**10 Emails for Freelance Writing**

1. **Subject: Things to consider when choosing a topic to write about**

Dear [Name],

When you are trying to determine the right topics to write about, there are a few things that are important to consider, including the audience, where the content will be published, the intent of the copy, and what the call to action is.

**The Audience**

Who is the audience? What are their pain points? Who do they go to for the information that they trust? What keeps them up at night? Plus, of course, what are their basic demographics?

Knowing about the audience you’re writing for assists with creating content that the audience wants to consume. You should be able to create a client avatar which is a description of your ideal client, down to their name and hairstyle.

**The Medium**

Where is the piece going to be published? Will it be placed on a blog, in an article directly, or in a specialized publication both online and offline? Knowing where the piece is published helps you understand how to organize the flow of data best. When people read online, they do it differently than when they read print. Plus, when you use keywords online, it’s different than when you use them in print.

**The Intent**

Why do they want this content created? What will it be used to do? Are they just trying to provide information to the customer at a specific phase of their buying cycle? Do they want to build their list? Do they want to educate, inform, or otherwise engage with the reader?

The intent of the content is as important as the audience because it’s the reason for creating it.

**The Call to Action**

If the writing you’re creating includes a call to action, that can help you understand what they are hoping their audience will do after they read the piece. Maybe they need their audience to buy something or take some other action? Whatever it is, it can help inform the type of content you produce.

If you work with your customers to answer these questions before you start choosing topics or you start writing about a topic they’ve assigned, you’ll be able to do a lot better job, ensuring the work you do is well received and succeeds in its goals.

As a freelance writer, research often forms part of what you do. Join us next time, when we’ll give tips on how to conduct research in an effective way.

1. **Subject: Tips for conducting research**

Dear [Name],

When you are a freelance writer, you will often need to research information and subjects that you didn’t know much about before you got the assignment. Because of this, you need to understand how to research properly so that the information you write about is as accurate as possible.

**Identify the Problem**

The first thing you need to know is what the problem is that you’re going to research. For example, if you plan to write about “Curly Haircare”, you need to determine the underlying problem with finding and performing hair care for someone with curly hair, and what separates that from people with other types of hair.

Perhaps it’s frizzy hair, getting enough hydration, or easy, fast styling solutions – whatever the problems are, starting with them gives you the terms you need to begin your online search.

**Review the Information That Exists**

Once you start searching for information, collect the information that you find. Keep notes on where you found it but reword everything in your own way of talking so that you understand it better.

**Define All Terms and Concepts**

Once you start researching, you’ll start to note a special language for the subject matter, which includes the terms and concepts of the subject. Taking the time to educate yourself about these terms, concepts, and former research is essential to coming up with a plan for what to write.

**Evaluate Sources**

Always take the time to evaluate whether the sources you’re using are honest and forthright. Typically, you can trust educational sources, professional journals, and the like. Still, it’s best always to check who funded the research and who is behind the information, and then use your best judgment going from there.

**Organize Information**

Once you find enough information, start organizing it so that you can find it. One way to do it is to use software like Trello.com so that you can link to any research, terms, and other information for additional understanding.

**Restate Information in Your Own Words**

This little trick is not so that you learn plagiarism, as you definitely don’t want to do that. Instead, whenever you learn a new concept, try to explain it in your own words without using the terms someone else used so that it solidifies your understanding of the idea.

Learning how to find the information you need about the topics you want to write about is an integral part of becoming a freelance writer. As a freelance writer, you need to know how to research information and come up with accurate data to represent the information the client wants to impart to their customers through your writing.

Next time, we’re going to look at another part of the writing process, which is to outline your content.

1. **Subject: Outlining your content**

Dear [Name],

Following a solid writing process is essential to ensuring that you deliver a top-quality product to your customers. One part of this writing process is the outline. Outlining your content is an important step in the process of writing and will help you avoid making mistakes or leaving out crucial information.

**Identify the Topic**

When you know what you want to talk about and why you want to talk about it, you can start to identify the topic you wish to outline by writing a short sentence about the main topic you want to discuss and why.

**Identify the Main Categories**

Once you’ve identified the topic, you can go into a little more detail and identify the main categories you want to talk about. In most situations, having at least three main categories is going to make the information a lot more interesting, and make it flow better.

**Create Subcategories**

After you’ve identified the main categories that you’ll want, create subcategories under them. Usually just two or three each is enough to fill out the information that you want to provide to your audience.

**Define Terms**

It can help you during the creation of the outline to define any terms that come up in the research. These terms may be proper headings for the categories or subcategories. It’s interesting to note that if your content is going to be placed online, you’ll want these keywords to remain.

**Put It in Order**

Once you have the information you’ve discovered through research, put it in a logical order with main points, categories, and subcategories. You can use sentences or just one word to form your outline. The more information you include, the better for when you go back to do the writing.

Outlines aren’t that scary. They’re simply a way to summarize the intended information in a logical way to help you avoid missing the inclusion of vital information in the final document. Whether it’s an eBook, an article, or a course, an outline is the best way to ensure the information is complete. Like most things, it’s merely a skill that you need to practice – nothing to be afraid of doing.

Join us next time, when we look in more detail at the part of the process where you get down to the writing itself.

1. **Subject: Getting down to writing**

Dear [Name],

You have your outline, and you’ve done the research; now it’s time to write. This is the part when you can rely on the fact that you’ve educated yourself on the topic, and that you have the outline to guide you through the writing as well as the schedule you’ve created to ensure you have time to get it all done.

Out of all the steps in the writing process, the drafting stage is when you really get down to writing. Writing is, after all, the part you’re getting paid for, and to hear writers tell it, it’s the most fun part. It’s the time when you can let your mind go and just let the information flow through you.

**Remind Yourself Who the Audience Is**

Before you sit down to write for your customers, always double-check the specs for the writing, including reading the customers’ description of their audience, the intent of the piece you’re working on, and what they’d like the customer to do after reading it. When you have a picture in your mind of who the information is for, it’s going to be much easier to come up with the right words.

**Set Aside Enough Time**

Each writer has their own process, and they know how long it takes them to get into the grove of writing, to start coming up with more words, and to physically do the job. Some people can push out thousands of words a day, while some will struggle to write 500 words in a day. There is no right or wrong answer, but know who you are and set aside enough time.

**Get Rid of Distractions**

You cannot get into the flow of writing if you have distractions. Turn off all screens other than the one you’re using. Turn off notifications and if you can, put a note on your door. Set up your situation so that no one can interrupt you and that you don’t have the typical distractions. Multitasking is not the best way to write for your clients. You want to focus 100 percent on the work you’re doing.

**Go Through the Writing Process Step by Step**

Don’t just start writing. Go through the entire process of writing and understand that it’s really all writing. Whether you’re prewriting, drafting, revising, editing, or something else in the process, it’s all part of writing. Don’t skip any of the steps for any part of the process because that’s what will make your product stand out.

**Don’t Aim for Perfection**

Until you’re in the editing part of the process, don’t think about your mistakes. It’s okay if your grammar isn’t perfect or if you used the wrong word, or you use a word too many times. You’re going to catch all that in the editing process. Don’t let any of this slow down the drafting part. Let the words flow and then worry about the finer details later.

**Remember, You Can (and Will) Go Back to Edit**

Writing gets easier when you realize that you don’t have to be perfect the moment it goes down on your paper. It can be wrong. It can be horribly wrong. It’s okay because you will fix your writing and errors during the editing process.

Drafting or writing is just one of the many steps in writing for a living as a freelancer. You’ll need to be good at time management, setting up and following processes, and at allowing yourself enough time to get into the flow of writing. This is the main thing that is going to ensure that you get paid, after all.

In the next email, we’ll look at how to structure an eBook.

1. **Subject: How to structure an eBook**

Dear [Name],

Whether you’re creating and designing (and writing) an eBook for your clients or publishing it yourself, there are many things to consider while putting together your eBook. Let’s look at all the different areas you need to think about aside from the chapters you have.

* **Cover Art** – Your eBook will need a cover. If you’re a freelance writer, you may not want to include covers for your clients, but it is an excellent way to make an additional income. You can work with a graphic designer and outsource it.
* **First Page Information** – Now that so many books are eBooks, this part is a little different than if it was a print book. If this were a print book, this part would not exist, but for an eBook, this is where you put the jacket information. It goes on the first page of the book before the title page and table of contents. This may be where you provide copywrite information as well as information about the author.
* **Title Page** – This is a page set up just for the title of the eBook; that is, one page is separated out just to include the title and author information.
* **Table of Contents** – After the title page, the following page should include the table of contents that are hyperlinked. If you use MS Word, you can automatically make hyperlinked tables of content easily, using their automated table of contents feature.
* **Dedication** – Before your chapters and after the table of contents, you should include any (optional) type of book dedications that you want to add.
* **The Chapters** – Now the rest of the book is all the chapters and information for each chapter in the order you’ve set up.
* **Additional Extra Information** – After the ending of the book, if you’ve included any research, notes, and other information, you can put it here.
* **Acknowledgments** – If you want to thank someone that you did not dedicate the book to, who helped you get the information for the book, you can put it here.

You can also add additional information in eBooks such as information about the author, the company, and other books or products that the audience might be interested in. You can even add freebie information using a QR code at the back of the book to help move someone to your email list.

You may want also want to add visuals to your content, and this is particularly important for content marketing. We’ll give some tips on how to do that next time.

1. **Subject: Tips when adding visuals to your content**

Dear [Name],

The content you publish must perform. It must get eyes on it. It must get read. It must get engagement. It must convert. If it’s not attractive, it simply won’t. Studies show time and again that the right visuals boost conversions. If you really want to succeed in content marketing, follow these tips when adding visuals to your content.

* **Know Your Goals** – The first thing you need to know about the piece of content is what the goal is. When you know the goal, that is the thing you need to work on, using visuals to highlight and direct.
* **Keep Graphics Branded** – All graphics across all your work should look the same or similar. Keep putting your logo on your content and images within the content so that if it’s shared, people know it’s from you. Remember, branding is more than the logo, though; it’s the fonts you use, the colors you choose, and the style of images that also brand you.
* **Use More Photographs** – Photographs that you take yourself are performing better than stock photos. The main reason is that so many people are using the same images that they just start disappearing to the customer. If you want to stand out, take your own pictures.
* **Remember the White Space** – Don’t clutter up any type of work that you’re publishing with too many visuals. Always consider where the work will be published before you start adding a lot of images and graphics so that you don’t take up all the white space and clutter the look.
* **Don’t Use More Than Three Colors** – A basic design rule is to limit your color palette to three colors for any one cover or design. This is very helpful if you’re using colors in your visuals.
* **Use the Right Sizes** – The place where this piece goes will dictate the size and quality of the images used. Make sure you’re using the right size for the space.
* **Think Outside the Box** – Don’t always think literally in terms of images. For example, you can create a graphic from a quote that you pull from the content and turn into a beautiful work of art to add to the document.
* **Show Your Product More** – If you’re selling a product, always show it more. The more angles you can get and the more ways you can depict the product, the better for you and for your customers.

Visuals make a massive difference in whether a customer responds or not. If the image looks slapped together and lazy or it seems like everyone else’s, it’s not going to give a good impression. But if you take the time to use visuals to enhance your content in a meaningful way, it will make all the difference.

Join us next time when we’ll look at some different content publishing options.

1. **Subject: Content publishing options**

Dear [Name],

Telling the world about your writing services means that you need to know where and how to get published so that you can get the word out about your services. You don’t need clients to start writing, but you do need writing to get clients.

* **Magazines and Journals** – Start writing for these publications now by finding the ones that you want to write for and learning how to do it. Send queries if appropriate because the faster you start this process, the sooner you’ll start working.
* **Write for Your Own Blog** – Start a blog about a topic you care about. It can be a topic you want to be hired to write in, or it can be another topic as an example of your work. Whatever it is, make it something you’re passionate about.
* **Publish Your Own eBooks** – Anyone can write and publish a book on Amazon Kindle, or as an eBook that you sell on your own website. If you have a good idea, go ahead and write it and publish it. This can act as your calling card to help you get more work. You can even use it as a lead magnet.
* **Write Private Label Rights Content** – PLR is content that you can write and then sell inexpensively (or not) to multiple people who can use it as their own. You don’t have to wait for a client to start your own PLR website to sell your writing on any topic you like.
* **Publish More as a Guest Poster** – Find blogs and websites that serve people you’d like to write for and start guest posting there. You should get a link to your website where people can browse your offers.
* **Comment on Discussions** – Another way to showcase your talent is to freely answer and talk to others about their problems and issues in discussion groups. If someone has a problem, write up a really good answer.

The truth is, anyplace you can publish, from Medium.com, to LinkedIn, to your own blog and books, you should do as a freelance writer. The more work you do in your own name, the more likely you are to find people who will hire you to do their writing for them.

In our next email, we’ll look at ways to get feedback from clients.

1. **Subject: Getting feedback from clients**

Dear [Name],

Once you start working for clients as a freelance writer, you can get better at your chosen career by getting, and then using, more feedback from your clients. To get more feedback, you’ll want to ensure that you have a plan for it in place because if you don’t plan for it, you won’t ask for it or get it.

**Set Up Email Automation**

Don’t trust yourself to remember to ask for feedback. It’s hard sometimes asking because it can feel almost confrontational. However, if you set up automation, you can separate yourself a little from the critique.

Think about how long it takes a client to figure out if they enjoy your products and services or not. Give them an opportunity to put your stuff into practice and then make sure they receive an invitation to give you feedback.

**Include a Link on Your Invoice**

Set up a customer satisfaction survey for each of your products and services. Attach a link to that survey on every single invoice you send out to your customers so that they have a chance to rate your services and products in a way that you can use to improve your customer care and, more importantly, your writing.

**Incentivize Their Feedback**

People are super-busy, and while they may love your service, they may need more incentive to give you feedback than just that it’s the right thing to do. Provide a surprise coupon for a free coffee, or something more relevant to your work.

**Show Them You Listen**

When you get feedback from clients, don’t just look at it and let it go away forever. Instead, try implementing some of the suggestions. When you do implement recommendations, send out a press release or newsletter about it. When appropriate, call out the person who suggested it to give them credit.

The main thing is that you keep the lines of communication open with them so that they feel free to let you know how your writing is working for them. You can do that by starting off with an excellent welcome package so that they know how to work with you in a way that makes them more successful.

In our next email, we’ll look at how to improve client retention.

1. **Subject: Beyond articles – improving client retention**

Dear [Name],

You can turn in the very best content to your clients, but that doesn’t always mean repeat buyers. Aside from doing good work for your clients, providing amazing information, and well-written articles, there are things you can do to improve client retention.

**Tell Customers What You Do for Them**

Remind your clients precisely what you do for them. It might seem like bragging, but if you quantify what you’re doing for your clients, it will cause them to look at you as more than another contractor. Outside of providing ten articles a week for their blog, let them know what you’re providing in terms of clear benefits to them, such as improving visitor numbers, improving sales, and so forth. This knowledge will cause them to want to stick with you more.

**Under Promise and Over Deliver**

Build surprise into your contracts. If you make promises in your contracts that you’ll produce something, add a little extra something to that offering every now and then. You want them to receive the work you did for them and lose their breath because what you did is so awesome.

**Send Special Information and Notices**

Your customers are on your email list, so you should tag them to receive exclusive information and notices that are meant only for your VIP clients. For example, if you’re going to speak at an event, they should be told. If you’re going to start offering a new package, they need to know.

**Remember Their Special Occasions**

You don’t have to buy gifts for your customers and clients, but acknowledging their special days is a great way to garner trust and support from them. Set up your autoresponder to send birthday and anniversary notices, and set up a survey to collect the information from them over time so you can use it to reach out more.

**Be Personal When It’s Appropriate**

If you know that your client is going through something hard, it’s okay to reach out to them to give them help and relief if possible. Don’t be all business with your writing clients when you are aware of something happening. It’s okay to be personal sometimes.

**Be on Time and Keep Them Informed**

Try not to be late when you set a deadline with your customers. You want them to relax and feel taken care of. If you know you’ll be late for reasons beyond your control, let them know as soon as possible. Build in flexible due dates, and you won’t have this problem very often.

**Pass on Information You Think They’ll Find Valuable**

When you learn something that you think will be of interest to your client, pass it on. Even if you won’t get any money from it, showing them that you listen to them and, more importantly, hear them, will go far in ensuring you retain them as a client.

**Make More Offers**

Even though you are providing a service, you can make more offers to your current clients that will help them become repeat buyers. For example, find companies that offer excellent products and services to your audience that you can earn from as an affiliate, and recommend these. If you don’t have a long-term contract with writing for clients, seek to turn your one-time offers into year-long contracts by giving them an option to sign up for a year at a discounted rate.

The remarkable thing about keeping writing clients long term is that you’ll become a much better writer for them over time. You’ll get to know what they like and don’t like and how they want things because of the two-way feedback that occurs. Incentivizing them to stick with you long term is good for you and them.

There are some rookie mistakes you’ll want to avoid when starting out as a freelance writer. We’ll look at some common mistakes in the next email so that you can avoid making them yourself.

1. **Subject: Mistakes to avoid when starting as a writer**

Dear [Name],

When you start out as a freelance writer, you will get a lot of advice. Some of it is good, and some of it is not so great. Take advice from people who have done what you want to do, and you’ll be more likely to be successful.

**Not Charging Enough Money for Your Work**

Even if you have minimal experience writing for clients, don’t underprice yourself. Writing is arduous work, and you deserve to be paid a fair and living wage for your labor. Don’t be intimidated by the lowballing that happens on the internet. You’re not competing with the people who want to work for peanuts.

**Avoiding Writing Education**

Even if you are a good writer already, you need to keep educating yourself. This is especially important when you want to do a particular type of writing. Learning the process of writing for each genre you want to be involved in from the experts will ensure your success almost more than anything else. Don’t reinvent the wheel.

**Not Creating Systems and Processes**

When working as an independent freelance writer, you’re not going to have anyone to tell you what to do. It’s imperative, as a writer, that you use your time wisely by setting up systems and processes, because it helps you work more accurately and with more speed. You need to be able to focus on writing.

**Not Seeking Long-Term Contracts**

Writing one-off articles for your clients is not going to ensure that you earn a good living wage for your family, much less build a business and career as a freelance writer. Instead, give your contacts a chance at a long-term contract when they seek out your services.

**Not Publishing in Your Own Name Sooner**

As a contract freelance writer, you often will not have your name on the work you did. This will make it harder for you to give examples to potential clients. Most people who hire writers don’t want everyone to know. This is a dilemma that you can solve by publishing in your own name on your blog, on Kindle, and any site that allows it like Medium.com, for example.

**Avoiding Following Up**

When you talk to anyone about anything, train yourself to follow up with them within 48 hours to one week, depending on the situation. When you have the attention of a potential client, don’t avoid talking to them and following up.

**Not Editing or Using Editing Software**

It’s impossible to edit your own work. You’ll need to hire an editor, or you can use editing software to help give your clients top-notch work. You’ll need to determine how it will work best for your needs, but your work must be edited before submitting it to your client, or it will not be satisfactory. No writer can write perfectly the first time.

Finally, it’s important that you choose a niche to write in. When you select a niche to write in, you can charge more money because it’s a specialty, and you’ll get faster at it because you’re an expert.