

## How I Make Up To \$180 Per Blog Post

Hey everyone! Maggie Linders here.

I'm guessing when you read the title of this video, the first thing you said to yourself was... it sounds impossible to make this much as a freelance writer...especially if you're just starting out and only making a few cents a word for your work. But it is possible. And *I am* living proof.

I'm no different than you. I have a spouse and family that rely on me to pull my fair share. So for me, I *had* to turn my goal of earning \$180 for every blog post, into a reality.

Now, I'm sure you're wondering how I made the leap from writing for a few cents a word to 22 cents a word and more?

I can tell you in one word – Specialize

Leaning toward a specialty can open up the world to you financially. I understand that it seems like it might be limiting your potential, but it's really just the opposite. You can work within a niche or maybe even a couple of niches and this means that you know more than the average person in those areas. You become *more* valuable to your clients because your writing is from a place of authority. You become the expert so clients will pay you generously to write for them.

So, how do you become a specialist? And how do choose a specialty? That's hard to answer in just a few short words, but let me tell you a personal story that I think will help you understand and answer many of your questions.

When I decided to escape the 9 to 5 drudgery of my day job, I was in a kind of “learn as I went along” mode. And it got scary. I mean I just quit a job that paid really well and in the beginning, I had no money coming in.

For me, I didn't choose my specialty. As strange as it may sound...it chose me. Kind of by accident.

Here's what happened...

I was in a learning mode and I was reading everything I could get my hands on about being a successful freelance writer, including how to market myself online. Before I knew it, I was an expert in internet marketing.

What I discovered with myself and with other writers... is many times, your specialty may be right in front of your eyes and you don't even know it. Although I was becoming an expert in internet marketing, I dismissed it as a specialty to help bring my writing skills to the next level.

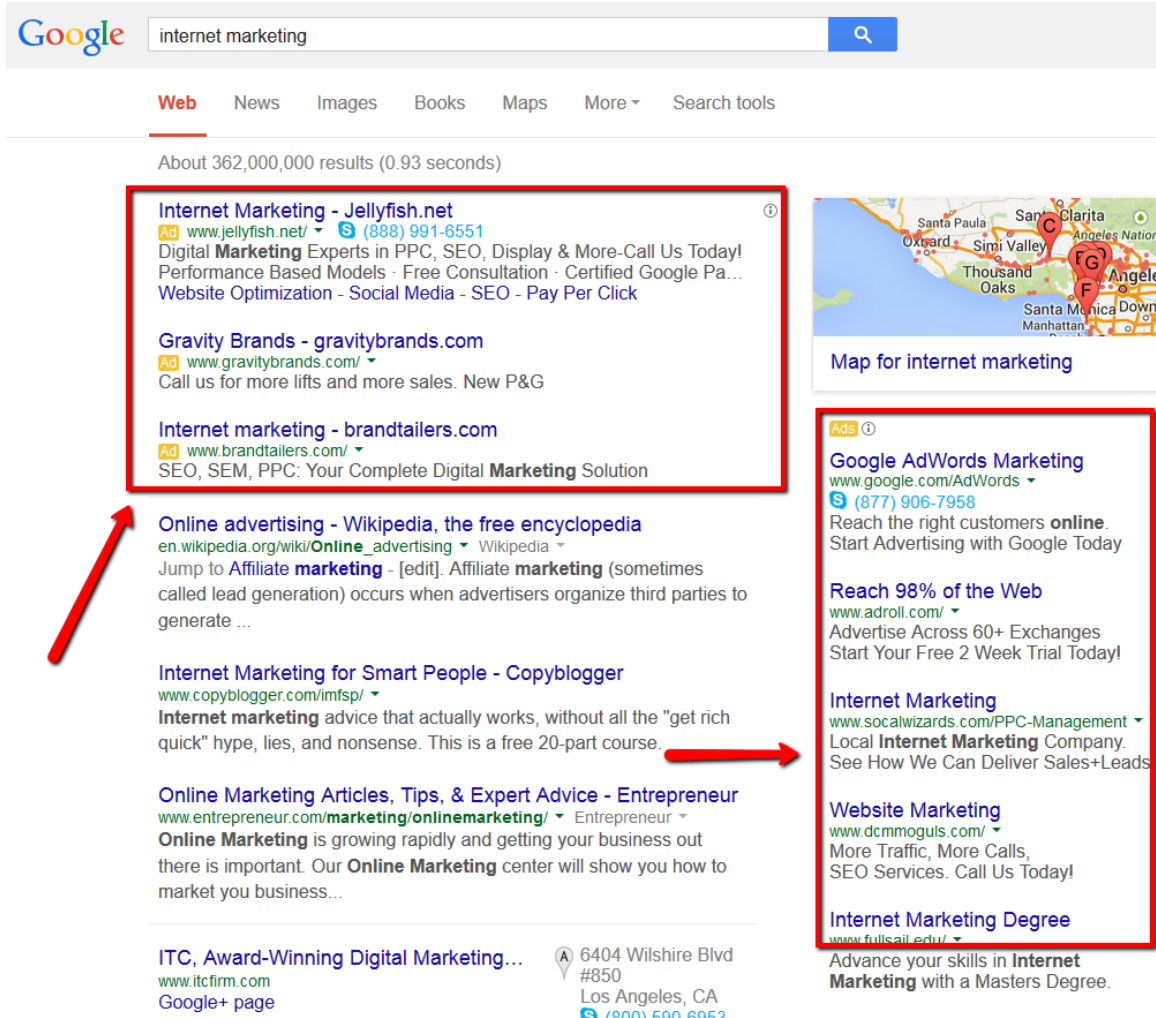
Ever hear the saying, “Hidden in plain sight?” Well that happened to me. I had to look closely to see that I had developed a specialty...internet marketing!

Once I began marketing myself as an internet marketing specialist, I was paid much more for my writing. This was one of the ways I climbed to that six-figure a year mark. Now I know that reaching that goal seems like a huge hurdle at the beginning...I remember that feeling well. But it's not as tough as it seems. The truth is, everyone is a specialist at something. Whether you are a parent, know a specific trade, or even spend weekends gardening; if you look closely at your daily activities, you will notice specialties everywhere.

Once you notice a specialty, you need to also consider if your specialty is one that'll help you get \$180 a blog post. For example, let's say you're an expert at making paper airplanes. That's amazing and I'm sure it's lots of fun and your kids love it, but *don't* make *that* your specialty. It isn't an industry that businesses are creating companies around.

So what are the industries that can double, triple.. or even quadruple your income? Look for businesses that have upward mobility... meaning niches that are becoming very popular such as **dating and relationships... health and wellness...weight loss... making money online... spirituality... and finances... and self-help.**

Another trick to determining if the industry you want to specialize in is a good one, is searching in Google with a keyphrase for your specialty. Mine is internet marketing. I did a search in Google with this keyphrase as shown here. If you see a lot of advertisers as indicated by the red boxes, and there are at least 2-3 pages of advertisers, this means a lot of companies are spending money to get their ads in Google which means there could be a lot of content opportunities because the industry is competitive and popular.



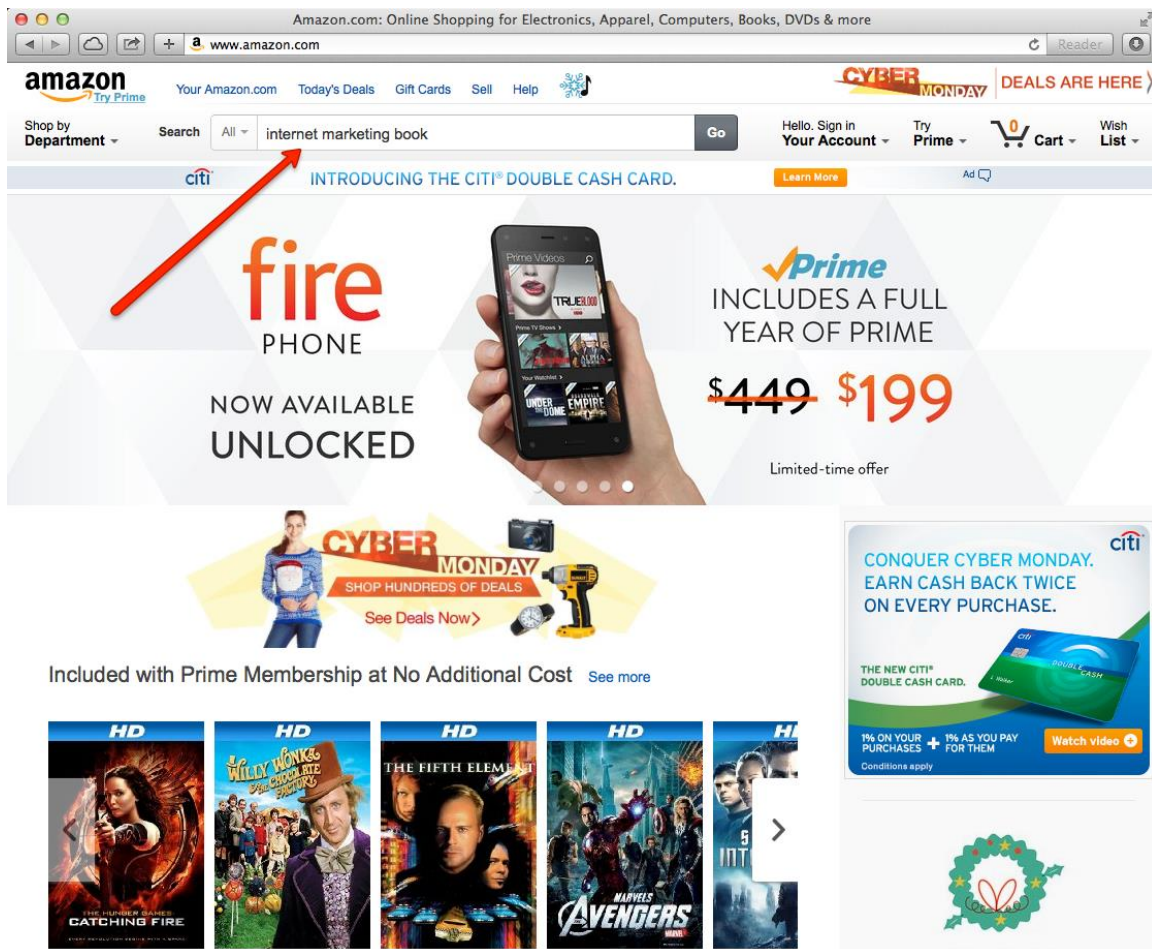
The screenshot shows a Google search for "internet marketing". The search bar at the top displays the query. Below the search bar, the "Web" tab is selected. The results show approximately 362,000,000 results in 0.93 seconds. A red box highlights the top three search results, which are all advertisements:

- Internet Marketing - Jellyfish.net**: Digital Marketing Experts in PPC, SEO, Display & More-Call Us Today! Performance Based Models - Free Consultation - Certified Google Pa... Website Optimization - Social Media - SEO - Pay Per Click
- Gravity Brands - gravitybrands.com**: Call us for more lifts and more sales. New P&G
- Internet marketing - brandtailors.com**: SEO, SEM, PPC: Your Complete Digital Marketing Solution

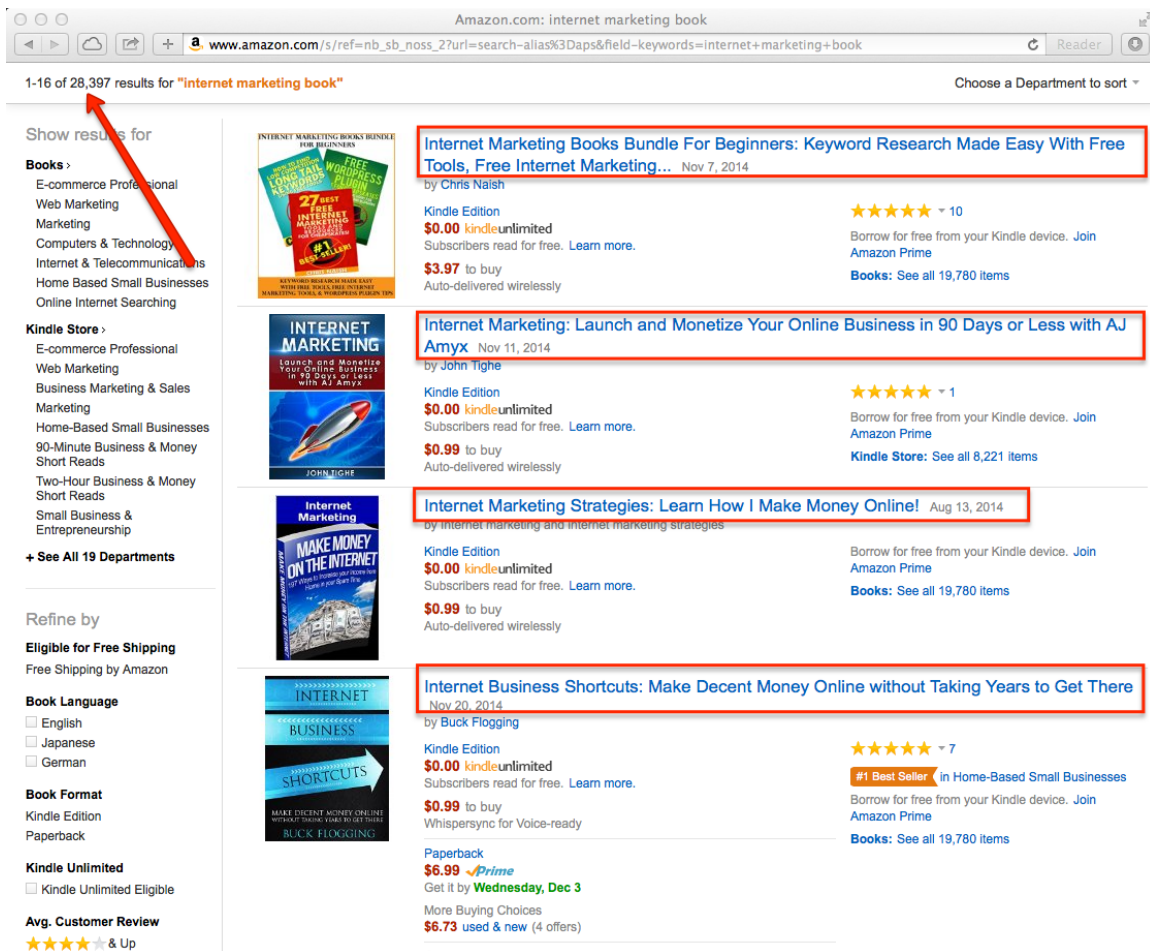
A red arrow points from the bottom of this box to the Wikipedia result below. The Wikipedia result is titled "Online advertising - Wikipedia, the free encyclopedia" and describes affiliate marketing. Another red arrow points from the end of this result to the "Internet Marketing for Smart People - Copyblogger" result. Below this is a result from Entrepreneur titled "Online Marketing Articles, Tips, & Expert Advice". At the bottom left, there is a local business listing for "ITC, Award-Winning Digital Marketing...". On the right side of the search results, there is a map titled "Map for internet marketing" and a sidebar of ads. A red box highlights the ads in the sidebar:

- Google AdWords Marketing**: Reach the right customers online. Start Advertising with Google Today
- Reach 98% of the Web**: Advertise Across 60+ Exchanges Start Your Free 2 Week Trial Today!
- Internet Marketing**: Local Internet Marketing Company. See How We Can Deliver Sales+Leads
- Website Marketing**: More Traffic, More Calls, SEO Services. Call Us Today!
- Internet Marketing Degree**: Advance your skills in Internet Marketing with a Masters Degree.

A second way to determine if your specialty can be lucrative is through Amazon. Go to Amazon.com like I did here and check to see how many books and products are available for that industry. Simply type in your specialty plus the word "book" or you can just search in the books category directly.



If there seems to be a lot of books on that topic, then you probably have a winner.



Amazon.com: internet marketing book

1-16 of 28,397 results for "internet marketing book"

Choose a Department to sort ▾

Show results for

**Books** ▾

- E-commerce Professional
- Web Marketing
- Computers & Technology
- Internet & Telecommunications
- Home Based Small Businesses
- Online Internet Searching

**Kindle Store** ▾

- E-commerce Professional
- Web Marketing
- Business Marketing & Sales
- Marketing
- Home-Based Small Businesses
- 90-Minute Business & Money Short Reads
- Two-Hour Business & Money Short Reads
- Small Business & Entrepreneurship

**+ See All 19 Departments**

**Refine by**

**Eligible for Free Shipping**  
Free Shipping by Amazon

**Book Language**

- ☐ English
- ☐ Japanese
- ☐ German

**Book Format**

- Kindle Edition
- Paperback

**Kindle Unlimited**

- ☐ Kindle Unlimited Eligible

**Avg. Customer Review**

★★★★★ & Up

**Internet Marketing Books Bundle For Beginners: Keyword Research Made Easy With Free Tools, Free Internet Marketing...** Nov 7, 2014  
by Chris Naish  
Kindle Edition  
\$0.00 **kindleunlimited**  
Subscribers read for free. [Learn more.](#)  
\$3.97 to buy  
Auto-delivered wirelessly  
★★★★★ ▾ 10  
Borrow for free from your Kindle device. [Join Amazon Prime](#)  
**Books:** See all 19,780 items

**Internet Marketing: Launch and Monetize Your Online Business in 90 Days or Less with AJ Amyx** Nov 11, 2014  
by John Tighe  
Kindle Edition  
\$0.00 **kindleunlimited**  
Subscribers read for free. [Learn more.](#)  
\$0.99 to buy  
Auto-delivered wirelessly  
★★★★★ ▾ 1  
Borrow for free from your Kindle device. [Join Amazon Prime](#)  
**Kindle Store:** See all 8,221 items

**Internet Marketing Strategies: Learn How I Make Money Online!** Aug 13, 2014  
by Internet marketing and internet marketing strategies  
Kindle Edition  
\$0.00 **kindleunlimited**  
Subscribers read for free. [Learn more.](#)  
\$0.99 to buy  
Auto-delivered wirelessly  
Borrow for free from your Kindle device. [Join Amazon Prime](#)  
**Books:** See all 19,780 items

**Internet Business Shortcuts: Make Decent Money Online without Taking Years to Get There** Nov 20, 2014  
by Buck Flogging  
Kindle Edition  
\$0.00 **kindleunlimited**  
Subscribers read for free. [Learn more.](#)  
\$0.99 to buy  
Whispersync for Voice-ready  
Paperback  
\$6.99 **Prime**  
Get it by **Wednesday, Dec 3**  
More Buying Choices  
\$6.73 **used & new** (4 offers)  
#1 Best Seller in Home-Based Small Businesses  
Borrow for free from your Kindle device. [Join Amazon Prime](#)  
**Books:** See all 19,780 items

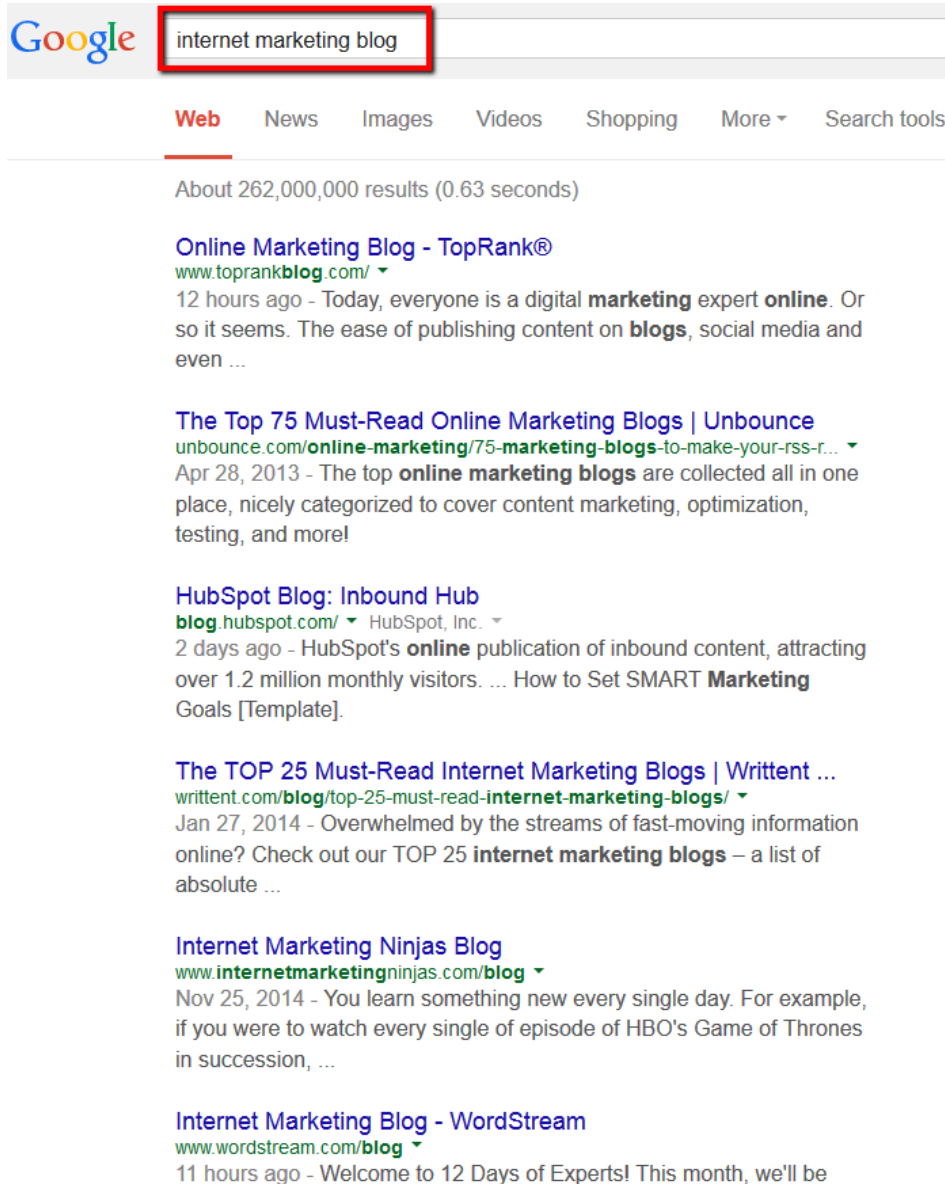
As you can see here, there are over 28 thousand results. Not too shabby. Internet Marketing is a great niche.

Okay, let's assume you have your specialty. You've become an expert in your niche. But how do you get your specialty writing "out there" so clients will hire you for their gigs.

There are industries that have major blogs and they pay really well for specialists who can write blog posts for their sites. They are in competitive areas as well like photography... computing and IT... entertainment... food and drink... lifestyle, parenting and family... health and fitness and travel. And the more you get your content out there on blogs like this, the more prospective clients will see your work and want to hire you for their own gigs. This is what happened to me.

One way you can find blogs to write for is to do a simple search in Google. Let's use my specialty as an example. If I were looking for internet marketing, it would look like this. All you have to do is to insert your specialty instead of mine and add the word "blog" to your keyphrase.





Now take a look at all of the results. 262 million to be exact. But you will only have to search through the first few pages and you will have more than enough sites to pitch to get a gig to write a guest blog or even become a recurring writer.

The key is to write for blogs that are in your particular field. And this really is such a *key*, that I have to take a moment to tell you another personal story that helped catapult my writing rate toward that \$180 for one blog post.

When I began writing in my specialty, I searched for blogs that were in my specific niche. Some blogs were paying me \$50 a post. Others were paying me less and some were not paying at all, but because they were so popular, I wrote for them as a kind

of “loss leader”...meaning I might lose a little bit of money at the beginning, but many prospective clients would read my blog and hopefully hire me at a higher rate.

Well, it worked. I was right. Clients contacted me and hired me for their blog. These businesses were not looking for just any ole writer. They wanted a specialist...an authority...an expert. What they wanted was someone who could become their voice and embody their brand. Because of my diligence in learning my specialty well, I became that voice.

People started to follow my work, and more and more writing gigs fell in my lap, until I had to turn away some work. THAT’S when I raised my rates. If you wanted me to write for you, then you had to pay me top dollar.

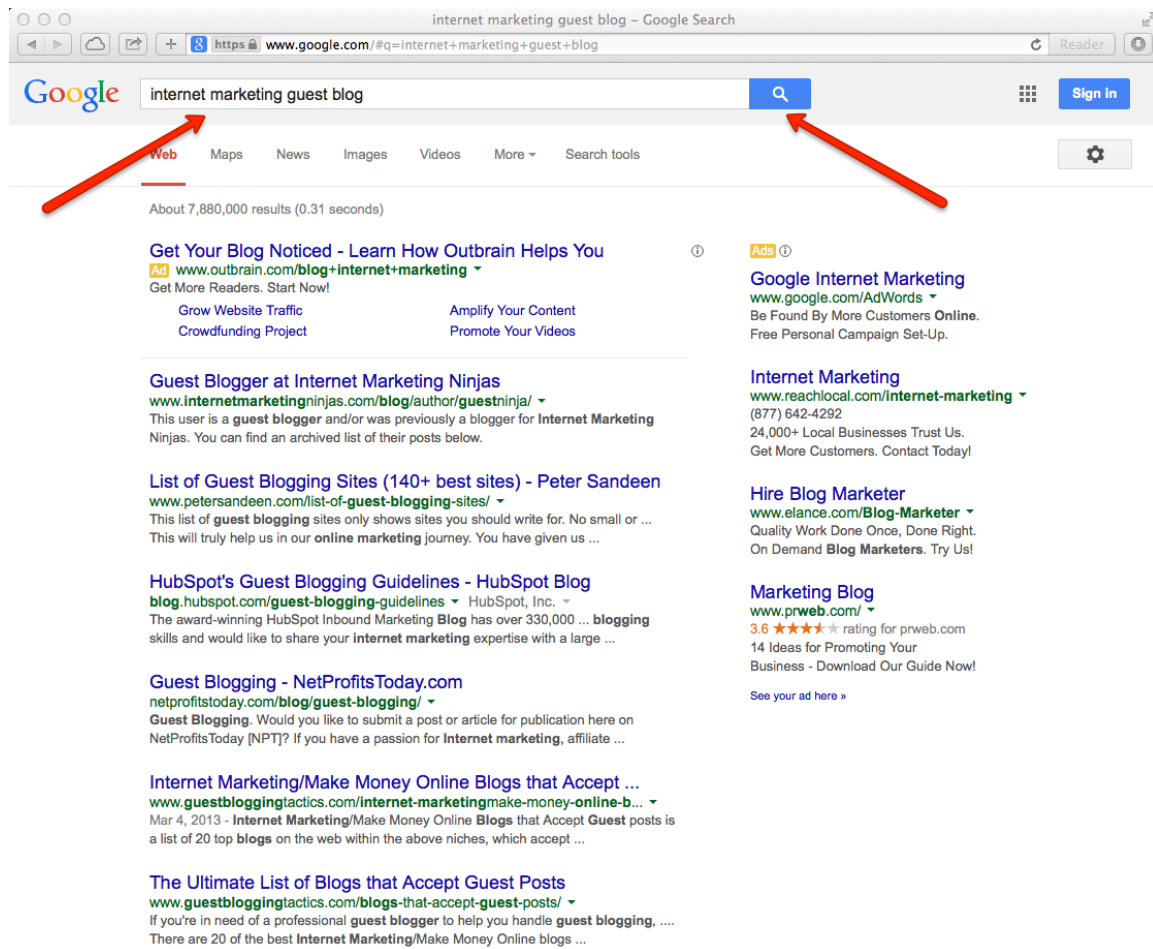
Now I realized that clients would pay good money for my expertise and soon I was charging over 20 cents a word and more for online content.

It’s not difficult to find blogs to write for. One way is in my last example where you type in your specialty plus the word “blog” into Google. Another way is to simply be on the lookout on job ad sites for companies that fall within your specialty that are looking for content. If you find one, and you show them you are a specialist, you will win out over the other candidates who are not an expert like you.

I’m going to walk you through a third process step-by-step, so you can see how easy it is to find jobs writing for blogs.

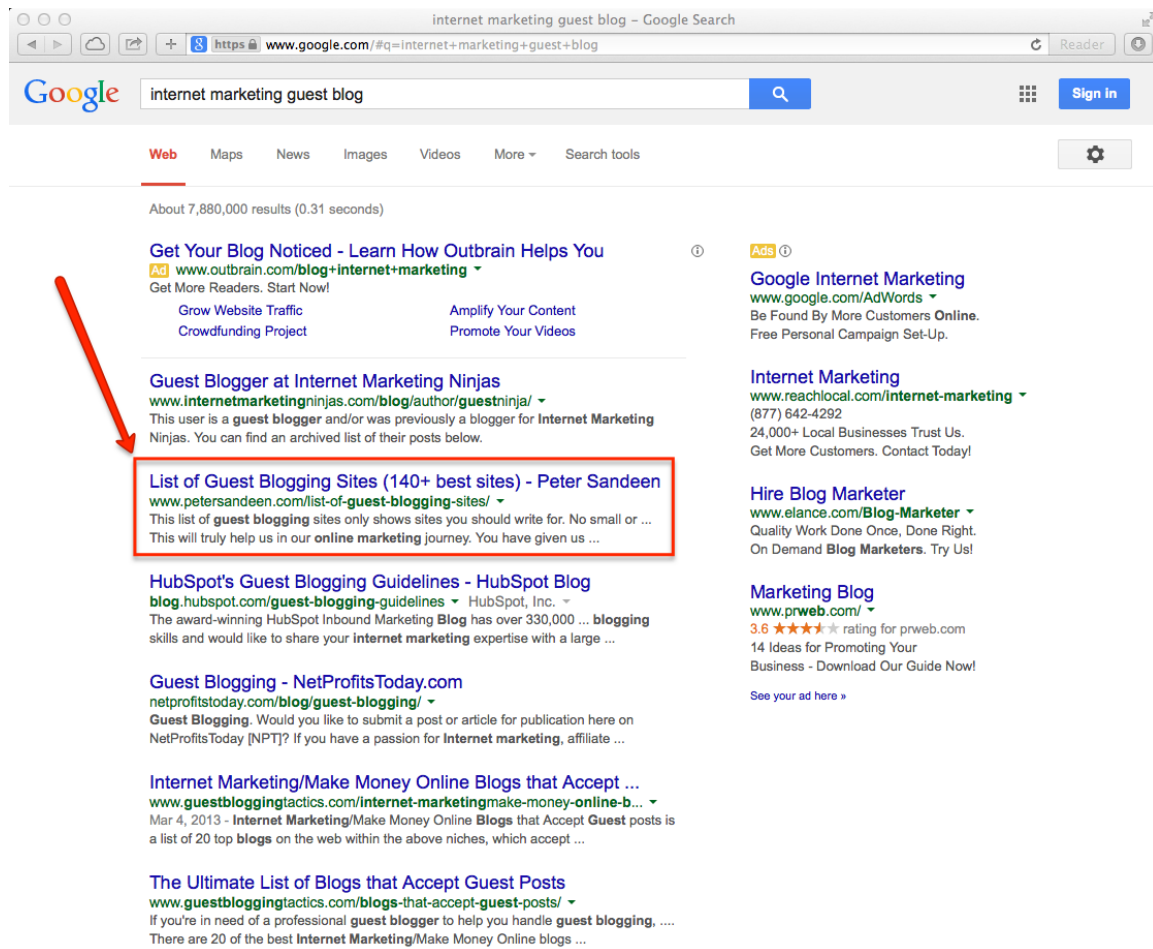
Again, I’ll use my specialty, internet marketing.

1. Query your specialty plus “guest blog” in Google and hit “search.”



As you can see, there are over 7million results. I'm going to go to one on the first page.





Once there, I can see that the owner of this site is giving the names and links to over 140 best guest blogging sites in internet marketing. Let's click on "write for them" next to KISSmetrics to see what your next step would be.



We are now on the page where guest blogging for KISSmetrics is explained. Read everything on this page. There's so much great information that covers specifics about the blog... what they're looking for in your writing and what topics they accept.

---

## Guest Blogging For KISSmetrics

From time to time, we get inquiries regarding guest blogging at KISSmetrics. We figure it's about time we did a post on this topic, because we certainly love a great guest post! Besides, it's always nice to get a fresh voice and perspective.

If you're interested in submitting a guest post for KISSmetrics, please read on and we'll let you know what we are looking for and how the process works.

### Why Guest Blog?

I'm sure most of you understand the value of guest blogging. To boil it down, the one main reason why you should partake in guest blogging is: *it's a great opportunity to give back to the start-up and online business community by sharing valuable information with others.* And as we all know, giving is receiving.

Here are some other excellent reasons:

- Get your ideas in front of thousands of readers
- Get your company known
- Networking
- And of course, the good old link to your website

If you decide to submit a blog to them, go to the bottom of the page and you will see where you can start the guest post process.

The screenshot shows a web browser window with the URL <https://blog.kissmetrics.com/guest-blogging-for-kissmetrics/>. The page has a blue header with the KISSmetrics logo and navigation links: Infographics, Marketing Guides, and Webinars. On the left, there is a sidebar with a Google Analytics graphic and a 'Log in with Google' button. The main content area starts with a paragraph about avoiding reposts, followed by a guideline for KISSmetrics posts. Below this is a section titled 'How To Submit A Guest Post' which includes instructions on how to submit a post. A prominent blue button with a play icon and the text 'Click Here To Start The Guest Post Process' is highlighted by a yellow arrow. To the right of the main text are social media sharing buttons for Facebook, Twitter, and LinkedIn. At the bottom, there is a dark grey box containing a book cover for 'How to Measure and Fix Your "Leaky" Marketing Funnel' and a 'Get Free Download Now' button.

Guest Blogging For KISSmetrics

<https://blog.kissmetrics.com/guest-blogging-for-kissmetrics/>

List of Guest Blogging Site... Bloggers Passion : Bloggin... Submit Guest Post: Guest... Guest Blogging For KISSm... Guest Blogging For KISS...

**KISSmetrics**  
A BLOG ABOUT ANALYTICS, MARKETING AND TESTING

Infographics Marketing Guides Webinars

Google Analytics tells you what's happening.  
KISSmetrics tells you who's doing it.

Start your KISSmetrics free trial

Log in with Google

avoid posts on topics that have been covered many times over. We are not looking for rehashed posts from other blogs. Here is the ultimate guideline:

"A KISSmetrics post should make our readers want to stop what they are doing, print out the article and spend the day applying what they have learned to their website or business". To put it succinctly: Your post should be *inspiring*!

**How To Submit A Guest Post**

You don't have to write your guest post in its entirety before you submit it to us. Just start by filling out this form:

**Click Here To Start The Guest Post Process**

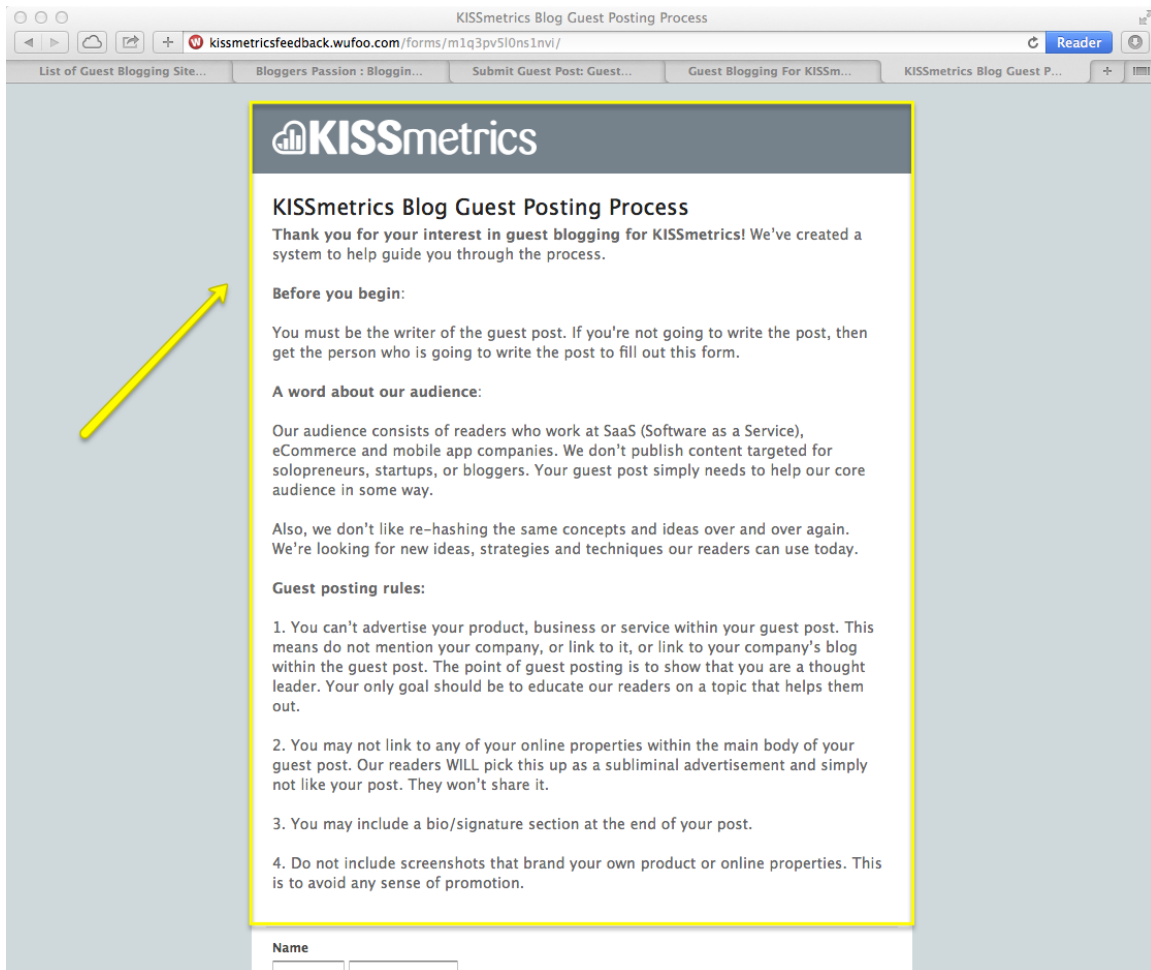
About the Author: [Sean Work](#) is the Marketing Director at KISSmetrics. Feel free to follow him on [Google Plus](#).

**How to Measure and Fix Your "Leaky" Marketing Funnel**

Marketing funnels can get pretty "leaky". Learn how to fix them in this free guide.

Get Free Download Now

Click there and it brings you to this page that you should read very carefully. If you don't follow the instructions, your blog will not be accepted.



KISSmetrics Blog Guest Posting Process

Thank you for your interest in guest blogging for KISSmetrics! We've created a system to help guide you through the process.

**Before you begin:**

You must be the writer of the guest post. If you're not going to write the post, then get the person who is going to write the post to fill out this form.

**A word about our audience:**

Our audience consists of readers who work at SaaS (Software as a Service), eCommerce and mobile app companies. We don't publish content targeted for solopreneurs, startups, or bloggers. Your guest post simply needs to help our core audience in some way.

Also, we don't like re-hashing the same concepts and ideas over and over again. We're looking for new ideas, strategies and techniques our readers can use today.

**Guest posting rules:**

1. You can't advertise your product, business or service within your guest post. This means do not mention your company, or link to it, or link to your company's blog within the guest post. The point of guest posting is to show that you are a thought leader. Your only goal should be to educate our readers on a topic that helps them out.
2. You may not link to any of your online properties within the main body of your guest post. Our readers WILL pick this up as a subliminal advertisement and simply not like your post. They won't share it.
3. You may include a bio/signature section at the end of your post.
4. Do not include screenshots that brand your own product or online properties. This is to avoid any sense of promotion.

Name

It's very simple and straightforward.

Now, this blog may not pay guest posters, but it is a very popular one that could build your reputation. Some of the blogs you write for may not pay, but if they are popular enough, you should consider writing for them to get your name and specialty out there.

One more thing that is *so* important!

When your blog gets accepted to be published, you should include a short but compelling bio and a link to your website.

And there ya go! You're on your way to making up to \$180 a blog post. I'm excited for you and know that if you follow my plan, you will be there soon.

When you reach your goal...let me know. I love hearing great success stories!