

Write Like A Ninja and Add an Additional Income Stream!

Freelance writing can be a lucrative and fulfilling career, but knowing how to choose a profitable niche and set competitive rates is crucial for success. In this masterclass you will learn to identify high-paying freelance writing niches, how to set your rates based on your experience level, and tips for landing well-paid assignments with magazines and other publications.



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Section 1:

What Exactly is a Freelance Writing Niche?

A freelance writing niche is a specialization in either a *topic* or a *content type*.

A topic is “what” you write about, and it’s probably the first thing you think of when you think of a niche. Examples include personal finance, digital marketing, and technology.

You also have content type — the “how” you write about it, or the form your writing takes. Some examples are blog posts, case studies, and white papers (we’ll discuss many more in a moment).

Which should you focus on when you’re a new freelance writer? In my opinion: content type.

In fact, you may not want to specialize in a specific niche topic at all in the early stages of your freelance writing career. Gaining experience should be your first priority.

Later, you can, and should, consider specializing.

Here’s why:

“The Riches Are In The Niches”

You can earn more by specializing, by becoming an “expert” in your chosen niche topic or industry. Why? Prospective clients are willing to pay a higher rate to writers who understand their industry and their audience.

After all, as a freelance writer, you are providing **marketing services** to your clients. And to create excellent marketing and blog content for a client, you need to know how to speak directly to their prospects or customers.

Plus, specializing helps you write faster. Besides the knowledge in your head, you’ll develop a bank of abundant research resources you can draw on as a niche writer. And the quicker you can write, the higher your hourly rate will be.

Also, having a freelance writing niche gives you a starting point in your marketing strategy. You’ll know which businesses to pitch and what writing services to offer them.

And pitching businesses, or proactively seeking niche writing projects, will pay more than passively responding to content mills and job board ads.

What Makes a Freelance Writing Niche Profitable?

A profitable niche can come and go. Depending on what happens in the world, trends can shift at any time. Formerly profitable industries can be crippled overnight, as we've seen with COVID-19.

Focus on these three key concepts that determine the profitability of a potential niche:

1. The type of freelance writing that pays the most is the writing that has the most substantial impact on a client's **SALES**.

The more revenue your writing can potentially generate, the higher rates you can earn.

2. The **marketing budget** or the money clients have available to pay for content or copy, will determine rates.

Obviously, if a client can't afford to pay you, you won't earn much. However, it's easy to forget this, especially if you focus only on what you WANT to write about.

But if you want to maximize your freelancing earnings, go where the money is —where there are profitable, successful businesses with a marketing budget.

3. Pay rates are influenced by **the ratio of the supply** of writers to the **demand** for those writers.

Aim for niches with a low supply of writers, but high client demand.

For example, there is a high demand for writers who understand search engine optimization (SEO writing). But there aren't as many writers with this technical skill, so the pay for this type of writing will be higher.

Conversely, avoid niches with lots of willing writers, or high supply. For many of the "fun" topics, there's an ample supply of writers for every freelance writing job. But since there is only so much demand, the high supply of writers will drive rates down.

Want a tip to help you determine if a writing niche is popular or not?
Follow the money.



If you find lots of online ads for freelance writing jobs in a particular niche, chances are that is a popular niche. Smart clients will continue to hire writers and produce content during an economic downturn or recession because: IT PAYS OFF FOR THEM LONG TERM - they know they will continue to bring money in, and they are planning long term. Clients who have a kneejerk reaction of, “I don’t have a lot of money coming in. I have to let people go” will cut you loose. These folks don’t have a plan for long-term growth, they are short sighted. Use this tidbit of information to your advantage.

Okay, so now let’s dive into the most profitable freelance writing niches to consider.

Freelance Writing Niches: 9 High-Paying Content Types

Remember, *the more your writing can impact a client’s sales, the higher it pays*. So all of these content types are either under the umbrella of content marketing or copywriting.

1. Long-form Blog Posts or Ultimate Guides

These types of posts aren't fluffy 500-word ones written off the top of your head, but instead, detailed, well-researched posts over 2,000 words in length.

Ultimate guides provide in-depth information. They contain all the information a reader will need on a subject, all in one post.

Long-form content writing has a conversational and accessible writing style. Making complex topics easy to understand will be a superpower in this lucrative niche.

You'll also want to *learn basic SEO tactics to compete*. That way, you can do everything you can as an SEO writer to help your posts rank in search engines such as Google.

The best part of this content type? Businesses have a never-ending need for blogging content, which creates ongoing demand.

Plus, there is the opportunity for retainers. Retainers pay you a fixed amount in return for a set amount of blog posts, for example, \$1,200 for 4 blog posts per month. As a freelance content writer, this gives you a bit of security and stability, always a plus!

2. E-Books

E-books are excellent marketing tools for both large and small businesses. They are used to both generate leads and to position the company as an expert in what they offer.

E-books are typically published as PDFs and can be anywhere from 10-20 pages long. Like blog posts, they need to present useful information, such as "how-tos," on topics that interest the company's prospects or customers.

E-book pricing varies widely and can range anywhere from \$1,500 to \$5,000 depending on the client, industry, and the amount of research necessary.

They pay well because they can be lead magnets for your clients. The e-books are free in exchange for prospects' email addresses.

That prospect is then placed in an email sales funnel or will receive the company's newsletter. The hope is that through "nurturing" that lead and forming a relationship, the company can convert that lead into a paying customer.

Here's an example of an e-book from the Freelance Writer's Den:

Some businesses refer to their e-books as a "white paper," which leads us to our next profitable writing niche:

3. White Papers

White papers tend to be more formal and serious in tone than content like an e-book or blog post. They may contain technical information. They are popular in the technology niche and are usually written for the B2B or business to business market.

White papers present a problem, then explore solutions, one of which will be your client's product or service. They try to persuade readers without crossing the line into sales. They don't *directly* sell anything. Instead, they assist in the sales process.

Most of the data will be supplied by your client, although your interviewing skills will come in handy here to get the information you need.

White papers can vary in length, although they are typically around 5 to 10 pages long.

Like e-books, they are typically used as lead magnets for email lists. Since they can lead to sales, they are more profitable for you as a freelancer.

How much do white papers pay? For an experienced writer, you can demand \$5,000-\$7,000; for a new writer, \$500-\$2500.

"According to the biggest industry survey ever taken, it costs \$5,000 to \$7,000 to hire an experienced white paper writer."

4. Case Studies

Case studies pay well because they help drive sales. They provide social proof by showcasing stories of customers' success using the product or service of your client. They demonstrate the transformation a customer experienced.

The classic format is:

- Describe the **challenge** the customer faced.
- Explain the **solution** the company provided.
- Show the **results** the customer achieved by using the company's product/service.
- Provide a **conclusion** designed to help prospects make a buying decision.

Case studies may involve interviewing both your client and their customers to get the best information. These are long-form testimonials written in story format. These stories need to be interesting and provide value to the reader.

So, even if you aren't a highly technical writer, as long as your storytelling skills are on point, writing case studies might be in your wheelhouse.

5. Email Writing

This profitable freelance writing niche sounds easy, but it's challenging to do well. You'll need to create content that can gain readers' attention, in direct competition with all the noise in their email in-box.



You'll need a background in copywriting or at least a solid grasp of copywriting principles and formulas. After all, the primary purpose of email is to sell, but carefully. You need to engage the reader first, before attempting to sell them anything.

Email has an excellent return on investment for your client. According to HubSpot:

*"You might be wondering if email is still a worthwhile marketing strategy. In fact, email generates **\$38 for every \$1 spent**, which is an astounding 3,800% ROI, making it one of the most effective options available."*

This means that clients can afford to pay you! But to earn well, you need to be able to convert your clients' leads into customers.

You could create email sequences or emails for sales funnels. You'll want to take your email readers on a buyer's journey from the awareness stage to acquisition, or the point where they make a purchase.

You could also write email newsletters for your clients. These help keep subscribers engaged with your clients and informed about their business.

Consistently producing newsletters help your clients build a relationship and trust with their subscribers. And since your client will need to communicate regularly, newsletters can be an excellent retainer project.

6. Sales Pages or Landing Pages

Source: Enchanting Copywriting

This content type requires you to write compelling copy, so put on your copywriter hat!

You could write website copy for a company's home page, for their "About Us" page, or for product pages. You could also create the opt-in pages for lead magnets (like the e-books or white papers we covered).

You'll write copy designed to either convert visitors to customers, to get prospects to buy, or to capture leads.

Writing copy for web pages is a challenging copywriting niche, so you'll want to start by establishing yourself and becoming an expert in a topic first.

7. Video Script Writing

Video is becoming one of the best ways for businesses to reach potential customers. In a recent about four content marketing trends to watch, video was number one:

“Video is wildly popular, and mobile video consumption increases every year. (...) When you work video into your marketing plans, it should accomplish two main objectives: Sell your products or services in a compelling way, and share your brand story.”

Businesses need scripts for website videos on their home pages, their sales pages, or for product tours. They may also need scripts for webinars, another sales tool.

YouTube is now a top search engine, and someone has to write all that spoken content. Why not you?

Companies need to both tell their stories and to create information-rich videos to attract potential customers.

8. Online or E-Learning Courses

Online courses and online education is a field that's booming, and so are opportunities for educational content creators. Especially if you have a background in teaching or understand how people learn, this can be an excellent freelance writing gig for you.

Here you will write content for courses. Most courses involve a mix of text and video, so be prepared to write video scripts as part of this writing job.

9. Book Writing (Ghostwriting)

“The role of a writer is not to say what we all can say, but what we are unable to say.” – Anais Nin

Ghostwriting books is one of the highest-paying niches on the list, but, of course, it's also time-consuming and challenging.

You help your client get their story, or their ideas, out of their head, and into a book. The books you'd write could range from short e-books to self-published books (like on Amazon), to even traditionally published full-length books (for experienced writers).

As a ghostwriter, you do all the writing work, but your name would not be on the cover. All the credit goes to the client. Also, the book needs to be in the client's voice or style, not your own.

You could be hired by either individuals or businesses who need high-quality written content under their names or brands. For example, people such as business executives, business owners, and other professionals who aren't writers and have no interest in writing the books themselves.

For this, you'll earn a sweet fee, and it is not unreasonable to start around \$10,000 depending on the size and scope of the book.

Freelance Writing Niches: 8 High-Paying Topics

Before we dive into the list of profitable niches, realize that *almost* any topic can be profitable depending on a combination of your skills and a client's budget for writers.

However, the more expertise that is required to write well on a topic, the higher it will pay.

For a helpful list of possibilities, here are some of the most profitable freelance niches.

1. Finance / Personal Finance

If you can write about financial topics, well, this is where the money is. In some cases, literally, this is where the actual money is.

You'll need to be detail-oriented and careful to check your facts in this space! You'll want to bring potentially dry topics to life by adding human touches like stories or case studies, but without "fluff."

You could write for personal finance blogs, and right now, content about budgeting is in demand!

Even more profitable are banks, credit card companies, and mortgage lenders. They all need you to educate their consumers, and many have impressive blogs you could write for or training materials you could help them develop.

Other prospects in this space are accounting firms, financial planning firms, or investment companies.

All of these financial businesses need your writing skills to provide useful information and help form relationships with prospects and customers.

2. Cryptocurrency / Blockchain

Cryptocurrency and blockchain are hot topics related to finance. It involves a good bit of technical writing and know-how, and you'll need to learn a lot of jargon. But if you understand blockchain technology and can explain it to others in a way they can understand, you definitely want to look into this niche.

3. Technology Writing

This is another area where you'll need specialized knowledge to land writing gigs. Also, if you can write in a way that engages the reader in this potentially dry area, you'll be an in-demand freelancer!

You'd be writing about technology such as computers and smartphones. Cybersecurity is also a hot field and one that will only grow as more businesses move online.

4. Digital Marketing

As more and more businesses are moving online, digital marketing companies need content to explain their products and services to prospects.

They are usually looking for long-form, in-depth guides, designed to teach both concepts and tactics.

There's a wide variety of subtopics in this area. Here's a few to think about:

- Content marketing
- Email marketing
- Social media (Facebook, LinkedIn, etc.)
- Search engine optimization
- Affiliate marketing

A great way to learn about this niche is by starting your own blog and experimenting with these techniques.

5. SaaS (Software-as-a-Service)

Companies that sell their software-as-a-service need to explain their product to prospects and customers. Not only do they need copy, like website copy, and email newsletters, but they also need long-form blog posts in tutorial and how-to formats.

SaaS is a high-margin (profitable) business model, so these companies can afford to pay you well.

6. Alternative Health / CBD Products

Writing about health and wellness, in general, is a solid niche topic, but alternative health products are an especially hot area right now.

If you are knowledgeable about medical writing or CBD products, you could target dispensaries, CBD stores, or even cannabis blogs.

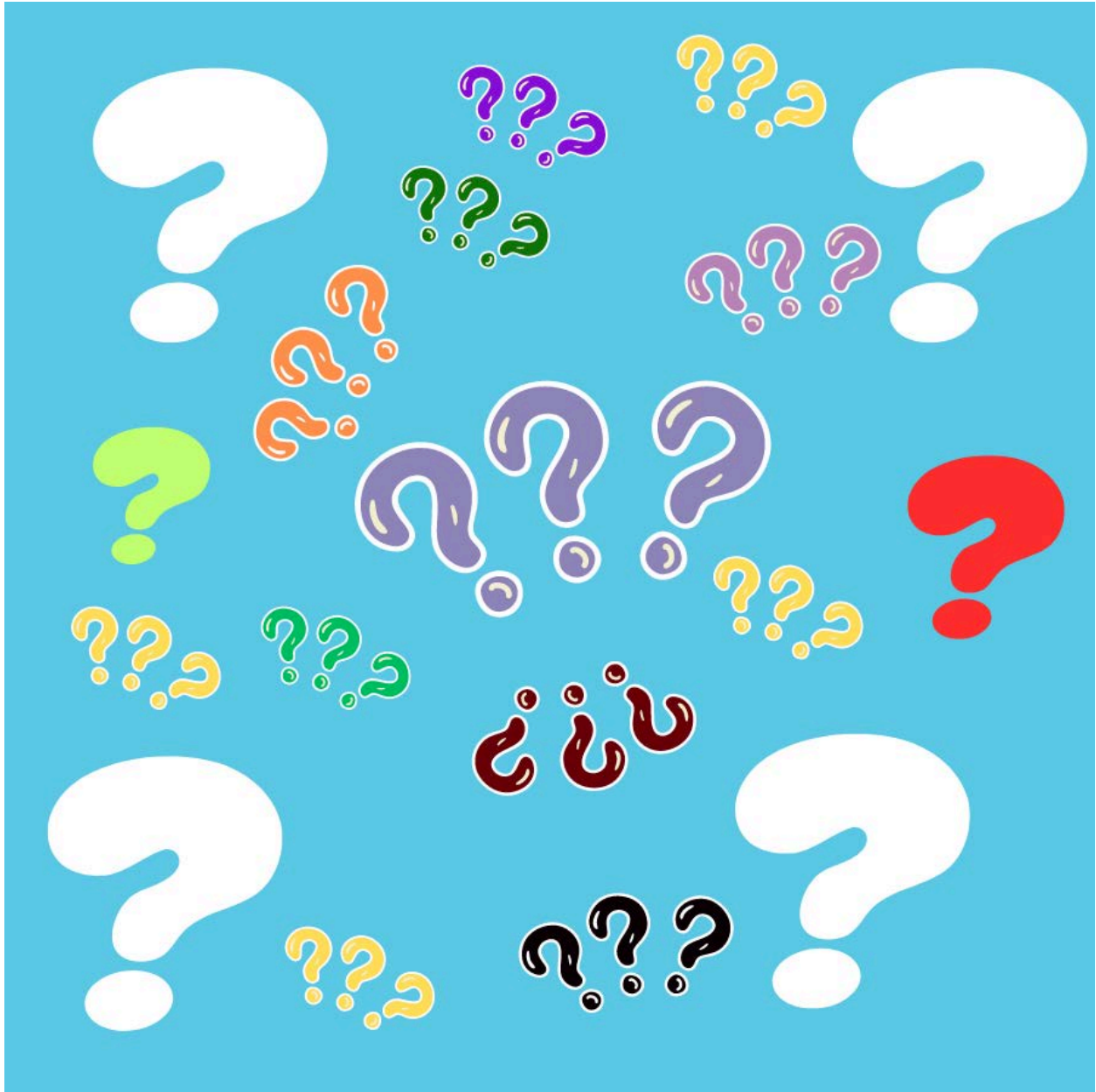
7. Education

In a rapidly changing world, education and skill training is more important than ever. People are looking for education and training to develop skills for either obtaining new jobs or to create new businesses.

Online course providers, universities, and student loan lenders are a few potential clients that need your writing skills.

8. Real Estate

If you want local clients, realtors could use your writing expertise. You could create home buying guides, information pieces about local laws and ordinances, and even some fun articles about home decor and how to stage houses for sale.



Section 2:

How to Pick the Best Freelance Writing Niche for You

You want to choose a niche that uses your expertise, that you enjoy writing about, and that will pay you well. At the intersection lies your ideal freelance writing niche.

Let's look at each of these in more detail.

What is Your Area of Expertise? (Or What Are You Willing to Learn About?)

It's always best to start with what you know. Look at the industries you've either worked in or are currently working in. If you start with the knowledge you have, this will provide the quickest payoff for your freelance career.

But you can learn as you go. By reading content in your niche and staying up to date with industry news, you can develop your expertise. You'll want to learn the industry jargon and learn the "language" or preferred vocabulary of your target audience.

So either start with something you are already an expert in, or choose an area where you are willing to spend the time to read and learn all about it.

What Are You Passionate About? (Or What Do You Enjoy Writing About?)

Be cautious in choosing a niche only because it might pay well. A lack of passion will show up in your writing, and readers will pick that up and lose interest themselves.

At a minimum, make sure you have a keen interest in the topic.

Look at what you enjoy writing about, or the topics you gravitate towards when there is no profit motive.

If you aren't sure what you want to write about, don't worry about specializing yet. By staying open to writing about anything, you may discover interests or passions you didn't know you had.

How To Validate and Test Your Freelance Writing Niche

Now that you have some ideas of **what** you want to write about, it's time to validate and test it.

Is There a Market For It (And Does It Pay Enough For Your Needs)?

If you want to earn well as a freelance writer, make sure there is a market for the type of content you'd like to write. You need to find businesses with budgets.

Remember, you are selling the *results* you get clients as a freelance writer. You aren't paid to write, you are *paid to sell*.

A good way to test the market is to see what's advertised on job boards. As a reminder, to get the highest pay rates, you'll want to pitch companies directly, but job boards can help with the research.

The Ultimate Freelance Writing Niche Test

"Work is the bridge between dreams and reality." – Jared Leto

There's always a difference between what you *think* something will be like and what it is *actually* like. Said another way, you can't truly know what you want to write about until you start writing about it.

So, to test it out, create a writing sample. This is a low-risk way to try out a different niche.

As an example, maybe you think you'd love to write B2B SaaS content for Content Management Solution providers. But then you read about "headless CMS solutions" (yes, that's a thing), and your eyes glaze over. Not a good sign.

You'll need a sample anyway for potential clients, so this solves two issues at once. Create a sample to both test the niche and to have something to show prospects.

Bonus Tip: An excellent way to test a different niche is to write a guest post. This is a three-for-one deal, as not only can you test the waters, provide proof you can write in that niche, but you could also gain exposure to potential clients.

If Nothing Else, Just Get Started

Take a deep breath.

If you are new to the freelance writing biz, don't worry about specific niches yet. It's okay to be a generalist.

Start exploring these profitable freelance writing niches. But think of this process as a series of experiments to unfold over time.

Use this information to pick a few topic niches to position yourself in, and get started.

The important part is to begin working on your freelance writing business. And as you gain experience, be ready to niche down and specialize.

But decide to make a decision. Start experimenting today.

Now it's time to tackle the BIG Question...How to I know how much to charge my potential clients?

Section 3:

Freelance Writing Rates: Know Your Worth in 2024

Introduction

Negotiating freelance writing rates can be daunting. You love writing but don't want to be taken advantage of. You need to make a living, but you're afraid to "rock the boat" when negotiating your pay rate.

When you ask writers the age-old question, "How much money can I make freelancing?" you end up more confused than before. Everyone has different answers, experiences, and feelings on the subject.

But maybe you've been asking the wrong question. Instead, ask yourself, "How much money am I worth?"

In this guide, you'll find out. You'll learn the different ways of being a freelance writer, how much money you can expect to earn, and how your previous experience fits into that equation. You'll gain confidence in your worth.

Let's dive in!

Show Me The Money

Let's jump right in and check how much you can make as a freelance writer:

- On average, freelance writers earn \$24.22 per hour.
- At a regular full-time job (40hrs/week), that would earn you close to \$50k per year.

Not bad, right?Q

Let's break it down:

- 91% of writers in their first year make less than \$30k.
- 50% of writers have worked 6-10 years to get into the \$100k club.

When we look even closer:

- 50% (or more) of freelance writers earn less than \$30k per year.
- 18% of freelance writers reported income levels of \$31k-\$50k.
- 5% reported making between \$100k-\$125k.
- 4% earned over \$125k.

It tells you at least 70% of freelance writers make less than \$50k per year, and less than 10% make over \$100k.

(To put that into perspective, 50% of freelance writers only work 10 hours per week.)

That means 20% of writers are making \$50k-\$100k per year - the sweet spot. Writers in this income range have figured out a few important things to get them there. They've learned their worth.

How To Set Your Rates For Freelance Writing

So, let's get to the bottom of this. We'll look at some rates to help you decide how best to charge clients and help you find that income sweet spot that works for you.

Per-Word Rates

Generally, a freelancer starting out will charge a per-word rate. It's a wise choice, as it helps you and the client be on the same page.

Let's say this client is on top of their game and has outlined their desired word count with a reasonable deadline. There should be no question about how much you're getting paid and how long it will take.

So, let's make sure that you're aware of what the going per-word rate is.

****How Much Can You Charge?***

These rates are flexible. There are many factors you will want to take into consideration when setting your rates (more on that later).

- Entry Level — \$0.03 to \$0.06 per word
- Intermediate — \$0.07 to \$0.12 per word
- Experienced — \$0.13 to \$0.20 per word
- Expert Level — \$0.21 to \$0.30 per word

Fun facts about per-word rates

- \$250 - \$399 is the most popular rate for a 1500-word blog post.
- 21% of freelancers charge per word.
- 34% of freelancers charge less than \$0.20 per word.
- 85% of freelancers charge less than \$0.30 per word.

- 97% of writers that charge per word write blog posts, but not exclusively.

Hourly Rates

Pricing an hourly rate can be tricky for a writer. Let's say your freelance rates are \$20 per hour. That sounds reasonable, but you might not find it sustainable. As your skills sharpen and your speed increases, you will want to raise your rates.

Yet, it's hard to justify jumping from \$20 per hour to \$75 per hour if you're used to working with a regular client who might not be inclined to pay more.

Many experienced freelancers have learned this lesson the hard way. But luckily, you can learn from their mistakes.

How Much Can You Charge?

Here's a breakdown to help you gauge your per-hour rate based on your experience level:

- Entry Level - \$15 to \$30 per hour
- Intermediate - \$35 to \$60 per hour
- Experienced - \$65 to \$100 per hour
- Expert Level — \$105 to \$150 per hour

Fun facts about hourly rates

- 53% of freelancers with a bachelor's degree charge \$50-\$100+ per hour.
- 3% of freelancers with only a high school diploma charge by the hour.

The data suggests that a writer who specializes in a specific area or has a lot of experience feels more comfortable setting an hourly rate for their skills.

Per Project Rates (Flat rate)

Charging a flat rate per project is most popular for writers. It does help if you already have some experience, though, because there are a few things to consider. For example:

- How many hours will it take to complete the project?

- What is the total word count?
- How much research is required?
- What is the scope of the project?
- How complicated is the project?

So, if the majority of writers (97%) content writing for blogs charge per word, you might be wondering:

"What are freelancers writing that isn't blog content?"

There are many other ways to make money freelancing. Here are a few of the more popular methods.

How Much Can You Charge?

This study from Ashley Cummings provides some great insights into the average costs per project:

- Guides and ebooks - \$5500
- Website copy - \$3200
- Landing pages - \$2175
- Sales letters - \$1750
- Ads - \$1050
- Case studies - \$870
- Blog posts - \$550

Fun facts about per-project rates

- 65% of freelancers choose to charge per project.
- 27% of writers charge between \$250-\$400 per 1500-word post.
- Most writers who earn more than \$100k per year charge a minimum of \$1000 per post.

Most freelancers oscillate between writing different types of content using a variety of writing rates specific to each one.

Identify Your Niche and Go For It

There's a ton of work for freelance writers. Most writers start out blogging, but the opportunities are endless.

There's a niche for every writer. Check out a few popular ones here, and see if any get you excited!

Content Marketing & SEO (Search Engine Optimization) Writing

Content marketing is the planning, creating, and sharing of valuable content. The goal is to attract and convert readers into customers and customers into repeat buyers.

In a nutshell, a content marketer educates the reader and builds trust with them so they will purchase products and services from the business.

Content marketing reaches far into many areas of content creation for freelancers, including:

- Blogs
- Ebooks
- Case studies
- Videos
- Social media
- Podcasts
- Audiobooks
- And so much more.

SEO benefits online searchers using relevant terms or phrases to help them find products, services, information, or a business. These benefits help drive sales, increase traffic, and improve brand awareness.

You can charge:

- \$0.07-\$0.12 per word to start with at an intermediate level and then notch your rates up to \$0.20 - \$0.30 per word as you sharpen your skills.
- A fair rate for writing a 1500-word blog post is \$250-\$399.

IMPORTANT NOTE IF YOU WANT TO BECOME AN SEO EXPERT WRITER

If you want to command significantly higher rates, develop expertise in SEO writing! SEO writing involves creating content optimized to rank well in search engines (Google). By writing SEO content for your clients' websites, so that they attract more

organic traffic, leads, and sales, SEO writers can deliver measurable results that businesses are willing to pay a premium for.

To leverage SEO skills, focus on learning keyword research, on-page optimization techniques, and how to create content that matches search intent. Understand how to naturally incorporate important keywords, craft compelling meta descriptions, and structure articles for max SEO impact.

When pitching potential clients, highlight the potential ROI (“Return On Investment”) of your SEO writing services. Explain how your optimized content can improve their search engine rankings, drive more qualified traffic, and boost conversions. By framing your services in terms of the tangible business benefits, you justify higher rates.

For example, while a generalist writer may charge \$100-\$200 for one blog post, an SEO writer could charge \$500+ for a well-optimized, in-depth article in a competitive niche. Clients are often willing to invest more in content creation that will generate long-term, scalable organic traffic and leads.

Email Marketing

These are primarily short pieces of content you write to help with strategic marketing for online businesses.

Freelance writing capitalizes on assisting online businesses by writing email content for promotions, announcements, onboarding, newsletters, and more.

You can charge:

- \$100+ per email.
- \$200 - \$300 for 4-5 day email sequences.

Businesses that pay big bucks for email marketing are:

- Ecommerce businesses
- Retail
- Hospitality
- Influencers
- Luxury brands

- Wedding Industry
- Etc.

Landing Pages

A landing page is a specific single page that a person will click through via email, advertisement, digital service, etc.

The primary purpose of creating a landing page is to promote marketing and advertising that will attract customers to the next step toward making a purchase.

You can charge:

- \$300 - \$800 per page, depending on your experience level and the client's budget.
- \$5,000 for experienced freelance writers working for a larger business.

White Papers

Simply put, white papers are informational documents.

The main types of white papers are:

- Backgrounders (An official briefing or handout giving background information.)
- Numbered lists
- Problem/Solution document

White papers are highly sought after by startup companies, large corporations, non-profit organizations, and government agencies. They are usually approximately 2,500 words long and have a straightforward yet compelling narrative.

You can charge:

- \$500 — \$1000 for a single white paper.
- \$5,000 for larger ones that require more research or interviews.

White papers are very lucrative; some people make over \$250k yearly.

Website Copywriting

Sometimes confused with content marketing, website copywriting is for websites to showcase their branding and turn browsers into customers.

Website copywriting includes:

- Home pages
- Services pages
- Contact pages
- About pages
- Etc.

You can charge:

- \$1 — \$3 per word.
- \$60 — \$100 per hour.
- \$400+ per page at a flat rate.

That was just a snapshot. There are plenty of popular areas in which freelance writers can thrive. Here are some other areas that you can also pursue:

- Advertising.
- Ebooks.
- Press releases.
- Technical writing.
- Ghostwriting.
- Sales letters.

The list goes on. But this is an excellent start to help you understand all the opportunities and their freelance writing rate.

You just need to dive in and build up your experience level one step at a time.

Why Your Experience Is An Asset

Experience matters. It helps you build trust with prospective clients and gives you confidence in your skills to understand their goals, deadlines, and budget. The more experience you have freelancing, the better you become at producing quality content. That means less work on the backend for your client spent editing and formatting your work. It helps to justify your freelance writing rates.

****Assess Your Experience Level:****

If you're a beginner or an experienced writer, here are a few questions to consider when setting your rates...

Do You Have Experience in a Particular Niche?

Expertise in a specific niche isn't necessary for being a content writer but can be helpful when approaching a potential client. As your experience grows, so will your writing skills and the diversity of your niches.

If you're new and need to find your niche, consider what you're interested in thinking, writing, talking about, and learning. Or pull from your work experience and current interests.

Here are a few examples:

- If you've worked as a baker at a local bakery, you'll have valuable knowledge applicable to content writing for a food blog.
- Let's say you love being up to date on what the best headphones are and why. You'll probably have luck writing an electronics blog post.

Explore two or three niches as your content type, and start writing.

How Many Years Have You Been Writing?

Every writer has their own unique life experiences and natural aptitudes. If you've been writing professionally for 6+ years, you'll have gained a stronger relationship with your writing, and charging higher rates will be acceptable to clients.

If you're a newbie writer, you might be overwhelmed just trying to figure out how to find a prospective client. Yet, if you're insecure about your level of writing experience, it might interest you to know how your previous education is an asset.

What Is Your Highest Level of Education?

Education can make a difference in your rates as a writer for a few reasons:

- If you have a degree in, let's say, business and you're interested in freelance writing for financial blogs, your education will come in handy.
- People with a post-secondary degree generally have a higher aptitude for research, writing papers, and meeting deadlines.

Moreover, a whopping majority of freelance writers (76%) have a bachelor's degree or higher. People with only a high school education are less likely to pursue a freelancing career.

But don't let these stats dissuade you. A client wants to work with curious people who continue learning, are great to work with, and deliver quality content.

Plan Today, Thrive Tomorrow

I'm sure you're worth a million bucks, but don't bite off more than you can chew. In the beginning, freelance writing can be a grind. It's a balancing act between finding work, making a great income, and trying not to burn out while doing it. You don't want to make the mistake of undercharging and overworking yourself. Remember, you're running a freelance writing business.

Here's a freelancer checklist of things you can circle back to as you move forward and plan your future freelance writer rates.

What Are Your Overhead Costs

- Location: Consider your Country, State, taxes, utilities, etc... all of these affect your living expenses.
- Expenses: Your computer, research or editing tools such as Ahrefs, Ubersuggest, Buzzsumo or Grammarly etc...
- Benefits: Health insurance, retirement, vacation, sick days, rainy day fund etc...

What Are Your Income Goals?

- Plan your income goals:** How much money do you need to make; per week, month, or year — is this a full-time career or a side hustle?
- Preferred Pricing Model:** Per hour, per word, per project, or a combination.

- Unique skills you offer a client:** Are you a bodybuilder, scientist, stockbroker, etc.?
- Experience:** Content marketing, SEO strategy, blog editing, etc.
- Speed to quality content ratio:** How fast can you produce quality content in your niche?
- Project scope you're comfortable with:** Word count, timeframe, research, etc.

How Can You Level Up Your Freelance Writing Rates?

- Expand your content writing experience.
- Clients' testimonials help take beginner writers to expert writers.
- Write for respected companies.
- Showcase your portfolio on your website.
- Incorporate higher-paying clients.
- Set profit goals.
- Step away from beginner gigs and into projects that will level up your income.
- Avoid burnout.

Make Friends With Your Freelance Writing Rates

You and your freelance writing rates are becoming fast friends already. You've learned to apply them to profitable niches and incorporate them into your business plan. Everybody's path is different, and it sure helps to know where you've been, where you're going, and how to get there. You're well on your way.

Negotiating a higher rate with a client is liberating. If your reasoning is sound, you're not taking advantage of them, and they're not taking advantage of you. When you know your worth, everybody wins!

For those who don't want to work with clients, there is another path.

Section 4:

How to Write for Magazines and Other Paid Publications as a Freelance Writer

Writing for magazines, newspapers, websites and other paid publications can be a lucrative way to make money as a freelance writer. Here are some tips for breaking into this market:

Study the Publication Thoroughly

Before pitching any publication, make sure you study several recent issues very closely. Look at the style, tone, and types of articles they publish. Identify the sections and columns where your work might be a good fit. Make note of any writers guidelines or submission instructions they provide.

Generate Unique Story Ideas

Editors are always looking for fresh, new story ideas that fit their publication's focus and will engage their readers. Spend time brainstorming unique angles, novel perspectives, or new trends related to the topics the magazine covers. A compelling, well-conceived story idea is key to getting your pitch noticed.

Write a Compelling Pitch

Once you have a great story idea, you'll need to sell it to an editor through your pitch. Start with a catchy subject line that conveys the essence of your idea and will grab the editor's attention. In 2-3 concise paragraphs, explain what the story is about, why it's timely/relevant, and why you are the perfect writer to cover it. If you have related writing samples, include brief descriptions and links.

Follow Submission Guidelines Precisely

Publications can be very strict about following their stated writers guidelines to the letter. Make sure your pitch adheres to any requirements about length, format, attachments, or other specifications. Failing to follow the guidelines is an easy way for your pitch to get overlooked or rejected.

Study Your Contract Carefully

If your pitch is accepted, review any contract or agreement thoroughly before signing. Pay close attention to clauses about rights, exclusivity periods, indemnification, deadlines, and kill fees. Make sure you understand and agree with the terms before proceeding.

Meet Deadlines and Quality Standards

Once you get an assignment, it's crucial to deliver your work on time and to the highest quality standards. Editors will be watching to see if you follow directions, communicate clearly, make requested revisions, and meet all deadlines. Building a reputation as a reliable freelancer will open up more opportunities.

Negotiate Rates When Appropriate

While some publications have set rates, others may be open to negotiation - especially for experienced writers with a proven track record. Research typical rates for the publication and industry, know your value based on your experience level, and be prepared to counter with reasonable rates if initially offered less.

Leverage Your Clips to Get More Work

Once you've had some pieces published, be sure to promote them as samples of your work when pitching other publications. Having professional credits and a growing portfolio of published clips will make you a more attractive freelance writer candidate.

By following these tips, you can increase your chances of getting paid assignments writing for respected magazines, newspapers, websites and other publications as a freelance writer.

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