FREE GUIDE

Get Paid to Write

A starter guide to freelance writing and landing your first paying client



4
chapters

13
beginner questions answered

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Get Paid to Write

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If You Can Write an Email to a Friend, You Already Have the Skill Clients Pay For

"If you can write an email to a friend..."

That's how Laura Pennington starts one of the boldest lines in her sales letter, and she means it.

Laura is a full-time freelance writer who teaches beginners how to get paid for their writing.

She believes the skill you use to tell a friend about your weekend is the same one most writing clients need.

It sounds too simple at first, until you think about what businesses actually ask writers to produce.

Businesses need far more everyday writing than you might think

Think about the last time you shopped online. Every product had a description that somebody wrote.

The shop probably had a blog, and it almost certainly sent you emails.

Its website was full of words, and so were its social media posts.

Somebody writes all of that, and very often it's a freelancer working from home.

Here's the kind of writing clients hire freelancers for:

- Product descriptions for online shops
- Blog posts for small businesses
- Emails and newsletters to customers
- Pages for websites
- Short posts for social media
- Articles on all sorts of topics, from gardening to pets

None of these need fancy words, and big words usually just get in the way of the sale.

A shop owner wants a customer to read the description, understand the product and buy it.

Why the way you talk to a friend works so well

When you write to a friend, you use words people understand. You keep to the point, and you sound warm and natural.

That's exactly what most business writing should sound like.

In Laura's words: "Natural writing, like typing an email to a friend, or posting a few sentences on Facebook, is often good enough."

You don't need to have studied writing to do this well, and Laura is proof of it, because she has no professional writing degree.

Back in 2011, she was a burned-out teacher in Baltimore, and her friend Shelly told her she wrote great emails.

That remark is what got her started.

A quick test you can try today

Open the sent folder in your email and pick a message you wrote to a friend or family member.

Read it out loud. Does it make sense? Is it friendly? Does it say what you meant?

If a line sounds stiff when you say it out loud, rewrite it the way you'd say it to the person across the kitchen table.

That habit is worth a lot to a business, because its customers read the same way your friends do.

If your email passed the test, you have the raw skill. What's left is learning what clients want and how to find them.

What turns an everyday skill into paid writing work

Writing a clear email gets you started, and a few more things are what get you hired.

Clients want to see samples of your writing before they hire you.

Laura's course has a whole chapter on this, called Why You MUST Have Amazing Work Samples.

You also need a profile where clients can find you, and a way to reply to job posts so your answer stands out.

Her course covers how to set up a profile that attracts well-paying clients.

Then there are deadlines, and this is where many writers lose clients. Shelly told Laura that meeting deadlines was "a big deal."

Clients agree, and the writers who deliver on time are the ones they come back to.

Laura is clear that you'll put in some work before the first client says yes, and the skill you need to begin is one you already use every time you write to a friend.

So what is everyday writing worth?

It's a fair thing to wonder once you know businesses pay for this kind of writing.

You can get a free report called "How Much Can You Make As A Freelancer?" from the My Freelance Paycheck site by giving your name and email.

Send me the free report "How Much Can You Make As A Freelancer?": **AFFILIATE-LINK** (free gift page)

Laura has a free video presentation on the same site, too.

Watch Laura's free video presentation: **AFFILIATE-LINK** (video sales letter)

How to Get Your First Freelance Writing Client When You Have Never Been Paid to Write

Let's say the owner of a small bakery posts a job online.

She needs a few blog posts about her cakes, and she wants them by the end of the week.

A crowd of people apply. Most of them send two lines about themselves and a list of everything they can do.

One person sends something different, and the bakery owner hires her within the hour.

What she sent is something any beginner can copy on their very first application, once a couple of things are ready.

Write two or three short samples before you apply anywhere

A client can't hire you on a promise. They want to read something you wrote, so the first job is to write a few samples.

Pick topics close to the work you'd like to get.

If you love dogs, write a short blog post about walking a puppy in the rain.

A keen cook could describe her favorite frying pan as if it were for sale in a shop.

A sample doesn't need to be long. A page is plenty, as long as it reads well and sounds like a real person wrote it.

Save each one as a Google Doc or a PDF so you can share a link in seconds.

Give each file a clear name, like "Blog post sample: dog walking".

Laura Pennington thinks samples are so important that she wrote a whole chapter on them for her course, called Why You MUST Have Amazing Work Samples.

Set up a profile that tells clients what you write

Many beginners look for their first jobs on Upwork.

On Upwork, businesses post the jobs they need done, and freelancers like you send in an application for the ones they want.

Your profile there is your shop window, and a client will look at it before they reply to you.

Here's what a good beginner profile has:

- A clear, friendly photo of your face
- A headline that says what you write, such as "Blog posts and product descriptions for small businesses"
- A few lines about you, written the way you'd explain yourself to a new neighbor
- Your samples attached, so a client can read them in one click

Resist the urge to list every kind of writing in the world.

A client is looking for someone who looks right for their job, and a focused profile shows that at a glance.

Answer job posts as if you read them twice

Back to the bakery. The person who got hired had read the job post properly, and her reply proved it.

She used the owner's name, which was in the post.

She mentioned the cakes, said how she'd write the blog posts and linked a sample about food.

Then she said when she'd deliver and asked one question about the bakery's customers.

That question got the two of them chatting, and by the end of the chat she had the job.

Most of the other replies could have been sent to any job on the site, and a client can tell that at a glance, so a short reply written for one person stands out from the whole pile.

Send a few of these each time you sit down to work.

Plenty of applications go unanswered when you are new, so keep sending them and keep each one personal.

Laura's course includes Five Freelance Project Response Templates, which give you a starting point for these replies so you aren't staring at a blank screen.

Price your first few jobs so you get hired and still get paid fairly

New writers often worry most about price, because a high rate can scare clients away while a very low one makes the work hardly worth doing.

For your first few jobs, a modest rate is fine, because what you really want early on is good reviews from happy clients.

Reviews make the next client trust you faster.

Never work for free, though.

Before you accept a job, guess how many hours it will take and work out what that pays you per hour.

Once you have a few good reviews and a client or two who keep coming back, raise your rate for new clients.

Writing rates vary a lot from one job to the next, which is why Laura added a bonus chapter called Deeper Dive Into Determining Writing Rates.

Deliver on time, and your first client will want a second job

When Laura started, her friend Shelly told her that getting work done on time was "a big deal", and Laura soon found out how right she was.

Laura has said her two secrets are hitting deadlines, which she usually sets herself, and writing content people want to read.

Clients remember the writer who turned in good work when she said she would, so they come back with more jobs and tell other people about her, and that is how one small job turns into a steady client.

Laura's course is built around exactly that: starting from scratch, getting your first paying client, and then getting repeat customers.

What can a beginner really earn from freelance writing?

There's a free report on the My Freelance Paycheck site with that very question as its title, and you only need to give your name and email to read it.

Get the free report "How Much Can You Make As A Freelancer?": **AFFILIATE-LINK** (free gift page)

Laura's free video presentation is the other place to start, and it costs nothing to watch.

See Laura's free video presentation: **AFFILIATE-LINK** (video sales letter)

My Freelance Paycheck FAQ: 13 Questions Beginners Ask About Freelance Writing

When I first read about My Freelance Paycheck, I had a page of questions before I'd even finished Laura Pennington's sales letter.

A few were about freelance writing in general, and the rest were about the course.

A couple of the answers surprised me, especially the one about getting the course as printed books.

Here's every question I had, answered from Laura's own pages.

Do I need a writing degree to be a freelance writer?

No. Laura Pennington doesn't have one herself.

She says, "I don't have a professional writing degree, I don't have experience with print media or book publishing."

What clients care about is writing their readers enjoy, handed in on time, and a degree doesn't come into that.

What if I've never been paid to write anything?

That's who the course is for.

Laura's own promise is to show you how to "start from scratch and land your first paying client" and then win repeat customers.

She also says, "You don't need a college degree in this stuff, and you don't need experience to get started."

How good does my writing need to be?

Not nearly as polished as most beginners fear.

Laura puts it like this: "Natural writing, like typing an email to a friend, or posting a few sentences on Facebook, is often good enough."

If friends understand your emails and texts, you have something to build on.

How much time does freelance writing take?

Freelance work fits around your life, because you choose which jobs you take and you often agree the deadline with the client.

Laura made the course easy to go through at your own pace, since most people starting out have a job or a family to look after.

She does say it takes a little focus and a few hours a week.

What is Upwork, and why does the course mention it?

Upwork is a website that connects businesses with freelancers. A business posts a job, writers apply, and the business picks someone.

Many new writers find their first clients there.

My Freelance Paycheck comes with an Upwork Quickstart Guide to help you get set up on the site and start applying.

What kind of writing do clients pay for?

All sorts. Businesses need blog posts, product descriptions, emails, website pages and articles, along with many other kinds of everyday writing.

Laura's course covers where to find the best-paying typing and content jobs, so you know where to look first.

What do I get for $47?

The digital package is a one-time payment of $47. It includes:

- My Freelance Paycheck main ebook
- My Freelance Paycheck MP3 Edition
- On Demand Video Trainings
- Upwork Quickstart Guide
- Success Multipliers, where five working freelance writers share their five greatest success secrets

Are there any bonuses?

Yes.

Laura's sales letter adds a bonus chapter on the Five Most Common Mistakes of Freelance Writers and two "Lost Chapters": Deeper Dive Into Determining Writing Rates and Why You MUST Have Amazing Work Samples.

She also lists the Complete Audio Edition, a "Private Tour" video version made of 23 short videos and Five Freelance Project Response Templates.

A Quick Start Guide is waiting in the members area right after you order.

Can I get a physical copy?

Yes. The Physical Package (DVDs and printed books) costs $99.95 plus shipping and handling.

The Digital & Physical Package, called "Everything!", is also $99.95 plus shipping and gives you both.

Shipping is $15 in the US, $25 to Canada and a minimum of $25 everywhere else.

Orders go out in 3 to 5 working days by USPS and take about 14 to 21 days to arrive.

Where do I log in after I buy?

You set a password while you order. Then you log in at myfreelancepaycheck.com/members.php with that password, any time and from anywhere.

If you forget your details, email support@myfreelancepaycheck.com and the support team will help.

What format are the files in?

The ebooks are PDF files, which open on both PC and Mac.

The audio is in mp3 format, so it plays on your computer, phone or tablet.

How do I pay?

Only by credit card or PayPal.

What if the course isn't right for me?

You're covered by a 60-day money-back guarantee, no questions asked. Email support@myfreelancepaycheck.com within 60 days for a full refund.

If you bought a physical package, the books and DVDs get sent back to the returns address on the sales page.

Still deciding? Watch Laura's free video

Laura's video presentation costs nothing to watch, and it's a quick way to see whether her approach suits you before you spend a cent.

Watch Laura's free video: **AFFILIATE-LINK** (video sales letter)

Readers who prefer to start with something to read can get the free report "How Much Can You Make As A Freelancer?" instead.

Get the free report: **AFFILIATE-LINK** (free gift page)

How To Become A Freelance Writer - 10 Important Keys

By Chibuzor Ujunwa

I started my freelance journey about 3 years ago.

I was looking for a side hustle and somehow landed on an online freelancing website.

I registered and, after 2 weeks of pitching, landed my first job.

I can't remember the exact details, but I remember the ecstatic feeling when I received my first payment -$5 from my online endeavor.

Since then, I have grown and commanded much higher fees.

I've made a successful career as a freelancer.

Here are the key lessons from my experience that shaped my path.

1. Find your (profitable) niche

It’s tempting to start off your freelancing career as a generalist.

You're eager to take on any type of work from any client and any industry. That's understandable.

As a newbie, you'll want to maximize every opportunity to land a new client.

But this strategy is hardly sustainable.

The case against casting a wide net is that it may come up with the more undesirable and low-value catches out there.

Because the market is saturated with generalist freelancers, pricing always becomes a race to the bottom.

Just as a heart disease patient will prefer a cardiologist to a GP, clients will be more comfortable giving their money to a specialist.

That is why you should choose a niche right off the bat and deepen your expertise there.

Aside from getting better paid, narrowing down to a niche also makes marketing and completing projects easier.

You have a specific type of client you look for and tailor your prospecting in that direction. It will also enable you to create a brand.

Choose a marketable niche that interests you.

Even if you not quite the expert, narrowing your services to a niche you love will give you the extra motivation to get tasks done.

And you can always brush up your skills.

To get started with Freelancing, following a proven blueprint…

> **…Check out My Freelance Paycheck: `AFFILIATE-LINK` (hybrid sales page)**

2. Build a portfolio

A portfolio showcases samples of your best work to potential clients.

They need to know who you have worked with previously, your style and the quality of your work.

With your portfolio, you specify the services you offer, who they are for, and why you are the best person to hire.

Other essentials to include in your portfolio include:

- Your contact information
- Relevant education, skills, certification, and accomplishments
- Testimonials, feedback or social proof

Your portfolio can also be hosted on several websites like Behance and DeviantArt.

But building your own portfolio website is more professional. The best way to sell your services is by showing clients you can solve their most pressing problems.

3. Establish your credibility

A well-designed portfolio establishes credibility and tells prospective clients that you can deliver on your services.

But what if you're just starting out?

As a newbie, you may not have a well-developed body of work and testimonials to show off.

However, you must appear credible and competent to build sufficient trust if you are to make any money freelancing.

You can find ways to demonstrate your competencies by thinking creatively.

When I first started out as a freelance writer, I volunteered to write for a friend's blog in return for positive feedback and a by-line.

Ask your LinkedIn in contacts to endorse you for talents relevant to your freelance pursuits.

You can also get certifications in your area of specialization and present them along with with your educational qualifications if they are contextually relevant.

Hubspot Academy and Google Digital Skills are some of the well known and recognized online resources that offer free certification.

And even before starting with those sites, I recommend you follow this proven blueprint for Freelance Writing success…

> **My Freelance Paycheck: `AFFILIATE-LINK` (hybrid sales page)**

4. Identify your prospective clients

When I first started out, I didn't have much discretionary freedom in selecting clients.

But with time, I learned to identify the sort of clients I work best with.

While this may mean turning down a lot of business, narrowing your client base will help you achieve more in less time.

As your reputation builds, satisfied clients will refer others to you. You'll be seen as the best person to solve their problems.

Which means You can charge premium rates and be sure of getting hired and paid.

So how do you qualify prospects?

Look for businesses that need your services and have the funds to pay your prices.

Find the decision-makers within the business. Can you get their contacts and connect with them on a personal level?

With these sorted out, you are ready to start pitching.

5. Learn to pitch

Learn to pitch even if you have a network that supplies you with client referrals.

Excellent pitching skills will always ensure you have constant work and avoid the dreaded feast and famine cycle.

Make you pitches stand out from the mountain pile of proposals businesses are inundated with daily by:

Adding a personal touch. Research the mail recipient and their business. Quote something they said that you agree with or compliment them on a recent achievement.

Do not waste time talking about yourself and your accomplishment. Focus on the client and how you can help them

Also, include testimonials and work samples from past clients to show that you are capable.

Go a step further by suggesting a solution or adding value to them in some way.

For a step-by-step approach to pitching, including templates and more…

> **…Check out My Freelance Paycheck: `AFFILIATE-LINK` (hybrid sales page)**

6. Charge what you're worth

Pricing your services can be tricky, and there is no hard science to it.

Finding out what other freelancers in your niches are charging can be a helpful guide. But you mustn't solely rely on that.

Try to estimate the value you provide the customer and charge accordingly.

From experience, it's better to charge based on projects rather than an hourly rate.

This is because clients are more interested in the outcome or the results of the projects.

If it solves their problem and makes them happy, they wouldn't care less about the number of hours you spent completing the project.

When you start getting better at your craft with experience, you will take far less time to complete a given gig.

Thus, you'll short-change yourself with hourly billing.

7. Define the project scope

Before starting on a project, clarify with the client the expected milestones and timelines.

You will leave the wrong impression if a client has to wait for too long for the project to be completed or, even worse, billed for more hours than they expected.

8. Stick to deadlines

Your ability to turn in your work on time every time is critical to your success as a freelancer.

But since you work from home, it's easy to get distracted and procrastinate.

Always build and sustain momentum by starting up a project once the contract is in place. If you wait, you may never get around to it till the last minute.

Learn to say no to extra commitments when your hands are full

Break challenging projects into smaller, manageable pieces to make them easier to handle. Taking it on all at once tends to be intimidating and gives you an excuse to put it off.

Give yourself an earlier deadline than that from the client.

It takes discipline to stay on track and do your assigned work. But the payoff is huge.

Stay organized

Freelancing requires you to juggle multiple clients, tasks, and deadlines. Set up a system to stay organized and efficient.

A daily routine is important.

Mapping out time for everything helps keep you committed. Make use of apps to schedule meetings, create to-do lists, and book appointments.

Use a sound filing system and keep your workspace clear of clutter

The right systems and processes in place will ensure you stay on top of your work and manage your clients' expectations.

Delight your Customer

The customer is king. Annoying cliche aside, this phrase sums up all you need to do to become a successful freelancer.

When you exceed customers' expectations, you'll earn a superstar reputation in no time.

Not only will a delighted customer return for further projects, but they will also give your excellent feedbacks, testimonials, and refer more clients to you.

Just keep them happy and satisfied.

To get started with Freelancing, check out this proven blueprint...

> **...Click Here To Visit My Freelance Paycheck: `AFFILIATE-LINK` (hybrid sales page)**

Watch Laura’s free video

If this guide has you thinking about writing for pay, the next step is to hear it from Laura Pennington herself. Laura was a burned-out teacher in Baltimore in 2011 when a friend pointed out that she wrote great emails. You can watch her free video presentation at the link below.

Watch Laura’s free video presentation: **AFFILIATE-LINK** *[your video sales letter link]*

Prefer to read first? There is also a free report called “How Much Can You Make As A Freelancer?”: **AFFILIATE-LINK** *[your free gift page link]*

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