

A man in a dark suit is sitting in a chair, seen from behind, with his hands clasped behind his head. He is looking upwards towards a large, glowing yellow thought bubble. Inside the thought bubble, the text 'How Freelance Writers Win the Big Gigs' is written in white. Below the main bubble are two smaller, similar thought bubbles. The background is a dark, textured green.

How Freelance Writers Win the Big Gigs

Monthly Content Marketing Webinar V51

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A Q U E N T



The Market



How has the market changed for professional writers?

The Tools



What methodology and technology do you need to stand out from the crowd?

The Magic



What's the new magic formula to win the big gigs?



The Market



It's a new writing marketplace with new demands



The content marketing revolution is in full force. Forward thinking companies are now gathering ideas, developing stories and publishing a steady stream of content for readers and fans.


CONTENT
MARKETING IS NOW
33%
OF THE TOTAL
MARKETING BUDGET.

Stop sipping and start chugging the content marketing Kool Aid!



Content marketing is a team sport with lots of moving parts





**Forget the tortoise and the hare.
Winning the content marketing race
requires speed and endurance, and a
serious workflow to keep the content
flowing and performance going.**

- Content Planning**
- Content Creation**
- Content Optimization**
- Content Distribution**
- Content Testing**
- Content Performance Analysis**

**Find your spot and role in the content
marketing workflow.**

The distribution channels for content have expanded, big time.



More channels mean more work for you, sorting out the different wants and needs of readers, the right tone and style, and best time to publish in each channel. Yikes!

Distribution Channels

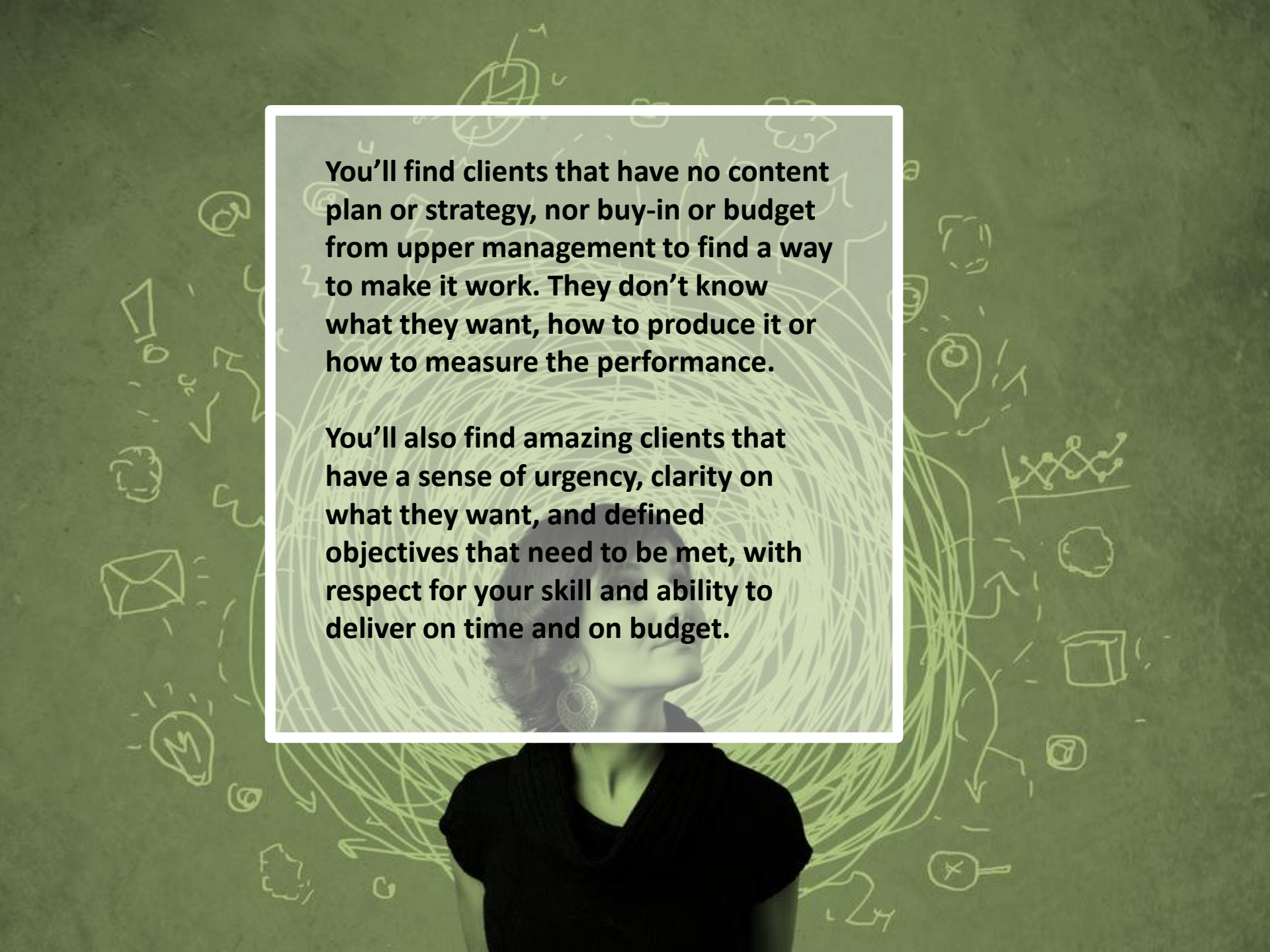
- Article Portals
- Blog
- Email
- Facebook
- Instant Message
- Linked In
- Publications
- Tradeshows
- Twitter
- Video
- Website

Content Assets

- Articles
- Banner Ads
- Blog Posts
- Brochures
- eBooks
- Product Descriptions
- Service Descriptions
- Slide Decks
- Speeches
- Social Posts
- Text Ads
- Tech Papers
- White Papers

All this market noise creates both opportunity and chaos.





You'll find clients that have no content plan or strategy, nor buy-in or budget from upper management to find a way to make it work. They don't know what they want, how to produce it or how to measure the performance.

You'll also find amazing clients that have a sense of urgency, clarity on what they want, and defined objectives that need to be met, with respect for your skill and ability to deliver on time and on budget.

Tip the scale in your favor by upgrading your tool chest fast





CURATION TOOLS

Shareist
Newblur
Repost
Scoop
Story Crawler
Storify
Curata
Feedly
Feed Demon
Curation Soft

PERFORMANCE TOOLS

SpyFu Recon Reports
WriterAccess Analytics
Moz Analytics
Raven Tools
GeoRanker
Hubspot
Majestic SEO
Authority Labs
SERPs

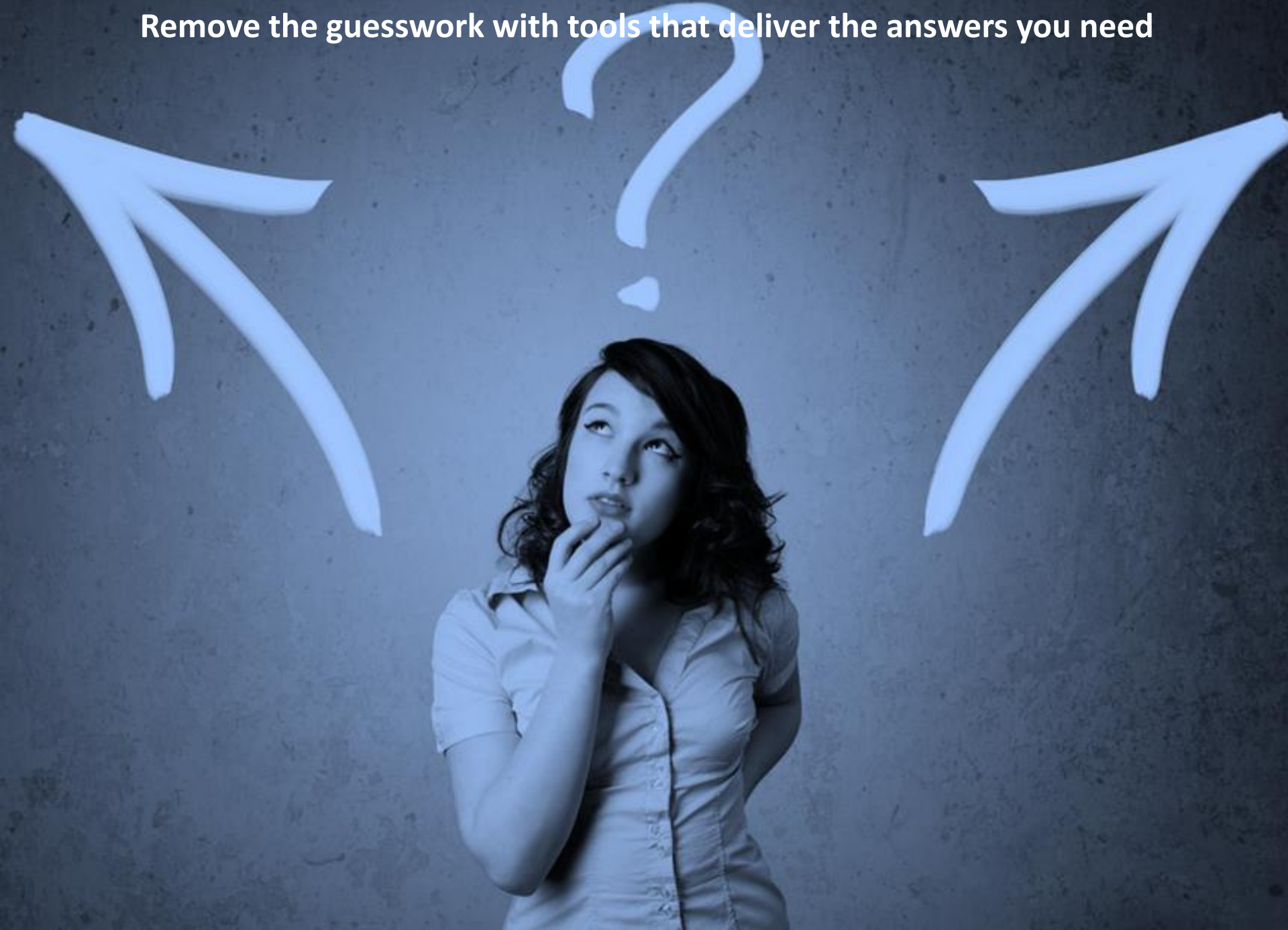
RESEARCH TOOLS

Analytics SEO
Authority Labs
Hub Shout
Moz
Majestic SEO
SERPs
SpyFu

WORKFLOW TOOLS

CopyScape
DivvyHQ
KaPost
Marketing.AI
Plagiarism
Plagiarism Detect
Plagium
WA Content Planner

Remove the guesswork with tools that deliver the answers you need



Try the CreativeBriefWizard.com to pinpoint the goals for projects.

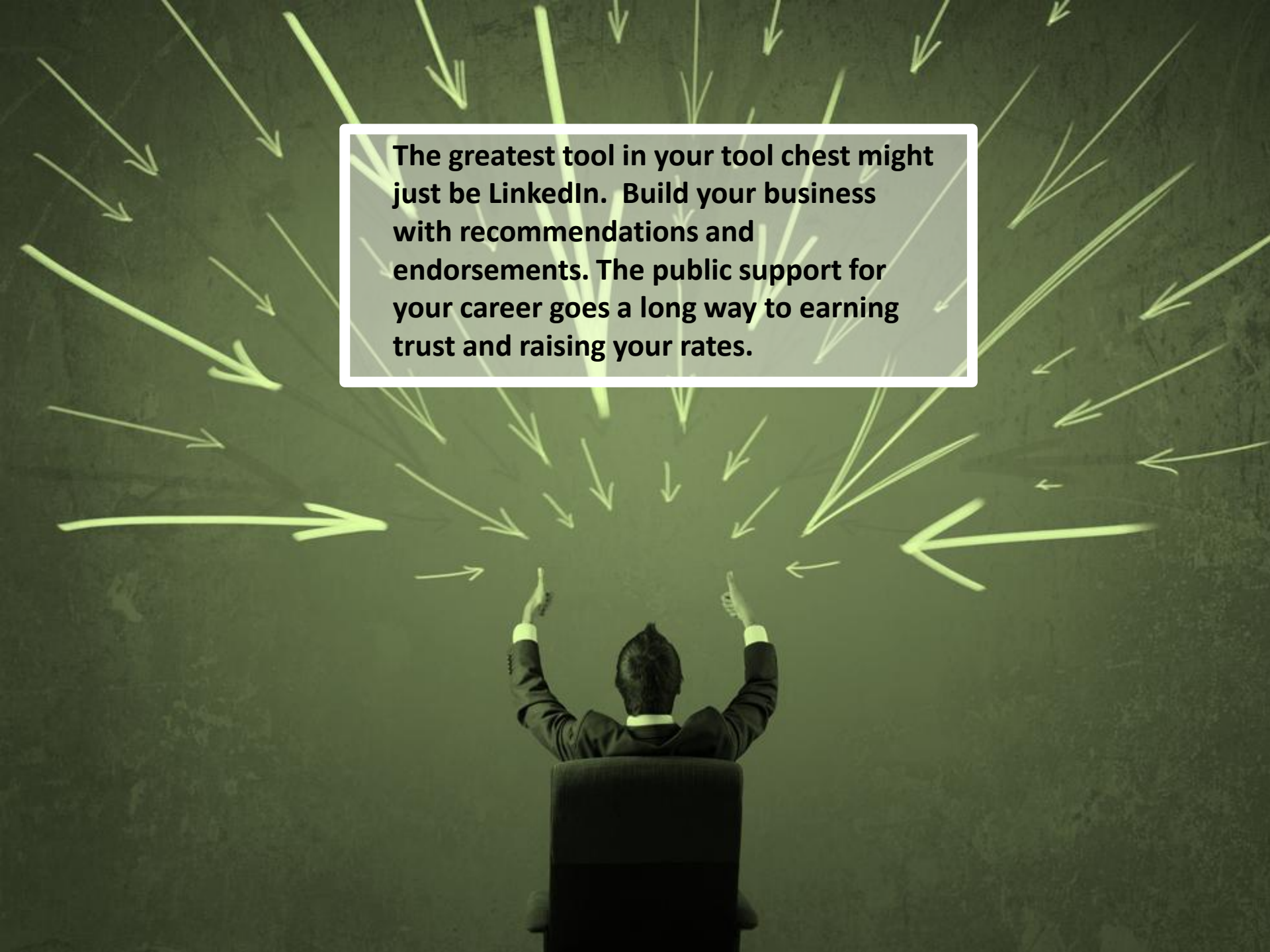
CreativeBriefWizard

Create a New Creative Brief

- 1 What type of project is this?
- 2 Provide a name for this Creative Brief
Brief Name:
- 3 Tell us about your company?
 New Player Established/Growing Industry Leader
Explain what your company does and your value proposition.
- 4 Who is your target audience?
Comprehension Level? Newbies Basic Knowledge Gurus
Target Demographic:
 Academic Adults 18 to 25 Adults 25 to 40
 Adults 40 to 60 Children Customers
 Industry Specialists Men Seniors
 Teens Tweens Women
 Young Adults
Other:
- 5 What is the objective?
 Inform and Educate Motivate to Purchase Engage and Entertain
Explain how we can exceed your expectations.
- 6 Tone of Writing?
 Extremely Informal [?](#)
 Everyday Informal [?](#)
 Journalistic [?](#)
 Business/Consultative [?](#)

Build up your bank of recommendations and endorsements with Linked In!





The greatest tool in your tool chest might just be LinkedIn. Build your business with recommendations and endorsements. The public support for your career goes a long way to earning trust and raising your rates.

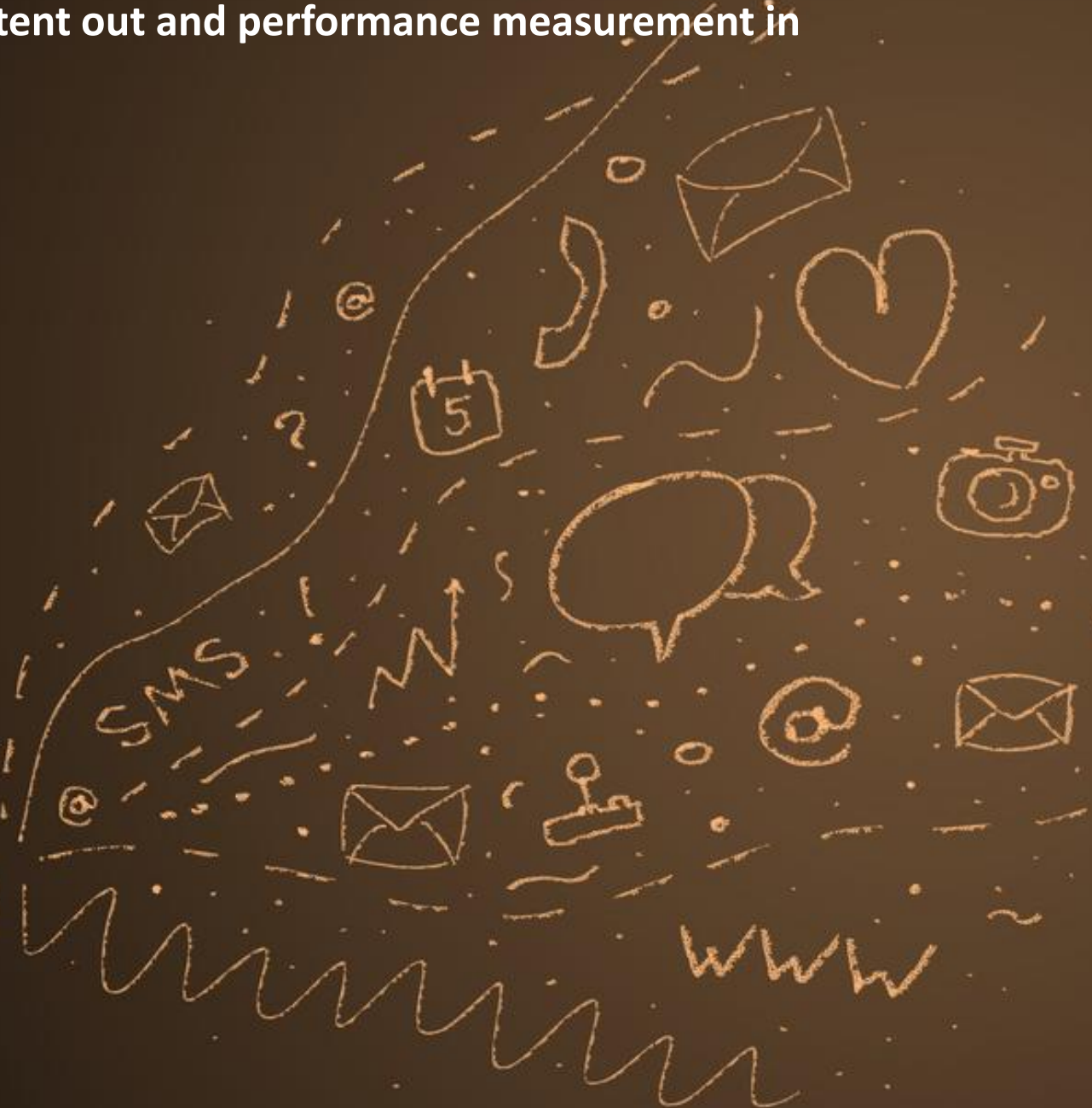
The Magic




**Your headshots and
profile define who
you are, and the
quality of your work.
If your headshot
sucks, you suck. Sorry!**



Get the content out and performance measurement in

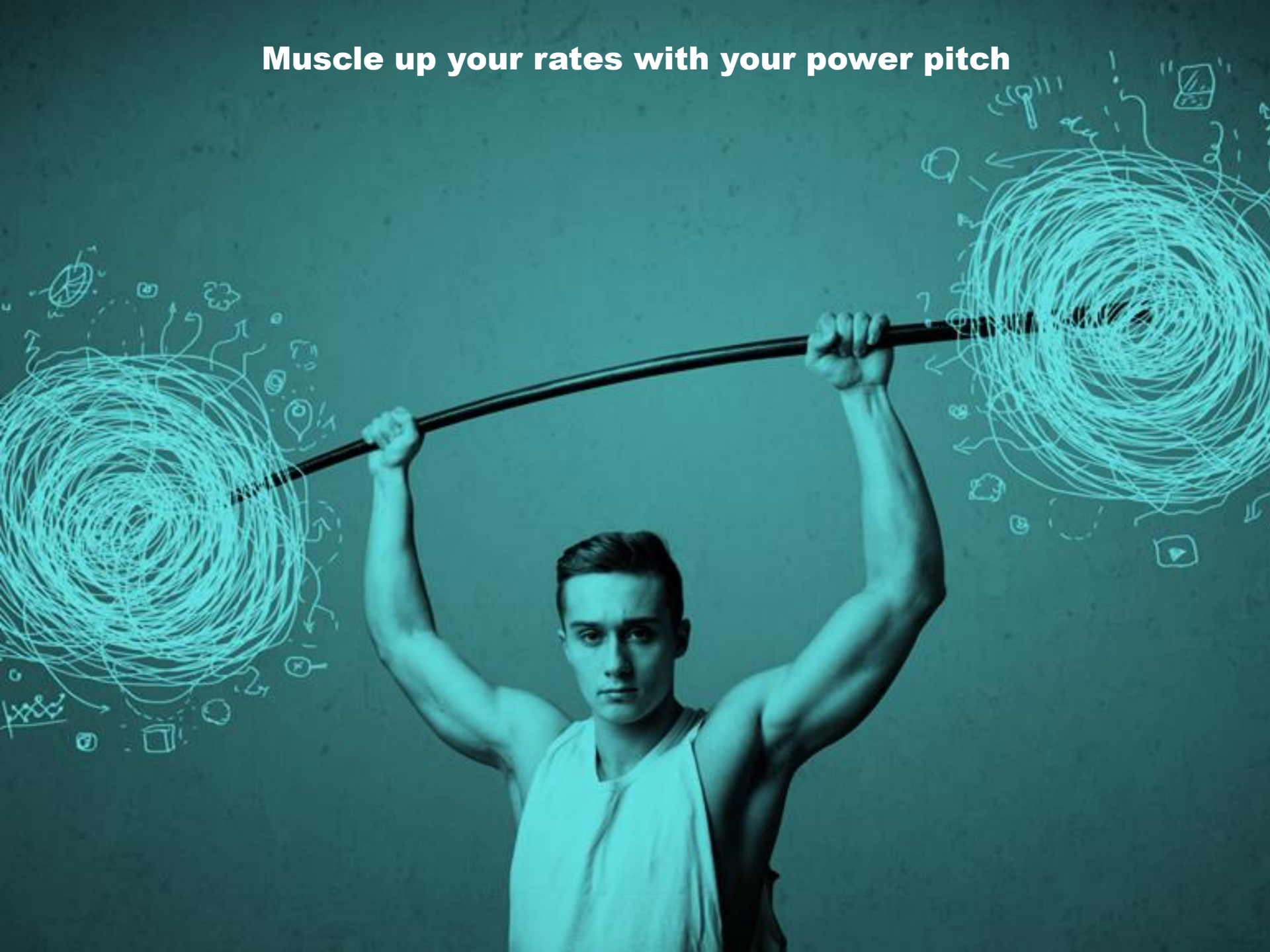


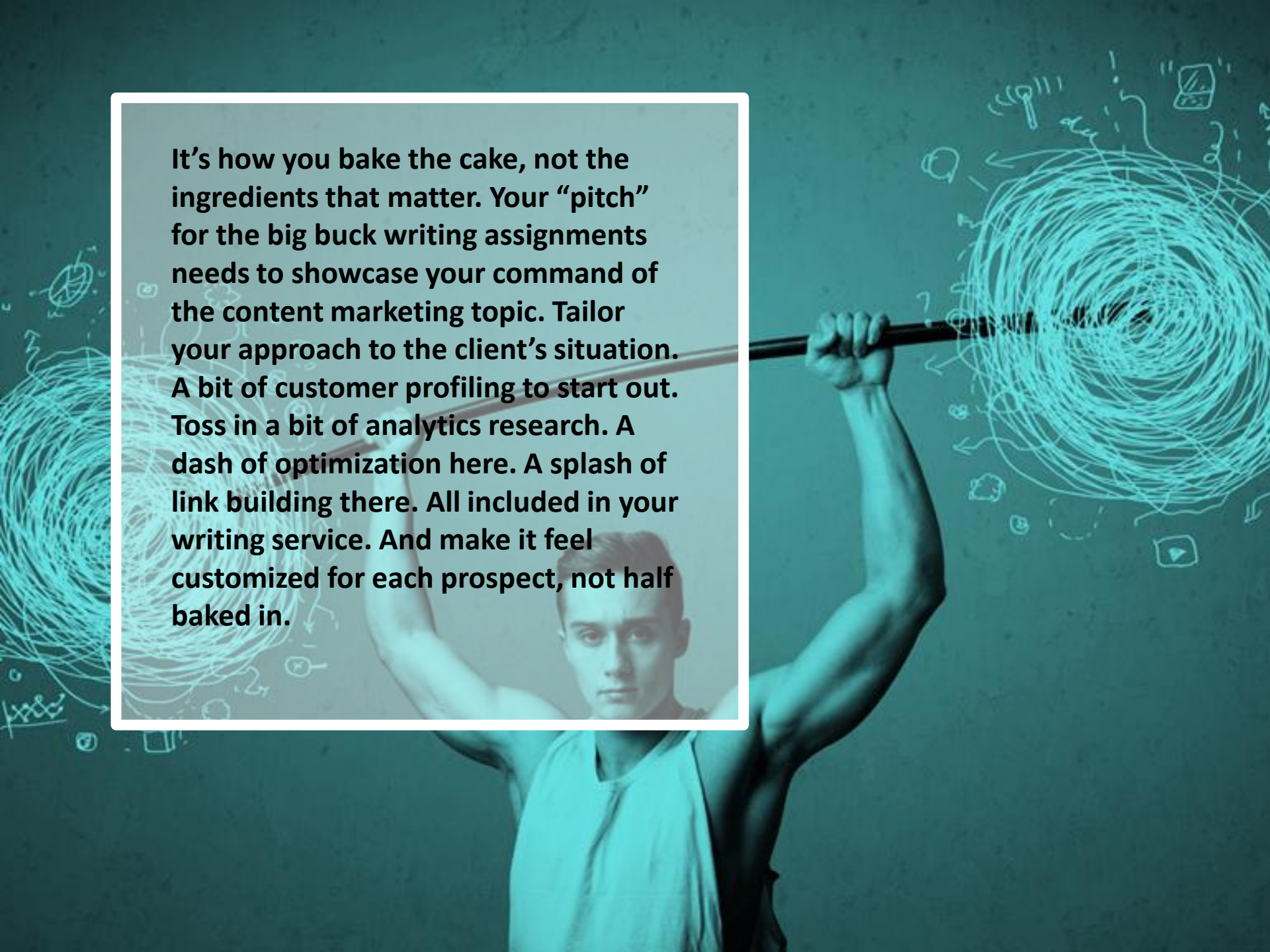


If you're in tune with the success your content is having, you're in the driver's seat to move your rates in the right direction— Upward!

- Traffic**
- Listing Positions**
- Conversion Rates**
- Time on Page**
- Bounce Rates**
- Influence on sales**
- Impact on User Acquisition Cost**
- Subscribes/Unsubscribes**
- Lead Generation**

Muscle up your rates with your power pitch

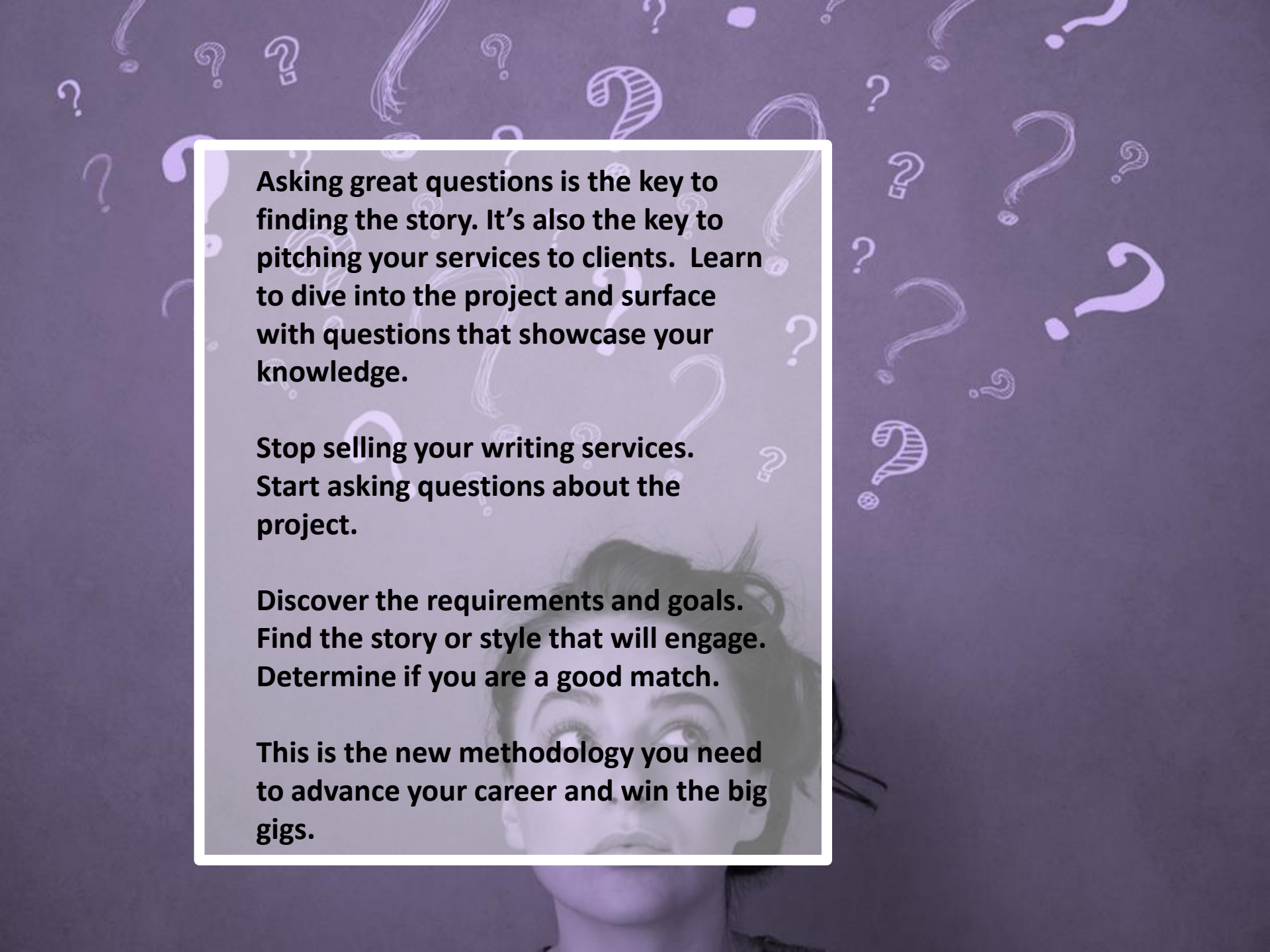




It's how you bake the cake, not the ingredients that matter. Your "pitch" for the big buck writing assignments needs to showcase your command of the content marketing topic. Tailor your approach to the client's situation. A bit of customer profiling to start out. Toss in a bit of analytics research. A dash of optimization here. A splash of link building there. All included in your writing service. And make it feel customized for each prospect, not half baked in.

The question is the answer in today's competitive market



A woman with dark hair is shown from the chest up, looking upwards and to the right with a thoughtful expression. The background is a dark purple color with numerous white question marks of various sizes scattered throughout. A white-bordered box is overlaid on the image, containing text.

Asking great questions is the key to finding the story. It's also the key to pitching your services to clients. Learn to dive into the project and surface with questions that showcase your knowledge.

Stop selling your writing services. Start asking questions about the project.

Discover the requirements and goals. Find the story or style that will engage. Determine if you are a good match.

This is the new methodology you need to advance your career and win the big gigs.

The Questions are the Magic

- What are your goals for content marketing?
- How do you currently track the success?
- Who's on your team and what are their roles?
- Who will manage and approve the content?
- Who is responsible for content ideation? Me?
- How "social" are your employees and customers?
- Where do your customers hang out online?
- How do your customers find you?
- Who is your competition and what is your edge?
- How much content are you publishing?
- How is it performing? How do you measure success?
- What is your most successful content asset?
- How is the quality of your content?
- What content assets resonate well with your readers?
- Have you created personas for your customers?
- What happened on X date to spike traffic?
- What do you attribute X link popularity too?
- How is your X PPC monthly spend performing?
- Who's creating and managing your social accounts?
- How did you acquire your likes and followers?
- What's your biggest pain-point with content creation?

Great writers are really, really hard to find

A

B

C



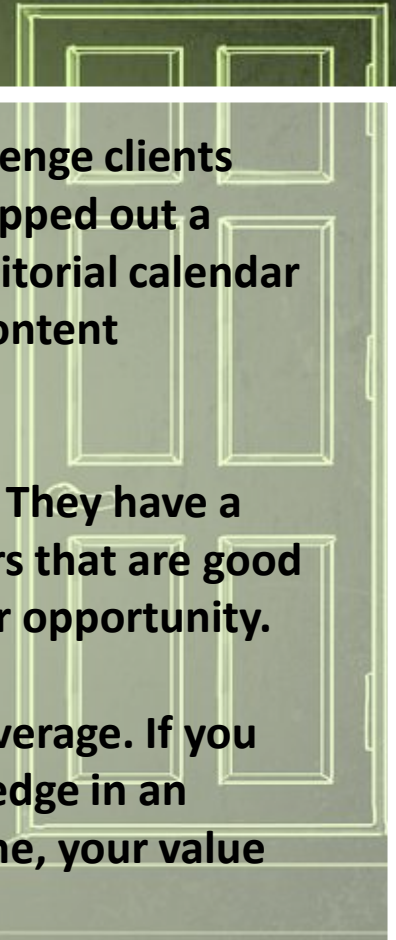
A



B



C




One of the biggest challenge clients face once they have mapped out a content strategy and editorial calendar is actually getting the content produced.

👉 Clients need your skills. They have a hard time finding writers that are good and reliable. This is your opportunity.

Finally, Knowledge = Leverage. If you have specialized knowledge in an industry or practice niche, your value goes up exponentially.

Big companies have big needs



A woman with her hair in a bun is looking up at a wall covered in various hand-drawn sketches and doodles. The sketches include a lightbulb, arrows, a laptop, a speech bubble, and various geometric shapes and lines. The background is a solid reddish-brown color.

If you want to get big gigs, you have to have big targets. Large companies have a LOT of content needs at every level.

Getting your foot in the door is the first step. If you can deliver quality writing on time, that is your calling card.

Put your biz dev hat on and explore where content lives throughout the organization. If one product line needs content, they all do!

If you want to make more money, write things that clients value more



Clients are willing to pay more for content that they view as more valuable.

A detailed white paper they will use in a lead generation campaign is worth more than short, keyword-rich blog posts focused on SEO.

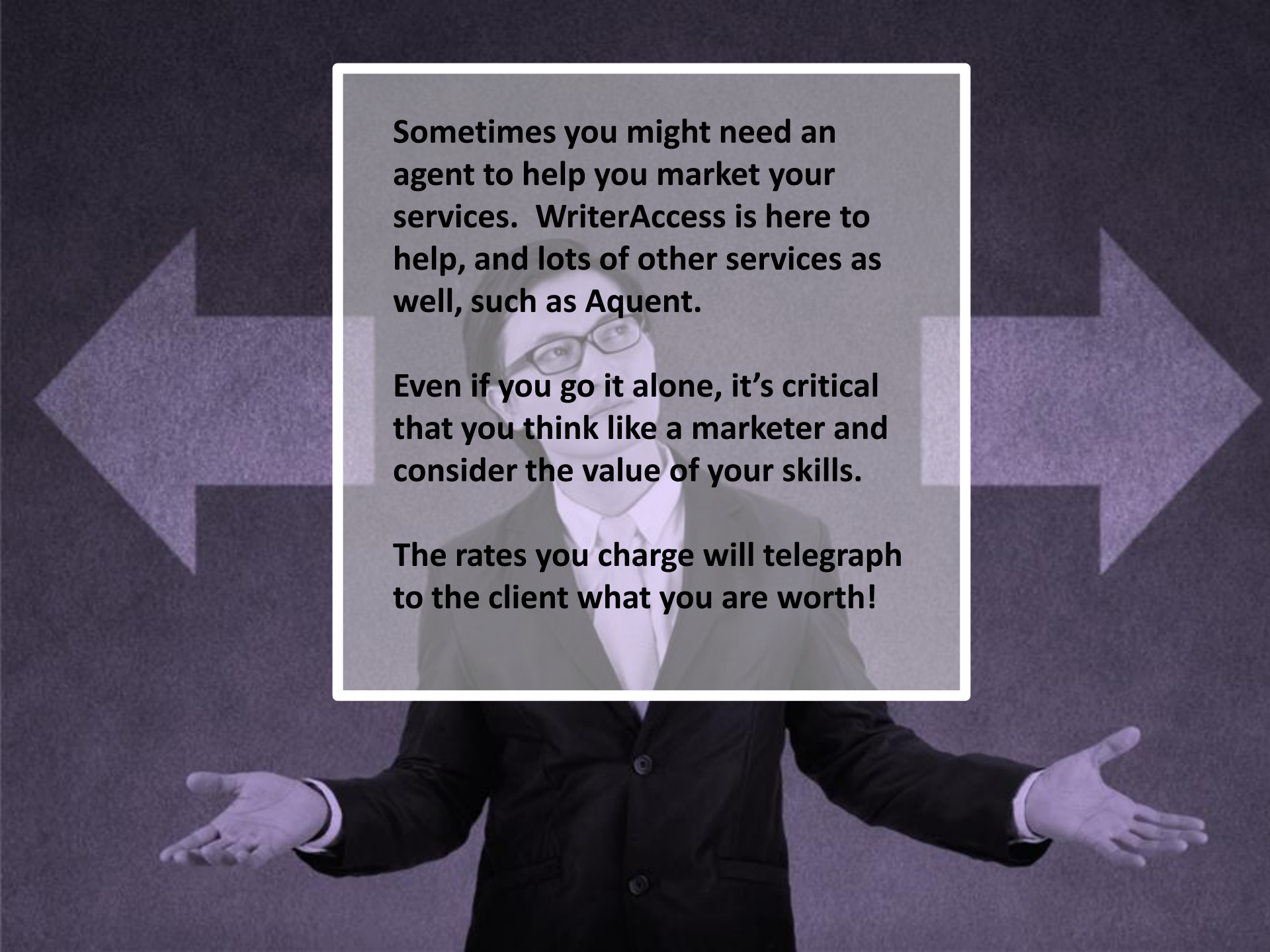
Content that will be used by the sales force to present to clients is worth more than copy that will live somewhere in the depths of the website.

A script used in a high-budget product demo video is valuable. Helping C-level execs write their blog posts is valuable.

Even being able to fix content the company has already produced is valuable

Hire an agent to market your skill





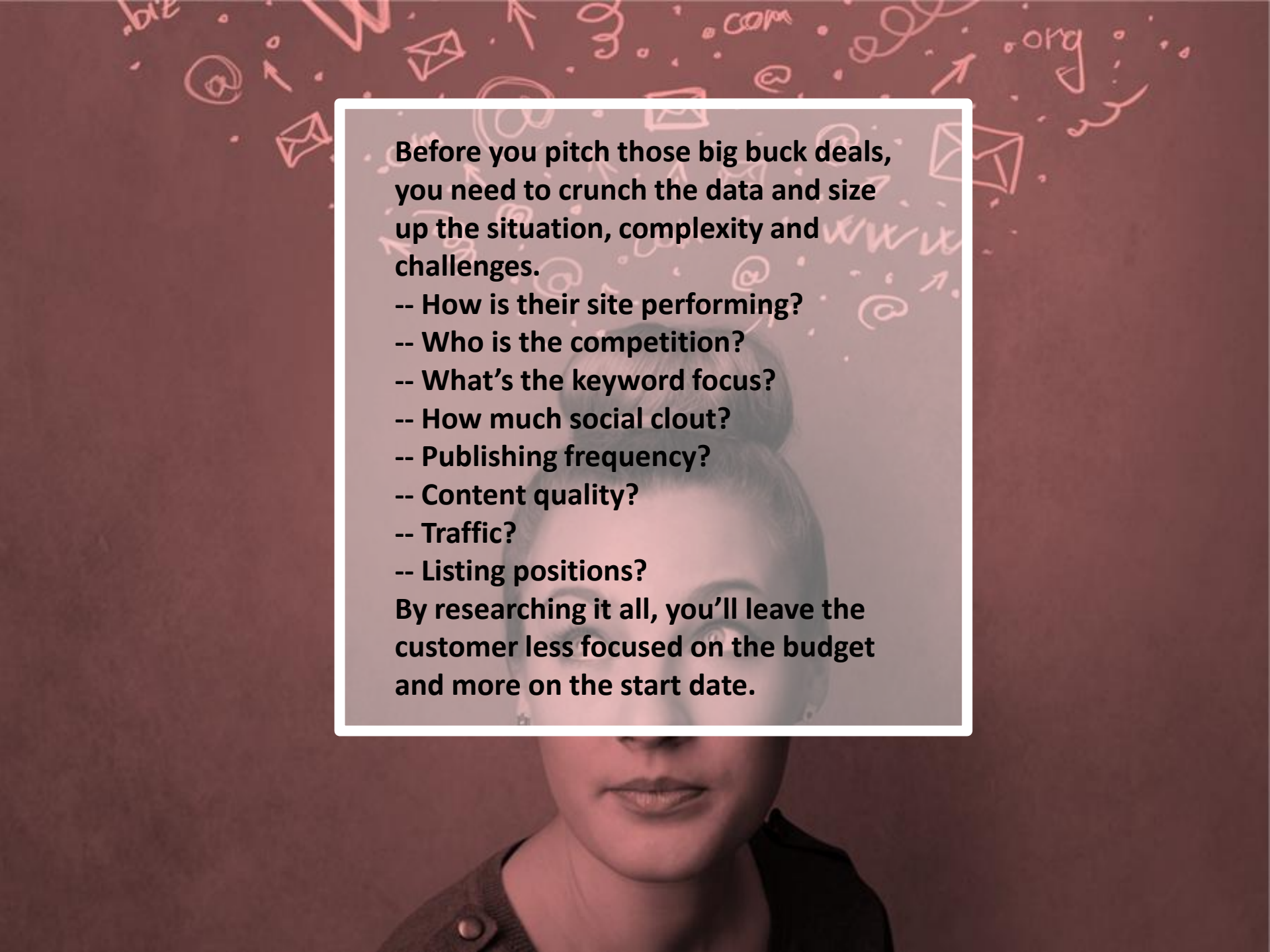
Sometimes you might need an agent to help you market your services. WriterAccess is here to help, and lots of other services as well, such as Aquent.

Even if you go it alone, it's critical that you think like a marketer and consider the value of your skills.

The rates you charge will telegraph to the client what you are worth!

Do Your Homework Before the Pitch






Before you pitch those big buck deals, you need to crunch the data and size up the situation, complexity and challenges.

- How is their site performing?**
- Who is the competition?**
- What's the keyword focus?**
- How much social clout?**
- Publishing frequency?**
- Content quality?**
- Traffic?**
- Listing positions?**

By researching it all, you'll leave the customer less focused on the budget and more on the start date.

What are you waiting for... Get Going!



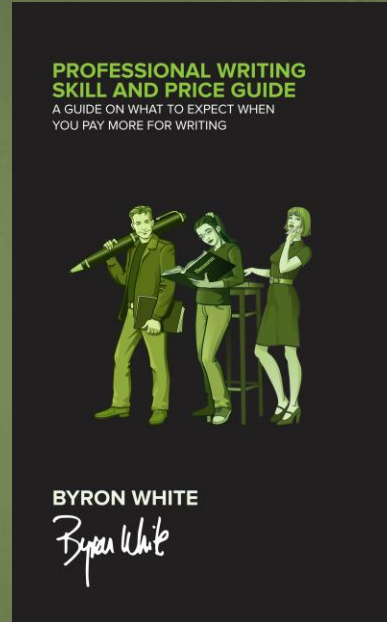
A woman with dark, wavy hair and large hoop earrings is looking upwards and to the right. She is wearing a dark, cowl-neck top. The background is a light blue-grey color with a white line-art sketch of a castle with two towers and a central gate. The entire image has a teal-blue tint.

It's pretty simple really. Dive into the content marketing revolution. Fine tune your writing skills and strategic approach. And surface with methodology, technology and confidence to raise your rates and grow your own writing business.

Download My New Book



WriterAccess



Great Writers Wanted!
Apply on WriterAccess
Byron@WriterAccess.com
Good Luck!

WriterAccess

WriterAccess.com/WritingSkillGuide

