

# Article Writing

## 1: Article Writing Websites

### 1.1: Start low

1.1.1: be prolific

1.1.2: If you are not bumped up to better pay, move on.

### 1.2: Persevere

### 1.3: use various sites

1.3.1: This is to see order quality

1.3.2: also to see payment reliability

1.3.3: Filter out the rubbish

### 1.4: Use this as a stepping stone - Income wise

### 1.5: You will need to have skills in various styles of writing

1.5.1: Information style

1.5.2: Chatty friendly style

1.5.3: Technical - review style

### 1.6: Good and bad reasons for this method

## 2: Article writing for YOUR clients

### 2.1: Client Outreach

2.1.1: Outreach methods

2.1.1.1: Cold emailing

2.1.1.1.1: Youtube research

2.1.1.1.2: Yelp type research

2.1.1.1.3: GMB (Google My Business) research

2.1.1.1.4: Google results research (IE keywords)

2.1.1.1.5: Other social media - EG Pinterest

- 2.1.1.1.6: Niche places like Etsy
- 2.1.1.1.7: The VIDEO method
  - 2.1.1.1.7.1: Add scarcity
  - 2.1.1.1.7.2: Add freebies
- 2.1.1.2: Cold Calling (phone)
  - 2.1.1.2.1: Same as above
- 2.1.1.3: Belly to belly
  - 2.1.1.3.1: Actual cold canvassing shop-to-shop
  - 2.1.1.3.2: Make selected appointments
  - 2.1.1.3.3: Bad, because of limiting market
- 2.1.1.4: Paid outreach
  - 2.1.1.4.1: Ads on places like Google, Facebook etc
  - 2.1.1.4.2: Get outsourcers to do the above outreach for you
- 2.1.1.5: all options include...
  - 2.1.1.5.1: Free samples
  - 2.1.1.5.2: decent contracts
  - 2.1.1.5.3: Payment upfront
  - 2.1.1.5.4: Clear understanding of the rules on both sides
- 2.1.1.6: At some point they will come to you
- 2.1.2: Good reasons for this method
  - 2.1.2.1: Residual income (stable)
  - 2.1.2.2: Far better pay
  - 2.1.2.3: More control over your writing time
- 2.1.3: Bad reasons for this method
  - 2.1.3.1: You need to have clients
  - 2.1.3.2: You need to prospect

## 2.2: You get to do your niche

2.2.1: see the niche research training section

2.2.2: Maybe do a few related niches

2.2.3: See the PLR and bundle options below

## 2.3: You get to get a better quality client

2.3.1: set contracts

2.3.2: payment upfront

2.3.3: The devil you know

## 2.4: You set your pricing

2.4.1: See upwork, fiverr get minimum pricing ideas

2.4.2: Join Facebook groups and pay attention. Sooner or later you will get a feel for pricing that suits you

## 2.5: You set your schedule

## 2.6: You get to write in YOUR natural style

## 2.7: Predone or on order

## 2.8: Reviews

# 3: PLR Article Writing

## 3.1: This will differ from niche to niche

## 3.2: Sell to...

3.2.1: The PLR websites

3.2.2: Direct to marketers

3.2.2.1: SEO and guest posting people

3.2.2.2: Those who do resell rights marketing

3.2.3: To end users

## 3.3: See the hand spinning methods below

## 3.4: Reviews

## 4: Hand Spinning Articles

### 4.1: Hand spin for yourself

4.1.1: For your own SEO properties

4.1.2: For a few cloned sites

4.1.3: For social media and more

4.1.4: For Local-Search business models

### 4.2: For SEO and Guest posting clients

### 4.3: Sell as "Unique" articles using any of the other methods

### 4.4: Why Hand spinning

### 4.5: How to hand spin

## 5: Copywriting

### 5.1: What is this exactly?

### 5.2: What skills?

### 5.3: Who are clients?

### 5.4: How to get those clients

5.4.1: See keyword training

5.4.2: See outreach methods explained above

5.4.3: SEO agencies

5.4.4: Organic

5.4.5: Paid advertising

5.4.6: Referrals

## 6: Social Media writing

### 6.1: Know what this really is all about

### 6.2: How to get clients

### 6.3: all social media or just one?

## 6.4: Reviews

# 7: Guest posting or SEO services

## 7.1: Guestposting

7.1.1: as a service

7.1.2: Just for individual clients

## 7.2: SEO service

7.2.1: As a content service

7.2.1.1: permanent contract

7.2.1.2: Once off

7.2.2: Keyword orientated pages and posts

7.2.3: Linking services and more

# 8: Article Bundles

## 8.1: Niche orientated

8.1.1: For individual clients on your database

8.1.2: For the entire niche industry

8.1.2.1: Also a database

8.1.2.2: Through paid ads

8.1.3: News

8.1.4: Sports

8.1.5: popular niches

## 8.2: Trends

## 8.3: Reviews

# 9: Technical Writing

# 10: Translation/Transcription/VA