

What Is The Most Lucrative Specialty In Freelance Writing

Hello again. I'm Maggie Linders and as the author of Freelance Writing Riches, I'm going to show you a clever way to earn your six-figure income per year by becoming a copywriter.

Copywriting is a form of writing designed to persuade someone to do something. It exists mainly to pitch products or services and to express the strengths, advantages and benefits of whatever is being promoted. A "copywriter" is someone who writes and edits copy in the area of advertising and marketing. To put it simply, it's the art of persuasion. When a business needs a web page, brochure, article, press release or any other form of writing that will generate sales or to use in marketing, they hire a copywriter.

I often talk about becoming a specialist as an avenue to earning six-figures as freelance writer and refer usually to specializing in a particular topic or field. Copywriting is not a specialty in a particular niche, but it is still a specialty because it is a *specialized* type of writing. If you are a copywriter, you are a specialist even if you're writing on a variety of topics.

There is a learning curve with copywriting so it may take some time to get really good, but it can be worth it. That's because businesses use copywriting for all types of media that is directly related to getting sales and increasing their profits. If you increase a businesses bottom line, that client will never let you go and you will have a steady income stream for as long as you want to work for them.

Online businesses need website copy that is compelling and engaging and holds a visitor's attention...and in turn...spend more time on their site. If you can help a business keep visitors on their websites with your copywriting that is a win-win scenario. The client makes more money from customers and you will continue to get more work from that client as a result.

When you first start out, you'll most likely be writing short, concise copy for websites. When I began, I wrote website content and I learned about basic copywriting as I was becoming a specialist in internet marketing.

Eventually, you can graduate to writing ads, brochures, sales letters...basically anything that can help a company expand their business and increase sales.

Here are a few copywriting principles and tips that are important to know:

#1 – Copywriting involves a lot of research. Unlike creative writing, you cannot research a "bit" of information and expect to write "gold." You have to know the

client's audience thoroughly; their personalities, their needs and desires and their pain points. You must build personas for the client's "ideal" customers and every bit of writing has to be crafted to attract those people.

Initially, the client will give you some general information, but you'll also want to do your own research so that you can get to know your target audience as well as possible.

A great shortcut to getting to know a target audience is to look at the sales copy of your client's competitors. If the competitor is successful, it means they probably know their target market pretty well, so reading their copy is a great direct way of getting inside the hearts and minds of your target audience.

It's also a good idea to give your client a questionnaire to fill out about their target audience. This helps me get a nice kick start in my own research and ensures that I also include all of the key points that my client would like to see in the copy.

I attached a sample questionnaire below this video so feel free to use it when working with your own clients!

#2 - Write in the client's voice. What is their brand message? Is it light? Is it more serious? Be sure to look closely at how your clients present themselves. The questionnaire I mentioned earlier will help a lot in this regard.

#3 - I recommend you charge per project or per page for copywriting...not per word. Charging per word doesn't work very well with copywriting because a good copywriter should be able to say a lot in a few words. Your copy might be only 100 words long but when you factor in hours of research, questioning the client and deep thinking, it's not worth the standard per word rate. When writing simple website content, I charge per page and I take into consideration the amount of research and writing time. You can do this as well, or you could charge a "per project" fee, which would cover all of your work for however many pages it takes to bring the project to completion.

As you can probably see, a copywriter plays a very important role in helping companies maximize their revenue. The better you are at your job the more money your client will make and the more you'll be re-hired. So the key with copywriting is to hone your skills as much as possible, so that your clients see results and therefore pay you top dollar for your work. So how do you begin copywriting if you've never done it before?

For me, it was practice makes perfect. I put aside one hour a day to spend perusing websites...reading their content...noticing what was effective and what wasn't. Then I would practice writing sales letters, website content...all kinds of writing that you would write as a copywriter.

You can also look for websites that are not engaging and don't hold your interest. What would you do differently? Think about it and then rewrite their copy. This type of practice really does make perfect and when you feel ready to look for a job, you will have some writing experience as a copywriter under your belt.

I recommend you start with website content and if you want to move on from there you can. Website content is the easiest form of copywriting because it isn't as "salesy" as a sales letter or ad. It involves the same principles of copywriting, but is easier to craft.

There are some great "how to become a copywriter" eBooks and websites that are reviewed very highly. The Writers Bureau has a course that is 100% online. They cover all aspects of copywriting and will even offer feedback when you send in a sample of your work. Also, American Writers & Artists Inc. (AWAI) offers a comprehensive, course called "*The Accelerated Program for Six-Figure Copywriting.*" It also covers all aspects of the craft and offers tips and tricks that have been proven in the real world and not just in theory.

If you want to start with a book about copywriting, try "*The Copywriters Handbook – A Step-by-Step Guide to Writing Copy That Sells*" by Robert Bly. Robert is an independent copywriter and consultant with more than 25 years' experience in the field. His website (bly.com) also includes valuable free information.

If this all sounds enticing to you, then consider further researching the field of copywriting. If you're naturally good at persuasion and sales, copywriting could be a logical next step for you. Even if you are not a natural salesperson, with some learning and practice, copywriting can turn into a six-figure freelance writing career for you.

See you next time!:)