In addition, clients can rate your performance when you've completed a job.

Elance's feedback system can be a problem for writers sometimes. There are clients out there who will threaten you with bad feedback in order to get additional drafts out of you or make you forfeit the rest of your payment. The problem is so bad that some writers now make their clients sign contracts promising a 5.0 feedback in exchange for the copyright.

It's also hard to get your feedback changed or removed on Elance. In truth, the system favors the buyers. Elance is the cheapest place on the Internet for buyers to exploit writers. The site gets nothing out of penalizing a bad buyer. Elance does offer mediation services, but they are often expensive and ineffective. The best thing you can do to deal with a bad buyer on Elance is to withdraw the copyright. As the writer, you have the right to do this at any time.

Another way to handle a client who won't pay you is to withdraw the copyright and publish the project you wrote for them on the Internet. If they use any part of your writing online without paying you, contact Google and the client's ISP. Google is sympathetic to Elance writers who haven't been paid for their work and will work to remove the writing you haven't been paid for from the Internet.

Also, after 30 days Elance must release the non-paying client's contact information to you so you can report them to their credit agency. If you threaten the client with this course of action they will usually pay.

Here are some tips for making money on Elance:

- Accept as many jobs as you can handle at once.
- Never undercharge for jobs below your floor costs.
- Keep each project as simple as possible while still doing a good job on it.

- Always get a down payment—never agree to take on a job for future royalties.
- Don't bid on jobs where the client doesn't know their budget.
- Don't bid on projects that look like trouble, even if they pay well.
- Know that buyers don't necessarily hire writers with the lowest bid; they also look at experience, feedback, and writing samples.
- Don't bid on projects if the buyer treats you like a secretary or data entry person.
- Don't bid on jobs that ask you to pay to join another freelance site.
- Avoid jobs that pay less than \$200 if you can—this means your advance will only be \$100 and the smallest amount you can withdraw from your Elance account is \$110.
- Don't take on other Elance writers' projects—if another Elancer tries to pass a job on to you it usually means they are behind schedule and the client is already dissatisfied and likely won't pay.
- Determine how many hours a project will take you before bidding on it.
- Don't take on projects if the buyer refuses to give you an advance.
- Always deliver your projects on time.
- Be sure you understand the perimeters of a project before you accept it, and never let a buyer change those perimeters once you've been hired without charging them for it.

One of the main drawbacks of using Elance is all the fees you have to pay. For example, there is an 8.75% fee per project and a \$10 charge for each invoice. There is also a \$10 fee when you withdraw your money. These fees can add up, which is why it's a good idea to accept a few large jobs rather than many small ones. It's better to have one high-paying client instead of several low-paying ones.

### **3. *Guru.com***

[Guru](#) is similar to Elance, although their prices tend to be a little bit lower. There is a great debate among freelance writers as to which site is actually better.

As with Elance, there are clients on Guru who don't pay writers their full fee. The site has recently attained an escrow program that holds your payment in a third-party account so that the buyer can't spend it on something else. Your money is then released to you when the project is completed.

Like Elance, though, Guru favors the buyers over the freelancers and generally won't release your money to you if the buyer isn't happy. Unlike Elance, however, Guru doesn't offer any mediation services to help you if you don't get paid. Therefore, you should be particularly careful when looking for projects on Guru.

There are three basic levels of membership offered by Guru: free membership, paid memberships (ranging from \$33.95 to \$99.95 per month), and Guru Vendor, which costs between \$38.84 and \$99.94.

I don't recommend free membership because it's hard to make good money this way and really just wastes your time since there are hundreds of bidders for each project offered at this level. Also, the site takes 10% of your project's final value



at this level. If you do choose a free membership, you can create up to five profiles in five different categories, as opposed to the ten offered by the paid memberships. Paying members can also communicate directly with clients, a feature not available with free membership.

There is only one category for writing on Guru: Writing/Editing/Translation. There are usually between 300 and 700 projects up for bid at any time. On the other hand, buyers have the option of submitting their projects under a number of categories, including creative writing/editing, technical writing/editing, grant/proposal writing/editing, article/press release writing/editing, resume writing/editing, song/poem writing/editing, report writing/editing, screen/scriptwriting/editing, speech writing/editing, web content writing/editing, and translation.

As I mentioned above, Guru's prices tend to be lower than those on Elance and range from \$2-\$8. One reason for this is the large number of outsourcers from India on the site who are willing to write for pennies a page.

One feature unique to Guru is the "GX Order." This is similar to Ebay's "Buy Now" feature. GX Order lets you build a package that can be browsed by potential buyers, who can then hire you directly. You can post up to five GX packages with either of the two paid memberships. An example of a GX package would be an \$800 flat fee for an 80 page ebook, including formatting and table of contents.

Notice that this example works out to \$10 per page—your packages must be priced competitively for buyers to want them.

A big drawback of Guru is that poor customer service. They can take as long as ten days to get back to you, whereas Elance usually responds within three days.

#### **4. *Keen.com***

[Keen](#) is a phone consulting and live advice site—one of the oldest and biggest on the Internet. Money you make from this site is deposited directly into your bank account every two weeks, or sent to you by check once a month; they don't use PayPal.

On Keen you can post up to four free profiles per phone number (you're allowed up to three phone numbers). This is a good way for you to post information about your business, and you can also set a price per minute on your own 1-800 number, which you can then post on your Elance or Guru profile. This is helpful because if clients on Elance or Guru know they have to pay to call you they'll stick to communicating with you via message boards, which will free up your writing or consulting time.

Another benefit of using Keen is that you can get work directly from clients. They will simply assign your projects over the phone. Rather than asking clients to send

the details over the Keen email system, get your clients' email addresses and communicate with them through your personal email account.

If you do use Keen's email system, Keen will take a percentage of whatever you charge for written correspondence. Another drawback of using Keen's system is that you can't refer your clients to another site, so it's best to handle details like this over the phone. If Keen does see you referring a client to another site, like PayPal or your own website, you can be kicked off.

### **5. *Kasamba.com***

[Kasamba](#) is a site that allows you to charge per minute for online chatting. On Kasamba you can sell advice or consulting services in several categories that pertain to writing. You get a mailbox and a downloadable Virtual Office, which alerts you when someone is trying to chat with you. Members get paid once a month through PayPal, providing they've made at least \$50.

The writing categories on Kasamba are well-organized and include: Creative Writing, Writing, Writing Services, Editing, Technical Writing, Education, eBusiness & eCommerce, Religion, Resume Writing, and Journalism.

Most of the writers on this site charge a flat fee for consulting per minute, as well as "Buy Now" services that are sent via email. As on Keen, however, using

Kasamba to send emails can get expensive, since they take 45% of everything you sell by email.

One main drawback with this site is that you can only have three or four profiles, which are badly designed and difficult to navigate. The Virtual Office, on the other hand, is well designed and very useful. Also, like Keen, Kasamba doesn't encourage you to refer clients to other websites or personal email accounts. Since doing so is the best way to make money on this site, I recommend asking the client for their personal email so you can invite them to send you projects through your own email account. Again, do this discreetly so the Kasamba administrators won't kick you off the site.

In the end, like Keen, using Kasamba is a good way to introduce yourself to clients rather than a good way to do business with them. Avoid using Kasamba's payment and email systems because they will eat up about half of your fee.

## **6. *Constant-Content.com***

[Constant-Content](#) is a great site from which to sell and resell content of all kinds. You can create a free profile on this site that also serves as your account (one per email address). Once you have your profile set up you can upload content (only that which you have the rights to) to sell. Payments are deposited into your PayPal account.

The site offers four categories to upload content under: Free, Usage, Unique, and Full Rights. If you sell a product under Unique or Full Rights, that product is then removed from the website. The buyer can then resell or put his or her own name on that product. You also have the option of selling usage rights. This means that your name will stay on your piece and you can still use the piece yourself.

Constant-Content lets you set any price or conditions you want on your products. This is a good place to sell ebooks and other products that your Elance or Guru clients didn't pay you for.

Constant-Content takes 30% of whatever you sell, and you have to make over \$50 to receive your payment from the site. This site pays you once a month and is almost always on time with your payments.

## **7. *Lulu.com***

[Lulu](http://Lulu.com) is a self-publishing site that lets you upload ebooks for free. The site also converts your books into PDF files for you and offers design templates for the book cover. You can then sell your book in an online PDF format, as a hardcover, a paperback, or all three options. Books you upload here will be listed with both an ebook and a hardcover price. Printing the book into a hardcover or paperback adds about \$10 to \$15 to the cost of the book. There is also an included blog on the site on which you can stir up interest in your book.

The main drawback of Lulu is the fact that the site pays you quarterly, and often late. Some customers have also complained that books they've ordered through the site take up to two months to arrive. However, keep in mind that Lulu is free and that similar sites offer you the same services for a very high price.

### **8. *Clickbank.com***

[Clickbank](#) is an affiliate marketing site that works well for many writers. From this site you can sell your ebook or other products for a one-time fee of \$49. If you use this site you'll find yourself barraged by professional affiliate marketers who want to promote your book. In addition, webmasters will begin putting links to your book on their sites.

Clickbank charges \$50 to register an unlimited amount of titles. You need to have two .com web pages—one introductory page to describe your product and one thank you page to confirm that clients have paid for your product. The products that seem to sell best on Clickbank are how-to books.

Clickbank works on the basis that people click on one of your affiliate's referral links and are then led to your introduction/sales page (the one that describes your product). If they like what they see, they can choose a "Buy Now" option that will lead them to Clickbank's payment processing system. Clickbank then takes its cut of your affiliate's profits and the remainder is deposited into your account. The



idea here is that you don't have to spend any time or money advertising your products because the affiliate marketers do it for you for a percentage of the sales.

Most writers pay their affiliates from 60–70% of each sale. The higher the commission rate you pay, the more affiliates you will gain. An average 15,000 word ebook sells for about \$34.95 to \$49.95 on ClickBank.

## **Chapter 4: Successful Freelance Writing Without Money or Talent**

### ***1. How to Make Money When You Have None***

It is possible to begin making money as a writer with no start up costs. If you need to start a writing business but have no money to get started with, here are some steps you should follow:

1. Open a free profile (on Guru.com) and begin bidding on jobs.
2. Open a free profile on Kasamba.com.
3. Open a free profile on Keen.com.
4. Make a free online business card on a site like freesavers.com and submit it to search engines manually so you'll have a web address for your business.
5. Start posting on sites that allow free listings (like craigslist.com).
6. Include a free blog on your website. To get the attention of search engines, start blogging three 250 word articles (with search engine optimized keywords) three times a day. Make sure the blogs are about the kind of writing you're selling.
7. Spend \$8 on a courtesy bid on Elance. This will allow you to post a profile and bid on eight projects. If you choose these eight bids wisely you can get hired right away.
8. Put any work that you own the rights to on Constant-Content to sell.
9. If you have a book, post it on Lulu.com.

10. Start subscribing to Yahoo and MSN groups that will deliver information about writing jobs to your email account.

## ***2. Blogging***

You don't need a website to make a living blogging. There are many sites on the Internet that offer free blogging templates that you can name and begin using. The key to making money blogging is affiliate marketing.

Affiliate marketing involves putting links on your webpage that readers can then click on. You make money when your links are clicked on, or earn a commission when somebody buys something from one of the linked sites. You can also earn money by persuading others to join the same affiliate program.

To write a blog, you don't need talent per se, but you do need to be enthusiastic about what you're writing about. You also need to think about what kinds of things you would want to sell through links on your page. Finding a corresponding affiliate is easy once you know what you want to sell. For example, if your blog is about gourmet coffees, simply type "coffee—affiliate" into a big search engine like Google or Yahoo. Dozens of sites with affiliate programs for selling coffee will come up.

Clickbank.com is one of the best sources of income for writers taking advantage of affiliate marketing. Clickbank payments arrive on time and the site is very reliable.

If you do choose to blog, make sure the blog you are using will publish your blog with the affiliate links intact. Some good blogging sites that will do this for you are [wordpress.com](http://wordpress.com) and [squidoo.com](http://squidoo.com).

### ***3. Bum Marketing***

Bum marketing involves embedding affiliate links into articles (either your own or ones you've purchased). Some good sites you can submit articles to for this purpose are [Ezinearticles.com](http://Ezinearticles.com), [Goarticles.com](http://Goarticles.com), and [Searchwarp.com](http://Searchwarp.com). All three of these sites have article directories and appear high in Google search engine rankings.

Your goal with bum marketing is to get your affiliate linked articles to appear on Google's first page. You can do this by writing articles that are highly specialized or by choosing less popular keywords. This works because there is too much competition for general keywords, which will lower your ranking in the search engine.

Some good sites to begin your bum marketing career are:

- GoArticles.com—this a good place for new Internet marketers who don't have a website to start because it allows you to link directly to the merchant website and make your commission that way.
- UsFreeAds.com—this site is also good for newcomers. Simply write an ad and include your affiliate links. You get two free ads and can purchase unlimited ads for only \$10.
- EzineArticles.com—this is a powerful site and the perfect place to list your articles. This site gets your articles listed on the first page of major search engines. You do need to have a little bit of writing talent to use this site because your articles will be reviewed before they are published. The drawback is that this site doesn't allow affiliate links, although you can redirect readers to a different page that will display your affiliate links. You can only redirect people in your "Bio Box" on EzineArticles, however, not in the body of the actual article.

#### ***4. Writing Without Talent***

One way to get around having no writing talent is to become familiar with compilation writing. Compilation writing is easy—all you do is gather your facts together reword them, and put them into some kind of a list. For a blog or ad you only need around 250 words.

Some common formats for compilation writing are:

1. Tip Sheets—this is the kind of article that might say something like, “The Top 10 Ways To...” All you need to write a good tip sheet are good researching skills and a little bit of knowledge about the topic. The trick is to find unique tips or ones that the most common questions people might ask about a particular topic.
2. FAQ (Frequently Asked Questions) Articles—try going to message boards or forums about specific topics and write 250-word answers to commonly asked questions. This way, you will get a lot of traffic and clicks on your affiliate links.
3. Reviews—the best idea when writing a review is to make it positive. This will lead people to click on your affiliate links.

### ***5. Rewriting and Private Label Rights***

Private label rights (PLR) refer to products you have the right to sell under your own brand name. As far as making money on the Internet with private label rights, your best bet is to sell information products. You are simply buying reseller rights to a product that is already written and sell it under your own brand name.

Private label rights exist in places other than the Internet. For example, many manufacturers sell private label rights to grocery stores, who then label the product as “store brand” or “no name” and sell it at a lower price than big name brands.



Private label rights are an easy way to begin marketing products online. There are thousands of Internet sites that sell private label rights products like e-courses, ebooks, articles, graphics, scripts, website templates, and programming source codes.

An easy way to make money by selling PLR products is to find items in the Public Domain and then compile it and sell it as an ebook. Keep in mind that to be successful your ebook should contain unique content or fill a specific niche that people would want to pay for. No one will want to pay for information that they can get themselves for free from the Public Domain.

Creating ebooks from PLR content is easy. The key is to format your ebook in a way that is easy for people to download but difficult for them to cut and paste. A locked PDF file works well for this. When your book is ready, write a sales letter and post it on a site with its own URL. Then market this site using Google AdWords so people will be able to find you.

You can also sell your PLR products on Ebay, where you can sell cheaply and in bulk. You can also use the site to promote your other products. If you choose to use Ebay, be aware of the fact that it's difficult to price your product just right because of the large amount of competition.

Pay attention to what PLR content is currently in demand. Look at the kinds of things successful sellers are offering. Also note how they are marketing their product and try to imitate their methods as well as you can.

You can also make money from PLR content by turning it into a mini e-course. An e-course is a series of educational reports that are sent to subscribers' via email. This is also a good way to build up an email list of returning customers to use for other marketing endeavors.

You can increase your presence on the Internet by writing niche articles from PLR material and then using them for syndication. Include a link at the bottom of each article that brings people back to your site. The more links you get, the more traffic your website will receive.

The key to being successful in this kind of marketing is to make sure your articles are original and unique. One way to do this is to use your word processor's thesaurus to change words in the article. You can also change headlines and titles. Listed below are the five basic ways to change the content of your article to make it more original:

1. Reword headlines.
2. Replace words with synonyms.
3. Switch paragraphs around to change the overall structure.
4. Use your own language to personalize the content.
5. Include your own opinions and recommendations wherever possible.

When you're sure your content is unique, your next step is to submit the articles to syndication sites. Then other webmasters can print your article as long as they also print the resource box that has the link back to your site. Be sure to make this a condition of printing the article. As the article is picked up by more and more webmasters, you will get more links back to your site and thus make more money.

You can even cut and paste sections of your PLR content into blogs and then include affiliate links within the content. Include as many links in your blog as you can without making it look tacky or desperate. This is a great way to maintain multiple avenues of income from your content.

## Chapter 5: Measures of Success

### 1. What's Going Wrong?

There are several ways for you to tell how you are doing as a freelance writer. Here are some common benchmark statements that should help you get an idea of where you are:

*You've been on Elance or Guru for three weeks and still haven't landed a job.*

If this is the case, try optimizing the keywords in your profile. You may also be bidding too high. Pay attention to what other bidders are doing and make sure you are keeping your prices competitive.

*You've been on Elance or Guru for three months and still haven't landed a job.*

If you haven't gotten any projects after three months, there is probably something wrong with your profile or the writing samples in your portfolio. Both sites are full of greedy buyers who would love to exploit a brand new writer, so if these types aren't even interested then something is definitely off in your perception of your own talent.

*You are paying the bills with advances from your Elance or Guru clients.*

This is not a good position to find yourself in. It's much like credit card debt except you are borrowing time instead of money. You may think you'll catch up with finishing these projects but that is usually not the case. You'll only end up giving discounts and refunds to make up for unfinished projects.

*You have bad feedback, but it isn't your fault.*

Regardless of who is to blame, the bad feedback is there and it will affect your chances of making it as an online freelance writer. If you can't get the site to remove this feedback, you may have to delete your listing and start fresh.

*You've made less than \$1,500 on Clickbank after one year.*

If this is your problem, it's possible that you need to revise your book or sales pitch. It's also possible that affiliates aren't interested in your products because you aren't paying them enough. When your situation gets this bad you should consider raising your affiliate fees so that they will be more willing to market your products for you.

*No one contacts you through Keen or Kasamba.*

If this is the case then your consulting fee is probably too high and you should consider lowering it. If it's not your fee that is the problem, it may be that you don't sound enough like an expert on the topic in your profile. Also, you may have forgotten to submit these sites to search engines.

*You haven't sold anything through the affiliate links on your blog after six months.*

The most common reason for this is that you have subscribed to a free blog that doesn't allow active affiliate links. If you think this could be the case, email the site's customer service department and ask. Other possible explanations are that the links are broken, the site is corrupted, your mailing address is wrong, your product is available much cheaper somewhere else, or you may just be trying to sell a product that nobody wants.

## **2. Success!**

The following are signs that your Internet freelance writing business is a success within three months of starting up:

- You average four to five jobs a month on Elance or guru.com.
- You receive several invitations to bid per day on Elance.
- Your Elance positive feedback rating is 4.7 or more.
- You get positive feedback three times out of four on Guru and Elance.
- You are asked to submit GX packages on Guru.
- You have a rating of 5.0 on Kasamba and Keen and make more than \$25 a month on each site (so you can collect a check).
- You regularly earn royalties from uploading projects on Lulu.com every four months.
- You only need to work six hours a day.
- You can pay all your bills and can still keep at least 10% of your earnings.

In the end, this is the real measure of success!



## **Appendix—Additional Resources**

### **[Freelance Writing Support Forums](#)**

### **[Affiliate Marketing Support Forums](#)**

### **Freelance Jobs & Consulting Projects**

**[Writers Weekly](http://www.writersweekly.com/)** (<http://www.writersweekly.com/>): A newsletter with new weekly freelance job postings.

**[WriterFind](http://www.writerfind.com/freelance_jobs/)** ([http://www.writerfind.com/freelance\\_jobs/](http://www.writerfind.com/freelance_jobs/)): Work for freelance writers. Some jobs are only listed to their fee-paid subscribers.

**[Worldwide Freelance Writer](http://www.worldwidefreelance.com/)** (<http://www.worldwidefreelance.com/>): Freelance site full of information and resources for writers, including writing markets.

**[Work at Night](http://www.workatnight.com/)** (<http://www.workatnight.com/>): A new employment site and building its database of employers and helping you to find the perfect night-time or work-from-home job.

**[Woompa](http://www.woompa.com/)** (<http://www.woompa.com/>): Freelance job board.

**[Web Walas](http://www.webwalas.com/)** (<http://www.webwalas.com/>): Freelance job board for customized portal solutions, multimedia, website designing, and development.

**Trally** (<http://www.trally.com/>): Latest freelance translation jobs, updated in real time.

**Total Freelance** (<http://www.totalfreelance.com/>): Whether you're a professional looking for freelance employment, or a company looking to find the perfect freelancer for your project, your search is over.

**TemplateLance** (<http://www.templateLance.com/>): If you want to provide web site templates or custom site design services, TemplateLance will help you find customers.

**Support Universe** (<http://www.supportuniverse.com/>): Earn money for your programming and design skills: View and bid on existing projects for the price that you want, deliver, and get paid. Firms and freelancers are welcome.

**SunOasis** (<http://www.sunoasis.com/freelance.html>): Freelance writing jobs.

**St. Fun** (<http://www.stfun.com/>): Give your best service and make yourself proud. This site is always adding new services to the network, to make it different and secure for you to use.

**SoloGig** (<http://www.sologig.com/>): Solo Gig was created to connect freelance and contract professionals with qualified employers. Freelancers can find their next great project, contract, or part time job and list their qualifications so employers can immediately find them. Employers can post freelance, contract, or

part time jobs and quickly find the talent they need. It's fast and easy and can work for you.

**[SnapLance](http://www.snaplance.com/)** (<http://www.snaplance.com/>): Snap Lance is an online project outsourcing service designed to bring freelance professionals together with employers ready to buy. Through the online bidding system freelance web developers, graphic artists, computer programmers, and server administrators are able to bid on projects submitted by employers from around the world.

**[SmarterWork](http://www.smarterwork.com/)** (<http://www.smarterwork.com/>): A freelance auction site that has changed quite a bit in the past year. There are far fewer jobs posted now than there used to be.

**[SelectADesigner](http://www.selectadesigner.com/)** (<http://www.selectadesigner.com/>): Select A Designer is an online auction for all kinds of business-related projects. It's a one-stop solution portal for professionals, which currently offers services in many business categories. Graphic designers from all over the world take part in bidding. SelectADesigner.com provides the fastest and most efficient means of identifying qualified professionals for businesses to buy and manage services.

**[Script Plaza](http://www.scriptplaza.com/)** (<http://www.scriptplaza.com/>): Freelance job board for programmers.

**[Script Helpers](http://www.scripthelpers.com/)** (<http://www.scripthelpers.com/>): If you want to provide programming services, ScriptHelpers will help you find customers. It's free to sign up and has no monthly costs and low commissions.

**[Script Alliance](http://www.scriptalliance.com/)** (<http://www.scriptalliance.com/>): By joining Script Alliance, you will be able to bid on the many great projects posted.

**[RentACoder](http://www.rentacoder.com/RentACoder/default.asp)** (<http://www.rentacoder.com/RentACoder/default.asp>): Best site on the internet for programmers and web builders. Check this freelance site out if you are in the web business.

**[Pros to Go](http://www.prostogo.com/)** (<http://www.prostogo.com/>): Assists clients and freelancers in meeting their needs. This site specializes in projects and freelancers in the writing, editing, proofreading, and other text-related fields.

**[ProjectSpring](http://www.projectspring.com/freelance/index.html)** (<http://www.projectspring.com/freelance/index.html>): This is the site to visit if you are a computer programmer. Tons of freelance programming projects, and it only will cost you \$5 per month if you want to bid on projects.

**[Projects 2 Bid](http://www.projects2bid.com/)** (<http://www.projects2bid.com/>): Browse the list of projects posted by businesses for the ones you would be interested in, or have Projects2bid.com send you an e-mail anytime a new project is posted that fits under your expertise.

**[ProjectLance](http://www.projectlance.com/)** (<http://www.projectlance.com/>): A busy freelance marketplace.

**[Project Simple](http://www.projectsimple.com/)** (<http://www.projectsimple.com/>): Bid on web design, graphic design, web programming, flash, database, and search engine projects posted by project managers. Search open projects by keyword or category. Sign-up to receive e-mails when projects have been posted in your area of expertise. It costs

project seekers nothing to bid on projects. If you are accepted for a project, you pay a flat \$5.

**Projects Pool** (<http://www.projects-pool.com/>): With the energy of the executive team and staff at Projects Pool, this site will support your needs in the new and exciting world wide business outsourcing process.

**Programming Outpost** (<http://www.programmingoutpost.com/>): A great resource to have freelance programmers bid on your programming project. All project posting and bids take place on a forum.

**Programming Bids** (<http://rfq.programmingbids.com/>): This is a great freelance auction site for programmers and web developers. There are a large number of open projects.

**PHP Freelancers** (<http://www.php-freelancers.com/>): Post your project for free and have thousands of professional programmers place bids. Great if you're looking for some extra freelance projects to expand your portfolio and put some extra bucks in your pocket.

**Outsource Today** (<http://www.outsourcetoday.net/>): OutsourceToday.net is the online market place where buyers/procurement managers can post their projects.

**OsLance** (<http://www.oslance.com/>): Provides an online business community for open source developers and project managers. OsLance.com has the ability to provide open source with an income.

**[NY Freelancers](http://www.nyfreelancers.com/)** (<http://www.nyfreelancers.com/>): Find freelance programmers, web designers, and copywriters.

**[NUJ Freelance Direct](http://www.freelancedirectory.org/)** (<http://www.freelancedirectory.org/>): The NUJ Freelance Directory is the biggest and most reliable listing of media freelancers in the UK and Ireland, covering writers, editors, sub-editors, designers, illustrators, photographers, broadcasters, scriptwriters, web designers, translators, trainers, and researchers.

**[No Agencies Please](http://www.noagenciesplease.com/)** (<http://www.noagenciesplease.com/>): Fee-free, direct recruitment for new media freelancers.

**[Monster](http://career-advice.monster.com/get-the-job/contract-temporary/home.aspx)** (<http://career-advice.monster.com/get-the-job/contract-temporary/home.aspx>): Monster's "Contract and Temporary Work" section.

**[MicroLance](http://www.microlance.com/)** (<http://www.microlance.com/>): Micro Lance acts as an intermediary between webmasters and programmers for the custom software webmasters require. Due to an auction type atmosphere, webmasters can seek programmers at the lowest possible prices.

**[List Bid](http://www.listbid.com/)** (<http://www.listbid.com/>): List Bid offers web design and development projects.

**[Lance Site](http://www.lancesite.com/)** (<http://www.lancesite.com/>): As a diverse end-to-end service provider, LanceSite.com offers a range of expertise aimed at helping customers re-engineer and re-invent their businesses to compete successfully in an ever-



changing marketplace, with the final objective of giving clients the competitive edge in the marketplace.

**[HireBid](http://www.hirebid.com/)** (<http://www.hirebid.com/>): A big freelance site. It provides you free registration and projects. You can post your projects free and get a good response.

**[Hire Coders](http://www.hirecoders.com/)** (<http://www.hirecoders.com/>): Connecting technology professionals to project managers providing both programmers and project managers the opportunity to expand their business and reduce their costs. Feel free to post a project for bidding or bid on current open projects.

**[Getty Best](http://www.gettybest.com/)** (<http://www.gettybest.com/>): GettyBest.com was designed to bring together highly skilled professional freelancers from all over the world to an online marketplace to connect and bid for new business in a productive but friendly atmosphere. Getty Best allows service providers to expand their services worldwide by tapping into the online world of professional freelancers, ranging from consultants to developers.

**[Get a Freelancer](http://www.getafreelancer.com/)** (<http://www.getafreelancer.com/>): Find over 1,000 freelance programmers for every type of programming job, at the lowest rates.

**[Geek Bidder](http://www.geekbidder.com/)** (<http://www.geekbidder.com/>): This is a free IT freelance service. No closing, registration, or monthly fees.

**[Freelance-Work](http://www.freelance-work.net/)** (<http://www.freelance-work.net/>): Freelance Work was created to connect freelance and contract professionals with qualified employers. Through project and job seeker databases, freelancers can find great projects and

list their qualifications so employers can immediately find them. Employers can post jobs and quickly find the talent they need. It's fast and easy, and can work for you.

**[Freelancers.net](http://www.freelancers.net/)** (<http://www.freelancers.net/>): A great non-auction freelance job board for UK residents.

**[Freelance Writing](http://www.freelancewriting.com/)** (<http://www.freelancewriting.com/>): This is the ultimate job board for freelance writers.

**[Freelance Work Exchange](http://www.gofreelance.com/)** (<http://www.gofreelance.com/>): Non-auction freelance site. Freelance Work Exchange is a solid, reliable freelance site, but in order to search jobs it will cost you a monthly fee.

**[Freelance Web Projects](http://www.freelancewebprojects.com/)** (<http://www.freelancewebprojects.com/>): This a great freelance site for web developers and web designers. There are an impressive number of projects open.

**[Freelance Web Programming](http://www.freelancewebprogramming.com/)** (<http://www.freelancewebprogramming.com/>): Freelance Web Programming is a talent auction for web programming and graphic design services and has a professional programmer and webmaster community for web development projects and help.

**[Freelance Web Developer](http://www.devbistro.com/index.jsp)** (<http://www.devbistro.com/index.jsp>): Freelance Web Developer is a resource dedicated to connecting web developers and available jobs/projects. Employers post jobs for free.

**[Freelance Success](http://www.freelancesuccess.com/)** (<http://www.freelancesuccess.com/>): Freelance Success is a community of professional, nonfiction writers who subscribe to a newsletter that guides them toward well-paying markets and editors. There is not a job board located on this site.

**[Freelance Seek](http://freelanceseek.com/)** (<http://freelanceseek.com/>): Freelance jobs for web designers and programmers.

**[Freelance Quotes](http://www.freelancequotes.com/)** (<http://www.freelancequotes.com/>): Freelance Quotes web-based applications provide access to a network of high-quality service providers and sourcing tools. Freelance Quotes consultants offer expertise in every aspect of buying and managing services.

**[Freelance Mom](http://www.freelancemom.com/gigs.htm)** (<http://www.freelancemom.com/gigs.htm>): Freelance Mom is not associated with the companies offering these jobs—although they do their best to be sure they are legitimate work at home opportunities.

**[Freelance Job Search](http://www.freelancejobsearch.com/)** (<http://www.freelancejobsearch.com/>): A directory of freelance designers.

**[Freelance Job News](http://r144.com/workshop.htm)** (<http://r144.com/workshop.htm>): Great freelance site for finding information and resources. They also have a job board available.

**[Freelance Ireland](http://www.freelanceireland.ie/)** (<http://www.freelanceireland.ie/>): Freelance Ireland is a new, completely free, online trading portal for Irish customers, businesses, and freelancers.

**Freelance Groups** (<http://www.freelancegroups.com/>): Christian freelance job board. Sign up today and get unlimited bidding on ANY posted Christian projects, or search through posted Christian Job Opportunities. No Limits. Full Access.

**Freelance Dog** (<http://www.freelancedog.com/>): A small freelance job board.

**Freelance Central** (<http://www.freelancecentral.net/>): FreelanceCentral.net is the ultimate resource for businesses to find top freelance and contract talent. They connect project managers with programmers to form a lasting relationship to benefit everyone involved through a competitive bidding process.

**Freelance Center** (<http://www.freelancecenter.com/>): Freelance Center is an online destination for quality freelance work at a low price. Categories include everything from Accounting & Finance to Web Design & Programming. FreelanceCenter aims to be a leading destination for freelance work.

**Freelance BBS** (<http://www.freelancebbs.com/>): Freelance BBS is a free web site connecting freelancers and businesses that outsource projects.

**Freelance Bank** (<http://www.freelancebank.com/>): Global freelance resource for experts and businesses to connect.

**Freelance Auction** (<http://www.freelanceauction.com/>): Are you a web designer? Do you work part-time as a freelancer or contractor? Do you provide web site design, graphic design, logo design, flash, database development, or related services? Get a freelancer account at Freelance Auction to bid on jobs.

**eWork** (<http://www.ework.com/>): eWork is confusing to navigate, but worth checking out.

**Elite Freelance** (<http://www.elitefreelance.com/>): Their goal is to connect professional freelancers to webmasters providing both with the opportunity to expand their business and reduce their costs.

**e-Global Solutions** (<http://www.e-globalsolutions.com/>): e-GlobalSolutions.com is an online marketplace that connects project managers with programmers. Choose the clients that are right for you and your business. Find a qualified professional for your custom programming, graphic, and website design needs.

**Developreneurs** (<http://www.developreneurs.com/>): Developreneurs is an online marketplace where buyers looking for web development services can receive bids from dozens of qualified service providers by filling out a single request form. Buyers realize a maximum savings by having their request viewed by hundreds of providers competing for their project based on specific expertise and availability.

**Developer Bids** (<http://www.developreneurs.com/>): A freelance developer jobs bidding site.

**Creative Freelance Web Designer Marketplace** (<http://www.coswap.com/>): CoSwap connects businesses with creative freelancers who specialize in freelance website design, flash design, and graphic design work.

**Contracted Work** (<http://www.contractedwork.com/>): A freelance site that has grown in great leaps and bounds. You can do a search and find a great number of projects.

**Coder for Rent** (<http://www.coderforrent.com/>): Freelance job board for freelance programmers.

**Code Lance** (<http://www.codelance.com/>): CodeLance was started in 2001 and has grown steadily since then to provide a custom software development solution to both buyers and freelance programmers all over the world. Their goal has always been to create a fair and open marketplace for all parties. In addition, they strive to be the friendliest web-based service around and are always happy to help answer any queries or concerns.

**City IT Jobs** (<http://www.cityitjobs.net/>): CityITjobs is a services marketplace. Buyers can search resumes and find talent to do their projects or to fill full or part-time positions. Service providers place bids on projects, indicating the asking price for completing the project. At the end of the bidding, the buyer can award the project to any service provider who bids for the project.

**CGI Lance** (<http://cgilance.com/main.html>): CGI Lance is an online auction for all kinds of CGI projects. It's a one-stop solution portal for professionals, which currently offers service in many categories. Use CGI Lance to efficiently post projects, receive and evaluate competitive proposals, and review detailed profiles of providers that include references and client ratings.



**Bid-Job** (<http://www.bid-job.com/>): Bid-Job.com is an Asian Freelance, Project Outsourcing & Professional Services Marketplace. The principle is matching high quality services with the lowest price.

### **Bid Warrior**

([http://www.bidwarrior.com/frame.aspx?u=http%3a%2f%2flanding.domainsponsor.com%3fa\\_id%3d1637%26domainname%3dbidwarrior.com%26adultfilter%3doff%26popunder%3doff&r=4](http://www.bidwarrior.com/frame.aspx?u=http%3a%2f%2flanding.domainsponsor.com%3fa_id%3d1637%26domainname%3dbidwarrior.com%26adultfilter%3doff%26popunder%3doff&r=4)): Provide an inexpensive safe harbor for businesses and service providers to meet. Safe transfers and optionally moderated transactions are a unique and powerful tool to help you get the job done or expand your market base.

**Bid Radar** (<http://www.governmentbids.com/cgi/en/help.bidradar>): BidRadar finds, sorts, and delivers business opportunities to you by email every weekday—for just pennies a day!

**Aquent** (<http://www.aquent.com/>): A freelance recruitment agency. Aquent works like a temporary agency for talented professionals.

**All Freelance Work** (<http://www.allfreelancework.com/>): A huge resource for freelancers, with over a thousand projects posted every day. It is free to apply for jobs and to post jobs. Additionally, display your portfolio/career profile in order to allow employers to find you.

**Agave Blue** (<http://www.agaveblue.net/>): Agave Blue is a resource for recruiters to find the talent, project managers to find projects and freelancers, and contractors to find contracts.

**Adveres** (<http://www.adveres.com/>): A freelance job system that will enable freelancers and employers to be efficiently matched based on skills requirements and project needs. Web professionals can search for projects using skills categories. Employers can post projects with advanced options to ensure that the right candidates respond to their project posting.

**12Freelance** (<http://www.12freelance.com/>): A very new freelance site.

**1 Source Freelance** (<http://www.1sourcefreelance.com/>): 1SourceFreelance provides both the programmers (providers) and the project managers (buyers) with the opportunity to expand their business and reduce their costs.

## **EARNINGS AND INCOME DISCLAIMER**

We make every effort to ensure that we accurately represent these products and services and their potential for income. Earning and Income statements made by our company and its customers are estimates of what we think you can possibly earn. There is no guarantee that you will make these levels of income and you accept the risk that the earnings and income statements differ by individual.

As with any business, your results may vary, and will be based on your individual capacity, business experience, expertise, and level of desire. There are no guarantees concerning the level of success you may experience. The testimonials and examples used are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation.

There is no assurance that examples of past earnings can be duplicated in the future. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the internet that we cannot foresee which can reduce results. We are not responsible for your actions.

The use of our information, products and services should be based on your own due diligence and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products and services.