myfreelance paycheck

AFFILIATE SWIPE PACK

Everything you need to promote My Freelance Paycheck

Ready-to-send emails, social posts, hooks and articles for Laura Pennington's $47 freelance writing course, backed by its 60-day money-back guarantee.



42	19	42	10
emails	social posts	hooks in 14 angles	articles

aff.myfreelancepaycheck.com · Unica Publications Ltd · JV manager: john.rhodes@gmail.com

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Every swipe is also online. Save your hoplink once at aff.myfreelancepaycheck.com/links/ and the emails, posts and articles in the affiliate area show your own link, ready to copy.

PART 1

How to use this pack

This pack holds the swipes from the My Freelance Paycheck affiliate area in one file: 42 emails with three subject lines each, 19 social posts, 14 angles with 42 opening hooks, 10 articles and the promotion rules. Keep it open while you write, or copy straight from the Word version.

The online area fills in your hoplink for you. In this pack you put it in yourself, so every place a link goes shows **{{LINK}}**, and each swipe tells you which page that link should open.

Your hoplink

```
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=mfp17&tid=YOURTRACKINGHERE
```

`affiliate=`	Your ClickBank ID (your account nickname).
`vendor=mfp17`	My Freelance Paycheck. Leave it as it is.
`tid=`	Your tracking ID. Optional, only you can see it, and it tells you which email, post or ad made each sale.

The four pages your link can open

Video sales letter (recommended)

`nothing added`

Laura Pennington's free video presentation, with the order button below the video.

Suits: Most traffic, and the safe first choice: your email list, blog readers and anyone who already trusts you.

Free gift page `rd=report`

The free report "How Much Can You Make As A Freelancer?", which readers get by entering their name and email.

Suits: Cold traffic and social media, and readers who like to start with something free.

Written sales page `type=written`

The sales letter as text, with no video.

Suits: Readers who prefer reading to watching, people reading on a phone at work, and visitors who come from an article.

Hybrid sales page `type=now`

Laura's long written letter with the video near the top.

Suits: Readers who want both: watch a little, then read the details at their own pace.

Six steps before you send anything

1. **Make your hoplink.** Take the link below and put your ClickBank ID where it says YOURIDHERE. The tracking ID is optional. Use a short label such as email1 or fbpost so ClickBank shows you which send made each sale, or delete &tid=YOURTRACKINGHERE.
2. **Pick the page.** Leave the link as it is for the video sales letter, or add &rd=report, &type=written or &type=now to the end for one of the other pages. Each swipe names the page it was written for.
3. **Replace `{{LINK}}` with that link.** Use find and replace one swipe at a time, because different swipes open different pages.
4. **Replace `{{first_name}}` with your autoresponder's tag,** with a fallback such as “there”. In AWeber that is {!firstname_fix}; in Mailchimp it is *|FNAME|*.
5. **Fill in the square brackets.** One true sentence from you, about why this caught your eye or who on your list it suits, does more for clicks than anything else in the email.
6. **Keep the disclosure line** in every email, post, article and video description: “I may earn a commission if you buy through my link, at no extra cost to you.”

   Never link to the order form. Every link goes through your hoplink to one of the four pages above.

> **No spam, ever.** Only email people who opted in to your list, and follow CAN-SPAM and the rules of your own country. Never promise anyone a set income: Laura’s results are her own story, and each reader’s results are their own.

PART 2

42 email swipes

Each email has three subject lines to choose from or to test against each other, a preheader (the grey line many inboxes show after the subject), the email itself and a tip. Placeholders are shown **like this**, and notes for you to rewrite are shown *[like this]*.

Five-email story series

Laura Pennington's story told in order, one email a day. Made for your own warm list, and best kept in sequence.

01 Out of the driveway at 5:30am

Email 1 of 5 · Day 1 · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **She drove off to work at 5:30 every morning, before she could help her kids get dressed**
2. **A Baltimore teacher, 16-hour days, and one coffee with a friend**
3. **What Laura's friend Shelly saw in her emails**

PREHEADER

One cup of coffee with a friend, and Laura started looking at her own emails differently.

Hi **{{first_name}}**,

Back in 2011, Laura Pennington was teaching in an inner-city school in Baltimore, Maryland, and working 16 hours a day.

She got into her car at 5:30 every morning while her husband was still in bed, which meant she never got to help the kids get dressed or make their lunches, and on top of all that the family was paying for day care.

At night she tried the things people try when they want a bit of extra money: paid surveys, mystery shopping and contests for grocery store gift cards. None of it came to anything, and she says she cried herself to sleep more often than she likes to admit.

Then her friend Shelly rang and asked her out for coffee.

Over that coffee, Shelly pointed out something about Laura that Laura had never thought was worth a cent. It was to do with the emails she wrote.

Laura tells what happened next herself, in a short video:

{{LINK}}

[One sentence from you: why this story caught your eye, or a time you wished for work you could do from home.]

Tomorrow I'll tell you what Laura did with Shelly's comment, including the wrong turn she took first.

Talk soon,
[Your name]

Tip: Send this one first, on a weekday morning. The square-bracket line is the line readers trust most, so write it as yourself.

02 Shelly's odd compliment

Email 2 of 5 · Day 2 · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **"You write great emails," her friend told her, and Laura thought it was a strange thing to say**
2. **The odd compliment that changed Laura's working life**
3. **Two things Shelly noticed (and why clients care about both)**

PREHEADER

Writing a good email and getting work done on time turned out to be a big deal.

Hi **{{first_name}}**,

Yesterday I left Laura Pennington in a coffee shop with her friend Shelly.

Shelly told her that she cared about people and that she wrote great emails, and Laura thought that was a strange pair of compliments.

Then Shelly got excited and added one more thing: Laura always got her work done on time. In Shelly's words: "You know, a little bit of passion for writing and getting work done on time, that's a big deal! People these days aren't like you..."

Laura says a light bulb went on above her head right there at the table.

What she worked out after that is that business owners all over the internet need words written for them, from blog posts and emails to short reports and articles, and when they find a writer who writes clearly and delivers on the day she promised, they keep coming back to her.

Laura didn't have a writing degree, and she had never worked for a magazine or a publisher. She explains in her video why neither one held her back:

{{LINK}}

In tomorrow's email you'll hear about the false start that cost her time, and about the first paying client she found three days after she set up properly.

Speak tomorrow,
[Your name]

Tip: Keep the series in order, one a day. If a friend once told you that you were good at something you'd never thought of selling, add that in a sentence after Shelly's quote.

03 The false start with newspapers

Email 3 of 5 · Day 3 · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **Laura's first idea was to write for newspapers, and it went nowhere**
2. **Where Laura went wrong first (you might be tempted too)**
3. **Her first client came 3 days after she changed course**

PREHEADER

She spent her first efforts on print magazines before she found where the paying clients were.

Hi **{{first_name}}**,

When Laura Pennington first decided to write for money, she did what most of us would do and looked at print magazines and newspapers.

She calls it a total false start.

So she turned around and studied the people who actually needed words written and had money to pay for them: business owners online. Who were they, what did they want, and where did they go to find writers? She says she felt like a mad scientist, only without the goggles and the white coat.

Once she set up her first profile, she landed a client within three days. He was so happy with her work that he kept sending her more, month after month.

In her own words: "With my first set up, I hardly knew what I was doing. But I still landed that client in just 3 days, and he was so happy."

She's also quick to say it isn't push-button, because you still have to do some work and meet your deadlines. The big difference for her came from knowing where to look for clients and what to show them once she found them.

She walks through it in this video:

{{LINK}}

Tomorrow I'll answer the question everyone asks Laura sooner or later: do you need to be a good writer?

[Your name]

Tip: The quote from Laura is word for word from her letter, so keep it as it is. You can add a line about the time you took a wrong turn before finding what worked.

04 Can you write an email to a friend?

Email 4 of 5 · Day 4 · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **Can you write an email to a friend?**
2. **Laura's answer to "but I'm not a writer"**
3. **The writing skill clients actually pay for**

PREHEADER

Laura says the way you already write to friends is often good enough.

Hi **{{first_name}}**,

Can you write an email to a friend? Laura Pennington says that's enough to start.

Here's how she puts it: "Natural writing, like typing an email to a friend, or posting a few sentences on Facebook, is often good enough."

Most small business owners just want a blog post their customers will read, a product description that makes sense or an email for their list, written so it sounds like a real person wrote it and sent by the date you agreed.

Laura's two secrets, as she tells them, are hitting deadlines (which she usually sets herself) and writing things people want to read. She says typing skills matter far less than either of those, and she started without a writing degree.

If friends or workmates ever ask you to look over their emails before they hit send, have a look at this tonight:

{{LINK}}

Tomorrow is the last email in this little series, and it's about what Laura actually gives you.

Cheers,
[Your name]

Tip: This one works well with a short line about your own writing: the emails you write at work, the club newsletter, the long posts friends say they enjoy.

05 Everything Laura hands you

Email 5 of 5 · Day 5 · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **Everything in Laura's course, for one payment of $47**
2. **23 short videos, filmed over Laura's shoulder**
3. **The last email about Laura (and her 60-day promise)**

PREHEADER

What comes with Laura's course, and how long you have to try it.

Hi {{first_name}},

This is my last email about Laura Pennington's story, so I want to tell you exactly what her course contains.

It's called My Freelance Paycheck. You get the ebook, a complete audio edition you can play in the car, and 23 short videos, recorded over her shoulder, where Laura logs into her own account and shows you how she finds clients, gets feedback and wins work.

It also comes with an Upwork Quickstart Guide, five fill-in-the-blank templates for replying to a client's project in under two minutes, and the Success Multipliers, where five other freelance writers each share their five best secrets.

It costs $47, one payment, and it's backed by a 60-day money-back guarantee. If you try it and decide writing for clients isn't for you, you can ask for your money back by email.

Start with Laura's video and decide at the end of it:

{{LINK}}

[Your name]

P.S. If you'd rather read than watch, Laura has a written version too: {{LINK:written}}

Tip: If you have bought the course yourself, say which part you used first. One real detail from you beats any list of contents.

Free report emails (rd=report)

These send readers to Laura's free report, How Much Can You Make As A Freelancer? Nobody is asked to buy, so they suit cold or new lists and welcome emails.

06 What do freelance writers really make?

Single email · Any day · Link opens the free gift page (&rd=report)

SUBJECT LINES

1. **How much do freelance writers really make?**
2. **A free report on what freelance writing pays**
3. **Before you guess what a writer earns, read this**

PREHEADER

A free report for anyone curious about writing for money.

Hi {{first_name}},

Ask ten people what a freelance writer earns and you'll get ten different guesses.

Laura Pennington's site has a free report on exactly that, called How Much Can You Make As A Freelancer? Laura went from a burned-out teacher in Baltimore to writing full time for clients online, and the report is for people who are curious about the work but haven't started yet.

It costs nothing: you put in your name and email address and it's yours, along with a free newsletter series.

{{LINK}}

[Add one line of your own: what you'd do with a few hours of paid writing work a week.]

All the best,
[Your name]

Tip: This is the safest first email for a list that has never heard of Laura. Nobody is asked to buy anything, so it works well as a welcome email too.

07 Somebody wrote that blog post

Single email · Any day · Link opens the free gift page (&rd=report)

SUBJECT LINES

1. **Somebody was paid to write the last blog post you read**
2. **Who writes all those business emails? Often a freelancer at home**
3. **Free report: How Much Can You Make As A Freelancer?**

PREHEADER

Small businesses need words every week, and most owners don't have time to write them.

Hi **{{first_name}}**,

Think about the last newsletter a shop sent you, or the last blog post you read on a business website.

There's a good chance a freelancer wrote it at home and sent an invoice afterwards. Small businesses need a steady supply of words: blog posts, emails, social media posts, short reports and articles. Most owners don't have the time to write them, so they hire someone.

Laura Pennington has been that someone since she left 16-hour days as a teacher in Baltimore. She also offers a free report on the money side of it, called How Much Can You Make As A Freelancer?

You can get it free here:

{{LINK}}

Have a good one,
[Your name]

Tip: Swap the first line for a real example from your own week if you have one, such as a product email you opened or a blog post you read.

08 Surveys, mystery shopping and gift cards

Single email · Any day · Link opens the free gift page (&rd=report)

SUBJECT LINES

1. **If paid surveys never paid off for you**
2. **Laura tried surveys and mystery shopping first**
3. **A free report for anyone who gave up on side income**

PREHEADER

Laura found her answer in the kind of writing she already did at work.

Hi **{{first_name}}**,

Paid surveys, mystery shopping and contests for grocery store gift cards: Laura Pennington tried them all when she was looking for extra money, and they left her embarrassed and no better off.

What finally worked for her was writing for small businesses online, the same everyday kind of writing most of us already do in emails. It took her from a burned-out teacher's job to working for herself.

There's a free report for anyone weighing it up, called How Much Can You Make As A Freelancer?, and all it asks for is your email address.

{{LINK}}

Talk soon,
[Your name]

Tip: Good for money-saving and side-income lists. If you have tried surveys yourself, one honest line about how that went makes this email.

09 A second career at the kitchen table

Single email · Any day · Link opens the free gift page (&rd=report)

SUBJECT LINES

1. **A second career you can start at the kitchen table**
2. **Years of work emails might be worth more than you think**
3. **What your old job taught you that clients pay for**

PREHEADER

Explaining things clearly and meeting deadlines: clients online need both.

Hi **{{first_name}}**,

Years spent in another job leave most people with more writing practice than they realise: reports, emails to customers, notes to the team, instructions for the new person.

Clients online care whether you can write what they need and send it on time. Laura Pennington didn't have a writing degree when she started, and she had never worked in print. She had been a

teacher, and the habits from that job turned out to be what clients wanted.

Her free report, How Much Can You Make As A Freelancer?, is a good first look if you've ever wondered whether your own experience could earn its keep as writing:

{{LINK}}

[Your name]

Tip: Made for career changers and people later in their working life. Add a line about the job you did before, if it fits.

10 Quick one: a free report

Short email · Any day · Link opens the free gift page (&rd=report)

SUBJECT LINES

1. **Quick one: a free report I think you'll like**
2. **Free: How Much Can You Make As A Freelancer?**
3. **Laura's free report on writing for money**

PREHEADER

A free report from Laura Pennington, a former teacher who writes full time.

Hi **{{first_name}}**,

A quick one today.

Laura Pennington, a former Baltimore teacher who now writes full time, has a free report out called How Much Can You Make As A Freelancer?

If you've ever thought about earning from your writing, it costs nothing to read:

{{LINK}}

[Your name]

Tip: Short emails get read. Send this on a busy day, or as a reminder two or three days after one of the longer report emails.

Video sales letter emails

Single emails that send readers to Laura's video, the page we recommend for most traffic. Send them in any order.

11 A 23-step commute

Single email · Any day · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **Laura's commute is 23 steps long**
2. **A money strategy that even works on the beach**
3. **Her office is wherever her laptop is**

PREHEADER

Laura's old working day started with a 5:30am drive to school.

> Hi **{{first_name}}**,
>
> Laura Pennington's commute is 23 steps, from her bedroom to her desk.
>
> She says it as a joke, but since she started writing for clients online her work really does go wherever her laptop goes: the kitchen table, the back porch, the local coffee shop, even the beach.
>
> She taught in Baltimore for years, leaving home at 5:30 every morning and working 16-hour days, before she started writing blog posts, reports and emails for business owners who need them.
>
> In her video she explains how she got from one life to the other, and how you can follow the same steps:
>
> **{{LINK}}**
>
> Laura asks you to watch it to the end, because she says the end will surprise you.
>
> *[Your name]*

Tip: Works for any list interested in working from home. If you work from home yourself, mention where you're writing this email from.

12 Deadlines she sets herself

Single email · Any day · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **There's no "showing up on time" in Laura's job**
2. **Who sets the deadline? In Laura's work, usually she does**
3. **A rush job? Laura charges extra for that**

PREHEADER

Laura only has to deliver on time, and she usually picks the date.

> Hi **{{first_name}}**,

In most jobs someone else decides your hours, and with them how much of the day you get to spend with your family.

Laura Pennington's work has one rule, and she puts it like this: "There's no 'showing up on time' and only 'deliver on time' to friendly clients with cash."

She usually sets the deadline herself, too. If a client wants a rush job, she can take it and charge a premium for the speed, or she can say no.

She has been writing for clients online since she left teaching, and she shows how it works in this video:

{{LINK}}

Enjoy,
[Your name]

Tip: Good for audiences who are tired of rigid hours: shift workers, parents, carers. Add a line about your own worst commute or boss if you have a good one.

13 Watch her find a client

Single email · Any day · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **Watch Laura find a client on her own screen**
2. **Laura logs in and shows you where the work is**
3. **Freelance writing, seen over a working writer's shoulder**

PREHEADER

23 short videos, recorded on Laura's own computer.

Hi **{{first_name}}**,

The hardest part of starting as a freelance writer is the very first question: where do the clients actually come from?

Laura Pennington answers it by logging in to her own account on camera. In 23 short videos she shows you where she looks for work and how she replies to a project, right through to the feedback that brings in the next job.

Those videos come with her course, My Freelance Paycheck, and she introduces the whole thing in a free video first:

{{LINK}}

[Your name]

P.S. She also includes five reply templates. You fill in the blanks, and your answer to a client's project is ready in under two minutes.

Tip: Best for people who have read about freelancing but never started. The P.S. is often read before the email, so keep it.

14 New boots for the kids

Single email · Any day · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **The kids needed new boots**
2. **What Laura wanted at first was something small**
3. **Boots for the kids and a fun dinner out**

PREHEADER

All Laura wanted at first was a little extra room in the family budget.

> Hi **{{first_name}}**,
>
> When Laura Pennington first went looking for extra money, her kids needed new boots and she wanted to surprise everyone with a fun meal out.
>
> Her husband's job covered the basics, but the bills kept coming, and her teaching job in Baltimore was taking 16 hours of every day.
>
> She found her answer in writing for small businesses online, and what started as a side income grew into her full-time work.
>
> Her story, and how she does it, is in this video:
>
> **{{LINK}}**
>
> Take care,
> *[Your name]*

Tip: A gentle email for family and budgeting lists. If there is something small your own family has been saving for, mention it.

15 Laura's numbers, in her words

Single email · Any day · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **What Laura earned, in her own words**
2. **From part-time writing to a full-time income**
3. **Laura's first year part time, and where it led**

PREHEADER

Laura's own figures, from her letter. Results vary.

> Hi **{{first_name}}**,

I'll let Laura Pennington tell this part herself, because it's her story and her numbers:

"I earned over $100,000 last year as a full time writer. Even when I started part time I quickly was getting $750 to $1,000 every month."

That's Laura's own result, and results vary from person to person. She's clear that it takes work and that you have to meet your deadlines.

What I find most interesting is where she started: a teacher in Baltimore working 16-hour days, with no writing degree and no experience in print or publishing.

Her video shows how she got from there to full-time writing:

{{LINK}}

[Your name]

Tip: Keep Laura's quote word for word and keep the "results vary" line straight after it. Never add a figure of your own or suggest the reader will earn the same.

Written letter emails

For readers who would rather read than watch. Most link to the written letter; one links to the letter with the video at the top.

16 For readers who'd rather read

Single email · Any day · Link opens the written sales page (&type=written)

SUBJECT LINES

1. **Not a video person? Laura wrote it all down**
2. **The written version of Laura's story**
3. **A letter to read with a cup of tea**

PREHEADER

Laura's whole story as a letter you can read at your own pace.

Hi **{{first_name}}**,

If you'd rather read than watch a video, this one's for you.

Laura Pennington has written out her whole story as a letter: the 16-hour teaching days in Baltimore, the coffee with her friend Shelly, the false start with print magazines, and the first client she landed three days after she set up her profile.

It ends with what's in her course and how her 60-day guarantee works. You can read it at your own pace here:

{{LINK}}

[Your name]

Tip: Send this to readers who did not click the video emails. Many people never watch sales videos but will happily read a letter.

17 Paperwork stacked two feet high

Single email · Any day · Link opens the written sales page (&type=written)

SUBJECT LINES

1. **For anyone who has marked papers at midnight**
2. **How a worn-out Baltimore teacher started writing for a living**
3. **“The paperwork was stacked two feet high around me”**

PREHEADER

Laura’s way out of the classroom began with the emails she wrote every day.

> Hi **{{first_name}}**,
>
> Laura Pennington describes her old desk like this: “The paperwork was stacked two feet high around me.”
>
> She was teaching in an inner-city school in Baltimore, working 16 hours a day, and by her own account she was desperate and afraid.
>
> What got her out was something her friend Shelly spotted: Laura wrote great emails and always got her work done on time, and clients online are glad to pay for both.
>
> She tells the whole thing in a letter you can read in one sitting:
>
> **{{LINK}}**
>
> If you know a teacher who needs to read this, please forward it to them.
>
> *[Your name]*

Tip: Ideal for lists with teachers, nurses, office staff or anyone in a draining job. The forwarding line brings in readers you could never reach yourself.

18 Three extra chapters

Single email · Any day · Link opens the written sales page (&type=written)

SUBJECT LINES

1. **The five mistakes new freelance writers make**
2. **Laura’s “lost chapter” on what to charge**
3. **Why your work samples matter so much**

PREHEADER

Three extra chapters come with Laura’s course, and one of them is about what to charge.

Hi **{{first_name}}**,

Five mistakes come up again and again with new freelance writers, and Laura Pennington wrote a whole chapter about them.

It's one of three extra chapters that come with her course, My Freelance Paycheck. The second goes deeper into setting your writing rates, because, as Laura says, freelance writing rates are all over the map. The third shows you how to make work samples that clients want to see more of.

Laura explains what's in each one in her written letter:

{{LINK}}

[Your name]

Tip: Good for lists that already know a bit about freelancing. If you have made one of these mistakes yourself, a line about it adds a lot.

19 A course for the car and the dog walk

Single email · Any day · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **Listen to the course in the car**
2. **A course you can play on the school run**
3. **A course that fits into the ten-minute gaps in your day**

PREHEADER

The ebook, a full audio edition and 23 short videos.

Hi **{{first_name}}**,

Spare time often comes in ten-minute pieces: a drive, a walk with the dog, a wait outside the school gates.

Laura Pennington's course works well in those gaps. My Freelance Paycheck comes as an ebook and as a complete audio edition read by a professional voice-over artist, so you can listen while you drive or walk. When you're at the computer, there are 23 short videos to follow along with.

Her letter, with a video at the top, explains how it all fits together:

{{LINK}}

[Your name]

Tip: This one links to the letter-with-video page, which suits readers who like to skim first and then watch. Good for busy parents.

Emails that answer common doubts

Each one takes a single worry (technology, scams, time, qualifications, competition) and answers it with Laura's own words.

20 "All thumbs with technology"

Single email · Any day · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **All thumbs with technology? So is Laura**
2. **A computer and an internet connection: that's the whole kit**
3. **No fancy software needed**

PREHEADER

You don't need fancy software, and a library computer will do the job.

> Hi **{{first_name}}**,
>
> "I'm all thumbs with technology so if I can do it, you're safe!" That's Laura Pennington, who built a full-time writing career online anyway.
>
> The technical side is small: you write the piece, save the file and upload it, with no special software to learn. You don't even need a computer of your own, because Laura points out that a library computer or the family laptop works fine.
>
> Her course also shows you how to set up any laptop or desktop for writing, step by step.
>
> See how it works here:
>
> **{{LINK}}**
>
> *[Your name]*

Tip: Perfect for older readers or anyone who worries about technology. If you were nervous about it once too, say so.

21 Burned by work-from-home offers

Single email · Any day · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **If "work from home" has burned you before**
2. **Laura got scammed too, before she found this**
3. **Writing for paying clients, with nobody to recruit**

PREHEADER

Laura is paid by business owners for the writing she does for them, and that's the whole arrangement.

> Hi **{{first_name}}**,

Work-from-home scams make Laura Pennington angry, and she has good reason. Before she found freelance writing she bought the PDFs, watched the videos and then found out that making any of it pay meant spending more money or pulling in friends and family.

What she teaches is much simpler: a business owner needs something written, you write it for them and they pay you, without anyone being asked to sign up friends or family.

She's also upfront that it takes effort. In her words: "It's not push button. It's not instant. You have to do a little work."

The course is sold through ClickBank with a 60-day money-back guarantee, so if it isn't what she says, you can get your money back.

Hear it from her:

{{LINK}}

[Your name]

Tip: For readers who have been let down before. Keep Laura's "not push button" line: it is the reason sceptical people believe the rest.

22 An hour here, a few hours at the weekend

Single email · Any day · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **An hour here, a few hours at the weekend**
2. **Writing for clients around a full-time job**
3. **Starting small: what Laura says about her part-time months**

PREHEADER

Laura describes her own part-time start, in her own words.

Hi **{{first_name}}**,

Laura Pennington's first writing work was part time, fitted around the rest of her life.

You can start the same way, picking projects that fit the hours you have. Laura says the writer often sets the deadline, so a job that would mean staying up late tonight can usually wait until the weekend.

Here's how Laura describes her own start: "Even when I started part time I quickly was getting $750 to $1,000 every month." That was her experience, and results vary from person to person.

Her video shows how she chooses projects and sets her deadlines:

{{LINK}}

[Your name]

Tip: For readers who say they have no time. Keep Laura's figure as her quote with "results vary" after it, and never turn it into a promise.

23 Starting with no writing degree

Single email · Any day · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **What Laura had going for her when she started**
2. **No English degree? Laura didn't have one either**
3. **Starting from zero as a freelance writer**

PREHEADER

Laura found her first client without a writing degree or any published work.

> Hi **{{first_name}}**,
>
> When Laura Pennington found her first writing client, she had no English degree and had never worked in print or publishing.
>
> She did have a knack for writing emails people wanted to read and the habit of getting work done on time. Her friend Shelly spotted both over coffee, and they turned out to be what clients were looking for.
>
> Her course is built for people starting from the same place. It shows you where the best-paying writing jobs are, how to set up a profile that attracts well-paying clients, and how to gain an edge over other writers in as little as a day or two.
>
> Find out more here:
>
> **{{LINK}}**
>
> *[Your name]*

Tip: For readers who doubt they are "qualified". A line about how you got started in your own work, without the right paperwork, fits well here.

24 Won't it get crowded?

Single email · Any day · Link opens the written sales page (&type=written)

SUBJECT LINES

1. **Won't everybody be doing this soon?**
2. **Is freelance writing getting crowded?**
3. **Every new website needs somebody to write it**

PREHEADER

The internet keeps growing, and every page on it needs words.

Hi {{first_name}},

"Won't this become saturated?" Laura Pennington expects that question, and she answers it in her letter.

Her answer is that the internet keeps growing, and every new website, online shop and email list needs someone to write for it. Small businesses especially need help, and when they find a writer they like, they usually come back again and again.

Repeat clients matter a great deal, because a client who orders a second blog post and then a third is worth far more than a stream of one-off jobs, and Laura's course shows you how to grow the client base you already have.

She explains it in her letter:

{{LINK}}

[Your name]

Tip: Good for business-minded readers. If you buy writing for your own business, one line about how hard it is to find a reliable writer backs Laura up.

Guarantee and closing emails

For the last few days of a promotion, to readers who have seen the offer but not bought yet.

25 60 days to decide

Close · Last few days · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **Try it for 60 days, then decide**
2. **If writing for clients isn't for you, here's what happens**
3. **One email gets your $47 back**

PREHEADER

Laura's 60-day money-back guarantee, explained.

Hi {{first_name}},

Everyone who buys My Freelance Paycheck gets 60 days to try it.

You get the ebook, the audio edition, the 23 videos, the templates and the bonus chapters straight away, so you can work through them, write a sample piece and reply to a few projects before you decide anything.

If you decide writing for clients isn't for you, email support within the 60 days and you get a full refund, no questions asked. ClickBank handles the order and the refund.

So the only real question is whether you'd like to find out:

{{LINK}}

[Your name]

Tip: Send this to readers who opened the earlier emails but did not buy. The guarantee answers the worry they rarely say out loud.

26 Why it's $47 right now

Close · Last few days · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **Laura plans to charge $97 for this**
2. **Why her course is $47 at the moment**
3. **The early-bird price on Laura's course**

PREHEADER

Laura says she'll raise the price. For now it's $47, one payment.

Hi **{{first_name}}**,

Laura Pennington says she plans to sell My Freelance Paycheck for $97 eventually, and that everyone has been telling her to set the price at $197.

Right now it's $47, one payment, with the bonuses included: the audio edition, the 23 over-the-shoulder videos, five project reply templates, the Success Multipliers and her three extra chapters.

She hasn't said how long she'll keep that price. If you've been meaning to look, today's a good day:

{{LINK}}

[Your name]

Tip: Check the price on Laura's page before you send. If it has changed, change the email or don't send it.

27 Your first night

Close · After the guarantee email · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **You could start reading tonight**
2. **What happens the minute you order Laura's course**
3. **Laura's advice for your first night**

PREHEADER

The first thing Laura's most successful students do after ordering.

Hi **{{first_name}}**,

Laura Pennington's advice for your first night with her course is to download the Quick Start Guide before anything else.

When you order My Freelance Paycheck, you go straight to the members' area. The Quick Start Guide is waiting there, along with the ebook, the audio files and the videos, and Laura says downloading that guide is what her most successful students do first.

You could be reading it tonight:

{{LINK}}

It comes with her 60-day money-back guarantee.

[Your name]

Tip: A short, warm close. It works because it helps the reader picture the first evening with the course.

28 Still thinking it over?

Close · Final email · Link opens the video sales letter (nothing added)

SUBJECT LINES

1. **Still thinking about Laura's course?**
2. **Before you file this under "one day"**
3. **The last time I'll mention this for a while**

PREHEADER

Paying for a course after other things let you down is a big step.

Hi **{{first_name}}**,

Paying for a course after other things have let you down is a big step, so if you're still thinking about Laura Pennington's, I understand.

You have 60 days to try everything, and a single email to support brings a full refund. Laura was a burned-out teacher with no writing degree when she started, and she built a full-time career writing for clients online. The course is what she learned along the way, plus 25 success secrets from five other freelance writers.

This is the last time I'll mention it for a while. If you'd like to give it a fair try:

{{LINK}}

[Your name]

Tip: Send this last, and then stop mailing about the offer for a few weeks. Readers trust you more when "last" really means last.

Original swipes (14 emails)

The emails from the earlier affiliate area, kept word for word. Only the link placeholders have been turned into your live hoplink.

> Some of these emails use earnings figures, such as “$500 and more per day”, “3k per week” and the testimonial amounts. Those are individual results, not typical ones. If you send one, add a line such as “Results vary, and these figures are not typical.” near the figure, and never present an amount as something the reader will earn.

29 How Much Can You Make As A Freelancer?

For Mailing To Free Gift · Original swipe · Link opens the free gift page (&rd=report)

SUBJECT LINES

1. **Free Gift: How Much Can You Make As A Freelancer?**
2. **Free Report: How Much Can you make as a freelancer?**
3. **Free Report: How much do freelancers REALLY make?**

Hi {!firstname_fix},

If you’ve ever wished you could make an extra side-income (or perhaps even replace your entire day job) by working from home, then I’ve got a really inspiring free gift for you to check out today:

==> Free Report: How Much Can You Make As A Freelancer?
{{LINK}}

I was shocked when I first discovered just how much money people are making as freelancers, doing things such as writing emails, writing descriptions of hotel rooms, of for products on websites, or writing articles, and many more ‘odd jobs’.

It’s the perfect side income, and for some it’s a full time 6 figure income that dwarfs what they were doing with their previous day jobs.

Best of all you choose how many hours you work, when you work, and where you work from.

If this interests you at all, then I recommend you check out this free report right away…

==> Free Report: How Much Can You Make As A Freelancer?
{{LINK}}

Kind regards,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber’s first-name tag; swap it for your own autoresponder’s tag. Any earnings figure in this email needs a results-vary line before you send it.

30 Are You Trying To Bounce Back From Money Issues?

For Mailing To Free Gift · Original swipe · Link opens the free gift page (&rd=report)

SUBJECT LINES

1. Are You Trying To Bounce Back From Money Issues?

Hi {!firstname_fix},

If you're someone who is trying to bounce back in life from money issues, then you really should take a minute to check out this inspiring report...

==> Free Report: How Much Can You Make As A Freelancer?
{{LINK}}

What I love about it, is that it's something that many people can do, and you can make it fit into your schedule, rather than having to fit someone elses!

I was shocked when I first discovered just how much money people are making as freelancers, doing things such as writing emails, writing descriptions of hotel rooms, of for products on websites, or writing articles, and many more 'odd jobs'.

It's the perfect side income, and for some it's a full time 6 figure income that dwarfs what they were doing with their previous day jobs.

If this interests you at all, then I recommend you check out this free report right away...

==> PDF Report: How Much Can You Make As A Freelancer?
{{LINK}}

Kind regards,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

31 She Gets Paid 3k Per Week To Write Articles?

For Personal Development Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. She Gets Paid 3k Per Week To Write Articles?

Hi {!firstname_fix},

My friend Laura is really inspirational to me, she used to be a burned out teacher, and now she works from home, collecting $500 and more per day, just by writing articles and emails!

It's incredible.

Great news is that she has recorded this quick presentation for you that shows how she does this.

Follow this link:

==> How Laura Gets Paid 3k per week to write articles and emails
{{LINK}}

If you've ever wished that you could manifest more wealth into your life, or if you've ever wished that you can work your own hours, from home, so that you can have more time freedom…

…Then you really should check this out asap.

==> Click Here To Discover Laura's Freelance Paycheck Method
{{LINK}}

This comes with my highest recommendation.

Enjoy and have a great weekend ahead!

Kind regards,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

32 Ever Wanted To Quit Your Day Job?

For Personal Development Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **Ever Wanted To Quit Your Day Job?**
2. **The Secret To Freelance Writing Profits**

Hi {!firstname_fix},

Have you ever wanted to quit your day job and find something that pays well, where you can work from home?

Freelance writing, when done using the right system, can be very lucrative, and best of all gives you hugely valuable TIME freedom.

People are raking it in from writing emails, fun articles, descriptions for products on websites, and all sorts of other writing jobs.

If you are interested in this at all then…

==> Watch This Now: The Secret To Freelance Writing Profits
{{LINK}}

There are 1000s of opportunities out there and it's incredible just how many people are successfully quitting the rat race, for the time freedom of freelancing.

Laura Pennington, and 25 other highly successful freelance writers, have recently combined to create an incredible step-by-step training program that shows you how to profit as a freelance writer.

If this interests you at all, you should check out this free presentation from Laura right away:

==> Go Here Now: My Freelance Paycheck
{{LINK}}

People using this system are saying 'it's like getting a secret paycheck.'

What I love about this system is that it's proven, it's always going to be in demand, and you can choose your own hours.

Enjoy!

Kind regards,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

33 Secret Paycheck to Fund Your Dream Lifestyle

For Personal Development Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **How Much Extra Income Do You Want To Make?**
2. **Secret Paycheck To Fund Your Dream Lifestyle**

Hi {!firstname_fix},

Is lack of money one of the biggest roadblocks to your happiness?

Do you wish you had more money to help fund your dream life?

I have something exciting to share with you that will help collect extra cash to help fund your dream lifestyle...

And all it requires is you and a computer:

==> How much extra income do you want to make?
{{LINK}}

Women (and men) all around the world are using this strategy. In as little as one hour per day, or just a few hours on the weekend you can enjoy $250, or more, simply by writing.

There's so much demand. And there's more demand every day.

Imagine taking that luxury vacation. Picture adding some extra padding to your checking account. And even getting an extra $50 in your pocket on top as a bonus. Never worry about that bill that snuck up, and lands in the mail. You know the one. Happens to us all.

But the best part? You can say goodbye to the gut-wrenching stress.

Imagine life without a soul-crushing commute to a job that drains your life. Never be anxious again. And you get to hug your kids, a lot.

Who else wants relief from the bills, the credit cards, the loans?

A few hundred extra a month changes everything. And a few thousand is like a golden parachute... and that's why you should take a close look:

==> Your secret paycheck - and the ticket to your dream life
{{LINK}}

My friend earned over $100,000 last year as a full time writer. Even when she started part time she was very quickly getting $750 to $1,000 every month.

You don't have any formal writing education or special college degree...

You don't have any previous work experience with writing or online content...

And you don't have special insider contacts, confidence or know where to start!

It has never been easier to rake in extra money and fund the things that truly enrich your life!

I can't wait for you to try it :)

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

34 Easy Method To Add Extra To Your Paycheck

For Personal Development Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **Easy Method To Add Extra To Your Paycheck**
2. **Secret Method To Eliminate Money Stress**

Hi {!firstname_fix},

Imagine taking that luxury vacation. Picture adding some extra padding to your checking account. And even getting an extra $50 in your pocket on top as a bonus. Never worry about that bill that snuck up, and lands in the mail.

Imagine finally having the extra income to stop money stress!

Check out this easy method to adding extra to your paycheck...

And literally ANYONE can do this!

==> Easy method to add extra to your paycheck
{{LINK}}

You don’t have any formal writing education or special college degree...

You don’t have any previous work experience with writing or online content...

And you don’t have special insider contacts, confidence or know where to start!

My friend earned over $100,000 last year as a full time writer. Even when she started part time she was very quickly getting $750 to $1,000 every month.

Do you want to break free from the constraints of your current income?

Do you crave a better life for you and your family?

I urge you to click your ticket to freedom and a better life here:

==> Easy method to add extra to your paycheck
{{LINK}}

No training, no confidence, no connections? No worries, no problems!

This secret system shows you how and makes it so easy, anyone can do it!

It's your turn to turn your life around :)

Chat to you again soon,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber’s first-name tag; swap it for your own autoresponder’s tag. Any earnings figure in this email needs a results-vary line before you send it.

35 Make Easy Money In Your Spare Time

For Personal Development Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. Make Easy Money In Your Spare Time

Hi {!firstname_fix},

Do you suffer from money stress?

Are you tired of watching for specials at the grocery store, having to budget closely to save enough money for sports tuition, family vacations and extra bills?

If you are like most people, you are one or two paychecks away from being flat broke.

If you want to fix this and FINALLY have enough money to afford all the extra things that make life truly nice...

==> Discover this simple method to make easy money in your spare time
{{LINK}}

You don't need to have any formal writing qualification or a degree...

And you don't even have to have any previous writing experience!

Best of all, you can do this from home, in your spare time. No need to commute to an office or hire childcare. No need to work set hours either!

In fact, this is the PERFECT way to generate extra money for the extra things for you and your family.

This secret system shows you the way, and it's so easy, anyone can do it!

There has never been an easier way to make your spare time become spare income!

==> Discover this simple method to make easy money in your spare time
{{LINK}}

I will chat to you again soon,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

36 The Secret To Your Extra Paycheck

For Personal Development Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. The Secret To Your Extra Paycheck

Hi {!firstname_fix},

Do you feel like you are falling behind in life?

Do you find you have to work more and more hours, just to enjoy the same standard of living you used to have only a few years ago?

Do you spend too much time at your day job, missing out on fun time with your family and children?

I want to share with you a great way to collect extra cash to help fund your dream lifestyle...

And best of all you can do it from home, and in the hours you choose!

==> The secret to your extra paycheck
{{LINK}}

My friend started working as a freelance writer two years ago. At first she started doing it in the evenings after the kids had gone to bed, as a way of supplementing her part-time income.

Last year she earned over $100,000 as a full time writer! She was doing so well at this she was able to quit her part-time job and now works full time, fitting in her freelance writing during school hours and a bit on weekends.

Now I have to tell you, she had no previous experience in writing, nor does she have a college degree or any writing ualifications. She's just a regular mom who has discovered an awesome way to be in control of her own financial freedom!

No more money stress. No more overtime hours in a job she hates. No more missing out on time with her children!

Say goodbye to budgeting, stressing, and worrying about money.

Get the secret to your extra paycheck and finally have the freedom to live life the way you always dreamed!

==> The secret to your extra paycheck
{{LINK}}

I can't wait to hear how awesome this is for you!

Your friend,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

37 Banish Money Stress With This Step-By-Step System

For Personal Development Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. Banish Money Stress With This Step-By-Step System

Hi {!firstname_fix},

Do you literally die inside every time you have to say "No" to the simple things your child wants but you know you can't afford?

Do you wish you had more money to treat your family to vacations, day outings, and treats that help you create great memories together but feel constricted by your budget?

Do you struggle along with part-time jobs, continually under pressure to demands on your time and wish there were an easier way to earn a living?

Do you wish there were a way to avoid that sick feeling in the pit of your stomach as you face bill time each month, trying to get all the bills paid and maybe... just maybe... having a little extra set aside for a rainy day?

==> Banish money stress with this step-by-step system
{{LINK}}

Freelance writing, when done using the right system, can be hugely lucrative and best of all gives you freedom, both with money and with time.

Regular people, without previous writing experience, are raking it in writing emails, fun articles, descriptions for products on websites, transcriptions, as well as a host of other writing tasks.

If you are interested in creating freedom and your dream life with extra income, click below to find out more:

==> Banish money stress with this step-by-step system
{{LINK}}

Laura Pennington and 25 other freelance writers have recently teamed up to create an awesome step-by-step training program that shows you how to profit as a freelance writer.

People who have used this system say it has literally changed their lives, giving them a lifeline to boost their household income and live easier, happier lives.

Isn't it time you discovered an easy way to create an extra income?

==> Banish money stress with this step-by-step system
{{LINK}}

I can't wait for you to try it and change your life for the better!

I will chat to you again soon,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

38 Get Paid To Put Words Into A Computer?

For Biz Opp Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **Get PAID... to write email?**
2. **Get paid to put words into a computer?**
3. **($250 PER DAY) ...unless your fingers are broken**

Right now you're reading an email, right?

Well, get this...

Some people are getting PAID to write emails.

Simple emails. Just like this one!

In fact, Laura gets paid $100, $250 and even $500 to write emails. They are basic. Fast to write. Easy to type out.

And this next part just blows me away...

She's doing about 30 minutes of "work" per day and getting up to $1,000 per week. Sometimes more, when she wants.

(She's totally in control. She's her own boss.)

==> Click here to see how you can get paid to put words into a computer
{{LINK}}

Regular people can do this. Like you and me.

You don't need special skills, an English degree, or any of that nonsense.

Just put words into a computer!

You don't need special technology. If you have access to the internet and you can type, you're qualified. If you can write an email, you're ready to get paid!

And, the best part?

You can see the PROOF that this all works right here:

{{LINK}}

There's huge demand. I sure hope you don't let this pass you by... I've never seen anything this simple.

All the best,

[YOUR NAME]

P.S. I'm telling all my friends and family about this. That's because it's so simple, and so FAST. It gets my highest recommendation.

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

39 How Courtney Gets $230 Per Day... And you?

For Biz Opp Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **How Courtney Gets $230 Per Day... And you?**
2. **Huge demand for ... PEOPLE WHO CAN TYPE**
3. **(BREAKING NEWS) Get Paid To Write Emails**

Do you like writing emails to your friends?

Or typing up emails to your family?

I mean...

How would you like to GET PAID to write emails?

Did you know that regular people are getting paid $100 to $200 for a few emails?

Some people write little stories about where they went on vacation. Other people write reports about what they love to eat, and fun recipes.

And they get paid a lot of money for putting those words into the computer... easy as writing an email.

Follow this link right now to find out more:

{{LINK}}

Thousands of people are using this and getting some really big results.

In fact...

* Courtney got $4,600 in just 20 days last month.

* Agness and Cez got $11,600 in about 8 weeks.

* Cherie had fun getting $10K this year already.

And my favorite story comes from Laura. Her story is right here and I strongly encourage you to go and see it now:

{{LINK}}

Don't let this pass you by ... because it's just what you've been waiting for. I promise!

All the best,

[YOUR NAME]

P.S. Laura turned everything around once she starting using this strategy.

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

40 Burned Out Mom" Collects $250 To $750 Per Day

Written Salescopy · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **YOU... Collect $500 "Secret Paychecks"**
2. **Eliminate stress... WITH EMAIL?**
3. **"Burned Out Mom" collects $250 to $750 per day**
4. **She pays for DISNEY VACATIONS with this**

Check this out.

I just found out that burned out inner city teacher in Baltimore is collecting up to $500 per day...

...just by writing emails!

You can read her story here:

{{LINK}}

She just puts words into the computer and then gets all the money she wants from clients with money.

No more working 16 hours. No more burnout. No more hassles or stress. This is so fast, so simple.

Of course, she used to be ashamed. She felt guilty. Leaving her husband and kids at 5:30am every day.

Missing everything. The games, choir, dinner and the movies and fun. It sucked!

Then she found out that there's another way. It's all about putting words into the computer. And, it ain't nothing fancy, that's for sure. So simple.

If you're frustrated, if you've struggled, if you have ever failed with a business or side hustle...

READ THIS NOW:

{{LINK}}

Turn it all around.

Because you finally can. There's a way. And the path is clear now, OK?

All the best,

[YOUR NAME]

p.s. I guarantee that this will make sense to you. You're going to get relief. You're going to get a sense of calm and peace. The strategy is amazing.

Yes, it's as simple as writing an email...

{{LINK}}

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

41 My #1 "Content Cash" Secret Revealed

Written Salescopy · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. **ALMOST prints money for you**
2. **Great news!**
3. **URGENT: The $478 Per Day Secret**
4. **My #1 "Content Cash" Secret Revealed**

My friend Sam told me about this burned out teacher who was sick and tired of the rat race.

She got all pissed off about the kids, and also the administration - and getting up at 4:30am.

So she found a weird loophole. Check this out...

Within three days she was making money by putting words into the computer.

Like, writing emails and typing up recipes!

It's crazy. This thing practically prints money for you. With a few words!

See for yourself...

{{LINK}}

You don't need any formal writing education

You don't need any special college degree

You don't need any "real" skills with writing

You don't need any online content ninja tools

You don't need any special insider contacts

You don't need any willpower or anything

I mean, if you can open up a web browser and connect to the internet and write emails?

Yeah, you've got what it takes. I know it, and that's why I'm showing you right now.

I've never seen anything like this. There are these "clients with money" who are desperate for your help... they need you bad!

{{LINK}}

Don't let it pass you by... remember, there's PROOF it works. Just follow that link. You'll see it all with your own two eyes.

All the best,

[YOUR NAME]

p.s. If You Can Write An Email To A Friend... You've Got Enough Skill To Get $500 Per Week

{{LINK}}

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

42 Laura's Secret Paycheck Method

For People With Freelance Writing Lists · Original swipe · Link opens the hybrid sales page (&type=now)

SUBJECT LINES

1. Laura's Secret Paycheck Method

Hi {!firstname_fix},

It's *[NAME]* here, and I was talking to a friend of mine who is also a successful freelancer in her own right.

Her name is Laura, and she used to be a struggling teacher who had to work 60-80 hours a week just to make ends meet.

Now she's a Freelancer, making over 3k per week! All that from writing articles and emails :)

GREAT news is that she has recently released an EXCELLENT program which shows you step-by-step how to do exactly what she does.

Follow this link:

==> Laura's Secret Paycheck Method
{{LINK}}

It's not often that I recommend other Freelance success programs, but this is so good that it is highly complimentary to my own training, and stands up on its own right as an excellent resource that I highly recommend.

In addition, Laura assembled a team of 25 other successful freelance writers who also contributed to this incredible program, who shared their best secrets to success.

Her system contains her step-by-step system, showing you exactly how to do this, including templates, written and video examples of how to get and keep clients, how to get started right away, and more.

Follow this link to hear from Laura:

==> Laura's Secret Paycheck Method
{{LINK}}

Enjoy and have a wonderful day!

Kind regards,

[YOUR NAME]

Tip: Kept word for word from the earlier affiliate area. {!firstname_fix} is AWeber's first-name tag; swap it for your own autoresponder's tag. Any earnings figure in this email needs a results-vary line before you send it.

PART 3

19 social posts

Every post carries an #ad or affiliate-link note, so leave that in. Change any line so it sounds like you, but keep the facts as they are. Instagram and TikTok do not make links in posts clickable, so put your link, or better a presell page on your own site, in your bio.

Facebook posts

Post on your page or profile, or in groups whose rules allow promotions. Add the suggested picture and keep the #ad line.

A friend's remark over coffee

Link opens the video sales letter (nothing added)

POST

> Back in 2011, Laura Pennington was teaching at an inner-city school in Baltimore and working 16 hours a day.
>
> She had tried paid surveys and mystery shopping for extra money, and none of it paid off. Then she met her friend Shelly at a coffee shop, and Shelly said something about Laura that sounded far too ordinary to matter. It was about the emails Laura wrote and the way she always got her work done on time.
>
> That remark set Laura on the road to earning her living as a writer, even though she had no writing degree.
>
> She explains what Shelly saw, and what she did about it, in this free video:
> {{LINK}}
>
> #ad (affiliate link)

The 5:30am drive

Link opens the hybrid sales page (&type=now)

POST

> Laura Pennington used to get into her car at 5:30 every morning to drive to her teaching job in Baltimore, while her husband was still asleep.
>
> She says her eyes would fill up most mornings, because it meant leaving without helping the kids get dressed or packing their lunch.
>
> These days she writes for business clients from home, and her commute is the 23 steps from her bedroom to her desk.

How she made that change is in her letter, and there's a video on the same page if you'd rather watch:
{{LINK}}

#ad (affiliate link)

Free report: what freelancers earn

Link opens the free gift page (&rd=report)

POST

How much can someone earn writing blog posts, emails and articles for small businesses from home?

Laura Pennington left the classroom to write full time, and a free report from My Freelance Paycheck, How Much Can You Make As A Freelancer?, takes that question head on.

It costs nothing, and you only need to say where to send your copy:
{{LINK}}

#ad (affiliate link)

Laura in her own words

Link opens the video sales letter (nothing added)

POST

Laura Pennington started freelance writing part time, back when she was a burned-out teacher in Baltimore. This is how she describes where it went:

"I earned over $100,000 last year as a full time writer. Even when I started part time I quickly was getting $750 to $1,000 every month."

Those are her own results, and results vary. Her very first client hired her within three days, and she credits her success to two habits: hitting deadlines and writing things people want to read.

Her course, My Freelance Paycheck, shows how she found that client and the ones who came after. She talks it through in this video:
{{LINK}}

#ad (affiliate link)

If you can write an email to a friend

Link opens the written sales page (&type=written)

POST

> If you can write an email to a friend, Laura Pennington says you have enough skill to start freelance writing.
>
> Small businesses need blog posts, emails, short reports and social media posts every week, and plenty of them would rather pay someone than write it themselves. According to Laura, natural writing, the kind you'd use in a Facebook post, is often good enough.
>
> She lays the whole thing out in a letter you can read at your own pace:
> {{LINK}}
>
> #ad (affiliate link)

Instagram captions

Post the picture, paste the caption and add the hashtags as the last line or the first comment. Instagram doesn't make links in captions clickable, so put your hoplink, or a bridge page on your own site, in your bio.

Two things Shelly noticed

Link opens the video sales letter (nothing added)

CAPTION

> #ad One afternoon in 2011, a Baltimore teacher sat down for coffee with her friend Shelly, worn out after another 16-hour day.
>
> Shelly praised two everyday habits of hers that she had never thought were worth anything, and one of them had to do with her emails.
>
> That teacher was Laura Pennington, and those two things turned into her full-time writing career. She tells the story in a free video, and the link is in my bio.

HASHTAGS

> #freelancewriting #freelancewriter #workfromhome #writingjobs #careerchange #sideincome

A 23-step commute

Link opens the hybrid sales page (&type=now)

CAPTION

> #ad Laura Pennington jokes that her commute is the 23 steps from her bedroom to her desk.
>
> She swapped the classroom for writing blog posts, emails and short reports for businesses, all from home. Her letter and video explain how she got her first client three days after she started. You'll find it through the link in my bio.

HASHTAGS

> #workfromhome #freelancewriting #homeoffice #writingcareer #workingmom #careerchange

No English degree

Link opens the video sales letter (nothing added)

CAPTION

> #ad Plenty of people put off freelance writing because they believe they need an English degree or a list of published work first.
>
> Laura Pennington was a classroom teacher with no English degree and nothing in print when she landed her first paying writing client in just three days. Her course, My Freelance Paycheck, takes you through the same steps, from getting your computer ready to building a profile clients want to hire. Her free video is linked in my bio.

HASHTAGS

> #freelancewriter #writingjobs #nodegreeneeded #secondcareer #workfromhome #writersofinstagram

What do freelancers get paid?

Link opens the free gift page (&rd=report)

CAPTION

> #ad Ever wondered what freelance writers actually get paid?
>
> There's a free report on that very question, How Much Can You Make As A Freelancer?, on the website for Laura Pennington's course. Laura swapped teaching for full-time writing herself. Grab your copy from the link in my bio and have a read over the weekend.

HASHTAGS

> #freelancewriting #sideincome #workfromhome #freelancetips #writingjobs #freereport

Everything in the box

Link opens the video sales letter (nothing added)

CAPTION

> #ad Here's what comes with My Freelance Paycheck by Laura Pennington: the main ebook, an MP3 edition for the car, on-demand video training, an Upwork quickstart guide, and the Success Multipliers, where five other freelance writers each share their five best secrets.
>
> The digital version is $47, paid once, and it has a 60-day money-back guarantee. Laura's free video explains who it suits, and the link is in my bio.

HASHTAGS

> #freelancewriting #onlinecourse #writingcourse #upwork #workfromhome #freelancer

YouTube videos and posts

Each idea gives you a title, what to cover in the video, a description to paste under it with your hoplink near the top, a comment to pin, and a community post to put up a day or two before the video goes live. Record it in your own words and use the outline as notes.

A look inside the course

Link opens the video sales letter (nothing added)

VIDEO TITLE up to 100 characters

> My Freelance Paycheck Review: What You Get Inside Laura Pennington's Writing Course

WHAT TO COVER

> Start by telling viewers who Laura is in a sentence or two: a burned-out teacher in Baltimore who went on to write full time. Then go through the course piece by piece on screen: the main ebook, the MP3 edition, the on-demand video training, the Upwork quickstart guide and the Success Multipliers, where five other freelance writers each share their five best secrets. Say who you think it suits, mention the price ($47 for the digital package, paid once) and the 60-day money-back guarantee, and finish by pointing to the link under the video.

DESCRIPTION

> Laura Pennington was working sixteen-hour days as a teacher in Baltimore when she started writing for businesses part time. She went on to write full time, and My Freelance Paycheck is the course she built from what she did.
>
> In this video I open it up and go through every part, including the Upwork quickstart guide and the bonus Success Multipliers.
>
> Watch Laura's own video here:
> **{{LINK}}**
>
> Disclosure: that's an affiliate link. If you buy through it, I may earn a commission at no extra cost to you.

PINNED COMMENT

> Which part of the course should I go through in more detail next time? Tell me below. Laura's own video, where she explains how she got started, is here: **{{LINK}}** #ad

COMMUNITY POST (AS A POLL WITH THESE FOUR ANSWERS)

> My next video goes through a freelance writing course page by page. Which part would you most like to see?
>
> The Upwork quickstart guide
> The on-demand video lessons
> The MP3 edition
> The Success Multipliers from five other writers

What freelance writers earn

Link opens the free gift page (&rd=report)

VIDEO TITLE up to 100 characters

> How Much Do Freelance Writers Make? A Former Teacher's Story and a Free Report

WHAT TO COVER

> Talk about the kinds of writing small businesses pay for every week, such as blog posts, emails, articles, short reports and whitepapers. Read out Laura's own words about her income exactly as they appear in the description, and say clearly that results vary from person to person. Then tell viewers they can read the free report from her course's website, How Much Can You Make As A Freelancer?, through the link under the video.

DESCRIPTION

> What does a freelance writer get paid for the blog posts, emails and short reports small businesses need? In this video I talk it through, starting with a teacher from Baltimore who made the switch.
>
> Laura Pennington puts it this way: "I earned over $100,000 last year as a full time writer. Even when I started part time I quickly was getting $750 to $1,000 every month." Those are her own results, and results vary.
>
> The free report from her course's website, How Much Can You Make As A Freelancer?, is here: **{{LINK}}**
>
> Disclosure: this is an affiliate link, and I may earn a commission if you buy anything through it, at no extra cost to you.

PINNED COMMENT

> Here's the free report I mention in the video, How Much Can You Make As A Freelancer?: **{{LINK}}** #ad

COMMUNITY POST

> If you could get paid for writing one kind of thing for businesses, which would you pick: blog posts, emails, articles or something else? Tell me in the comments, because my next video is all about what freelance writers get paid.

Two habits clients pay for

Link opens the written sales page (&type=written)

VIDEO TITLE up to 100 characters

> Freelance Writing for Beginners: The Two Habits Clients Pay For (No Degree Needed)

WHAT TO COVER

> Tell the story of Laura's friend Shelly and their coffee-shop conversation in 2011, then Laura's false start with magazines and newspapers, then the client who hired her three days after she set up. Explain her two habits in your own words: hitting deadlines, which she usually sets herself, and writing things people want to read. Finish with her point that natural writing, the kind you'd put in an email to a friend or a Facebook post, is often good enough.

DESCRIPTION

> Laura Pennington was a teacher in Baltimore when she landed her first writing client, a business owner who kept her busy month in, month out.

In this video I go through the two habits she credits for her writing career, and how a friend's remark over coffee pointed her toward them.

Laura's written letter goes deeper into how she found her first client:
{{LINK}}

This is an affiliate link. If you buy through it, I may earn a commission at no extra cost to you.

PINNED COMMENT

Which of the two habits do you think you already have? Tell me below. Laura's letter tells the rest of her story: {{LINK}} #ad

COMMUNITY POST

My next video is about the two everyday habits Laura Pennington says built her writing career. Her friend Shelly spotted both of them over coffee in 2011, when Laura was still a worn-out teacher in Baltimore.

From a 5:30am drive to 23 steps

Link opens the hybrid sales page (&type=now)

VIDEO TITLE up to 100 characters

She Swapped a 5:30am Commute for 23 Steps to Her Desk: A Teacher's Switch to Freelance Writing

WHAT TO COVER

Tell Laura's story as two different days. First the old one: leaving home at 5:30 while her husband was still asleep, sixteen-hour days and paperwork two feet high. Then the paid surveys and mystery shopping she tried for extra money, and the friend who pointed her toward writing. Finish with the day she has now, writing for businesses from home with a 23-step commute from her bedroom to her desk, and point to the link under the video.

DESCRIPTION

Laura Pennington describes her old car as "a coffin with wheels". She was leaving home at 5:30 every morning to teach in Baltimore, and nothing she tried for extra money, from paid surveys to mystery shopping, ever came to anything.

Today she writes for businesses from home, and her commute is the 23 steps from her bedroom to her desk. This video tells how she got from one to the other.

Read her letter, with her video on the same page:
{{LINK}}

Disclosure: the link above is an affiliate link, so I may earn a commission if you buy, at no extra cost to you.

PINNED COMMENT

Laura tells this story herself, with more detail than I could fit into one video, right here: {{LINK}} #ad

COMMUNITY POST

> How long is your trip to work? Laura Pennington's is 23 steps, and my next video is about the 5:30am drive she gave up to get there.

TikTok videos

Film yourself on your phone and tell the story in your own words, using the script as notes rather than reading it out. Put the opening line on screen as text for the first few seconds, because that is when people decide whether to keep watching. TikTok doesn't make links in captions clickable, so put your hoplink, or a bridge page on your own site, in your bio, and switch on TikTok's content disclosure setting when you post.

An odd compliment over coffee

Link opens the video sales letter (nothing added)

ON-SCREEN OPENING LINE

> A strange compliment over coffee got this teacher out of the classroom

WHAT TO SHOW

> Talk straight to the camera with this picture behind you (green-screen effect). Lift your own coffee mug when you get to Shelly, and finish on the book cover (product/main-book.png) with "Link in bio" on screen.

SPOKEN SCRIPT (20 TO 40 SECONDS)

> In 2011, Laura Pennington was a teacher at an inner-city school in Baltimore, working sixteen-hour days with paperwork stacked two feet high around her desk.
>
> Over coffee one day, her friend Shelly told her she wrote great emails, and that she always got her work done on time.
>
> Laura thought that was a funny thing to be praised for. These days she calls hitting deadlines and writing things people want to read her two big secrets.
>
> She explains why businesses will pay for exactly that in her free video, which you'll find through my bio.

CAPTION

> #ad What Shelly said to Laura Pennington over coffee in 2011 set her on the road to writing from home. Her free video tells the rest (link in bio).
>
> #freelancewriting #workfromhome #careerchange #writingjobs #teachersoftiktok

Flowers and chocolate from clients

Link opens the written sales page (&type=written)

ON-SCREEN OPENING LINE

> Business owners have sent her flowers and chocolate for writing their blog posts

WHAT TO SHOW

> Start on a bunch of flowers or a box of chocolates on your desk, or hold up this picture instead. Talk to camera for the rest, and show the book cover (product/main-book.png) with "Link in bio" at the end.

SPOKEN SCRIPT (20 TO 40 SECONDS)

> Some of the business owners Laura Pennington writes for have sent her flowers and chocolate. She even jokes, "Don't tell my husband!"
>
> Laura doesn't have an English degree, and before she started writing for businesses she was a schoolteacher in Baltimore with no publishing experience at all.
>
> What her clients love comes down to two habits she already had as a teacher. She names both of them in her letter, which is linked in my bio.

CAPTION

> #ad Business owners have sent Laura Pennington flowers and chocolate for her writing. Her letter explains what they're really paying her for (link in bio).
>
> #freelancewriter #nodegree #writingjobs #workfromhome #secondcareer

Who sets the deadline?

Link opens the hybrid sales page (&type=now)

ON-SCREEN OPENING LINE

> When you write for businesses from home, who decides when the work is due?

WHAT TO SHOW

> Film the first part by your front door or in your car, as if you're heading out early. Cut to yourself sitting at a desk at home for the second half, with this picture or your own desk in shot.

SPOKEN SCRIPT (20 TO 40 SECONDS)

> Laura Pennington used to set off for her teaching job in Baltimore at 5:30 every morning, while her husband was still asleep at home, and she hated that drive.
>
> Now she writes for businesses from home, and most of the time she sets her own deadlines. When a client wants something in a rush, she can take it on and charge extra for it, or she can turn it down.
>
> Her letter and video show how she built a client list like that from nothing. Tap the link in my bio to see it.

CAPTION

> #ad Laura Pennington traded a 5:30am drive for a desk at home, and these days she usually picks her own deadlines. Read her story through my bio.
>
> #workfromhome #freelancewriter #homeoffice #careerchange #sidehustle

Three days to her first client

Link opens the video sales letter (nothing added)

ON-SCREEN OPENING LINE

> She hardly knew what she was doing, and a client hired her three days later

WHAT TO SHOW

> Hold up three fingers as the opening line shows, then talk to camera. Cut to this picture while you name the course, and end with "Link in bio" on screen.

SPOKEN SCRIPT (20 TO 40 SECONDS)

> When Laura Pennington first set herself up as a freelance writer, she says she hardly knew what she was doing. She was still teaching, and her first try at writing for magazines and newspapers had gone nowhere.
>
> Three days after she set up, a business owner hired her. He was so happy with her work that he kept sending her projects, month in and month out.
>
> She turned what she did into a course called My Freelance Paycheck, and her free video shows where it starts. The link's in my bio.

CAPTION

> #ad Laura Pennington's first writing client hired her three days after she set up, while she was still a teacher. Watch her free video from the link in my bio.
>
> #freelancewriting #firstclient #writingjobs #careerchange #workfromhome

Answering a client in two minutes

Link opens the hybrid sales page (&type=now)

ON-SCREEN OPENING LINE

> How do you answer a client's writing job in under two minutes when you've never done it before?

WHAT TO SHOW

> Start with your screen showing a blank email and the cursor blinking, then switch to talking to camera. Show this picture when you mention the templates.

SPOKEN SCRIPT (20 TO 40 SECONDS)

> One thing that holds a lot of new freelance writers back is the reply. A business posts a writing job, and you can lose an hour working out what to say to them.
>
> Laura Pennington wrote five fill-in-the-blank templates for that moment. You fill in the gaps, and you've answered a project in under two minutes, sounding like a real professional.
>
> She gives them away as a bonus with her course, My Freelance Paycheck, and her letter shows everything else that comes with it. The link is in my bio.

CAPTION

> #ad Five fill-in-the-blank templates for replying to writing jobs come with Laura Pennington's course. See what else is included through the link in my bio.
>
> #freelancewriting #freelancetips #writingjobs #upwork #workfromhome

PART 4

14 angles and 42 hooks

Pick the angle that fits the people you talk to, then use one of its lines as a subject line, the first line of a post or the opening of a video. Each angle shows the page your link should go to and the ready-made swipes that go with it.

1 Shelly's comment over coffee

Who it suits: Warm lists and followers who like a personal story. Works for email, Facebook and video.

Laura's friend Shelly told her she wrote great emails and always got her work done on time. Laura thought it was a strange pair of compliments, until she realised those two things are what clients online pay for.

- **Laura Pennington's friend Shelly said two things about her over coffee, and one of them was about her emails.**
- **A friend told a worn-out teacher she wrote great emails, and Laura had no idea yet what that remark was worth.**
- **What Shelly noticed about Laura's emails over one cup of coffee became the start of a whole new career.**

Link opens the video sales letter (nothing added). The video tells the coffee-shop story in Laura's own words, so it carries on where the hook stops.

2 The 5:30am drive

Who it suits: Parents, especially mums, and anyone whose job keeps them away from home.

In 2011 Laura left for work at 5:30 every morning, before her kids were dressed, and worked 16-hour days as a teacher. Writing for clients online gave her those mornings back.

- **Every morning at 5:30, Laura Pennington got into her car while her husband was still in bed.**
- **Laura used to leave for work before her kids were dressed, until one phone call from a friend started to change that.**
- **A Baltimore teacher working 16-hour days found a way to be home when her kids woke up, and it started with her emails.**

Link opens the video sales letter (nothing added). Laura tells the whole morning-routine story in the video, including what changed.

3 If you can write an email to a friend

Who it suits: Anyone who thinks they are “not a writer”. Broad lists, social posts and short videos.

Laura says natural writing, like an email to a friend or a few sentences on Facebook, is often good enough for clients. Most readers already have that skill, and the course shows them where clients will pay for it.

- **If you can write an email to a friend, Laura Pennington says you already have the main skill clients pay for.**
- **The way you write to friends is closer to paid writing than most people would guess.**
- **Laura Pennington has no writing degree, and she says the emails you already write are enough to start a writing income.**

Link opens the hybrid sales page (&type=now). The letter with video quotes Laura’s “email to a friend” line early on, so readers find the payoff straight away.

4 Surveys and mystery shopping never paid

Who it suits: Side-income and money-saving audiences who have tried the usual online schemes.

Laura tried paid surveys, mystery shopping and gift-card contests before she found writing. Her free report shows what freelancers can make, which is the natural next step for this reader.

- **Laura tried paid surveys, mystery shopping and gift-card contests before she found the thing that worked.**
- **After a run of side hustles that never paid off, Laura found her answer in something she was already doing every day.**
- **Paid surveys left Laura embarrassed and no better off, and the free report on her site is about the work that finally paid her.**

Link opens the free gift page (&rd=report). A free report is an easy first click for people who have been let down before. Nobody is asked to buy.

5 What do freelance writers really make?

Who it suits: Cold audiences, new lists and anyone curious about writing for money.

Laura’s free report, How Much Can You Make As A Freelancer?, answers the question almost everyone curious about writing for money asks first.

- **How much does a freelance writer actually make? Laura Pennington answers it in a free report.**
- **Before you guess what a freelance writer earns, have a look at the free report on Laura Pennington’s site.**
- **A blog post, a product description, a short report: what would a business pay you to write one?**

Link opens the free gift page (&rd=report). The hook asks the question; the free report page is where Laura answers it.

6 A 23-step commute

Who it suits: People tired of commuting, office workers, anyone who dreams of working from home.

Laura jokes that her commute is the 23 steps from her bedroom to her desk. Her work goes wherever her laptop goes.

- **Laura Pennington's commute is 23 steps long, from her bedroom to her desk.**
- **The longest walk in Laura's working day is the one from the bedroom to her desk.**
- **Laura used to drive to school before sunrise, and now she counts her commute in footsteps.**

Link opens the video sales letter (nothing added). The video shows how Laura made the move, so the reader gets the "how" right after the hook.

7 Deadlines you set yourself

Who it suits: Shift workers, parents and carers who are tired of rigid hours.

Laura puts it this way: there's no "showing up on time", only "deliver on time". She usually sets the deadline, and she can charge extra for a rush job.

- **In Laura's job nobody cares what time you show up, as long as the work arrives when you said it would.**
- **Laura usually sets her own deadlines, and when a client wants a rush job, she charges extra for it.**
- **What would change in your week if you were the one who set the deadline?**

Link opens the hybrid sales page (&type=now). The letter with video covers Laura's working day in detail, which is what this reader wants to see.

8 From teacher to full-time writer

Who it suits: Teachers, nurses, office staff and career changers, including people later in their working life.

In 2011 Laura was a burned-out inner-city teacher in Baltimore with paperwork stacked two feet high. The habits Shelly spotted in her, great emails and work always done on time, became what clients paid her for.

- **In 2011, Laura Pennington was a Baltimore teacher working 16 hours a day, with paperwork stacked two feet high around her.**
- **A teacher with no writing degree landed her first freelance client three days after she set up her profile.**
- **What made Laura good at her teaching job turned out to be worth money to clients online.**

Link opens the written sales page (&type=written). Career changers tend to read carefully, so the written letter suits them, and they can forward it.

9 First client in three days

Who it suits: Beginners who worry that nobody will hire them.

With her first profile, Laura “hardly knew what she was doing”, yet landed a client in three days who kept sending her work month after month.

- **Laura’s first freelance client hired her three days after she set up her profile, and he kept sending her work for months.**
- **Laura admits she hardly knew what she was doing when she landed her first writing client.**
- **Laura Pennington had a paying client within three days of starting, even though she was still learning as she went.**

Link opens the video sales letter (nothing added). Laura explains what she did with that first profile in the video.

10 Watch over her shoulder

Who it suits: People who learn by watching, and anyone who has read about freelancing but never started.

The course includes 23 short videos where Laura logs into her own account and shows how she finds clients, gets feedback and wins work.

- **In 23 short videos, Laura logs into her own freelance account and lets you watch how she finds clients.**
- **Most of us learn faster by watching someone do it, so Laura filmed herself finding work.**
- **Ever wondered what a working freelance writer clicks on first when she sits down in the morning?**

Link opens the video sales letter (nothing added). The video introduces the course and the over-the-shoulder videos that come with it.

11 What do I say to a client?

Who it suits: Shy beginners and people who freeze at the thought of selling themselves.

Five fill-in-the-blank templates let you reply to a client’s project in under two minutes and sound like a professional.

- **Five fill-in-the-blank templates let you reply to a client’s project in under two minutes.**
- **The first message you send a client decides a lot, and Laura wrote five of them for you.**
- **Stuck on what to say to your first client? Laura Pennington has a template for that.**

Link opens the written sales page (&type=written). The written letter lists the templates and every other bonus, so the reader can see exactly what comes with the course.

12 Burned by scams before

Who it suits: Sceptical readers who have been let down by work-from-home offers.

Laura bought the PDFs and watched the videos, then found that making them pay meant spending more money or pulling in friends and family. What she teaches is client work, where a business needs words written and pays you to write them.

- **Laura bought the PDFs and watched the videos, and only then found out the catch: spend more money or pull in friends and family.**
- **If a work-from-home offer ever asked you to sign up your friends, Laura's story will sound familiar.**
- **Laura Pennington is still angry about the scams she fell for before she found freelance writing.**

Link opens the video sales letter (nothing added). Laura speaks about the scams herself in the video, and the 60-day guarantee is shown on the page.

13 All thumbs with technology

Who it suits: Older readers and anyone nervous about computers.

Laura calls herself "all thumbs with technology". The technical side is saving a file and uploading it, and you don't even need your own computer.

- **"I'm all thumbs with technology," says Laura Pennington, who built a full-time writing career online anyway.**
- **You don't even need your own computer for this, because Laura says a library computer will do.**
- **If you can save a file and upload it, Laura says you can handle every technical part of her work.**

Link opens the hybrid sales page (&type=now). The letter with video lets nervous readers read at their own pace and press play when they're ready.

14 Every website needs words

Who it suits: Business-minded readers and anyone who wonders whether freelancing is already crowded.

The internet keeps growing, and new websites need writing all the time. Clients who find a writer they like usually come back again and again.

- **Every time a new online shop opens, somebody has to write the words on its pages.**
- **Won't freelance writing get crowded? Laura Pennington gets asked that a lot, and she has a ready answer.**
- **The internet keeps growing, and most small business owners would rather not write their own blog posts.**

Link opens the written sales page (&type=written). The written letter makes Laura's full case about demand, which is what a business-minded reader wants to check.

PART 5

10 articles

Post these on your blog or send them as a newsletter. Add a paragraph of your own at the top, keep the disclosure line, and put your hoplink where you see {{LINK}}. The five original articles are kept exactly as their authors wrote them, so keep the author credit when you use one.

> Some of the original swipes and articles quote earnings figures. Those are individual results, not typical ones. If you send one, add a line such as “Results vary, and these figures are not typical” near the figure, and never present an amount as something the reader will earn.

My Freelance Paycheck Review: What You Get for $47 and Who Should Pass on It

This post contains affiliate links. I may earn a commission if you buy through my link, at no extra cost to you.

Laura Pennington put a line on her own sales letter that most people selling a course would quietly delete.

That one sentence tells you more about who this course suits than any list of features could.

Laura Pennington went from a Baltimore classroom to writing full time

Laura calls herself a professional freelancer. Back in 2011, she was a burned-out inner-city teacher in Baltimore, Maryland, working 16 hours a day.

A friend named Shelly pointed out that Laura wrote great emails and always got her work done on time.

That conversation is what started Laura on freelance writing.

She has no professional writing degree, and she had never worked in publishing. Even so, she got her first paying client in just 3 days.

Laura went on to write full time, and My Freelance Paycheck is the course where she teaches other people how to start the same way.

The $47 digital package and what is inside it

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

You get online access to a members area, where everything is ready to download as PDF files and mp3 audio.

Here is what the package includes:

- My Freelance Paycheck main ebook, the core of the course
- My Freelance Paycheck MP3 Edition, so you can listen in the car or while you cook
- On Demand Video Trainings you can watch whenever you have time
- Upwork Quickstart Guide, a PDF on getting started on Upwork
- Success Multipliers, a PDF where five other successful freelance writers each share their five greatest success secrets

Upwork is a big website where businesses post freelance jobs and freelancers apply for them.

A guide just for that site is handy, because it is where many beginners look for their first job.

The course covers where to find the best-paying typing and content jobs and how to set up any laptop or desktop computer for the work.

It also shows you how to build a profile that attracts well-paying clients, and how to grow your client base once the first ones come in.

Seven bonuses Laura adds to the order

Laura's sales letter lists these extras on top of the main course:

- Five Most Common Mistakes of Freelance Writers, a bonus chapter
- Deeper Dive Into Determining Writing Rates, a "Lost Chapter"
- Why You MUST Have Amazing Work Samples, another "Lost Chapter"
- My Freelance Paycheck Complete Audio Edition
- The "Private Tour" Video Version, which is 23 short videos
- Five Freelance Project Response Templates
- Success Multipliers, the 25 secrets from five working writers

There is also a Quick Start Guide waiting for you in the members area right after you order.

If I were starting out, I would open the chapter on writing rates and the one on work samples first.

Beginners tend to get stuck on what to charge and what to show a client, and those two chapters go straight at both.

The response templates are useful too. When you sit down to answer a job post, you have a ready-made starting point to work from.

Printed books and DVDs for anyone who likes paper

If you would rather hold a book, there are two physical packages. Each costs $99.95 plus shipping and handling.

The Physical Package gives you DVDs and printed books. The Digital & Physical Package, labelled "Everything!"

on the sales page, gives you the printed set as well as online access.

Shipping is $15 in the US, $25 to Canada and from $25 for other countries.

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

Two full months to decide, with a no-questions-asked refund

Every package comes with a 60-day money-back guarantee, no questions asked.

If you decide the course is not for you, email support@myfreelancepaycheck.com within 60 days and ask for your money back.

Physical orders get sent back to the returns address on the sales page.

That gives you time to read the book, write your first samples and send out a few applications before you decide.

You can pay by credit card or PayPal.

Beginners with no degree are the people Laura wrote this for

Laura wrote My Freelance Paycheck for people starting from zero.

If nobody has ever paid you for a single word of writing, you are exactly who she has in mind.

That covers a lot of people in their 40s and 50s who want to earn from home.

It also suits moms who want work that fits around school hours, and anyone who is worn out by their job and ready for a change.

You do not need a writing degree either.

In Laura's words, "You don't need a college degree in this stuff, and you don't need experience to get started."

If you can write a clear email and hand work in when you said you would, you already have the two things Shelly spotted in Laura.

The line from her sales letter that tells you who should skip it

Right there on her own sales letter, Laura writes: "It's not push button. It's not instant. You have to do a little work."

So if you want money to appear without lifting a finger, this course will disappoint you.

You will need to write samples, set up a profile, apply for jobs and then do the writing your clients pay for.

The same goes if you dislike writing.

Her own page asks whether you actually like to write and whether you can keep yourself going without a boss, and both of those matter.

If you are happy to put in some steady effort and follow her steps, the price is low and the guarantee covers you for 60 days.

See Laura's free video before you decide

The easiest way to make up your mind is to watch Laura's free video presentation before you spend anything.

Watch Laura's free video presentation here: **{{LINK}}** (video sales letter)

There is also a free report on the My Freelance Paycheck site called "How Much Can You Make As A Freelancer?", and all it asks for is your name and email.

Get the free report: **{{LINK}}** (free gift page)

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

This post contains affiliate links. I may earn a commission if you buy through my link, at no extra cost to you.

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?": **{{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: **{{LINK}}** (video sales letter)

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

This post contains affiliate links. I may earn a commission if you buy through my link, at no extra cost to you.

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: **{{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: **{{LINK}}** (free gift page)

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

This post contains affiliate links. I may earn a commission if you buy through my link, at no extra cost to you.

"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?": **{{LINK}}** (free gift page)

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

Watch Laura's free video presentation: **{{LINK}}** (video sales letter)

How a Burned-Out Baltimore Teacher Became a Full-Time Freelance Writer

This post contains affiliate links. I may earn a commission if you buy through my link, at no extra cost to you.

In 2011, Laura Pennington got into her car at 5:30 every morning to drive to a job she hated.

She left before she could help her kids get dressed or make their lunches.

Then one remark from a friend over coffee changed the direction of her whole working life.

Sixteen-hour days in an inner-city classroom

Laura was a teacher at an inner-city school in Baltimore, Maryland. She worked 16 hours a day.

She describes kids who threw spitballs and didn't care, and paperwork stacked two feet high around her desk. She says the administration was even worse.

Her husband's job covered the basics, but the bills kept coming.

There was day care to pay for as well, and Laura felt she was missing her children growing up.

She wanted to bring in extra money for her family, so she tried what a lot of people try.

In her own words: "I tried it all, with those surveys, data entry, Google ads, mystery shopping." None of it worked for her.

A friend named Shelly saw something Laura had missed

One day the phone rang. It was Laura's friend Shelly, and they met at a coffee shop.

They talked about their kids. Then Shelly said something that seemed odd to Laura at the time.

She said Laura cared about people and wrote great emails.

Shelly reminded her that she had done well in creative writing and always got her work done on time.

Then she said: "You know, a little bit of passion for writing and getting work done on time, that's a big deal! People these days aren't like you..."

Laura says a light bulb went off.

Clients need words their readers enjoy, delivered on the day they were promised, and she could already do that.

No writing degree, and a first client in 3 days

Laura is open about where she started.

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

She had no English degree and no previous experience.

When she set herself up as a freelance writer, she admits she hardly knew what she was doing.

She got her first paying client in just 3 days.

He was so happy with her work that she went on to do a lot of projects for him, and the work kept coming month after month.

From extra cash to a full-time income

Laura never expected her side income to grow into a full-time living, but that is exactly what happened.

Here is how she describes it: "I earned over $100,000 last year as a full time writer. Even when I started part time I quickly was getting $750 to $1,000 every month."

Those are her results, and yours will vary with the work you put in.

She puts it down to two habits: hitting deadlines, which she usually sets herself, and writing content people want to read.

Today she works from home on her own schedule.

On her sales letter she jokes that you can skip the commute, "unless walking 23 steps from your bedroom to your desk counts."

Why Laura started teaching other people to do it

Over time, Laura's clients and customers asked her again and again to share what she knew.

So she put her method into a course called My Freelance Paycheck.

It shows beginners with no experience how to win that first client and turn one-off jobs into regular work.

It's written for people in the spot Laura was in back in 2011, who are busy and tired of their job and have never thought of themselves as writers.

She says that if you can write an email to a friend, you have enough skill to start.

She is also clear that it takes effort.

You need to write samples, apply for jobs and deliver good work on time, the same as she did.

See more from Laura, free

You can watch Laura's free video presentation on the My Freelance Paycheck site.

Watch Laura's free video presentation: **{{LINK}}** (video sales letter)

Readers who want to know about earnings first can start with a free report instead.

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

The earnings figures in this post are Laura Pennington's own statements about her own results. Results vary from person to person, and no particular income is promised.

Is Freelancing The Future Of 'Safe' Employment?

This post contains affiliate links. I may earn a commission if you buy through my link, at no extra cost to you.

"'Freelance' means I can take watermelon breaks and no one can yell at me."

— Mandy Ashcraft

Sam, a 28-year old systems analyst for a software company, always had a soft spot for pop culture, specifically cartoons from the 80s and 90s.

He watched a ton of these growing up; so much so that Sam can do dead-on impressions of his favorite characters.

His co-workers and friends got a kick out of Sam's take on Optimus Prime from Transformers, which he could bust out at the drop of a hat.

Little did Sam know at the time that his other talent would help him land a lucrative freelance gig. keep up with the demand.

"It's been great so far," Sam shared. "This freelancing gig is helping me earn more than I expected…and I get paid to geek out, which is pretty cool."

Right now, Sam's not sure if he should take the plunge and go full-time with his voice work, but he's glad he now has that option.

Working in a brave new world

While older generations have leaned towards the idea of working for a single company for years or even decades, recent trends in the global economy have changed the way people earn their keep.

The first idea many have about freelance work is that income-wise, it's not as stable compared to the steady paycheck that comes with the 9-to-5 grind.

> **Get this FREE Report: How much can you make as a freelancer?: {{LINK}} (free gift page)**

Back then, it would make sense to look down on moving from one job to another.

However, studies have shown that more and more professionals prefer to offer their time and talents on a per-task basis instead of punching a clock every day. And the growing demand for these workers has contributed to the steady growth of the global freelance job market.

Sam and millions of other independent contractors across the world enjoy the freedom that comes with freelance work.

Not only that, they've found that being their own boss is, in many ways, a more stable form of livelihood.

If you're thinking about ditching your day job and crossing over, here are some things about freelancing you should consider.

Chances are this could be the safest way for you to leave the rat race and do your own thing:

#1: The game has changed

While baby boomers used to commute to work and time in at the office, technology has completely transformed that business model.

Today, it's not uncommon for people with different backgrounds and skill levels to get a piece of the freelancing pie.

There's Skye, a mom of four, who juggles her blog and Pinterest page, looking after the kids and getting the laundry done.

You'll also find Tyrone, a third-year college student, earning on the side by giving user experience reviews on websites and transcribing dialogue for subtitles used in videos.

With the advancement of web-based technologies and rise of freelancing sites, it's leveled the playing field for those who want to skip the typical barriers that come with going to a brick-and-mortar office.

For people with an ever-changing schedule, freelancing lets them work on their terms.

Not having a company control their time means they decide when and where to put in their hours.

Most of all, having a work schedule custom-built around their lives frees up their valuable time and gives them more opportunities to earn.

With the traditional employment framework giving way to this new system, freelancing has become a stable means of income more than ever.

#2: There's plenty of room for growth

LinkedIn, one of the biggest online job portals and professional networks, conducted some studies on the future of the global freelancing job market in the next decade.

They said that in just the next two years or so, 43% of the working people in United States would be freelancers. This trend is an indication of how professionals in the U.S. and the rest of the world want more power over their work-life balance.

Not only that, rapid shifts in the economy have caused massive layoffs. This also means fewer companies are offering retirement packages than before.

On top of that, inflation is driving up basic living expenses, like transportation, food and housing.

All of these make it less appealing for younger (and even older) workers to invest their time and talents in just one company - let alone commute to work.

So with everything going on right now, it's created an environment where working as a freelancer has become a practical choice.

#3: Gig culture is in vogue

Drop by your local Starbucks (or any other relatively packed coffee shop for that matter), and chances are you'll find a bunch of young, hip professionals furiously working away on their laptops.

These freelancers are usually involved in some creative type of work. They could be in a wide range of fields, like entertainment, arts, design and digital media to name a few.

And they're all over, whether it's in the U.S. (like Silicon Valley for instance), India or London.

World-changing ideas and innovations are their main commodity, and stylish cafés are their workplace of choice. They could be churning out the next big leap in technology - or spearheading a massive movement

on social media.

But this isn't just a passing hipster phase in the world economy. It's another indication of how freelancing is perceived in general, and why it's here to stay.

Freelancing site Upwork did a study called "Freelancing in America: 2016" which found that 79% of independent workers they surveyed preferred working gigs over steady employment with a single company.

The majority of participants also believe that freelance work has become more mainstream than in the past several years. Not only that, they've either charged more for their work, or are planning to do so.

Best of all, most freelancers in the study assert that it's actually safer to have more than one source of income instead of putting all their eggs in one basket.

> **Get this FREE Report: How much can you make as a freelancer?: {{LINK}} (free gift page)**

#4: Freelancing is just as safe as traditional jobs –if not SAFER

Along with the benefits of being your own boss and owning your time, doing multiple gigs offers a financial safety net if managed properly.

Think about this way – no matter what kind of job arrangement you have (whether employed or freelance), you'll STILL have to put in the work.

Otherwise, you'll soon find yourself unemployed. So why not choose a job that gives you more freedom and flexibility?

A lot of businesses today are looking to outsource jobs, which is a good thing if you're a freelancer.

And even if a given company happens to shut down, the money will still come in. Once you've got a healthy portfolio of clients, you'll never run out of work.

So you want to be a freelancer...

The bottom line is that freelancing work is the new job security.

It's just a matter of trading one set of circumstances for another, which is par for the course given the current state of the world economy.

I know you might have some hesitations if you're thinking about breaking free from the soul-crushing cubicle farm.

But as you've just learned, the grass is greener on the other side as long as you know what you're doing.

And the truth is that I didn't know what I was getting into when I was carving out a freelancing career of my own about seven years ago.

I used to work full-time in the education sector. Knee-deep in my teaching job and in the middle of doing my PhD, I grew desperate from having almost no time to live my life.

But with some hustle, a little elbow grease and a generous helping of stick-to-itiveness, I eventually made a life-changing shift to freelancing.

> **If you want to learn how I became a happy, productive freelancer: {{LINK}} (hybrid sales page)**

7 Steps To Freelance Writing Success

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“When your livelihood depends on self-imposed productivity, you either get good at it or you find yourself in mounds of debt.” — Nacie Carson

Working as an independent contractor is a great way to earn money while enjoying flexible hours.

Another attractive benefit of freelancing is being able to work wherever you want, whether it’s at home or at your local coffee shop.

And for a lot of people, they see freelancing as a way to break away from the rigid structure of a corporate environment.

In the recent years, more and more people have jumped ship and gone over to the freelancing side to enjoy a better work-life balance. 24 million between 2005 and 2015.

As of today, this number is still growing and will continue to do so in the next decade.

With developments in technology and a rapidly expanding freelance job market, it’s become easier than ever to get a piece of the action.

Freelance writing: Legit or not?

With freelance writing in particular, some people are worried about getting ripped off for their hard time or getting scammed by a shady employer.

But freelancing sites like Upwork and Elance have made it possible for aspiring freelance writers to get fair-paying jobs and get compensated on time.

Furthermore, you don’t need to have an academic background in language to land your first assignment.

On the contrary, most companies are probably looking for someone who can write in a relaxed, casual tone to connect to readers.

As you’ll learn, a lot of these online writing jobs specifically avoid words and phrases that might sound too stiff or formal which would alienate their target market.

So you don’t have to worry about writing like a professor just to get started with your freelance career.

The best part is that there’s ALWAYS work to be done, which means you’ll have a stable cash flow even without punching a clock at the office.

If you’re ready to try this exciting, new venture, check out these 7 Tips To Becoming an Awesome Freelance Writer:

#1: Have a system in place

This is the most essential part about finding steady freelance work.

Once you’ve done your due diligence, you’ll have no trouble getting clients and keeping them.

Better yet, you’ll have the advantage of working around a schedule that works for YOU.

Like I said, it's easy to earn from online writing for the simple reason that demand for this type of work is high.

You'll find that just about any industry has an online presence, and that means they need someone to provide them with content to increase their market reach.

It's likely they have a blog, a social media page and an email campaign - all of which need to be updated regularly. Some might even need freelancers to help them out with writing brochures and other marketing related materials.

That's where you come in.

The truth is that you just need a step-by-step system for sniffing out potential customers, pitching to them and writing the content they want. After that, the rest will take care of itself.

I'll show how to do that in a bit, but first let's move on to the next step...

#2: Play to your strengths

Some freelance writers are better at handling large-scale assignments, like a sales report or PDF book. Others are more comfortable with an arrangement where they can quickly bang out short articles or free reports.

Obviously, the bigger jobs pay more, but require a lot of lead time, ranging from a few weeks to a few months.

Meanwhile, short articles may take anywhere from a half an hour to two hours, but you'll get paid sooner.

In most cases, I'd suggest doing shorter assignments first to get a feel of how things go.

In the long run however, try to figure out which one option works better so you can narrow down the niche you want to write for.

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#3: Know thyself

This is an important step that most freelance writers skip. I don't recommend glossing over this one.

Experience has taught me that a little self-evaluation and soul-searching is CRUCIAL before getting into this line of work.

This gives you a better idea of which types of clients you're best suited for, and which content you'll be good at writing.

A good way to do this is by having a more seasoned writer go over your sample work and give you an honest assessment. They can tell you what you're good at and what you can improve about your craft.

Also, try looking up examples of what constitutes as good writing in your intended niche.

It's as easy as looking at a potential client's website and quickly browse their content. This will give you a better idea of what they want in a writer.

Remember, knowledge is power, so doing this will help you step up your game.

#4: Hammer out the details

Now that you've done some of the general groundwork, it's time to get into the specifics.

As you learned, your clients will want a particular kind of content you want to do.

I mentioned some earlier, but here are the other possible types of content you could see yourself writing:

- Annual sales reports
- Slide presentations (like PowerPoint or Keynote)
- Free reports (usually in PDF format and less than a hundred pages to promote a certain product)
- Full-length ebooks
- Newsletters (often sent through email)
- Sales copy (which may include a detailed product description, its benefits, testimonials, pricing, etc.)
- Blog posts (anywhere between 500-1500 words)
- Articles (could be 500-3000 words depending on the purpose of the content)

Aside from this, it helps to check out the particular industry you want to write for.

As I pointed out, sites like Upwork and Elance are great places where you can search for jobs under specific categories.

This will help you find out which ones in your chosen industry are in demand for writers, and what kind of content they require.

> **Get this FREE Report: How much can you make as a freelancer?: `{{LINK}}` (free gift page)**

#5: Find the right price

Of course, the idea is to sustain yourself with a healthy income stream, so you need to approach this the right way.

Basically, you'll want to work for lower-paying jobs in the beginning until you can build up your game, then increase your fees later on.

You'll probably bill your first few clients a little less than you'd like, but charge this to experience and get the job done anyway.

In the bigger picture, it's better to be classy about it and act professional.

So as you go along, you'll get a better idea of the standard rate in your chosen niche.

In particular, you'll learn how much other writers in your industry are charging on average. Depending on how long you've been in the game, you can decide if you should charge higher or lower than that.

As you start growing your client portfolio and get referrals, you'll have more leverage to charge more for your writing services.

#6: Establish a routine

Whether you're a freelancer or not, it's always important to have a solid work ethic no matter what.

Find a rhythm you're comfortable with, and stick with it. Figure out early on how you'd like to tackle a writing task.

You might want to do a little homework before getting down to it, or maybe you'd prefer going straight into writing then adding the missing gaps later on.

Whatever approach you choose, you need to cultivate the discipline to efficiently work on writing jobs and submit them on time.

Cal Newport, author of the book "Deep Work" has a great deal to say about this - I'll leave this here:

"The key to developing a deep work habit is to move beyond good intentions and add routines and rituals to your working life designed to minimize the amount of your limited willpower necessary to transition into and maintain a state of unbroken concentration."

#7: Educate yourself

Since you're reading this now, you're well aware that you can't do it alone.

As talented or driven as you are when it comes to writing, it will never hurt to learn as much as you can. That goes for BOTH newbies and veterans.

Remember, the freelance writing game is always changing, so you'd best keep up with the times and adapt.

So if you're just starting out on this journey, I don't recommend taking the self-taught route.

It's better to take advantage of the many resources out there so you can hit the ground running and not make the typical "rookie mistakes" that a lot of newcomers make.

Earn five to six digits a MONTH from freelance writing?

Yes, it's possible. You can go from one-off assignments to big-time gigs in the neighborhood of a few thousand dollars.

That's how I did it, and I can teach you how.

Like I said in the beginning, all it takes is a system to help you find employers on a regular basis. After that, you'll be rolling in the dough from your hard work.

I probably made every mistake possible when I started out. But thanks to my experience, I finally cut the umbilical and left the 9-to-5 world for good.

It took over a year to finally refine my system, but now it's like I'm earning six figures on auto-pilot.

Here's a video I made about my personal journey in freelance writing – and how you can do the same:

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How To Become A Freelance Writer - 10 Important Keys

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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.

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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: `{{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: `{{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.

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Original article

Top 10 Tips for Freelancers

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By Joseph Wolff

My own journey started and stopped a few years ago when I succumbed to defeatism. It wasn't until a year ago that I told myself I had what it takes to succeed as a freelancer.

Since then, I've earned almost $25,000 and am well on my way to turning a "side" pot income into the main course.

How have I played the game? Here are a few tips.

1. Develop a minimum viable portfolio.

A big fear of mine when I started freelancing was that I didn't have a beefy portfolio. Actually, I had no portfolio.

I'm a writer and was previously teaching high school English language arts, so unless clients wanted examples of argumentative essays that I gave my students, I was out of luck.

Turns out they didn't want those essays.

However, I learned pretty fast that you can secure work without a portfolio that's busting at the seams.

What's really important is creating viable work for a client to review. That is, an example of something that relates to the client's project.

Does it have to be a job you've previously done? Absolutely not!

Take an objective look at the client's project and create a basic example of something that plays in the same ballpark. Boom. M.V.P.

> **To discover how to make a GREAT portfolio and more, check out My Freelance Paycheck: `{{LINK}}` (hybrid sales page)**

2. Ignore the internet cynics.

What I've learned from extensive research about freelancing is that all of the internet cynics on Reddit and other forums who tell you that freelancing is "impossible" and "You'll never make a full-time income from it" and "Be ready to work an 8-5 until you die" are the people who gave up.

Honestly, they're me circa 2-3 years ago.

They gave a piecemeal approach for way too short of a time, threw in the towel, and rooted themselves on the World Wide Web to discourage others.

Because hey, if they can't succeed, why should anyone else?

Don't listen to them.

3. Decide what projects work for you.

Search for projects that you enjoy doing and/or are good at. This can apply to the type of project or content.

For me, I've managed to be a bit of a generalist when it comes to topic. However, I've learned through trial and error (turns out I'm really bad at writing greeting cards) that I enjoy short-form and long-form article/blog writing.

So, I do actively seek these projects out. Why spend a bunch of time doing something that makes you miserable?

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4. Avoid pro bono work.

Some freelancers will disagree with me on this, but I never do work for free.

If you're charging a client an hourly rate, think of it like a normal full-time job. What if your boss came to you and said "Hey Joe, I'm going to need you to work three hours past your shift today, but we can't pay you. Thanks."

There's the argument that doing pro bono work creates a better freelancer-client relationship. If that's the case, then I don't want to be part of that union.

Any client who wants pro bono work is not a client I want to work with. Pro bono work says to me "I don't value your skills and services."

Now, have I ever thrown in a freebie here or there with good clients?

Sure. In long-lasting relationships, I'm more than willing to occasionally throw in something extra because I know the client, enjoy the project(s), and he/she has paid me a fair amount for working on said project(s).

5. Start modest, grow exponentially.

You may find yourself taking small or low paying jobs in the beginning.

That's okay. Just be prepared to grow, and if the going's good, don't be afraid to grow fast.

If you're throwing project after project under your belt, there's no reason not to raise your rates.

The more seasoned you become, the more confident you should be in negotiating all-star rates for your all-star services.

6. Learn how to market yourself.

Difficult, but necessary.

There's plenty of job sites you can use that act as a middle-man between you and clients.

Upwork, for example, has netted me much success (and I could write a completely different article about why Upwork isn't the evil service it often gets a rep for as long as you know how to use it).

That said, you never want to throw all your eggs in one basket. Marketing is clutch.

Luckily, if you find yourself in the dark, there's plenty of free content online to help you become a marketing pro. Start with My Freelance Paycheck, it has a comprehensive step-by-step guide, created by Laura

Pennington, who makes over $3,000 per week as a freelancer.

> **Check it out here: My Freelance Paycheck: {{LINK}} (hybrid sales page)**

7. Set up a professional website.

Setting up a professional website is part of the marketing process. It helps get your good name out on the block and should be treated appropriately.

I use Squarespace for my own site, but there's plenty of other options available to you depending upon your style, user interface, and payment preferences.

If you're just starting out, think basic here.

You don't need something akin to a 2004 Myspace page that takes fifteen minutes to load because of all the gadgets and gizmos you have playing together on the homepage.

A brief bio, a sampling of projects, and a way to contact you will do just fine.

8. Treat your work like work.

Lots of people (my friends included) seem to think that freelancing involves sitting on the beach with a piña colada and typing a few words here and there.

Could I do my work on the beach? Yes, until my laptop died. Will I? Probably never.

In order to be successful in freelancing, I've found that the job has to be treated like just that: A job. Freelancing affords you the luxury of dictating your own schedule (and, particularly, having flexibility with when you choose to work), but if you don't have a schedule, you will fail.

Simple as that.

Treat your freelance career like a career, set a schedule, and adhere to this schedule daily.

9. Value your services, and make sure others do the same.

I mentioned earlier that Upwork sometimes gets a bad rep, and I think this is because for every great client, there's the client who wants a 30,000 word E-book and is only willing to pay $100 for it.

But you know what?

People apply for the job; and while I understand that money is different around the world, there needs to be value in your services.

If you propose a fair rate to a client and they're unwilling to pay that rate, it's not the end of the world if you walk away.

If you want freelancing to become your livelihood, then take stock in that livelihood and don't accept jobs below your value.

And as you become more entrenched in the freelancing world and build great relationships with clients, that value is only going to rise.

10. Persist.

It goes without saying, but the freelancing grind is about persistence.

Learn from my mistakes – I've enjoyed every step of my freelancing journey over the past year, but I could've captured this life earlier.

The problem? I didn't persist.

I let the internet trolls get inside my head, put forth a weak effort in trying to claim jobs, and then retired into a waning sunset.

Freelancing isn't easy, but if you have the skill, the passion, and the drive, it might be a worthwhile venture for you. Good luck!

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Original article

10 Things I Wish I'd Known When I Started Freelancing

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By Anne Matea

When I said goodbye to my secure, well-paid, unrewarding corporate job, I didn't know that freelancing was even an option.

I was just looking for a new opportunity, maybe in a start-up. Something fun, exciting, and original.

It turned out I really wanted to be a freelancer but took me a few weeks to put a name on it.

There were challenges along the way, a few setbacks, and a steep learning curve.

Now, I have completed 269 freelance writing jobs, on several different topics including fashion and blog writing. I love what I do.

To get started with Freelancing, following a proven blueprint…

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

Here are some things I wish I'd known when I embarked on my freelancing journey:

1. Have an emergency fund and lots of patience

I'm not telling you here to postpone freelancing indefinitely, just to make sure you have some money set aside that you can use to pay your bills until you start making money freelancing.

The clients will come, you will make money, but you need to be patient and have a strategy in mind.

It can take a few days, weeks, or even months until you will be able to support yourself financially exclusively from freelancing jobs.

Until then, having an emergency fund with the money you need for the basics (rent, food, transportation, services) for a minimum of two months is a good idea.

Or start freelancing while still keeping your day job J

2. Listen to other people's experiences, but don't assume it will be the same for you

Most people you meet don't believe in freelancing.

Some of them even tried it, and it was a complete waste of time, money, and energy.

They will tell you to look for a real job.

They will tell you the competition is fierce, the clients are not willing to pay good money for these services, and you just can't make it.

The reality is they didn't make it. But you can. Like many others did. Like I did.

3. Set up working hours

Making your own program can be a blessing, and it is the reason many freelancers would never go back to working from 9 am to 5 pm.

However, it can also be a trap. You have all the hours in the day (and night) to work. All the days in the week. So much time on your hands.

This is a good time to set up some working hours.

You can design your own daily routines, maybe you want to start with a walk in the park or a workout session at the gym and then get to work.

Maybe start with work and then hit the gym. But a routine is essential as this is the only way to ensure you get the work done.

Since we got to setting up working hours, you should also set up a working space.

It should give you a working vibe, so you feel motivated and energized when you get to it!

> **You can read more about it here: My Freelance Paycheck: `{{LINK}}` (hybrid sales page)**

4. Build a strong portfolio

In the first weeks, you might have few, if any, clients. You will have poor cash flow. What you can do to stay motivated and make progress is to build a strong portfolio.

This might mean that you should take clients that pay little for a project (but the project is interesting, and you can use it to showcase your skills).

If you have no clients at all, just get in touch with some NGOs and do some work for free for them.

Anything that makes your talents shine, and you can use to attract clients later on.

Get some testimonials while you are at it. Your future clients want to know how appreciated your work was.

5. Sign a contract with every client

Yes, I know what you are thinking now, this doesn't sound like lots of fun. And what if the client doesn't want to sign a contract?

Well, this is too bad for him as he won't get to work with you.

Contracts are made to protect both you and your client and to make things go smooth in case the working relationship deteriorates.

Take the time to name clearly all the deliverables, the deadlines, and the payment details.

This will save you from unpleasant conversations such as "I thought this was included in the initial cost" or "I didn't know I had to pay every month."

6. Ask for a deposit before you start working

While you're doing the paperwork, make sure to ask for a deposit before you start working.

It can be as little as 15% or even 35% of the contract.

For new clients, I usually ask for 35%, just to make sure they do have the money.

You can use Escrow if it gives you more peace of mind. It is important to know your work will be paid in full.

The deposit is good for your cash flow too. It is also a way to know if your prospective client is serious.

Late payments are very common nowadays and can have a negative effect on your routines.

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7. Stay organized

Have a growth mindset, and don't lose yourself when clients start pouring in.

Choose your projects wisely and avoid work that you are not qualified for or won't bring you any other benefits aside from the payment.

Invest some time and money in promoting yourself, branding, and networking.

8. Develop a support network

Whatever the work, we all need support every now and then.

It could be a partner saying: "Good job, you're doing great!" or a colleague helping you with a part of the project.

It could be someone specialized in a complementary field.

The support network is essential to help you drive more business and handle work commitments faster and better.

9. Keep track of your numbers

The number of projects, clients, months you have been freelancing, income from each client and per month, expenses, and so on.

Knowing your numbers can help you plan ahead.

You will notice that income can be different from month to month, from one season to the other.

Tracking the numbers can help you measure progress and success. There is really no other way.

10. Have a personal life

You might be tempted to work around the clock, no weekends, no happy hour with your colleagues after work.

This is not good for your health and wellbeing.

Make some time for yourself, relax, and enjoy quality time with family and friends. It's important.

Freelancing could be a great career choice if you are committed, organized, and confident in your skills.

Whether you are 20 or 60 years old, you can be successful and make money. And you can start anytime, even now.

Lastly, check out this proven blueprint to get started with Freelancing…

> **My Freelance Paycheck – Click Here To Learn More: `{{LINK}}` (hybrid sales page)**

PART 6

Promotion rules

Breaking these can cost you your commissions, so read them once before you post. The full rules are at aff.myfreelancepaycheck.com/rules/.

Do

- Tell readers you are paid to promote My Freelance Paycheck, using the disclosure line above.
- Describe the course as it is: Laura Pennington's freelance writing course, $47 for the digital package, with a 60-day money-back guarantee.
- Send paid traffic to your own website or presell page first.
- Rewrite the swipes in your own words so your readers hear you.
- Contact John for a website review before you run Google or Bing ads.
- Use tracking IDs so you know which emails and posts bring sales.

Don't

- Promise income, results or a set amount of money.
- Bid on brand keywords such as "My Freelance Paycheck", or use brand words in your ad copy.
- Point ads straight at a My Freelance Paycheck page or at your hoplink.
- Link straight to the order form. Links that skip the sales page are not allowed.
- Use words like "scam" or "fraud" in your ads or copy.
- Email people who did not ask to hear from you.
- Present yourself as the owner or creator of My Freelance Paycheck.
- Invent deadlines, limited places or price rises that are not real.

My Freelance Paycheck Promotion Rules

- **Google and Bing Advertising.** Affiliates will need to undergo a review before you can promote My Freelance Paycheck on Google and Bing. Go over these rules for your guidance.
- **Do Not do Brand Marketing.** Affiliates are not allowed to bid any brand keywords like "My Freelance Paycheck."
- **Do Not Use False Representation.** As an affiliate, you are not allowed to falsely promote yourself as the owner or creator of any My Freelance Paycheck product.
- **Do Not Use False Negative Marketing.** You are not allowed to market using negative strategies. This includes using words like fraud or scam in your ads or in your copy.
- **Do Not Spam Your Email Lists.** Do not Spam your email lists when promoting any My Freelance Paycheck product. Do not send unsolicited emails.
- **Do Be Clear and Upfront.** Make it clear to your list or your audience that you are being compensated to promote My Freelance Paycheck products.

Advertising on Google and Bing

- **Do Have Quality Websites.** Affiliates are required to have quality websites. Do not just create a landing page, fill it with some of the free articles provided in the affiliates area. Instead, create original content and make your website valuable to your visitors. Make your website look good as well.
- **Do Have Your Website Reviewed.** Contact us via the Affiliates Page before you start a Bing or Google Ad Campaign. Your websites need to be reviewed to make sure that you are following the rules. We can also help you with tips on marketing and optimization during the review process.
- **Do Not Do Brand Keyword Advertising.** Affiliates are not allowed to bid any brand keywords like “My Freelance Paycheck", etc.
- **Do Not Use Brand Words in Ad Copy.** You are not allowed to use brand words in any copy. Do not list phrases like “My Freelance Paycheck", etc.
- **Do Not Directly Advertise to Any My Freelance Paycheck URLs.** Affiliates are not allowed to directly advertise to My Freelance Paycheck and My Freelance Paycheck URLs.
- **Do Not Use Direct Hoplink Advertisement.** Do not advertise directly to a Hoplink URL. Use your own website instead. This is poor marketing practice and your ads are likely going to get denied.
- **Do Follow Our Other Rules.** For our other promotion rules. Please check out our General Promotion Guidelines for My Freelance Paycheck.

PART 7

Help and contact



John S. Rhodes
JV Manager, My Freelance Paycheck
john.rhodes@gmail.com

Email John for a website review before you run Google or Bing ads, or for anything you need that is not in the area. Put your ClickBank ID in every email so he can find your account.

The affiliate area, with your own link filled in: **aff.myfreelancepaycheck.com**