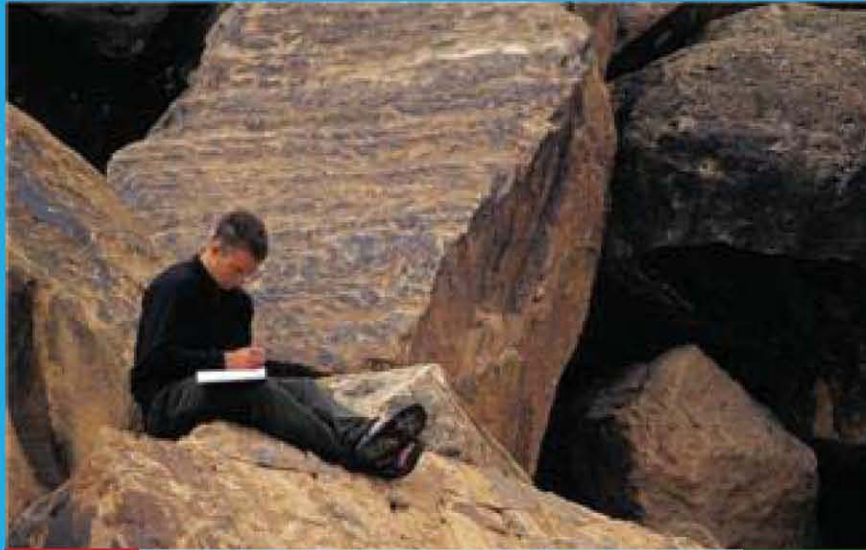


Practical Writing and Marketing Tips for Freelance Writers



By Trish Williams



A disheartened NYPD detective and a sassy teenage girl, survivors of a suspicious plane crash, team up with an attractive lawyer, a professor emeritus of religious studies, and a teenage boy blessed with psychic abilities to unlock the secrets of an ancient angelic record. Emboldened by the ministering of angels, they answer a divine calling to oppose the attempts of Lucifer to obtain the record and use it to prevent Christ's Second Coming.

Book of Angels

The Ministering of Angels in the Last Days

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Practical Writing and Marketing Tips for Freelance Writers, First Edition
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This ebook is a compilation of blog entries written by the author, Trish Williams, and originally published on Blogit.com under the name "Ariala."

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BREAKING INTO COPYWRITING AND OTHER FREELANCE WRITING OPPORTUNITIES

This is what I would recommend, based on what has worked for me:

- Place a classified or display ad in local business newspaper(s). I've been running one for years for only \$21 a month. It has generated thousands of dollars in business for me. It's virtually the only advertising I do. I ran an ad in the yellow pages one year and only received one call. That was an expensive mistake. Since I work PT for an organization (20-25 hours a week), I don't need or want more work than I currently have.
- Have some business cards printed. You can get 250 beautiful 4-colored business cards printed for free (except shipping and handling) from [VistaPrint online](#). Mine has my name and the title of Freelance Consultant, address, phone number and my website. I've given myself many titles in the past: President, Freelance Writer, Marketing Consultant, and settled for Freelance Consultant.
- Create your personalized letterhead for invoices, sales letters and other correspondence.
- One year I sent out postcards to a specific target audience. This included travel agents mostly, since that was my interest at the time. This was before web pages were hot, so I was soliciting for writing brochure and newsletter copy. When web pages came on the scene, I learned how to design them, and sent out postcards again, but this time to a more general audience.
- Study ads, brochure copy, newsletter copy, flyers and direct mail pieces you receive. Keep a file folder entitled IDEAS for future reference.
- Create a newsletter. One year I sent out a newsletter called *Possibilities Unlimited* to my clients. This didn't really generate any additional clients. It served as a goodwill piece...good PR.
- Have a personal website. Mine includes samples of my work. This saves me and the client time. I'm rarely asked for a resume and people take my word that I know what I'm doing. Sometimes I carry a portfolio with me, but usually it isn't necessary.
- Keep three writing samples available to email or give to clients that ask.

This is basically all I've done, but if I were to go full-time at it, I'd be much more assertive. Always remember that it takes approximately eight ads to really get someone's full attention. This can be expensive, but you can't expect to get a response from just running one ad. Be committed to a budget plan. Other things I've done over the years include:

- Hook up with printers, artists, and photographers. Let them know you're a writer and that you'd appreciate working with them on future projects.

- Get with ad agencies in town and let them know you're there to help with their "overflow" projects. Some agencies use freelancers exclusively, while others have their own copywriting staff. Sometimes there are overflows.
- If you have a special talent or interest (martial arts, travel, cooking, insurance) be sure to target into that market to promote your copywriting services.

Copywriting is fun. It gives you the opportunity to write for many markets. You become a Jack-of-all-trades and a master of one or two.

What to charge?

This depends on where you live. You might call a few copywriters in town and pretend to need their services. I did that when I first began. I charge no less than \$25 an hour and usually no more than \$60. I have charged up to \$75 an hour. If the company is a one-man show start up, I usually charge the minimal. If the company is big and has lots of money, I charge the high end. This may not be fair, but, that's my way of doing business.



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