



*The Ultimate guide for  
freelance writers*

**FROM FIRST  
IDEAS TO  
GETTING PAID**

**LIZZIEJAY.COM**



# Hi Freelance Writer

Well done on purchasing this guide, you've made a fabulous decision!

Why?

Let me explain...



Have you ever heard anyone say they're going to lose weight? Get fit? Eat healthily? Leave their job and do something they love instead?

But for all the talk, they never do?

It happens all the time, right? Maybe you've even done it yourself.

With this guide, you've taken your first step to becoming a freelance writer. Well done! Work through this guide with me, make a promise to yourself to complete it, and you'll be setting yourself up for the success you deserve.

- ✓ Alexander Graham Bell, the inventor of the telephone, said, “Before anything else, preparation is the key to success.”

You can't just apply for a freelance writing job and hope for the best.

You have to set yourself up in the right way, so that when you do apply for a job, you are putting yourself in the best position to succeed.

This guide will set you on that path, and show you what's essential and what's not at the beginning of your journey.

- ✓ Remember, this is just the beginning. It's going to take hard work – I'm afraid you can't believe all those influencers on social media who say they work an hour a week and can afford Ferraris and exotic holidays.

If you put in the work, you can reap the rewards, and yes, if a Ferrari is what you want, then by all means, aim for that. But for me, working at home while bringing up my children was my goal, and I can show you how to do that too.

- ✓ If I can do it, you can. I'm nothing special, I didn't have writing qualifications or years as a journalist under my belt, just a determination to find the time and to work hard.

If you're the same, you can do it too!



I'm Lizzie,

your freelance coach.

## Who am I?

I've been a freelance writer for over ten years now, and I can't describe how happy it's made me.

(I mean, I'm a writer, so I could! But it would also ensure that this guide would end up being the length of a novel! So I'll save you from that 😊 )

I have the freedom to work when and where I want, but more importantly back when I started, it meant I could be around while my children were growing up.

That was my goal.

And now I want to teach others the same skills so that they too can achieve their goals, whatever they are.

## How did it all start?

Back in 2011, I started with zero experience and no relevant qualifications at all.

I was in computing of all things, which is about as far as you can get from a job where writing is important. Writing programs, yes, but engaging and interesting content people actually want to read?

Um, that would be a definite NO!



## What was I doing wrong? Hint: Everything!

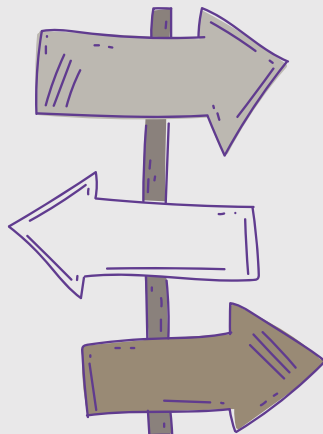
At the beginning, I had no idea where to start, and I wasted a lot of time following ideas that I thought were the right things to do. And many of them weren't.

That's why I'm doing this.

I want to help other people enjoy the lifestyle I have - working when and where I want, and making my own decisions about who I work with and what I write.

I want to make it possible, particularly after the last couple of years we've had, for everyone (with a bit of work of course) to be their own boss.

Whether you're a stay-at-home parent with young kids or in a job that you hate, there's a way to work around your commitments and take that first step.



This guide is going to get you going in the right direction, and in a few easy steps will tell you exactly what you need to do to start your freelance writing career. Before long you'll be able to apply for freelance jobs and start earning that lovely money.

## This is where you come in.

All you need to do is get started! You might have been thinking about changing careers or having a side hustle for a while now, but what's been stopping you?

**Do you think you can't do it?** (You most definitely can!)

**Do you think it will cost too much?** (It won't - you can make a start without spending any money at all if you want.)

**Do you not know where to start?**

Ahah - well that's where this handy guide will come in.

It tells you exactly what to do to start preparing yourself to be a professional freelance writer - and the time to stop thinking about it and get going is now.

There's no better time.

Just jump in.



But Lizzie, what happens if I make a mistake?

I hear that a lot! But don't worry.

If you take the wrong step, which is highly unlikely now you have this guide, you can always get back on track.

But as the old saying goes,

*"You can't edit a blank page."*

And you can't correct something to have a positive outcome if you've never started in the first place.

A career in freelance writing starts with that first step. Let me help you get going and start sharing your thoughts with the world - they're waiting for you.



# How it's going to work

There are 7 easy sections taking you from first beginnings to success as a freelance writer. I'll take you step-by-step through all of it.

I realise you're busy, so don't feel you have to go through it all in one go. It's written so that you can pick it up and put it down when you have a spare moment in your day.

Step 1

Your Promise

Step 2

Set Aside Time

Step 3

Know Your Worth

Step 4

Practice Your Craft

Step 5

Show Your Skills

Step 6

Getting Paid

Step 7

Next Steps

# Step 1

Your  
Promise



## Step 1

Step 1 is all about commitment, and you have to be sure that you're committed to doing this work.

### Why?

Because I really want to give you every chance to succeed.

When people don't succeed, they usually find someone or something else to blame. It's never their fault. It could be not being able to find the clients that will give them jobs. Or those clients they do find are not paying them enough. Or the big one, not being able to find the time to write.

You get the idea.

It's never them. It's never the fact that they didn't do the work, that they tried to find a short cut, or just gave up on their dream.

As the saying goes,

*"Dreams don't work unless you do."*  
(John C. Maxwell)

And it's true.

Unless you put the work in, any amount of dreaming won't make something happen.

## Step 1

### So what do you do?

You often hear about ‘overnight successes’, but every one of them will tell you that they were working on their craft for years beforehand, it’s just to everyone else, it seemed overnight.

As Seth Godin has said,

*“It can take about 6 years to become an overnight success”.*

It's OK, this won't take you 6 years, but equally it will never happen unless you're prepared to put the work in.

So, are you ready?

Are you committed to completing this guide?



# My commitment

## **I agree to the following:**

I will commit to completing all the steps within this guide, so that I can achieve the freelance career that I deserve.

I will understand that my writing is needed by the world to enrich the lives of all who read it.

I will invest in my time and hard work, because I am worth the success it will bring.

I will find the time I need to make my dreams come true.

Today I am going to begin my new career as a freelance writer and start the process of being my own boss and being happy and fulfilled.

Signed

.....

Date

.....



## Step 1

Right, so we both know you're committed to doing this.

*Fantastic.*

But, as with many careers, there may be ups and downs along the way.

So that you remember why you want to do this, and what a new career in freelance writing will do for you, I want you to fill in the following questions.

That way, if in the future you do have a little wobble or second-guess your ability to do the work, when things aren't quite going your way, when you begin to doubt yourself...

...all you have to do is come back here and remember why it is you're doing what you're doing and what it will do for you.

YOU CAN  
DO IT!

Why I want to be a freelance writer...

**Helpful suggestions:** Work where and when I want. Stay at home while the children are growing. Change my job/work at something that makes me happy. Work for myself. Earn some extra money.

Remember, there are no wrong answers - this is what you really want out of freelance writing.



What I want this new career to do for me...

**Helpful suggestions:** Free up my spare time. Allow me to spend more time with my family. Give me extra cash to go on holiday. Improve my mental health. Leave my job.

How I will feel when I achieve this....

**Helpful suggestions:** Accomplished. Successful. Capable. Self-sufficient.

What that's worth to me....

**Helpful suggestions:** Working hard to set this up is a small price to pay for what I want out of this new career (OK, I guess I force fed you that one. But hopefully it's true. Promise yourself you'll work to achieve this, you deserve it.)

# Step 2

Set Aside  
Time

## Step 2

There are very few people lucky enough to have lots of free time during the week. Whether that's because of full-time jobs, looking after young children, being a carer for someone, or something else.

It can be hard to imagine that it's possible to find any extra time to start a new career.

Believe me, it can be done, but it's all about a little sacrifice. You have to be ruthless, and realise that a little 'me' time is not indulgent. It's essential if you're to start your new career and be able to realise the dreams you wrote about in the last section.

If you need help finding the time and you haven't read it yet, take a look at the book I wrote about how to find the time to write while you're a stay-at-home-parent. It can also be useful for those who are short of time for other reasons too, so download it here - click the picture, it's a link to Amazon where it's totally free. (If you have problems or it isn't free in your location, email me at [Lizzie@LizzieJay.com](mailto:Lizzie@LizzieJay.com))







## Step 2

### When can I work?

Ideally, you need to be able to find half hour chunks when you can work. If you have longer, then fantastic, and you may be able to achieve some things in less time than that. However, aim for half an hour minimum if you can.

On the next page, write in when you think you may be able to get half an hour each day this week.

The key to writing this down, is so that you can keep to it. Print out this page and pop it on the fridge. Give it to other members of the household and make them promise to leave you alone at these times.

Yes, I realise that if you're looking after young children, that's not going to work. But I used to have my time for writing when they were napping. My two are 2 years apart, so it wasn't always possible. When the smaller one is napping, it's an ideal time to give the older one, something time consuming. If it was summer, a paint brush and a bucket of water was great. I let them paint the garden fence with the water (don't leave them alone with the water of course!)

In winter, I'd get the paints out, or a doodle mat we used to have that the kids could draw on with water pens (the pattern goes when it dries). Do they still make those?

My point is that these times are non-negotiable. Do whatever it is you need to do to make these times your time.

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# Step 3

Know Your  
Worth



## Step 3

### But can I do it?

In a new career that relies on clients saying yes or no to you before you earn any money, it's very easy to second guess yourself. I want you to know that it's absolutely **not** essential for you to have any prior experience with writing.

You don't have to have a degree in it, or even have done much of it before. However, you do need to enjoy it if you're going to make a career out of it!

If you have got a background in writing, maybe a degree or you're a journalist, you're probably starting with a little advantage. But that doesn't mean that those of you who don't have that, can't have a successful career as a freelance writer.

You may need to practice, and you may need to pay attention to the things you know you aren't good at.

Say for example, that you know your spelling is a little dodgy. If that's the case, make sure that you turn spellcheck on when you're writing. You may be using Microsoft Word, Google Docs or the free Office suite that came with your computer, but all of them are the same. They all have a spellcheck function to help you.

Just make sure to go back and correct all those annoying squiggly red lines when you're editing your document.



## Step 3

If your grammar needs a little help, word processing packages like Word usually have a grammar checker as well. There's also software that you can use, like Grammarly (which is excellent and has a free option which I find invaluable) or the Hemingway app (the online version of this is free too).

The more you use these types of software, the more you'll remember the words you repeatedly get wrong, so you'll be improving as you write.

The only warning I'd give, is that the spellchecks won't pick up homophones but the grammar software should. These are words that sound the same but are spelled differently - like to, too and two, or there and their.

A tip I find useful, is when you're editing your work, read the text out loud. I've no idea why it works, but I find I pick up far more errors that way.

Don't be afraid if you think you're bad at spelling and grammar. These software programs will smarten up even the worst writing.

"But," you may ask, "What am I writing and why am I writing it?" Let's take a look.

## What do clients want?

Thinking into the future, the people who will be paying you for your writing will be businesses. And the thing businesses want most is to sell more of their products.





## Step 3

### How do they do that?

Businesses can buy advertising in all sorts of forms, from billboards to TV ads, from merchandising to Facebook and Google ads, all to get their products in front of the right people.

But all of these can cost a lot of money. And that's where you come in.

There are many types of writing but as you're here, I'm assuming you want to be paid (and paid well) for your work. If so, there are two types of writing that you need to concentrate on:

1) **Website copywriting** – which is writing on the web for landing pages, blog posts, sales pages, website copy and could even include writing for ads on Facebook and other social media.

2) **Email sequences** – there is a special skill involved in writing emails that keep people interested, contain content that's useful for the reader and ultimately result in sales.

And companies will pay handsomely if you can increase their sales and make customers raving fans, as after all, that's why they're in business!

Learning about these will come as you get more used to writing, and the best way to learn about writing is to do it and learn what works and what doesn't.

And that's what's covered in the next section. Firstly, though, choosing what you like to write about.



## Step 3

### Niches

Some freelance writers enjoy writing about anything and everything, while others prefer to write about specific subjects. There are benefits associated with both, so it depends on how you feel as to which course of action is right for you.

If you choose to only write about specific topics, then it does narrow down the number of jobs that will be open to you.

For example, if you only write about finance, then a job wanting someone to write about health and fitness may not be ideal. It doesn't mean you couldn't apply and be accepted, but getting well known for a certain topic does make you a 'go to' person for jobs in the right sector which can help propel your career forward.

Also, if you're knowledgeable in a particular topic, it makes it a lot quicker to be able to write the copy for articles in that area.

If you write about all sorts of topics, it may take a little longer to research and write articles, but you'll never be bored, and particularly if you are interested in learning new things, it can keep you very interested in what you're writing.

Also, no jobs will be off-limits.

It very much depends on which option you prefer, and of course, it doesn't mean you can't change tack a bit later on if you change your mind. I've done a bit of both in the past.



## Step 3

### What did I do?

When I started, I wrote about anything and everything, from laser eye surgery to monster trucks! I was so worried I'd miss an opportunity, I said yes to everything. However, over time, I've concentrated on a few different niches which I wish I'd done at the beginning. I wasted a lot of time getting known for certain topics, which would have got me more jobs that I liked sooner.

I write a lot about technology, but I also enjoy writing about freelance writing – as you can see!

If you choose a niche, it makes things a little less overwhelming. You can narrow down exactly what you're looking for in job applications, it'll be easier to decide what to write as you'll be an expert in that particular area, and it cuts down on research time.

On the flipside, if you don't want to choose a niche, you can apply for any of the jobs you see on a job board, and you might enjoy the variety that writing about different topics gives you.

It's up to you, but if you'd like to write in a niche, the next part will help you choose which one. You need to dig deep and remember everything about your past in order to narrow down what you might be best suited to writing about.

It's OK, it's not a therapy session, unless that's what you fancy!

In order to think about what niche you could choose, you need to list everything about yourself that could be contender.

Step 1 -List all jobs  
and hobbies.

Step 2 - Skills

**Suggestions:** Write down all jobs, even part-time and unpaid. Your hobbies can be pastimes, or even the blogs you like to read first thing in the morning. Anything that you enjoy doing will qualify.



## Step 3

You haven't finished with that page just yet. Go back to your list of jobs and hobbies, and for each one, list skills you picked up as part of that position and can write about.

This can be hard to do, but remember, as a stay-at-home parent, you're an expert in multi-tasking, you might be able to 'Marie Kondo' a room in twenty minutes flat or you're a whizz at cooking for picky toddlers. As a grocery-store clerk, you are probably an expert in customer relations, communication skills and organization. Any of these can be related to niches that will pay well.

A freelance writing niche can be focussed on the type of content or the subject matter. Subject matter is the topic written about, like finance, health, travel, education, eCommerce etc. Type of content is the medium of writing, like ghostwriting, SEO, email marketing, case studies or white papers.

And it's possible to specialize in either or both. You could be known for writing about travel, or ghostwriting, but equally, you could specialize in ghostwriting travel books. It's up to you.

Here are a few of the top paying niches. See if you can relate any to your experience or interests.

Finance || Real estate || Travel ||  
Cryptocurrency || Digital marketing ||  
Technical writing || Education || Health ||  
Alternative health and wellness || eCommerce ||  
Food and drink || Parenting || SEO

(This is by no means an exhaustive list, but these particular topics are always popular and always pay well.)

## Step 3

### Do I have to choose a niche?

Absolutely not!

If you would rather play the field and write about anything and everything, of course that's a valid choice too.

You may find yourself accidentally writing in the same niche after a while, or you may end up writing about anything and everything.

The key to remember is that none of this is set in stone. You can change as your career changes, so don't get too hung up on having to choose a niche now or not.

Now it comes to proving to yourself that you can do this writing thing. It can be terrifying to write that first article, so in the next step I'm going to guide you through writing one now, so you can prove to yourself that you can be a great freelance writer.



# Step 4

Practice  
Your Craft



## Step 4

# How to write your first article

To start with, we're going to take an easy approach to guide you through the main points you need to think about when writing an article, and how to get inspiration.

As a starting point for this piece, choose an article online that you've read in the last day or two.

You're going to rewrite the same article but with your own views and with your own take on it. Bear in mind it's not going to be the same article but a reimagining.

### **DO NOT COPY!!!**

I can't stress that enough. You're not going to be copying the article, you're going to take the basic idea and write your own article.

Now back to the piece you read. The chances are you read it because the headline was intriguing or it was about a subject you're interested in, both of which will help when rewriting it.

(If you've decided to pick a niche and it's in the same genre, then that's a bonus, but don't worry too much about it. The key here is just to get you writing).

First, we do a little research.

- Read the article again and make notes of the main topics.
- Next, read around the subject online, that is, read 3-5 other articles on the same theme.
- Make notes of their main topics as well.





## Step 4

### How does that work in practice?

To show you what I mean, I'll give you an example. Say my original article is about gardening tips called, *"10 tips on how to grow great tomatoes"*.

I'd write down the 10 tips in my notes - not the whole of the explanation, just a couple of words to explain it (remember, we're not copying here).

For example,

- Don't crowd seedlings.
- Give them lots of light.
- Pinch and prune, etc.

Then I'd go to a search engine like Google and put in the headline. That should bring up more articles that are similar. For each one of those, I'd add more notes of tips that weren't included in the original article.

At the end of this, you should have a long list of tips. I am interested in gardening and I have a few tips of my own that weren't in any of the articles I read, so I'll add those too. When you're writing your notes, if you have ideas that haven't been mentioned, you can add those as well.

Hopefully you'll see how your notes are shaping up to list the ideas behind what you'll include, and how they'll help you write your own article.

Next, we move on to what to concentrate on, and how to start writing.

## Step 4

### What a great article includes

The next step is to plan what you'll write, and that includes headlines as well as the body of the article.

A great piece of writing always has a few things in common:

- An excellent headline.
- Subheadings.
- An interesting first paragraph.
- The main body of the argument.
- A final paragraph that ties together the points made.

#### The Headline

The first step to writing articles that sell is to grab the readers attention by crafting an excellent headline. It mustn't give everything away, but should tease the reader into wanting to know more.

When thinking about your headline, there are tens of thousands of pages (probably more) on the internet dedicated to crafting the best headline.

You want something people will click, without it being clickbait – you know, the ones like "*The 20 best celebrity haircuts, you won't believe number 8!*".

Do not use those, or there are editors out there that will be hunting you down to do unspeakable things to you.

You want to appeal to the reader, and make them click on your article, without promising anything that you're not going to deliver throughout your post.



## Step 4

### **The Subheadings**

As we've become used to reading on the internet, there is a tendency to skim.

If you include subheadings throughout the piece, making sure that they entice as much as the headline, then the reader will be more inclined to continue reading.

Do not give everything away in your headline or your subheads though, or the reader won't see the point in continuing.

Imagine your article is a list of 10 unusual ways of training your dog. Don't list exactly what the ways are in the subheadings or there'll be no need for anyone to read the whole article.

They're essential for signposting the way through the article, just don't give away your secrets before you need to.

### **The Main Body**

In essence, your article should be well-structured, with a clear beginning, middle and end that ties up all the points made.

To start with, you need an interesting first paragraph.

Something that captures the imagination of the reader, maybe suggests an outlandish concept that you'll explain as you go along, or is an interesting take on the subject that others haven't brought up yet.



## Step 4

Your middle paragraph (or paragraphs, it can and should be more than one) will flesh out your reasoning.

If you are writing a list post (basically a list of items and explanations on a single theme, like my example of "10 tips on how to grow great tomatoes") then the middle paragraphs will include all your tips. And of course, don't forget your subheadings!

If your article is explaining how to do something, or formulates an argument, then these middle paragraphs are where all your information goes.

And finally, the last paragraph should conclude your ideas and bring them together. Whatever you've written about and whatever type of post you've written, here's where you wrap it up and explain your reasoning in a meaningful conclusion.

### **The Logical Order**

For any post that you write, it doesn't matter what you write about, but it does matter the order you put everything in.

After you've made your notes, and decided what to include in your post, that's when you need to make sure it's in the right order.

If you're writing a recipe, you wouldn't go into detail about the toppings on the cake before you've made the batter would you? And the same applies to your writing. Make sure every paragraph naturally follows on from the previous one.

Now try your hand at writing an article yourself. You've got the notes and my points on what to concentrate on, so try it yourself to prove you can do it.

# Step 5

Show Your  
Skills



## Step 5

### Applying for work

When you apply for a job, your prospective client will want to know that you'll be able to do what you say you can. The easiest way to prove that is by providing them with your portfolio – which contains examples of your best writing.

There are many ways you can present this, but some cost money, and some are complicated and take time.

The simplest and quickest way, is to just send the full articles in a document when you apply for a job. It's clunky and does mark you out as a newbie, but it does what you need it to. Be aware though that some clients will specifically say you have to send a link not the whole article, which leaves you with a problem.

A better way would be to send just a link to articles that have been put online already – but how do you do that when you've only just started to write and no one has published your work yet?

It's OK, there are a few alternatives.

You could set up your own website and post them there, but that costs money and does take a little time.

You could write to different websites and see if they'll publish your articles, but that can take months depending on their publishing calendar.

## Step 5

### Free alternatives that work

There is a way to take matters into your own hands. You can publish your own articles on a website called Medium (and there's an added bonus here as you can actually earn money when people read your articles) or use a site set up specifically for publishing portfolios, eg Carrd or Contently.

If you have a LinkedIn account (which I recommend as it's very useful for advertising your services and finding clients) then you can also publish on the LinkedIn Blog.

If you post your articles on any of these websites, then you can simply send the links to prospective clients, which is a much more streamlined and efficient way of showing them what you can do.

### Step-by-step instructions

OK, that was a lot of information! Let's take it step by step. You'll need to set up some accounts online and update or add to your social media.

1) As I mentioned, you can earn money on Medium if you post stories and people read them. So this should be the first account you set up. Go to Medium.com and you'll see a button labelled 'Get Started' in the top right corner. Click on this and it will guide you through setting up an account.

Once you have an account you'll see 'Start writing' on your home page. Click that button and write your first post. It couldn't be simpler.

## Step 5

### Medium (cont.)

Once you publish your story, that's when you can apply to join the Partner Program and start earning money. But for now, just revel in the fact that you've published your story and have link number 1 for your portfolio. Well done!

2) The next place to go is Carrd.co (and yes, the 'm' isn't missing, it is .co ). Carrd allows you to set up a one-page site for whatever it is you want - in your case, a portfolio. Sign up (it's free) and create your page. It guides you through the steps, but basically, it's a photo, a bio and then you can add your writing examples.

You can actually add a Google Doc here, so if you've written something but haven't published it anywhere, you can upload it here and then send potential clients the link to your Carrd profile page.

3) On Contently.com you have to have published on different sites, so this might be for a later date, but I wanted to mention it as it's a great place to get jobs once you've had a few examples you can put into your portfolio. You just need to sign up and fill in your bio and portfolio sections, then they verify them before hopefully matching you with clients.

3) Set up a LinkedIn account (if you don't have one already) by visiting LinkedIn.com. After you've added your photo, make sure your title is 'Freelance writer' alongside the niche you'd like to write in. Then check the box for 'Open to work' which allows recruiters to find you.





## Step 5

### What's next?

By now you should have a login at Medium, Carrd, Contently and LinkedIn.

And also if you're very keen, an article written and published on Medium (don't worry if you haven't yet, there's plenty of time to start that now).

This is when the real work begins. It's time to write three different articles in the niches you chose earlier. That way you can show your abilities in the fields you're interested in.

Once you've completed them, your next step will be to publish them on each of these sites, and that might be worrying you. Are they good enough? Will anyone read them? Have I just written trash?

I can't answer that, and to be honest, neither can you. It's very easy to think our work is worse than it actually is. If you're brave, you can get a trusted friend or family member to read them and give you pointers. But know that this whole career is full of people who unnecessarily doubt their abilities and have a fear of rejection.

You wouldn't have got this far if you didn't think you could do this, so take pride in the fact that you have completed three articles and stand tall.

Besides, all these sites can be updated as and when you want. So in a few weeks time, if you look back at these articles and decide they're not good enough, you can write more and replace them.

# Step 6

Getting  
Paid



## Step 6

### Finding the money

This is the final piece of the puzzle – finding clients.

Now there are loads of different ways of finding clients, but it usually boils down to one of two ways.

They come to you or you look for them.

Trust me, there will come a time when they come looking for you, but just for the time being, we'll assume you have to go searching for them.

You can look on job boards, put feeler messages out on your social media, send emails out on spec to websites and companies, hoping they're looking for writers, or work for content mills.

Now the last one isn't generally recommended as it's woefully badly paid. It's very difficult to know if you're improving as your writing disappears into a black hole and you never know when, where or even if, it's ever posted online. Plus, you don't get any writing credits, so let's ignore it just for now.

There are many job boards, some better than others, but none of them are likely to result in 100% jobs for you. And that's not a reflection on you, or them.

The truth is, you'll get more rejections than acceptances, and it's just that at that particular time, you're not their ideal candidate. It doesn't mean you never will be, but just not now. As hard as it is, try not to take each rejection personally.



## Step 6

### How to begin

The key when you're starting out, is the scattergun approach.

Try to apply to a certain number of jobs each day, and eventually you'll get an offer. I know that sounds daunting, but once you've done one or two, you'll have the basis for a pitch that can be tweaked for each application. The first few will take longer, but after a few days you'll be able to get through them much more quickly.

The challenge here is to apply to five jobs each day for the next week, plus putting out your intentions on your social media.

That's a lot, I know.

#### **Social Media**

First, on your social media channels, if you haven't done it yet, change your LinkedIn title to refer to being a freelance writer.

If you're niching down, put that in your title too eg. Travel freelance writer specializing in Latin America.

Once you've posted an article there (you should have three from the last section that you can add) then when people read it, it displays along with your title which can help when companies are recruiting on LinkedIn.

## Step 6

### Job boards

When you're looking at the job boards, try the free ones to start with. It can streamline your job search to use the paid ones like Flexjobs, but if you're starting out, it may not make sense to spend money before you've earned any.

Try these sites to start with:

- ProBlogger,
- BloggingPro,
- MediaBistro and,
- Freelance Writing
- LinkedIn jobs

Commit to applying for at least one job per site each day this week.

There are loads of opportunities out there, you just have to find them.

Keep applying for jobs, keep writing, and you'll improve as you get more experience.

Once you get your first job, you can start getting testimonials and then hopefully referrals, then the sky's the limit.

And it all starts here.



# Step 7

Next  
Steps



## Step 7

### Information overload?

Hopefully not! I realise that's a lot of information, but it's all essential and useful to start you on your new career as a freelance writer.

And remember, you now have the tools to do all of the following:

- Make a promise to yourself that you'll let nothing stop you taking flight in your new career.
- As a freelance writer, you can decide on whether to niche down or not.
- If you've decided to use a niche, you'll be able to choose your favorite topics to concentrate on.
- You know where to post your portfolio online to give yourself a more professional look.
- You know the main features that a great article needs.
- You have your own logins for Medium, LinkedIn and Carrd.
- Once your articles are written and published on the above websites, the links can be sent to prospective clients.
- You know where to look for jobs and how many to attempt each day for success.

It's a lot of work to begin a new career, and freelance writing is no different. However, if you like writing (if you don't, I fear you may be in the wrong place!) it's very rewarding, and there's nothing like working for yourself and being your own boss.



## Step 7

### What's next?

If you feel you'd like some more help, let me know what you'd like to learn.

I'm about to start putting together a course for new writers, and I'm torn between two options.

Drop me a line at [Lizzie@lizziejay.com](mailto:Lizzie@lizziejay.com) to let me know which sounds better and for your trouble, I'll make sure you get a 50% discount on the price when it becomes available.

'How to create an amazing portfolio even with no experience'

'How to use Medium to earn more money'

Or let me know if you have another problem I can solve.

I'm always here to help or just to let me know how you're getting on. You can get in touch on

**email** [Lizzie@LizzieJay.com](mailto:Lizzie@LizzieJay.com)

**Twitter** @LizzieJayWriter

**Instagram** @lizziejaywriting

I look forward to hearing from you!

Now go and start your new fabulous career as a freelance writer.

*The world is yours for the taking!*