

71 WAYS
TO



MAKE MONEY AS A FREELANCE WRITER



INTRODUCTION

It's a great time to build your freelance writing career.

Take a quick look at all of the open tabs in your browser. Your favorite blog might hire guest writers. That company website needs a new About Page — and help with copy for its other pages as well. The Kickstarter campaign you're supporting needs someone to write the description that convinces others to back the idea.

The Internet has created innumerable new jobs for writers, even as jobs in print media and the publishing industry have dwindled.

This guide will help you learn more about the different types of available writing jobs, as well as tips on how to get these gigs. Although writers at any level of experience will find the information useful, **this ebook is especially useful for entry-level freelance writers**, as well as those with limited experience who are ready to move up in their careers.

To help you plan your business, we've included rough pay ranges with each job. Take these rates as suggestions; while we've done our best to estimate a range for each gig, **more experienced, well-networked or in-demand writers might be able to command higher prices.**

It is possible to make a full-time living by taking on the freelance writing jobs in this guide — but as every freelancer knows, you need to be prepared to handle multiple jobs and clients to earn this money. And it might not be easy at the beginning! Especially if you're earning on the low end of the rates we suggest.

The goal, then, is to **earn more over time** as you improve your craft, learn the landscape and strengthen your professional network.

You'll also see several helpful sidebars throughout the book. Those columns include tips on pitching potential clients, figuring out how much to charge, creating invoices and building an online portfolio of your work, questions that came up repeatedly as we created this guide. This advice will help you both as you start writing for a living and throughout your freelance career.

If you finish this guide and want more information, [The Write Life](#) has hundreds of posts designed to help writers learn how to grow your business and earn more money. We've put hours upon hours of energy and know-how and love into those posts, with just one goal in mind: **to help you improve as a writer.**

You'll notice links throughout this guide to many of those resources. Click them! Soak up the ideas! Get lured down the rabbit hole! All of that information is sure to help you on your writing journey.

And if you haven't already, be sure to join our email list for lots more ideas:

<http://thewritelife.com/newsletter>

**So... how can you make money as a freelance writer?
Let's dive in!**

71 WAYS TO MAKE MONEY AS A FREELANCE WRITER

1. PLACE GUEST POSTS

Pay range: \$25-\$125 per post

Writing guest posts for popular blogs is one of the easiest ways for freelance writers to make extra cash. Countless blogs offer paid guest post opportunities to writers who have interesting stories to tell or who can share expertise on a specific subject. You'll usually get a byline, too, which helps build your portfolio.

Let's say you want to write about the business of freelance writing — you've got a bit of expertise on that subject, right? Start with The Write Life's list of [7 Popular Blogs About Writing That Want Your Guest Posts](#), then follow it with [7 More Writing Blogs That Want Your Guest Posts](#). Then start pitching editors!

Another great resource for finding blogging jobs across many industries is [Prologger's job board](#).

2. WRITE ADVERTORIALS

Pay range: \$25-\$100 per article, based on [postings on Write Jobs](#), though some writers charge significantly more (up to [\\$1,200 a page](#))

Advertorials, also called "sponsored content," are pieces that are designed to look like articles but contain a particular point of view or spin that benefits an advertising client.

You'll know advertorials when you see them, because they are legally required to be marked as such. However, that doesn't mean advertorials are poorly written or boring — BuzzFeed ran an advertorial titled [11 Worst-Case Alien Interaction Scenarios And How To Respond](#) (sponsored by the game [Alien: Isolation](#)) and plenty of advertorials are equally clever or fun.

How do you get advertorial work? Copy firms, media companies and advertising companies are all good places to start. If you build a reputation as a new media writer, says freelance writer [Nicole Dieker](#), be prepared for advertorial clients to get in touch with you — and have a freelance rate ready when they ask!

3. GET HIRED AS A GHOSTWRITER

Pay range: 5 to 20 cents a word or [more](#), depending on who you're ghosting for and what you're writing (blog posts pay differently, for example, than a memoir)

Ghostwriting is an old and honorable tradition. There are as many ways to ghostwrite as there are types of writing; you can ghostwrite blog posts in the voice of a company's CEO, or ghostwrite memoirs for people who have lived interesting lives but may not have the writing skills to tell their stories effectively. You can ghostwrite novels — famous series like [Sweet Valley High](#) and [The Vampire Diaries](#) are penned by ghosts — or even tweets!

How do you get into ghostwriting? Try applying for jobs online, though it's best to avoid bidding sites like oDesk and PeoplePerHour. Some content and copy sites, such as [Get A Copywriter](#), include ghostwriting jobs among their listings. Clients may also contact you to ghostwrite because they've seen your previous work and know you can write in their voice.

You probably won't write the next huge celebrity autobiography right away, but ghostwriting small projects can be a great way to get your foot in the door, start earning money and collect testimonials from satisfied clients. Once you begin to build a reputation as a ghostwriter, who knows what might happen?

TIPS FOR PITCHING CLIENTS (EVEN IF YOU HAVEN'T PITCHED MUCH BEFORE)

by Francesca Nicasio

To find clients, most freelance writers — especially new ones — need to get out there and approach them.

But this strategy can be intimidating if you haven't tried it before. Most of us don't like [marketing ourselves](#) because we're afraid to appear sleazy. Who wants to come across like one of those pushy door-to-door salespeople?

You can't rely solely on blogging, referral programs and social media. If you want more clients, you need to reach out to them instead of waiting for them to come to you.

DO YOUR RESEARCH

Don't just blindly send out emails or marketing messages. Look up every business or individual that you want approach. What's their background? What are their goals? And more importantly, why would they need your services? **Find out everything you can about your prospects.**

If you're pitching a guest post, make sure to read the guidelines first.

DIRECT YOUR MESSAGES TO A SPECIFIC PERSON INSTEAD OF A GENERAL MAILBOX

Make sure the right people — the decision-makers — see your message. When pitching your services to a larger company, it's best to approach the marketing department instead of customer service or the general mailbox. If you're dealing with a small business or startup, the company's founder is usually a good bet. For a blog, look for the editor.

4. CREATE EBOOKS

Pay range: \$500 per book or more

Guess who's behind this ebook you're reading right now?
That's right — a paid team of writers.

Getting into the ebook market often has to do with being in the right place at the right time. Some writers get ebook assignments through freelance marketplace websites like [Elance](#). You might also find these opportunities once you've built a relationship with a particular business or client, maybe after writing an About Page or ghostwriting a few blog posts.

Another option is pitching an ebook idea to a client. Maybe you're working with someone on branding or increasing conversions and sales. A free ebook is a great way to build up a mailing list; a paid ebook can help increase revenue. Either way, your client benefits — and you get paid!

5. PRODUCE DIGITAL PRODUCTS

Pay range: At least \$5 for a simple PDF, \$25 for a longer ebook, and \$150 or more for a package of high-value materials

Digital products, sometimes called information products, are ebooks, white papers, PDFs, slideshows and other online materials that present useful information to a reader.

While you can also earn money by writing ebooks and similar products for other people, consider creating and selling a digital product of your own. You can share it on your own website for fans and followers to purchase. The tough part here is you need an audience of people who are willing to buy, and that can take time to develop.

As The Write Life founder [Alexis Grant](#) notes: "I learned when I sold my first ebook that creating digital products is smart because of the high profit margin and low time

PERSONALIZE YOUR APPROACH

Use the intel you uncover to customize your message. Show the prospect that you did your research by mentioning company-specific information or referencing recent blog posts or tweets. Your thoughtfulness will impress the client and they'll be more inclined to respond.

Quick tip: To easily find information about your potential clients, check out [Rapportive](#), a nifty browser plugin for Gmail that shows handy social information about your contacts right in your email interface.

BE SPECIFIC AND SINCERE WITH YOUR COMPLIMENTS

Compliments can further personalize your pitch and help you get off on the right foot with your client — as long as you're being genuine. Don't just say "cool website!" or "I love your company." Be more detailed. What exactly do you like about their company? Which particular website features do you love?

OFFER TAILORED RECOMMENDATIONS

Go beyond the compliments and tailored messages to show exactly what you can do for the client. Give them useful information that will help them improve their content — no strings attached. Personal finance and behavioral psychology author Ramit Sethi calls it the "[Briefcase Technique](#)," because you're pulling an incredible menu of ways you will help the client right out of your briefcase.

KEEP IT SHORT

Don't send a page-long email. Be concise, start with your [lead](#) and consider ways to [stand out](#) in the client or editor's inbox.

investment after the initial work on the front end: you create something valuable *once*, then sell it again and again.”

A good digital product keeps earning money long after release, and gives you passive income that belongs to you, not to your clients.

How do you make a digital product? First, come up with some type of information that you think people will pay to learn (say, “71 ways to make money as a freelance writer”). Then, create your copy and present it in an attractive and readable format. Use a system like [e-junkie](#) (which costs just \$5/month) to handle payment and distribution. Lastly, launch and promote your digital product. Make sure it’s clearly visible to anyone who visits your website — if they don’t know it’s there, they won’t buy it!

6. CONTRIBUTE TO TRAVEL GUIDES

Pay range: Sometimes [based on royalties](#), but more often an agreed-upon [flat rate](#) depending on how much work and travel is involved. Writers say it works out to a low per-hour rate, but the gig has a major perk: it allows you to travel

If you love to travel, contributing to travel guides could be a fun way to get your feet wet as a freelancer while seeing the world. Companies like Lonely Planet often look for travelers who can string a few words together to [update their guides](#).

Beware, however, that these jobs are often more about [collecting and verifying information](#) than writing beautiful prose.

If you have a lot of experience traveling in a specific area, you might also consider writing your own guide with recommendations for dining, shopping, eating and touring. Sell your guide as a digital product on your website (see previous entry) or self-publish it on Amazon Kindle Direct Publishing (see next entry).

Many writers who choose these routes also end up writing [travel blogs](#), which can lead to other writing gigs, sponsorships and travel perks.

7. SELF-PUBLISH NONFICTION ON KINDLE

Pay range: Based on sales; Amazon pays 70 percent royalties on Kindle books priced \$2.99-\$9.99

Amazon's [Kindle Direct Publishing](#) program lets writers self-publish and sell books directly to readers who own Amazon Kindle e-readers. By enrolling in the [Kindle Direct Publishing Select](#) program, you can also get your books in the Kindle Owners' Lending Library and Kindle Unlimited — two methods of borrowing ebooks while still allowing the authors to [earn a profit](#).

Let's look at nonfiction Kindle books first. Start by checking out [Steve Scott's](#) resources: he sells guides to self-publishing nonfiction books on Amazon. Then, why not try writing a nonfiction book of your own? If you have a particular area of interest or expertise, you can earn money by sharing your work with interested readers.

As you'll see in Steve Scott's work, the more Kindle books you have on Amazon's digital shelves, the more Amazon's referral engine will work in your favor.

8. SELF-PUBLISH FICTION ON KINDLE

Pay range: Based on sales; Amazon pays 70 percent royalties on Kindle books priced \$2.99-\$9.99

There's an old saying that everyone has a novel inside them. Now's the chance to write yours! It's never been easier to [self-publish](#), and some self-published Kindle fiction writers are able to make decent amounts of money from their work, though others publish their fiction more as a labor of love.

If you want to write the next self-published Kindle best-seller, do two things. First, of course, write a good story. Second, learn how to market and promote your book. Read Joanna Penn's [Anatomy of a Kindle Bestseller](#) to learn how to plan and publicize your new novel, so you'll have the best chance of achieving success on this platform.

When you're factoring Kindle books into your projected income, remember you'll likely need to sell a lot of books to earn a living wage.

9. HELP AUTHORS FORMAT THEIR BOOKS FOR SELF-PUBLISHING ON AMAZON

Pay range: Varies widely; [The Fast Fingers](#) charges \$150 for fiction books and \$250 for non-fiction books

To publish a fiction or nonfiction book through [Amazon Kindle Direct Publishing](#), you have to go through the text and format everything in a particular way. If you've been tabbing your paragraphs throughout, for example, you have to take out all the tabs and reformat everything.

If you have an eye for detail, learn the ropes (best to try formatting and publishing your own work first), then offer your services as an Amazon self-publishing prep specialist. You'll be the one who takes out the tabs, structures the table of contents, formats the cover image to the proper size and resolution, and makes the book look *perfect*.

How do you get this job? Detail this service on your website, put up ads on sites like Craigslist or Fiverr ([here's an example](#)), and spread the word among your network that you do formatting work for self-published authors. You might even approach bloggers you notice are dipping their toes into Kindle books and ask if you can help.

10. WRITE BOOK JACKET BLURBS

Pay range: [The Editorial Department](#) charges \$300 for 100-200 words of promotional content for books up to 100,000 words long; [Sarah Kolb-Williams](#) charges \$249 for back-cover copy, or \$399 if authors also need an engaging bio; [Peter Bowerman's](#) rate ranges from \$450 to \$650

If you're like most people, the first thing you look at when considering buying a book is the front cover. If that's appealing, you flip it over and check the back of the jacket to learn more. And that's where your opportunity as a writer comes in.

"Strong copy on the back cover of a book transforms a relatively small space into a powerful selling tool," says Peter Bowerman of [The Title Tailor](#). In fact, jacket copy came second only to "favorite author" in a study by [Publishing Trends and Codex Group](#). If you can write compelling copy that convinces the reader *this* is the book they've been searching for, you'll be able to price your services competitively.

Author and copywriter [Casey Demchak recommends](#) starting with an action-oriented headline to draw readers in (“Learn Newly Uncovered Secrets about JFK’s Murder”) and focusing on how the book will benefit them. Joanna Penn, author of a series of thrillers as J.F. Penn, offers a great [guide to writing back-cover copy](#).

How do you find clients? Add this service to your website, spread the word to your network, and offer it as an add-on option for clients whose books you’re editing or formatting for Kindle.

11. SELF-PUBLISH EROTICA ON KINDLE

Pay range: Based on sales; Amazon pays 70 percent royalties on Kindle books priced \$2.99-\$9.99, but you could possibly earn more if you sell through your own site to your audience

There’s a huge market for well-written, self-published erotica. Start with Lit Reactor’s [Dos and Don’ts of Writing Erotic Fiction](#) for an overview of how to be successful in the genre. Nearly all types of erotica can find readers, but if you’re interested in writing intelligent, thoughtful erotica about typically underserved populations, you’re likely to find a community that’s eager to read your words. Or, just write what you know: if you find it sexy, chances are other people will find it sexy as well.

You can publish erotica through sites like Amazon Kindle Direct Publishing or a dedicated publisher like [Ellora’s Cave](#), or sell it directly on your own website (either through your author name or through a pseudonym) in the same way you might sell a digital product or information product.

12. WRITE FAN FICTION FOR AMAZON KINDLE WORLDS

Pay range: Based on sales; [Amazon](#) pays 35 percent royalties on works 10,000 words or longer, or 20 percent on stories between 5,000 and 10,000 words. Most stories are priced between \$0.99 and \$3.99

Did you know you can get paid to write fanfic about your favorite TV shows and characters? With [Amazon Kindle Worlds](#), you have the opportunity to write and publish officially licensed fan fiction about *Pretty Little Liars*, *The Vampire Diaries*, *Archer* & *Armstrong* and more.

Each fan fiction world has its own rules. For example: the [Veronica Mars world](#) includes the rule, “Your work may not include any of the Veronica Mars series characters in the years

after Veronica Mars is in college.”

Study the rules and guidelines for the world you choose, then follow [these steps](#) to write your story and submit it to Amazon Kindle Worlds. When readers buy your fan fiction, you get paid.

13. CROWDFUND YOUR CREATIVE WRITING

Pay range: You set your own monetary goal and ask donors to help you meet it. People earn anywhere from a few hundred to a few thousand dollars a month on Patreon, while they can earn a few thousand to tens of thousands of dollars — or more — on Kickstarter

Want to take some time off from the freelance grind to write that novel, but don’t know how you’ll pay for it? Maybe it’s time to set up a crowdfunding campaign.

The most popular option is [Kickstarter](#), where people pledge money towards a specific project. In return, they get special rewards and updates as the project is created. Kickstarter recently changed its [terms of service](#) to state that project creators must complete their projects unless there are extenuating circumstances, so if you want to fund your novel, you had better be prepared to finish it *no matter what*.

Many Kickstarter project creators also make the mistake of severely underestimating how much their project (and its associated rewards) will cost. Read [this guide](#) to planning and budgeting your Kickstarter project before you get started.

Also consider [Patreon](#), where people make pledges to support creators, rather than projects. You don’t have to commit to writing a novel to set up a Patreon account; simply say “please help me fund my writing endeavors.”

Like Kickstarter, Patreon involves building a community of crowdfunder supporters through unique content and high-value rewards. So keep that in mind as you build your Patreon profile: your supporters are supporting your writing, but they’ll also be interested in things like monthly online chats, access to your early drafts, or other “perks.” Fiction author [Joanna Penn of The Creative Penn](#) uses Patreon to earn about \$100 each time she releases a podcast interview with a writer.

14. MONETIZE YOUR BLOG

Pay range: Varies according to your ambition and audience

If you have a blog of your own, monetizing is a simple way to get paid for something you're already doing. Ways to [make money off your blog](#) include adding banner and sidebar ads, using affiliate links, and even [putting up a "donate" button](#), like the one on [Brain Pickings](#).

Don't forget about monetizing your blog through digital products or information products, as well as links to any ebooks or other media you sell. If you teach online webinars, add links for those webinars to your blog as well. Make sure your readers have every possible opportunity to pay you for the value you provide.

To make this work, of course, you need a large readership. Building that readership, which begins with offering [valuable content](#), is the first step.

15. BECOME A COPYWRITER

Pay range: Anywhere from 10 cents to \$1 a word, depending on the client

Copywriting encompasses a variety of different types of writing, including press releases, product descriptions and email campaigns — all which deserve their own category on this list — but let's take a minute to look at "copywriting" as a whole.

When you decide to pursue a career in copywriting, you commit yourself to becoming an expert in clear, succinct, stylistically perfect prose. You take your writer's ego out of the project (most copywritten pieces don't get bylines) and focus on craft, rather than creativity.

You can make good money as a copywriter, especially after becoming a master copywriter with multiple clients. If you're interested in learning how to build your skills,

8 GREAT PORTFOLIO SITES FOR FREELANCE WRITERS (AND MOST ARE FREE)

by Annie Favreau

Prospective clients need a quick, easy way to suss out your work, your style and your level of professionalism. In general, your website needs to have two things going for it: uncluttered design and easy-to-read clips.

Create a website that fulfills these two basic criteria and highlights your work using these portfolio design tools:

1. [JOURNO PORTFOLIO](#):

Customize your site's look with one of many themes, and sort your clips into any number of arrangements and pages by linking directly to clips or uploading PDFs, videos and images.

Price: FREE (name. journoportfolio.com), \$3.50 to \$8.75 per month (yourname.com)

2. [CLIPPINGS.ME](#):

Quickly and easily show off as many clips as you want, with just enough detail about yourself to make you seem human. Add links, upload PDFs or embed podcasts.

Price: FREE (basic), \$8 per month (pro)

3. [SQUARESPACE](#):

This slick drag-and-drop website builder offers a stellar visual experience. While this isn't a traditional portfolio site, it's a great choice if you incorporate design or graphics into your work. Similar to: [Wix](#), [Weebly](#)

Price: \$8 per month (basic), \$16 to \$24 per month (pro)

4. [CONTENTLY](#):

Contently is free, simple, and straightforward for writers who do a lot of byline work: simply list the publications

start with The Write Life's guide to [becoming a master copywriter in just one year](#). Then, get ready to perfect your craft and find your clients.

16. WRITE WEB COPY FOR BUSINESSES

Pay range: At least \$25-\$50 per page

Every business these days needs a website. It's a portal through which potential customers learn more about the business and its products, and it's also a key revenue source. The web copy on a business website is crucial to that business's success.

Who writes that copy? Often, it's freelance writers just like you.

To successfully land business web copy jobs, you need to convince clients that you can do one key thing: convert pageviews into sales. Start by reading our tips on [how to write better web copy](#). Then, be ready to tell your clients that you can hit their customers' pain points, create a call to action and build a sales funnel that leads customers straight from the home page to the shopping cart.

17. DRAFT ABOUT PAGES FOR COMPANIES & INDIVIDUALS

Pay range: \$25-50 per page

While you might consider writing all types of pages for companies, you could also pitch yourself as a specialized web writer, focusing on the About Page.

A good About Page clearly explains what a person or company does, and what makes that company an expert or trusted resource. It also targets and markets to a specific audience; read Susan Greene's [How to Write a Killer About Page](#) guide to learn more about how to use an About Page as a marketing tool. Don't limit yourself to big businesses; freelancers, bloggers, and just about anyone who has a

you write for and it catalogues your pieces. It does make some mistakes, but they're easy to fix manually. Similar to: [Muck Rack](#)

Price: FREE

5. FLAVORS.ME:

The site brings all of your posts, tweets and publications onto one page, so visitors can easily browse all of your social activity in one place. It's a little offbeat, a little funky and a lot colorful. Similar to: [About.me](#)

Price: FREE (basic), \$20 per year (pro)

6. PRESSFOLIOS:

Targeted at journalists, Pressfolios sells itself on two features: it's extremely user-friendly and a good option for less technically-inclined, and it automatically clips a PDF version of any clip you upload to back up your writing.

Price: FREE (basic; only 12 stories), \$12 per month (pro)

7. WORDPRESS.COM:

While not specifically geared towards writer portfolios, WordPress is versatile. Search Google for "WordPress portfolio themes" and you'll have everything you could ask for — WordPress even offers this dedicated [portfolio splash page](#)! This is a great platform for people who want lots of options and total creative control.

Price: FREE (basic blog), the sky's the limit for more creative options

8. PINTEREST:

This visual platform is a gorgeous and unusual way to showcase your written work. Here's a more detailed guide to [using Pinterest as a writing portfolio](#).

Price: FREE

website can benefit from an effective About Page, and people are often uncomfortable writing about themselves.

To land work writing About Pages, you'll likely need to pitch yourself to people who might need the service. Specify that you do About Page writing on your own About Page, and then market your skills through your network until you start getting jobs. Once the word gets out about your specialized skill, clients will start coming to you.

18. LAND CORPORATE WRITING GIGS

Pay range: \$50 an hour or more; [\\$100 to \\$500 per piece](#) of online content

Corporations are often in need of good writers to help communicate ideas and promote their brands. Corporate writing gigs are also often high-paying, because big companies usually have money to spend on high-quality writers. Take a look at these [five corporate writing gigs](#) and see if any of them catch your eye. You could write annual reports, case studies, even blog posts!

How do you get corporate writing gigs? It's all about your network. [LinkedIn](#) is often a good source; join industry groups and make sure your profile showcases your work. Another option is to attend local industry events and explore your city's chamber of commerce.

Make sure your website focuses on your relevant experience and background. Like many other writing jobs, getting that first corporate gig — which you're most likely to get through your network — will open the path for future corporate writing assignments.

19. COMPOSE WHITE PAPERS

Pay range: At least 10 cents a word, and as much as [\\$5,000 per project](#); Mark McClure of [Samurai Writer](#) charges \$2,100 to \$3,500 for a white paper up to 10 pages

What's a white paper? [That White Paper Guy](#) has a great definition: "A white paper is a persuasive essay that uses facts and logic to promote a certain product, service or viewpoint."

White papers are similar to ebooks in that they're online information products often associated with a particular company or brand. However, white papers are often more technical than ebooks, and sometimes require specialized knowledge to complete. They're a bit of a cross between a technical manual and an essay, with a little branding and persuasive language thrown in.

How do you get white paper jobs? [That White Paper Guy](#) built a dedicated website to showcase his white paper expertise. You could build your own website and start marketing yourself to people or businesses who might need white papers.

20. DRAFT PRESS RELEASES

Pay range: \$50 per release or more

The internet has yet to make the old-fashioned press release obsolete. Plenty of businesses and brands still use press releases to announce news or promote new products.

A good press release is written like a news article: it's straightforward, easy to understand, and packs a lot of information into just a few paragraphs. As freelance PR specialist [Maggie Patterson](#) notes, having a PR background is often helpful for getting press release jobs, but it isn't required — if you're a good writer and understand what appeals to journalists, you have what it takes. (Be aware of the [standard press release format](#) before you write your first release.)

You'll find press release work through writing jobs sites like [MediaBistro.com](#) and [The Write Life's job board](#), but as always, the best gigs typically develop out of relationships you've formed with companies and clients. If you write one good press release, you'll probably be asked to write another!

21. CRAFT SOCIAL MEDIA UPDATES

Pay range: \$15-\$20 per hour or [\\$2,000+ a month](#)

Most businesses these days want to have, at minimum, an active Twitter account and Facebook page — and many businesses also create and manage Tumblr accounts, Instagram accounts and Google+ pages.

This means there's a lot of opportunity to get work [writing for social media](#).

How do you get hired as a professional tweeter or Facebook poster? [The Write Life](#) has two great ideas. First, send your existing clients an email announcing you're offering social media services, and see who shows interest. Second, find businesses who clearly need social media help and send them an email with one actionable suggestion to help them improve their social media — and, of course, your contact information and rates.

While some social media writers charge per hour, don't be afraid to move to a monthly retainer once you develop an ongoing relationship with a client, since this is help they'll need day after day, week after week.

22. CRAFT SOCIAL MEDIA BIOGRAPHIES

Pay range: Variable; [one writer](#) charges \$200 for bio writing services, [another writer](#) charges \$500 for LinkedIn profile coaching and also offers bio writing for Twitter and Facebook

Our social media biographies are kind of like elevator speeches: they need to communicate a lot in just a few words.

Not everyone is good at writing this type of short-form biography, and many people don't take the time to think about how to shape a biography for Twitter, Facebook, Tumblr, LinkedIn, Instagram and other social sites — they just use the same biography across all formats.

Your job as a social media biographer is to optimize the social media biography for multiple social media sites and find the best way to communicate a person's "personal elevator pitch" in just a few words.

23. WRITE NEWSLETTERS

Pay range: \$75-\$200 per newsletter — or more, if you've got the experience to command [these rates](#).

Whether it's a paper copy in your neighborhood bookstore, or the more common email option, the classic newsletter is still in vogue for both local businesses and major companies. As [Cox Business](#) notes, a good one helps businesses maintain relationships with customers between purchases, which ultimately increases their client base and sales.

If you want to get into hard-copy newsletters, learn about newsletter formatting and desktop publishing as well as programs like Adobe InDesign. After all, you're going to want to both write the newsletter copy *and* make it look great!

For email newsletters, get familiar with popular newsletter platforms like [MailChimp](#). To write a good email campaign, you need a [subject line](#) that convinces readers to open the email, a first paragraph that convinces them to read it, and a call to action that convinces them to do something.

To get experience, offer a newsletter of your own via your website, recommends freelance writer [Nicole Dieker](#). Once your own mailing list starts getting high open and click rates, use those numbers as proof of your skills. Ask clients you're already working for whether you can help them launch an email newsletter as well.

24. WRITE COMPANY MANIFESTOS

Pay range: Highly variable; as with corporate writing, rates vary considerably depending on the company

Do you know the difference between [a mission statement, vision statement and values statement](#)? Can you articulate what makes a company unique and what that company hopes to achieve in the next five years? Can you write a company manifesto that inspires employees, customers and stakeholders?

If that's your special skill, consider offering your services as a freelance corporate writer focusing on vision statements, mission statements and company manifestos. Try partnering with a strategic planning consultant: they'll do the planning, you'll do the writing. With your help, companies can focus their efforts on their true visions and work hard to achieve their missions.

25. BECOME AN SEO WRITER

Pay range: [\\$25-\\$50 per article](#) or more; [Kevin Cole](#) reports making \$3,000 in two months by setting up his own SEO writing service

When you hear "search-engine optimization," do you think of content mills where writers churn out low-value content stuffed with keywords for two or three cents a word?

That isn't the kind of SEO writing we want you to consider. [Our definition of SEO writing](#) involves high-value writers and bloggers who know how to create compelling, readable articles and blog pieces that simultaneously rank high in Google for both trending and long-tail keywords. No stuffing, spinning or spamming required.

How do you get into this type of SEO writing? First, you need to [get familiar with SEO](#). Then, build your resume and pitch businesses — especially those with blogs — and sell yourself as someone who knows how to get their site to rank [high in search results](#).

Earn money as a freelance SEO writer, or go into full-time SEO work, where you could make around [\\$56,000 a year](#).

26. SPECIALIZE IN KICKSTARTER COPY

Pay range: [\\$75-\\$200 per project](#), but varies greatly

A Kickstarter project is only as good as the copy that sells it. Kickstarter copy needs to be persuasive and compelling; it must clearly explain why the project is important and urge the reader to take action immediately by becoming a backer. The best Kickstarter copy sells both the primary project as well as associated rewards; good rewards copy prompts people to back at higher amounts so they can get that special coveted item.

How do you get a job writing Kickstarter copy? Like many writing jobs, it often comes down to who you know, so think strategically about how you build your network. Get to know startup owners, filmmakers, musicians and makers in your area, and you might be in a good position to get hired as a Kickstarter copywriter. If you already have experience writing website copy or email campaign copy for a client, you'll be more likely to be their go-to copywriter when they launch their Kickstarter.

You might also network with [crowdfunding experts](#), people who specialize in consulting on how to run successful Kickstarter and Indigogo campaigns; their clients are likely looking for writers like you. And don't forget to read Kickstarter's [guide to making a good project page](#)!

27. WRITE COPY FOR PRODUCT PACKAGING

Pay range: [\\$20-\\$25 an hour](#)

The next time you buy something at a store or receive a package in the mail, take a quick look at all the words you see on the packaging. Yes, that's a job for a writer.

You can get into the product packaging copy field in a few different ways. First, try signing up with a copy firm like [Get a Copywriter](#) and taking on product packaging assignments; they email opportunities to interested writers. Second, work for a corporation that includes product packaging copywriters as part of its staff (probably through the marketing department). Third, talk to friends or contacts who are starting a new company and get in on the ground floor.

28. WRITE PRODUCT DESCRIPTIONS

Pay range: At least \$20-\$25 per description

Sites like Amazon, where third-party sellers can upload self-published books or sell their own products online, are full of opportunities for writers. Think of all the writing that goes on an Amazon page: there's a product description, a series of technical specs and sometimes a long-form description that runs underneath the short one.

Likewise, any company with a website that includes products also needs to include product descriptions. Indeed has a list of [freelance product description copy jobs](#), so start there and see what companies are looking for product description copy work.

Once you get a job, be prepared to write straightforward language to spec, because these jobs, like technical writing jobs, often have specific rules. You also need to be ruthlessly accurate; something that measures 6' is very different from something that measures 6", after all!

29. WRITE DESCRIPTIONS IN CATALOGS

Pay range: Catalogs.com advertised [\\$25 per post in 2010](#); [Lynn Wasnak's survey for Writer's Digest](#) returned rates of \$25 to \$350 per item (or \$25 to \$150 per hour); Angela Pause of [Writer 4 Rent](#) charges \$150 to \$450 per page

Raise your hand if you've ever perused the odd and offbeat items for sale in the pages of SkyMall while bored during a long flight. That's the work of a writer you were looking at!

An anonymous SkyMall scribe describes his or her work on the satirical blog [I write for SkyMall](#): "Holding no apparent standards, I help advertise products beyond your wildest imagination. I will sell your father hair pills, your sister a cat saddle, and your grandmother necklaces that keep her from farting."

[SkyMall's future](#) is up in the air, but fortunately it isn't the only game in town. [Catalogs.com lists](#) hundreds of options, from 1-800PetMeds to Staples to Zagat Wine. "Start by targeting catalogs selling products you're passionate about," veteran copywriter [Jay White](#) told American Writers & Artists Inc. "Your copy will be much better than copy written by someone who doesn't know anything about them."

As always, add this service to your website, along with a portfolio of clips as you work for your first few clients.

30. WRITE COPY FOR RESTAURANT & BAR MENUS

Pay range: Variable; similar to other copywriting work, though Men with Pens' [James Chartrand](#) recommends charging project rates rather than by the hour.

Which dish would you rather eat: “halibut fish and chips” or “line-caught halibut hand-dipped in Guinness batter and fried to crispy perfection, accompanied by our house fries?”

Use your copywriting skills to help restaurants and bars appeal to their customers. Different businesses have different personalities, and their menus should reflect that; is the eatery fancy or laid-back, local-food-obsessed or worldly, funny or straightforward? Your job is to make their drinks and dishes appeal to their ideal customer by developing and strengthening the [restaurant's voice](#).

Finding clients might be a challenge, but start small. If you already work with a restaurant or bar for other writing services, check out its menu and look for ways to improve it. If you're starting from scratch, try pitching a local restaurant or bar, preferably one you frequent, whose menu could use a rewrite.

Spread the word to your network that you're available for this kind of copywriting work, and be ready to explain the [importance of menu descriptions](#). Checking job boards might help, but if you're dipping your toes in this water for the first time, you're more likely to find this work locally.

31. COMPOSE JINGLES

Pay range: Highly variable; can range from [\\$100 to \\$10,000 or more](#) per jingle

Quick — think of all the classic jingles you can name. “Just for the taste of it... Diet Coke!” or “The best part of waking up is Folgers in your cup!”

Ad companies are [constantly looking for songwriters](#) who can put together a good jingle. Like many other forms of writing work, you can apply to be part of a jingle firm or [write freelance jingles on your own](#). If you're clever, this quirky gig might be the perfect way to put your writing skills to use!

32. WRITE COPY FOR GREETING CARDS

Pay range: [\\$50 per card](#) or more, depending on your [negotiating skills](#)

Remember *(500) Days of Summer*? Joseph Gordon-Levitt's character wrote greeting card copy, which is, in fact, a real job.

[Freelance Writing Jobs](#) has a great list of 16 greeting card markets, with the following advice for new writers: "Like magazine and web markets, each greeting card manufacturer has a specific set of guidelines. Take some time to contact each market to learn theirs. Start small. A company such as Hallmark doesn't accept new greeting card writers off the bat. Try a lesser-known, smaller budget brand to get your feet wet."

So check out the list, start small, and you might end up writing the next "I Love Us."

33. WRITE SPEECHES

Pay range: Highly variable, depending on the type of speech. Copywriter [Susanna Hutcheson](#) starts her rates at \$395 for an elevator pitch; [Vow Muse](#) charges \$300 for a best man or maid of honor speech and \$350 for a father of the bride speech; [Professional Writers Association of Canada](#) lists a range from \$500 to \$8,000 per speech, or \$60 to \$130 an hour

What's the most common fear, according to [Psychology Today](#)? Public speaking. Combine that with the stress of writing a speech that needs to inspire an audience, persuade potential clients or toast a newly married couple, and you have a perfect pain point to address as an entrepreneurial writer.

While you might want to offer your services for all kinds of speeches, starting small can help you get your foot in the door. For example, elevator pitches are crucial but concise. If you know how to condense a big project into a few sentences, or summarize a person's career goals in the time it takes to get from the lobby to the 10th floor, you could make some money writing elevator pitches for clients. Work out your own quick pitch explaining why you're the best writer in town; check out copywriter [Susanna Hutcheson's pitch](#) for ideas.

Another option is to help nervous wedding-party members toast their friends and family. If you can write a best man toast that will make everyone laugh or craft a heartfelt wedding speech, you'll be a boon to everyone in the wedding party. Take a look at the numerous [wedding speechwriter](#) websites out there and craft one of your own.

Keen to get your feet wet writing corporate presentations or political speeches? “Listen to great speeches and read as much as possible about the craft of speechwriting,” freelance speechwriter [Ian Griffin told JobShadow.com](#). Then put your knowledge to work. “Offer to write speeches or do the research for the mid-level managers in your organization, as they usually have no one to help them. You can also volunteer at non-profits and help with their presentations.”

34. SUBMIT TO MAGAZINES

Pay range: 50 cents a word or more

Consider all the magazines in the world, including national, regional and specialty options. Now think of all the issues: monthly issues, weekly issues, and magazines that publish dozens of new articles online each day.

That’s a lot of articles and stories, right? While many magazines use staff writers for the majority of articles, a great pitch can get you a bylined piece in a print or online magazine.

As soon as you land that first pitch and write your first piece, turn around and pitch the same magazine *again*. Write enough good work for a single magazine, and you might build your reputation to the point where they start requesting pieces from you — and that’s a great place for a freelance writer to be.

For a detailed look at which magazines pay freelancers and what those editors want, check out [MediaBistro’s How to Pitch](#) section. You have to pay an annual fee to access it — \$55/year when we wrote this guide — but you’ll cover that cost by placing just one story. For a quick guide to pitching, see our Tips for Pitching Clients sidebar in this ebook.

THE INSIDE SCOOP ON FIGURING OUT HOW MUCH TO CHARGE

by Heather van der Hoop

So you’re ready to add a new option to your arsenal of freelancing writing services. The problem is, you’re not sure what to charge. How do you know what rate to set for something like writing a wedding toast, crafting an online dating profile or writing a press release for a corporate client?

Here’s where to look for information about pay rates.

WRITER’S DIGEST’S WRITERS’ MARKET

Writer’s Digest shares Lynn Wasnak’s “[What Should I Charge?](#)” chapter for free, and its handy chart lists rates for 150+ writing gigs, including both per-hour and per-project options.

Where did this information come from? Wasnak compiled the chart from responses to a survey of 23 professional writing and editing organizations in 2010, so rates may have changed slightly since then.

EDITORIAL FREELANCERS ASSOCIATION

EFA, a non-profit, volunteer-run organization, offers a membership directory, newsletter, job board and online education. Its members have also put together a [list of rates](#) for common writing- and editing-related tasks — though as they note, the rates “should only be used as a rough guideline.”

SCRATCH MAGAZINE’S WHO PAYS WRITERS

Created by writer and Scratch cofounder Manjula Martin, [Who Pays Writers](#) is an incredible repository of information about which publications pay writers, and how much, for what kind of work. Anyone can [submit a rate](#), and it’s completely anonymous.

Note that you may find conflicting reports of different

35. PITCH TRADE MAGAZINES

Pay range: 30 to 50 cents a word

Nearly every type of trade has its own specialized magazine. There's [Amusement Today](#), which deals with the amusement park industry; [Photo District News](#), for professional photographers; even [Cranes Today](#), a magazine for people who work with cranes.

All of those magazines need writers, and writing for the trades is often a solid way to get high-paying writing jobs and build your portfolio. It's also an easier market for most new writers to break into than mainstream magazines.

Here's what Linda Formichelli told [The Write Life](#) about getting jobs in the trades: "Instead of crafting a fully fleshed-out query letter, you can often get your foot in the door with a query/letter of introduction hybrid — a letter that introduces you as a writer and quickly presents three or four ideas you have for the magazine."

Sound like something you might want to try? Find trade magazines through the [Writer's Market](#), via online searches or even by scrolling [Wikipedia's list of trade magazines](#). Then visit the trade magazine's website, read some back issues, identify the editor who oversees your favorite section, and start pitching!

36. WRITE FOR FOREIGN MAGAZINES

Pay range: Varies depending on publication and currency exchange

Don't limit your pitches to U.S. magazines. If you're itching to travel, here's your chance!

Go abroad and search online for English-language magazines anywhere in the world. Then pitch those editors the same way you might pitch any other magazine editor: with a great idea. Because these publications are often

rates for the same publications; as Martin notes, different writers command different rates based on their levels of experience, relationship with the editor, background and qualifications, etc. Many entries include whether the writer had a contact at the outlet, or whether it was a cold pitch.

WRITE JOBS

While this site is a job board, reviewing these postings can help you establish whether your planned rate is too low, too high, or somewhere in the middle. Look for the "With Pay Rates" option in the top menu bar to see only jobs that include pay, then scroll down to review the options.

Many of these listings are from anonymous companies or Craigslist, so take the rates here with a grain of salt; they're likely toward the lower end of the spectrum. Definitely don't price your services lower than these rates, and don't be afraid to aim a little higher.

YOUR FAVORITE SEARCH ENGINE

Am I recommending you simply ask Google, "How much should I charge to write [insert project here]"? Yes!

Many writers and editors share their rates upfront on their websites. Not only does this help them find their ideal clients — ones who know what they're getting into and won't try to negotiate them down — but it helps newbies figure out what to charge.

For example, say you want to start helping authors create query letters to submit to agents. Google serves up several results, including starting rates of [\\$120](#) to write a query letter, or [\\$25](#), [\\$30](#) or [\\$39.99](#) to critique one.

Researching what other people charge doesn't tell you exactly how to price your services — you'll also have to consider your experience and qualifications — but it's a good first step in the process of setting your rates.

eager for native English writers, you might get a running start you wouldn't have been privy to in the USA.

37. SUBMIT TO CHILDREN'S MAGAZINES

Pay range: Up to [\\$1,000 for 350 words](#)

Writers who can appeal to children have their own slice of the magazine market, and it's one worth checking out. Different publications target different ages, such as [Humpty Dumpty](#) (ages 2 to 6), [Appleseeds](#) (ages 6 to 9) and [Highlights](#) (under 12). For what it's worth, notes writer Donna Freedman, "you don't have to have children, or even like them, to do this kind of writing."

Don't get too excited about writing the next *Babar* or *Clifford the Big Red Dog*; for these magazines, you'll want to focus on nonfiction, not stories. "Where the sales are, where the interest is, is [nonfiction]," Susan Tierney, editor of the industry newsletter *Children's Writer*, [told Freedman](#).

Ready to write? Check out these 10 crucial tips for [submitting to children's magazines](#) from Mary Lou Carney, editor of *Guideposts for Kids*. For detailed listings of children's magazines and their guidelines, try [FreelanceWriting.com](#) and writer [Eugie Foster's](#) website.

38. CONTRIBUTE TO ALUMNI PUBLICATIONS

Pay range: About 50 cents a word; one source mentions earning [\\$200 to \\$2,500](#) per piece

Does your college or university send you those glossy alumni magazines every few months? Why not pitch the editors?

Find a fellow classmate or alum who's doing something interesting and pitch a feature profile. Or see if you can profile a soon-to-be-graduating student. Not only will you get paid to write the piece, you'll also have an excuse to interview and hang out with someone interesting.

You'll also get a lot of mileage out of nostalgia pieces. A famous building about to be renovated? Why not write about its history and share students' memories of days spent within its walls?

The Write Life founder Alexis Grant has a great guide to [getting your foot in the door](#) with alumni publications. Like many other magazines, it's all about that convincing pitch. While editors will likely to be especially happy to hear from you if you attended the school, don't

be afraid to pitch editors at publications even if you were never a student there; everyone needs writers!

39. DEVELOP PERSONAL ESSAYS

Pay range: Around [\\$250 per essay](#), though payment varies

Maybe you loved David Sedaris' [Now We Are Five](#) in *The New Yorker*, or were captivated by Lena Dunham's [First Love](#). A good personal essay tells a unique story in a way that's simultaneously surprising and familiar. Your readers should be left thinking, "I can't believe that happened" as well as, "I once felt exactly like that."

Although you might not be ready to pitch *The New Yorker* just yet, there are plenty of [paying markets for personal essays](#) that will both get you cash and help you develop your voice. Like many other types of writing, the way to get into the personal essay market is to write a great pitch and deliver a high-quality piece — and slowly pitch bigger and bigger publications. Who knows? Maybe you'll end up in *Esquire* or *The New Yorker* someday.

40. BLOG ABOUT CULTURE & LIFESTYLE FOR NEWS SITES

Pay range: \$25-\$75 per piece

Call them listicles, call them clickbait, call them whatever you like, but there are plenty of opportunities to make money from short-form pop culture blog posts.

Pop-culture writers who can quickly put together "21 of the Best *Full House* Episodes" or "Which Disney Princess Should Be Your Best Friend?" will find plenty of sites to pitch. You might also find opportunities for first-person pop-culture pieces, like XOJane's popular [It Happened To Me series](#). Check around your favorite sites and find out how they accept pitches. BuzzFeed, for example, accepts pitches for [personal essays](#).

Buzzfeed also has a [community section](#) where anyone can submit a pop-culture list, quiz or post. This section doesn't pay, but it's a good way to test out ideas. (When BuzzFeed hires staff members, it often looks for people who are active BuzzFeed Community writers.) BuzzFeed regularly features its most popular community posts, and if you can get one of those, it becomes a great clip to send around the next time you're pitching a paying pop-culture site!

41. WRITE FOR LOCAL NEWSPAPERS

Pay range: \$25-\$150 per piece

Have you pitched your local newspaper yet? Local papers, who are often short on writers, are always looking for interesting stories. Check out your local paper's website or call or email the newspaper office and ask about the pitch process.

Ask if the paper needs people to review upcoming events or report on specific happenings around town. Or consider pitching a column, especially if you have a particular area of expertise (for example: pets, personal finance or parenting) that you can write about on a regular basis.

When we say local, we don't mean *The Washington Post*. To get in the door with little experience under your belt, you'll want to approach the tiny paper that covers news in your neighborhood; then you can work your way up.

If you live in a small town, you probably already know which paper that is. But if you live in a larger city, you might need to look a little more closely. Not the *Seattle Post-Intelligencer*, but the *Capitol Hill Times*. Not the *LA Times*, but the *Santa Monica Daily Press*. Figure out which newspaper covers your neighborhood, and then dig to uncover stories you can pitch to get your foot in the door.

42. CONTRIBUTE TO ALT-WEEKLIES

Pay range: \$25-\$100 per piece

If you live in a major — or even minor — metropolitan area, chances are you've got an alt-weekly. This is the newspaper that reviews concerts, promotes local bands and artists, and usually contains at least one sex advice column. Alt-weeklies also tend to run blogs that are updated on a daily basis, which means a lot of opportunities for fresh stories.

Like your local newspaper, many alt-weeklies are open to pitches from new writers. Get a feel for the types of stories your alt-weekly runs, then pitch something that their readers might enjoy. Maybe you can land an exclusive interview with a local songwriter, or catch up with a famous author after a book tour reading. Dan Savage became internationally famous after he started an advice column, "Savage Love," in Seattle's alt-weekly *The Stranger*. Who knows how far an alt-weekly career could take you?

43. WRITE FOR ZINES

Pay range: 5 cents a word or royalties

What's a zine? [Rookie](#) has a great definition: "Zines are self-published, small-circulation, often nonprofit books, papers, or websites. They usually deal with topics too controversial or niche for mainstream media, presented in an unpolished layout and unusual design."

Though a lot of people think of zines as labors of love, many zines do pay. Zines are great places to pitch your short fiction, poetry and "eclectic" pieces that might not find a home in other markets.

Search online for paying zines in your favorite genre (here's a list of [paying horror zines](#), for example) and start pitching. With zines, you'll probably have to write the piece before you pitch, but you'll be able to edit and submit your piece to another zine if it gets rejected.

44. GET PUBLISHED IN LITERARY JOURNALS

Pay range: \$25-\$50 per piece, though some journals pay more (and others pay nothing at all)

If you're the creative type, literary journals are the place to submit your fiction, poetry and essays. Poets and Writers has a large [database of literary journals](#) and literary magazines, so take a look at what's available and see if anything catches your interest.

Not all literary journals pay their writers; some simply provide a nice line on the resume. Check the compensation before you submit your work.

45. CROWDFUND YOUR JOURNALISM

Pay range: Dependent upon the number of subscribers; Beacon pays writers [70 percent of the revenue](#) from their subscribers, and many popular writers earn between \$50 and \$150 a month

It's not always easy to find an outlet that wants to pay for journalism. Yet good journalism is important, and there is a slice of the population that's willing to pay journalists for it directly.

Enter [Beacon](#), a crowdfunded journalism site. Apply to be a Beacon writer, and then build a community of fans and supporters to fund your work. As with many other ideas in this guide, growing an audience over time is vital to making this successful.

Many writers use Beacon to fund journalism that requires travel or in-depth research. When you register with the platform, your stories become available to all Beacon subscribers, so everything you write has the opportunity to be read by a group of people who value high-quality journalism.

46. TEACH STUDENTS TO WRITE

Pay range: \$15 per hour (or more) for tutoring, \$3,000 (or more) per class

Chances are, there's something you know about writing that you can teach others. Whether you want to teach a "writing for blogs" continuing education course at your local community college or tutor AP English students for an upcoming exam, you have plenty of opportunities to share your skills — and make some money while you're at it.

Don't forget about online teaching possibilities as well. You can teach via webinar, for example, and ask students to pay to participate, or launch a course on a platform like [Udemy](#).

How do you get started with teaching? If you want to get into continuing education, check out your local community college website and learn how to pitch a course.

If you'd rather tutor, talk to your friends with school-age kids or put your name and contact information in public places like coffee shops. You might even be able to register with local schools. Another option is [WyzAnt](#), which lets students buy live video tutoring sessions directly from you. You could also sell online webinars or Skype tutoring sessions through your website.

HOW TO CREATE YOUR FIRST INVOICE AS A FREELANCER

by Carrie Smith

For any type of business to succeed, you have to get paid. So whether you do one [freelance gig](#) a month or run a full-time writing business, you need to calculate the time you've worked and bill your clients for it.

Here's your guide to creating an invoice and understanding the best options to help get you paid.

WHAT SHOULD YOUR INVOICE INCLUDE?

1. A professional header:

Include your business name, or your full name, and contact info: mailing address, phone number, email address, website, etc. For example:

The Write Life
PO Box 55775
Anywhere, US 55200
555-313-5555
thewritelife.com

2. The client's contact info:

Add the recipient's name, address, phone number and any other info below the invoice header and on the opposite side of the invoice from your contact info.

3. Invoice details:

Across from where you put the recipient's name and contact info, include the details of your invoice:

- Invoice Number: The numbering system doesn't matter as long as it's in sequential order so you don't get confused
- Date prepared
- Payment due date: Most invoicing systems are set up on a 30-day, 45-day or 60-day timeframe. You can also make the invoice "Due upon receipt," where the recipient is required to pay the invoice promptly.

47. COACH STUDENTS ON COLLEGE ESSAYS

Pay range: Ranges widely, with [one coach](#) charging \$450 for a full package, while [another coach](#) charges \$750 for the initial package plus \$125 for every additional email hour and \$250 for every additional in-person hour

If you're ever asked to write a college essay for a high school student, run the other way. However, there are plenty of opportunities to find work as an essay-writing coach, doing everything from editing drafts to helping students structure their ideas. Read Elizabeth Benedict's article [Confessions of a College Application Essay Coach](#) to get a better sense of what the job requires.

How do you get into college essay coaching? You can apply to work at one of the numerous college prep and coaching firms out there, like the [Princeton Review](#), but watch out for anything that looks like a scam or that offers to write essays for the students. Your job is to guide and mentor, never to put words on paper. You can also put out your own shingle and do the usual business of talking to your network and putting advertisements in places where parents of school-age children might look.

48. REVISE RESUMES

Pay range: [\\$150-\\$700](#) per session

Let's face it: a lot of people don't know how to write an effective resume. They use tired, clichéd language — "I'm a detail-oriented team player" — or create bulleted lists of jobs without taking the time to explain the value they brought to each position.

That's where you come in. First, learn everything there is to know about [writing an amazing resume](#). (Keep in mind that "resume rules" often vary from one industry to another!) Then, offer your services both through your writing website — which you'll promote to your friends and your network

- Specify payment options — cash, check, credit card or Paypal — as well as whether you charge a late fee for invoices paid past their due dates.

4. A breakdown of services:

Detail your services rendered in columns: description of work or services, date worked, quantity, rate, hours worked and subtotal. Below the total, include any additional information, such as a thank you or a reminder.

WHEN SHOULD YOU SEND THE INVOICE?

When you work out the contract with each client, outline the terms of how often you plan to invoice and when you should be paid. For instance, you can agree to bill on the first of each month, or biweekly so you get paid every other Friday, or for a one-time project, half up front and half upon acceptance of your work.

USE INVOICING SYSTEMS TO MAKE IT SIMPLE

While you can make up your own invoice or [use a free template](#), it's often easier to use an invoicing system that offers more in depth features. For example, [Harvest](#) and [Freshbooks](#) let you create estimates, keep track of multiple clients and send reminder emails when payments are late.

The best thing about using an invoice system is you can track your time against the amount you're getting paid for each task. To run a successful business, you want your [hourly rate to be profitable](#) so you're not losing time and money — or, better yet, [charge by the project](#) instead. For more information on invoicing systems, [see this post](#).

— and through “for-hire” postings in classified ads and on Craigslist.

Job-hunters are always searching for ways to improve their resumes, so make it easy for them to find you. And don’t be afraid to charge high rates for your work: [Job Jenny](#), for example, charges \$159 for a cover letter and \$709 for “the full package” of cover letter, resume, LinkedIn makeover and consulting service.

49. WORK AS A FREELANCE EDITOR

Pay range: \$30-\$100 per hour

There are innumerable freelance editing jobs out there — enough that we could do a second list of ways to make money as a freelance editor!

So figure out your area of interest or expertise, make sure you have the skills to do an awesome job, and get ready to market yourself as an editor. You can edit ghostwritten blog posts, corporate white papers, self-published fiction books or nearly any other type of writing.

There are two big ways to get freelance editing jobs: apply for them, and hustle for them. Applying for editing jobs means searching job boards and sending out resumes to companies or individuals who need editors. Hustling means telling everyone you know that you’re in the editing market, contacting people and companies and pitching your services, and doing the self-promotion work to [make jobs come to you](#). As with many of the gigs in this ebook, once you establish a reputation for doing this job well, work opportunities will appear where you least expect them.

50. EDIT THESES AND DISSERTATIONS

Pay range: Varies widely, with [some editors](#) charging \$75 per hour, while [other editors](#) charge between \$450-\$750 per dissertation

A doctoral dissertation or a master’s thesis is the culmination of years of study and hard work. Because of that, doctoral and master’s candidates want to make sure their documents are perfect.

Editing a dissertation or thesis isn’t like editing other types of documents; you need to know the language of academia, as well as the specific discipline being studied and the appropriate style guide, to be a successful dissertation editor. However, if you’ve got the background knowledge and experience, you might be a good candidate.

The best way to get started is often talking to people you know who are in grad school. If they aren't working on theses or dissertations themselves, they'll know people who are — and you can ask them what they need in an editor. Consider doing a short sample edit to prove your ability before pitching your services for their full thesis or dissertation. If all goes well, you may be able to build a relationship and work on shorter assignments such as journal articles or funding applications as well.

One important consideration: Since a grad student is judged on the quality of her dissertation or thesis, The Editors Association of Canada offers [guidelines](#) to help editors polish the writing while respecting the academic integrity of the student's work. They recommend having the student, editor and supervising professor all sign an agreement that specifies what type of editing is permitted.

51. TRANSCRIBE INTERVIEWS

Pay range: 45 cents to [\\$1 per minute](#) of recording

Recorded data often needs to be transcribed from audio into text format. Sometimes reporters need interviews transcribed before turning them into written pieces, and other times they want to transcribe conference panels or other public forums.

To be a good interview transcriptionist, be prepared to type quickly, notate every "um" and vocal filler, and figure out the context of any words that might sound unintelligible at first listen. Also learn [standard transcription guidelines](#), including how to notate pauses in dialogue, partially spoken words, and other verbal quirks that are unique to transcription writing.

You'll find a handful of [transcription firms](#) online, but avoid ones that work through [Amazon Mechanical Turk](#) — they won't pay you what your time is worth. Instead, try putting out your own shingle and hustling for transcription clients, such as [busy writers](#) or organizers at local conferences.

52. WRITE CAPTIONS

Pay range: Highly variable; YouTube captioning jobs often appear on Elance, but avoid the low-bid sites. Professional captioning jobs pay depending on experience, and are often full-time or part-time positions

TV shows and movies come with closed captioning, but they aren't the only forms of media that need captions. YouTube videos, commencement speakers, conference panelists and many other forms of live and recorded media benefit from captioning services — which

means that captioning is one more job for a talented writer.

If you're interested in captioning online video, keep your eyes open for YouTube vloggers and channel owners who put out calls for transcriptionists. You might also approach people directly and offer your services.

If you're interested in getting into real-time captioning (such as captioning a commencement speaker while he or she gives a speech), be ready to learn how to use tools such as the [C-Print](#) system, which uses a phonetic system to allow captionists to transcribe dialogue in near-real time. Many captionists start their careers by earning degrees as court reporters and then getting a series of certifications, such as the Certified Broadcast Captioner (CBC) certification.

53. CRAFT LOVE LETTERS

Pay range: Highly variable; [one client](#) charges \$25 per letter, another "[word busker](#)" lets her clients set the fees

Cyrano de Bergerac fans take note: it is possible to get paid to write other people's love letters. If you know how to write your way into someone's heart, consider adding "love letter ghostwriter" to your resume, much like Joaquin Phoenix's character in the movie [Her](#).

[Read this story](#) from a love letter ghostwriter who got work by answering a Craigslist ad, and then see if you can make your own romantic dreams — as well as your client's romantic hopes — come true.

54. POLISH ONLINE DATING PROFILES

Pay range: Varies, with [Profile Polish](#) charging \$48 for a Tinder profile and \$198 for a full profile rewrite

The online dating profile often makes or breaks whether a person can get a date. This creates plenty of opportunity for a savvy writer to sell online dating profile writing services.

How do you get these kinds of jobs? The usual Craigslist ad technique might work, and there are also profile writing firms out there, or you could make your own website and sell your services the way Lisa Hoehn does at [Profile Polish](#). Plenty of fish in the sea are seeking love, so see if you have what it takes to help them find it.

55. WRITE COPY FOR WEDDING WEBSITES

Pay range: Highly variable; also depends whether you help write the content or edit it. [Elevated Editing](#) charges \$50 for a website review and custom rates for writing projects.

Nearly every newlywed couple has a wedding website, whether they create it themselves or use a template like the ones at [The Knot](#). A good wedding website reflects the unique story of the engaged couple, while simultaneously providing information about the wedding venue, reception, gift registry and other wedding logistics.

Why not advertise yourself as a professional wedding website writer? Interview the couple and share their story in a way that makes them feel like their love story is the greatest ever told. Find just the right words to say “no kids at the wedding service,” “cash gifts preferred,” and any other [tricky wedding etiquette issues](#) that need to be presented in advance.

Your best bet is to start with couples you know, so ask friends and family members if you can help them tell their “how we met” stories. Once you’ve collected a few glowing testimonials, use word of mouth and your network to market your services.

If you’d rather refine a couple’s story than tell it from scratch, offer your services as a [wedding website editor](#). After all, no one wants spelling or grammar mistakes to detract from guests’ anticipation of the big day.

56. CREATE PERSONALIZED WEDDING VOWS

Pay range: Highly variable; [Vow Muse](#) starts at \$250 per person

Many couples choose to share personalized wedding vows. Although some couples prefer to write their own vows, others turn to a professional to help them find just the right words for their special day.

To become a professional wedding-vow writer, you’ll need a website advertising your services and your rates along with examples of previous work. Once you get a few satisfied clients, make sure their testimonials also end up on your website — as well as their vows, if they are willing to share them.

Getting those first few clients will be the hardest part. You can always offer your services to friends, but also consider partnering with wedding planners to provide customized vow services to their clients.

57. CREATE PERSONAL BIOGRAPHIES

Pay range: Writers often charge between [\\$60 and \\$125 an hour](#) for this type of ghostwriting service, and if you format and print the document you can charge more; [The Remembering Site](#) charges \$10,000-\$15,000 for a 35-chapter biography with full formatting and printing services

Many people have stories to tell but lack the capacity to write those stories themselves. That's where you come in. As a personal biographer, you can work with individuals one-on-one to capture and share their life stories.

"To capture someone's life story, the most important thing to do is listen," recommends Susan Shain, who helped tell [her grandfather's story](#). "Ask your subject questions about his life, then let him talk — while you take notes, of course. If he talks about something that makes him light up, ask more questions about it."

While you're listening to your subject's experiences, Susan cautions, "Don't worry too much about a timeline or how it all strings together. Once you've finished your initial conversations, place the facts and life events in order, then start adding in interesting details and bits of flair that describe your subject's personality. The truth is that once you start typing, the story will emerge on its own."

Once you've written the biography, edit and format so it becomes a beautiful printed or online document. You can even help your subject self-publish the biography on Kindle!

58. DEVELOP FAMILY HISTORIES

Pay range: Similar to rates as a personal biographer. Some services charge [more than \\$15,000](#) for a full-length, custom-designed book, but you could also offer to simply collect genealogical information for a smaller fee; [Lauren Farley](#) charges \$95 for a basic, five-generation family history report

Every family has a history, and it's important to capture that history before it's lost to time.

Offer your services as a family historian. Interview every surviving member of the family and ask them to tell their stories: everything from "what life was like in the 1930s" to how they met and fell in love with future spouses, or where they were during famous historical events. Get as many stories as possible, and transcribe the interviews into a collected family history. Add photos, family trees, and other visual components, then have the document bound and printed — or create a website where it can easily be viewed online. Want to learn more? Check out the [Association of Personal Historians](#).

59. WRITE OBITUARIES

Pay range: [\\$50](#) or more per obituary

Writing eloquently about a person's life is a special skill, and there are always opportunities for talented obituary writers to provide respect to the deceased as well as comfort to their surviving relatives and loved ones.

Some newspapers keep obituary writers on staff, but others require family members to submit obituaries directly to the paper. This means there are two ways of finding work as an obituary writer: approaching editors at the publication and asking for work, and working directly with the family of someone who has died. Include your obituary-writing services on your writer's website, and consider spreading the word to friends and family — before they need your services. Obviously, you don't want to pounce on people grieving their loved ones!

Visit the [Society of Professional Obituary Writers](#) to learn more about the profession, or [follow their blog](#) to for leads on obituary job opportunities.

60. SELL POETRY

Pay range: \$5-\$50 per poem

Everyone says you can't make money writing poetry, right? Well, here are a few different ways you can make money with poetry:

1. Enter writing contests (see #69)
2. Sell poems to blogs, literary magazines or zines (see #43 and #44)
3. Grab a typewriter and set up shop in a park or in front of a supermarket, offering poems for \$5. That's what Matthew Roth at [Poems Typed Fresh](#) does: takes his typewriter, sits himself in a public place, and sells his work one poem at a time.
4. Keep your eyes out for paid poetry opportunities like the [Poetry Brothel](#), where people meet up in a speakeasy atmosphere and pay poets to read poetry to them. Think of it as a highly personal audience — and don't worry, all the poets keep their clothes on.

61. WRITE COPY FOR GAMES

Pay range: Highly variable; if you're new to the field, expect to write games for free or for low rates to help a fledgling game company get off the ground, but experienced game writers often earn between [\\$10,000-\\$20,000 per game](#) or more

Game dialogue has come a long way since "all your base are belong to us." If you like games and have an ear for dialogue and character, becoming a game writer might be the perfect job for you.

Game writing is [often collaborative](#); you work with other people to create a story, plot and characters, and bring them to life through the language of the game. The great thing about game writing is it's relatively easy to get started: just find a group of people who want to make a game, maybe through one of the many [game jams](#) that bring people together specifically to build their skills.

Once you start getting to know people in the gaming community and proving your ability as a game writer, you'll begin to hear about startups that need game writers. You'll also make connections that can put you in the right place to get a game writer job with an established game company.

62. CREATE SONG LYRICS

Pay range: Highly variable; like game writing, expect to work for free or for low rates until you become famous enough to bring in the big bucks

Behind every Richard Rodgers is an Oscar Hammerstein II or a Lorenz Hart. A lot of people who can write beautiful melodies need a good lyricist to set their music to words.

How do you get a job writing lyrics? Start by finding a songwriter who needs your help. This is the type of job where you might not get paid right away; you might have to sell a song — or a musical — before you see any profit from your work. However, if you're skilled with rhythm and rhyme, and if you have a passion for music, consider adding "lyricist" to your resume.

63. WRITE (AND DRAW) COMICS

Pay range: Highly variable; some estimates range from [\\$100 to \\$300 per page](#), though comic writer and artist [Jim Zubkavich estimates](#) even \$37.50 per page may be overly optimistic

If you love reading comics, why not try creating your own? You don't need to be an amazing artist; Randall Munroe, creator of the wildly popular [Xkcd](#) and [What If](#) comics, simply draws stick people.

Writing a good [comic-book script](#) requires solid storytelling skills: you should have interesting characters, a new and compelling idea, and a clear plan for your story's beginning, middle and end, according to former Disney character designer Chris Oatley and webcomic creator Lora Innes.

Getting paid to write comics isn't easy, but a little luck (and a lot of hard work) might pay off. Try submitting your work to small, independent comic publishers, such as [Dark Horse Press](#), [Image Comics](#) or [Top Shelf Productions](#). Also attend comic-industry conventions to meet potential clients, recommends the team behind [Scripts & Scribes](#).

Alternatively, go it alone: simply self-publish your own work online or through a platform like Amazon's Kindle Direct Publishing, and get creative with earning opportunities. Jorge Cham offers lectures, T-shirts and even a movie based on his popular [PhD Comics](#). Katie McKissick sells books and T-shirts based on her [science comics](#), and crowdfunds support through a [Patreon](#) page.

64. CRAFT YOUTUBE DIALOGUE

Pay range: \$50-\$500 per script

Take a look at all the videos you see on YouTube, and think of how many of them use writers. That quirky webisode? Writers. Parody video? Writers. Game trailer? Writers.

So if you have an ear for dialogue, consider putting your skills to work on YouTube. Keep your eyes out for YouTube series that advertise for writers (such as How To Adult, which put out an [ad for writers](#) in Summer 2014), and get to know people who are starting new YouTube series and might need writing help.

As with most other suggestions in this guide, once you've landed your first gig, you can note this specialty on your website, portfolio or LinkedIn profile, which could help you land more work.

65. WRITE LETTERS TO MEMBERS OF CONGRESS

Pay range: Variable; at least [\\$12 to \\$15 per hour](#)

Helping people share their political opinions could be your next freelance gig.

Advocacy groups hire people to speak with constituents who've expressed an interest in certain legislation, then translate those opinions into letters to their representatives. If you work for certain companies, you won't even have to make the phone call — you'll simply transcribe and shape the conversation into a letter.

Where can you find this work? Apply directly with advocacy groups like [Next Wave Advocacy](#) and [DDC Advocacy's OnPoint@Home](#). You'll need basic writing skills, a Windows operating system and a reliable Internet connection. Neither company requires much experience, and you'll be able to use these clips as examples of your ghostwriting abilities, so it's a good option for new writers.

66. WRITE GRANTS

Pay rate: [\\$25-\\$100 an hour](#)

Many nonprofit organizations run their operations in part through grant funding: donations from governments, foundations and other sources that provide financial resources to companies that don't earn their own money.

To get these grants, nonprofits need grant writers: people who can clearly explain the company's mission, why the grant is essential to achieving that mission and how the money will be used.

Grant writing is not a job you can just walk into; most nonprofits look for people with training or experience in writing successful grants. Our tips on [breaking into grant writing](#) will help you get your foot in the door. First, consider taking online training courses at the [Foundation Center](#) or getting a certificate from the [Grant Professionals Certification Institute](#). Then, start small by volunteering with a nonprofit organization or looking for a fledgling company willing to work with a newbie grant writer.

67. BECOME A TECHNICAL WRITER

Pay range: [\\$40 an hour](#) or more

Think about the last time you opened a box that contained, say, a new hair dryer, wireless router or tablet computer. What else was in that box? A manual, explaining how to set up the product and get everything running.

Who writes those manuals? Technical writers. And if you can describe how to set up and use an item in simple, clear terms that anyone can understand, you have what it takes to join the team.

How do you get technical writing jobs? Start by taking a technical writing course, such as the online courses offered by the [Society for Technical Communication](#). You can even get a technical writing certification to boost your resume and credentials.

Then, start looking for companies that need technical writers and applying for jobs. Unlike other types of freelance writing jobs, you'll probably go into the office every day and work with a team as you prep copy for manuals and other technical documents.

Read our [technical writing tips](#) for more info about this fascinating — and often lucrative — career path.

68. WORK AS A TRANSLATOR

Pay range: [10-15 cents a word](#) or [\\$40-\\$50 an hour](#)

Many businesses and governments need documents translated into English. If you're fluent in a second language, use your translation expertise to create clear and understandable documents that communicate both the literal and emotional meaning of the original language.

Yes, you can translate literature, but as [we've noted before](#), the competition is pretty tough. You'd be better off looking for jobs translating documents for businesses — the pay is better and you're more likely to get work.

69. ENTER WRITING CONTESTS

Pay range: \$75 to \$5,000 for a winning entry

You'll find lots of paying writing contests out there — and you can't win if you don't enter!

Start with The Penny Hoarder's [guide to writing contests](#), and also check out our list of [27 free writing contests](#). Then do online searches of your own to find additional writing contest opportunities. Avoid contests that require you to pay to enter — this is supposed to be a way to *make*, not *spend* money — and look for contests that offer cash prizes.

Even if you don't win, you'll have a solid piece of writing you can pitch to another publication or post to your blog.

70. WRITE FOR CONTENT SITES

Pay range: about \$20 for 600 words

Content sites, sometimes called content mills or content farms, are the entry-level writing of the freelance world. You'll be asked to write short, byline-free pieces on simple topics, such as "how to jump-start a car," and you'll often get paid around 3 cents a word.

It's not the most impressive rate in this guide, but if you're willing to put in the time and write a lot of words, working for content sites can add up. As The Penny Hoarder notes, it's possible to [earn around \\$750 a week](#) working for content sites, and that's real money. If you're really struggling to get your foot in the door with your writing career, this could be the place to start.

71. OFFER RANDOM WRITING SERVICES ON FIVERR

Pay range: \$5 or more

Fiverr is a job site where people post jobs they're willing to do for \$5. Plenty of writers offer short copywriting jobs, editing jobs, and other quick-to-complete writing work on Fiverr. You also have the opportunity to boost your \$5 paycheck by creating add-ons: for example, maybe you'll edit one page of text for \$5, but you'll edit 10 pages of text for \$25.

[Be careful](#) when you get started on Fiverr; it's easy to put in a lot of time and effort for a small profit. Don't get stuck doing several hours of work for only \$5; only offer jobs you can complete quickly.

YOUR NEXT STEPS

FOR EARNING MONEY AS A WRITER

While we've offered lots of ideas here, this is by no means a comprehensive list. Instead, think of it as a place to begin, to spark ideas, to explore with the hope of finding your sweet spot.

Most writers don't find that sweet spot early on; it takes months and even years to figure out how to earn a living by writing. So feel free to try out any number of these suggestions, and let us know how they work for you! We're always open to feedback on [Facebook](#) and [Twitter](#), and we'd love to hear how this ebook helps you move forward in your writing career.

Now get out there and earn some money as a writer!

Thanks for reading,

The Write Life team

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