

# **THE FREELANCE COPYWRITER'S SIX-PACK**

**FREE**

**6 Articles on how to  
make 6 Figures as a  
Freelance Copywriter.**

**by Nick Usborne**

# **The Freelance Copywriter's Six-Pack**

**6 Articles on How to  
Make 6 Figures as a  
Freelance Copywriter**

By Nick Osborne

# **Contents**

## **#1**

**How to get Started as a Freelance Copywriter**

## **#2**

**3 Ways to Find Your Niche as a Freelance Writer**

## **#3**

**Secrets of a 6-Figure Freelance Writer**

## **#4**

**To Find the Hottest Freelance Markets, Study the Media**

## **#5**

**How to Position Yourself as an Expert**

## **#6**

**Working from Home as a Freelancer: 4 Rules to Follow**

# Introduction

This short, free e-book is a compilation of six of the most popular articles I have written on the topic of succeeding as a freelance copywriter working from home.

There are tremendous opportunities available to freelance copywriters, particularly for those who identify and maximize profitable niches.

Also, to be a successful freelancer, it is essential to master the skills of working effectively and efficiently from a home office.

I hope you find these articles useful, and I would encourage you to explore the hundreds of articles and reviews online at [FreelanceWritingSuccess.com](http://FreelanceWritingSuccess.com)

Yours truly,

Nick Osborne  
[FreelanceWritingSuccess.com](http://FreelanceWritingSuccess.com)

April, 2007

# Article #1

## How to Get Started as a Freelance Copywriter

Unless you have already been doing some commercial writing at work, making the jump to a career as a freelance copywriter can be quite a scary prospect.

Here's my first piece of advice...don't jump. Walk slowly into freelancing, step by step.

It takes time to build your skills, start your business and attract paying clients. Be patient, and don't expect too much too soon.

**Here are a few tips to help you:**

***1. Don't give up your day job too soon.***

As with any new business, it's going to take time before you see a good income from freelance writing. Unless you are just plain lucky, you won't land big clients with big budgets during the first few months.

So if you have a job, keep it. Start building your freelance business in the evenings and weekends. It's far better to get started with the security of a salary coming in each month.

***2. Spend your learning time wisely.***

It is going to take you hundreds of hours to truly learn the craft of copywriting. And a few hundred more to become really good at it.

As you scale the learning curve, spend your time wisely. Learn from the right people. On the web it's all too easy to be seduced by the promises made by authors of "instant wealth" e-books and mini-courses.

Be cautious, and always keep in mind that no new skill or craft can be mastered in a matter of just days or weeks.

Keep your eyes focused on the long-term. If you want to do well as a freelance copywriter, you're going to have to keep improving your skills. There is no fast option.

For almost anyone who wants to do well as a copywriter, the course I always recommend is Michael Masterson's Accelerated Program for Six-Figure Copywriting. You can take the course at home, and it is self-paced.

This is the one copywriting course I know that will give you a solid foundation. Once you have that, you can look at exploring other courses and materials for whatever niche area you choose to serve.

### ***3. Write every day.***

If you take the Masterson course, you'll have a number of copywriting assignments to complete. Beyond that, start writing now, and do some copywriting every day.

This doesn't mean you should aim have paying clients from day one. Just set yourself your own projects.

Rewrite a piece of direct mail that is sent to you.

Look at an email you received from a company, and think about how you would rewrite it better. And then write it.

Think of local businesses you know and write ads or web pages for them.

You won't get paid for any of this. But you will be learning.

### ***4. Work for free.***

When you are confident that you have mastered the basics, offer your services for free.

Approach one of those local companies and tell them the truth about yourself. Tell them you are learning. Offer to write them an ad, a direct mail piece or a web page. Once you are finished, show it to them and listen carefully to their opinions and feedback.

This is how you learn.

When you write for free, always make sure you are “paid” with feedback from the client. This way you’ll learn a lot about what companies are looking for. And you’ll also be learning how to deal with clients. That’s an essential skill. Some clients are easy to work with, others are not. And you need to know how to handle both types.

*5. Now go for some smaller, paying assignments. And put out feelers for big ones too.*

When you feel you have sufficient knowledge and skills to start copywriting commercially, start approaching companies for work.

Because of the free writing you have done, you will already have a small portfolio of work to talk about.

Your best chances for those first few freelance assignments will be with smaller companies. Make that your meat and potatoes for the first little while.

But at the same time, keep sending letters and making phone calls to bigger companies too. Often you will be met with a refusal, but some companies will try an unknown copywriter from time to time. Not all of them work only with ad agencies, inside writers or established freelancers.

If they like the sound of what you offer, they might give you a try on something.

Don’t rely on big company assignments too soon, but keep fishing, keep trying. One day you’ll land one.

## **Concluding thoughts...**

My key piece of advice is to develop your skills and business carefully and slowly. Becoming a successful freelance copywriter can earn you a good six figures a year.

But only if you put in the work and take the time.

This is absolutely not a get rich quick scheme. This is a highly paid career, achievable by anyone with good writing skills.

But you have to work hard at it. And you have to invest the time to build your skills and attract good clients.



## Article #2

### 3 Ways to Find Your Niche as a Freelance Writer

To make a six-figure income as a freelance writer, to need to be an expert. You need your name to jump to people's lips when a particular job or challenge comes up.

"Direct mail for software? You should get in touch with Bob. That's what he does." Insert your own name and specialty where appropriate.

You can't get that kind of awareness or referral if you're someone who just writes about anything in any medium. Nobody is going to believe that you are a trusted expert in absolutely everything.

So how do you determine a viable 'niche'? You have three choices...

#### 1. Niche by industry...

That is to say, work within a particular industry. For years I worked with pharmaceutical clients. All my clients were drug companies. I wrote direct mail, brochures, sales aids, video scripts. I wrote anything, so long as it was about pharmaceuticals. That was my niche. And my clients knew that I was knowledgeable in that area. So they came to me.

#### 2. Niche by medium...

In this scenario, you make a particular medium your specialty. After my years with the pharmaceutical industry, I decided to specialize as a direct mail copywriter. And for that period, about 15 years, I ONLY write direct mail and associated media...like inserts, fliers, postcards etc. I was a direct response specialist. And I wrote for all kinds of different industries - financial, cable TV, magazine publishers and more.

My specialty, my niche, was as a direct response copywriter. Other writers have built their careers around writing annual reports, radio scripts, white papers etc.

### **3. 'Double-Niche'**

When you double-niche you are making a specialty of serving a single industry through a single medium. For instance, writing direct response for the financial industry. And ONLY writing direct response for the financial industry.

#### **In conclusion...**

As I said at the beginning, you can't be an expert at everything...not within every industry, not with every medium. So you need to take some steps to find your niche.

How do you choose? First, know yourself. Know what you are good at. Know what you like.

Also, be smart. Create your niche where the money is. Find your niche where there is a strong market.

And be smart about the size of your niche. Don't go so narrow that you're forever starved of work. Don't go so broad that people view you as a Jack or Jill of all trades, a generalist.

Also, make sure you have the copywriting skills to serve your niche well, and build yourself a solid reputation.

## Article #3

### Secrets of a 6-Figure Freelance Writer

I have been a freelance writer for almost twenty years now, and for the last ten years I have made over \$100,000 a year. Sometimes maybe a shade less, but often a great deal more. Can you do the same? You probably can...

Here is the biggest secret of all...you don't have to be the BEST freelance writer to make the MOST money.

For sure, you need writing skills. You need to know your medium and know your audience -- and you need to write well. If you don't, clients won't want to hire you. So whether you are writing articles, direct mail packages, white papers or resumes...you need to do a professional job.

But writing well is NOT the secret to making a 6-figure income. There are plenty of excellent writers out there who make a lot less than that. The real secret to freelance writing success lies in four areas:

#### **Secret #1: Go Where The Money Is!**

Too many freelance writers slog away on projects that require a lot of work, but don't pay a decent fee.

Whatever your niche or specialty, take the trouble to find out which companies REALLY understand the value of your writing.

For instance, if you write direct mail, there is great money in the health market. If you write articles, you can make a wonderful living as a travel writer. And so on. Do your own research and find out which industries and which companies pay a good fee to freelance writers.

#### **Secret #2: Promote Your Business Every Day**

Don't think of yourself just as a freelance writer working from home. Think of yourself as a business. And as a business you need to promote your services, aggressively and consistently.

Do one thing to promote your business every single day. It may be a phone call, attending a local business meeting, sending some emails to prospective clients, improving your web site, buying some ad space. Just do something.

What if you end up with too many leads and too much work? Go where the money is! Stop working for clients that take up too much of your time and pay too little in return, and start working for clients who pay you more.

### **Secret #3: Work Efficiently**

Working on your own can lead to lazy work habits that you'd never get away with if you were employed by a company. Remember, if you want to earn a 6-figure income, you need to be earning money every day.

The most important thing is to organize your day. Set your hours and put aside blocks of time for writing, promotion, administration etc. You may want to use some kind of program or system for scheduling tasks by the day, week and month.

Be tough on yourself. Set your schedule and stick to it.

### **Secret #4: Set Goals**

If you don't know what you're aiming for, it's really tough to get there! Far better that you set some goals. Again, set weekly goals, monthly goals and yearly goals.

How high should you aim? Stretch yourself, but be realistic. In other words, set goals that will challenge you and make you work hard, but don't set goals that are so ambitious you are almost bound to fail. When you do that, you'll simply become discouraged.

### **Concluding thoughts...**

Does \$100,000 a year sound too ambitious? I hope not. Thousands of freelance writers have broken the 6-figure barrier. With some determination and a clear set of goals, it's very achievable.

## Article #4

### To Find the Hottest Freelance Markets, Study the Media

Big media companies spend millions of dollars on finding out what's "hot". TV and print publishers all make money by addressing the hot topics that tens of millions of people are interested in.

Want to know what these hot stories and topics are?

It's not hard to find out. Next time you are lining up at the supermarket checkout, read the short text captions on the front of popular magazines.

In fact, just from memory, here are a few topics you know you'll find next time you glance at a few magazine covers.

- Improve your sex life
- Look good
- Lose weight
- Stay healthy
- Get fit
- Make more money
- Enjoy a great vacation
- Cook a beautiful meal
- Choose your next electronic gadget
- Grow a magnificent garden
- Decorate your home
- Start a business

Have I missed a few big ones? Probably. But you get the idea. These are the core issues that people think about and spend money on each and every day. This is where the money goes.

**What does this mean to a freelancer?**

If you can find a niche in one of these areas, you know there is going to be a strong demand. You know there is money being spent and products being sold. You know the marketplace is competitive and that companies will pay top dollar for copywriting that really delivers.

There are some core industry niches addressed within these topics: Health and Fitness, Finance, Home Improvement, Travel, Weight Loss, Small Business and more.

If you want to be where the money is, select one of these niches according to your own interests and skills.

### **Does your personal interest matter?**

Yes, it does. As professional writers we can take pride in turning our skills to just about any writing task. And when big jobs come through the door, even if they are not central to our niche, it's a brave freelancer who turns them away.

However, when you have the choice, focus on a subject and industry that appeals to you personally. It will make your work a lot more enjoyable and you'll probably do a better job. After all, the more passionate you are about a topic, the more you will want to learn about it, and the deeper your knowledge will become.

### **Now combine market demand with personal passion**

This is the magic combination that will make your working life both profitable and enjoyable.

Take a look at what's "hot", and then select the niche that carries the most interest for you personally.

Do that and you'll be leveraging the power of your own passion with the profitability of a dynamic market.

# Article #5

## How to Position Yourself as an Expert

Whatever kind of freelance or consulting work you do, one of the best ways to attract top clients is to position yourself clearly as an expert in your field.

And yes, you first have to be an expert. You don't have to be the world's leading expert, but you do need to know what you're talking about, and in real depth.

To become a credible expert it first helps if you choose your niche carefully.

If your niche is too broad - like 'all consumer electronics' - you'll find it hard to position yourself as a true expert.

If your niche is too narrow - like 'Sony PlayStation' - you'll find it hard to make a living.

Niches like 'computer games' or 'home entertainment' are perfect. It won't take you a lifetime to become an expert in either field, and there are plenty of prospective clients to choose from.

Of course, it will help enormously if you choose a niche in an area that genuinely interests you.

### **Got expertise? Here's the next step...**

One of the fastest ways to get the word out is to get your name in print. In other words, write articles.

It's the strangest thing...but as soon as someone sees your name in print, your 'expert' status automatically jumps up several notches.

Publish your articles on your own web site. And make it known that other site editors can reprint your articles on their own sites and in



their newsletters. Get the word out through a blog and by participating in discussion groups.

And, of course, every article should include a short bio and link back to your own site.

### **What's better than having your articles online?**

The next step is to get your articles printed in real print publications, on paper. Again, strangely, an article on paper earns you more expert points than an article on the web.

Best of all, if your niche is, for instance, home renovation products and services, get an article printed in one of the trade magazines that serves that industry.

Now you're getting in front of hundreds or even thousands of prospective clients. It's not an ad. It's better than an ad. You're presenting yourself as a true expert, with the implicit endorsement of the editor of the publication.

### **Accept those invitations to speak**

Once your name has appeared as the author of a sufficient number of useful, expert articles, you'll start getting invitations to speak. If they don't come your way, start looking for them.

You can start out small, speaking to local business groups and marketing associations. If all goes well, you'll soon find yourself with opportunities to speak to much larger groups at industry conferences.

And yes, being a speaker earns you major expert points.

### **Time to write a book?**

Nothing brings you expert status faster than being the author of a book. Do you know enough on your subject to write a book? It may take a little time before you're ready. But the more articles you write and the more times you speak, the deeper your knowledge will grow.

In addition, articles and speaking engagements generate feedback from your readers and listeners. And the more feedback you get, the better you will know what it is people really want and need to know.

If you can get published and distributed by a major publishing house, so much the better. If not, self-publish. You'll need to do a lot of promoting to get the sales, but you can earn more money from each book sold and still confirm your status as an expert in your field.

### **Concluding thoughts**

After a while you'll find yourself writing articles, speaking at public and corporate events and signing copies of your book or books at every opportunity.

At that point you will have truly earned your stripes as an expert and will find yourself with a very impressive list of clients and prospects.

Start writing!

## Article #6

### Working from Home as a Freelancer: 4 Rules to Follow

Working from home is a dream for many people. It sure beats being stuck in a cubicle all day. And the commute time is hard to beat as you walk from the kitchen to your office.

But working at home also brings its own set of challenges.

It can be hard to stay focused on your work. And it can get lonely.

I have been working from home for most of the time for over 20 years now. Over that period I have noticed ways in which to make my work life both productive and pleasurable.

I don't always follow my own rules. But I try.

#### **Rule 1. Set yourself a schedule**

Nobody else will do this for you. You have no manager or boss. No time sheet to complete.

So you need to set yourself a time when you start work at the beginning of the day. And a time when you end.

Then give yourself some reasonable breaks. It's tempting to take either too much or too little time away from your desk. Try to be formal about this. Give yourself a short break mid-morning and a decent lunch break. And another short break during the afternoon.

Sometimes your schedule will be shot to pieces by travel or sudden family commitments. But use your schedule as your default each day, and stick to it as firmly as you can.

## **Rule 2. Find yourself a place to work**

Some people build a formal office in their homes, with the complete desk, the printer, fax machine and more. It's easy to do if you have a spare room, and an Office Depot or equivalent close by.

Other people just make a work area in the corner of the family room, with the minimum of special furniture or equipment.

Myself? Strange as it may seem, I work from my laptop at the kitchen table. It's how I like it.

So don't get too hung up about how a home office "should" be. Find your space and make it your own. And then let other family members know that it IS your office space, and encourage them to respect that.

Which brings us to...

## **Rule 3. Educate your Family**

This can be the toughest part of all.

You need to help your family members understand that when you're working, you're AT WORK. Just the same as if you were working in an office.

After all, if you were working in an office, would one of your children walk in and ask you to get them a glass of juice?

Would another walk into your office conference room and announce that he or she was bored?

If you have family in the home, especially during vacation times, it can be tough on everyone. They want to disturb you. And you would probably rather step away from your desk and be with them as well.

So you need to establish some rules, for them and for yourself.

#### **Rule 4. Know When to Stop Working**

This can be the terror of working from home. You never know when to stop. You'll find yourself doing just one more thing and, next thing you know, it's eight or nine in the evening.

This rule contains elements from each of the others. It's about scheduling, it's about walking away from your office area, and it's about rewarding yourself and your family by firmly putting work to one side at a reasonable time...just as if you were working in a real office.

#### **Concluding thoughts...**

Working from home brings with it multiple benefits. It's a wonderful lifestyle.

But it has its own sets of demands as well.

And that means you have to be disciplined, and plan your day in a way that represents a healthy balance between your work life and home life.

Don't let either one impose on the other. The more disciplined you are, the more successful and enjoyable your work at home lifestyle will be.

# Resources

These six articles are just a small sample of the dozens of articles and reviews available at my site, [FreelanceWritingSuccess.com](http://FreelanceWritingSuccess.com)

If you are serious about making six figures as a freelance copywriter, I would encourage you to browse the site. You'll find articles there not only by myself, but also by other master copywriters like Bob Bly, Clayton Makepeace and others.

## Courses for Freelance Copywriters

### [Nick Usborne's Million Dollar Secrets to Online Copywriting](#)

The demand for print and direct mail copywriters is static, to say the least. The real demand right now is for copywriters who have the skills to write effective copy for the web. This is a professional-grade course that will make you a specialist in online copywriting. This is where the future for copywriters lies!

[More about this online copywriting course...](#)

### [Michael Masterson's Accelerated Program for Six-Figure Copywriting](#)

This copywriting course teaches the skills of writing copy that drives sales. At first I had some reservations, based on a lot of hype I had read online. But having gone through a copy of this copywriting course in detail, I'm happy to say I think it is excellent.

[Find out more about Michael Masterson's copywriting course, and how it could change your life...](#)

## **Productivity Guides for Freelance Copywriters**

### **[Writing Rituals - a Productivity Guide for Writers.](#)**

Let me show you 5 ways to dramatically increase your productivity and income. Work faster and smarter...get more done in a fraction of the time...and free up time to take on more, better-paying work.

[More about the Writing Rituals guide...](#)

### **[Goal Setting Rituals for Freelance Writers & Copywriters.](#)**

People who set goals earn up to TEN TIMES as much as those who don't. Apply these 4 rituals and you'll find yourself better focused and more motivated to achieve your goals faster.

[More about the Goal Setting Rituals guide...](#)