

# It's True!

You Can Make a Very Good Living as a Writer



*AWAI members Sean McCool and Rae Robinson enjoying the perks of living the writer's life.*

## Here Are 9 Ways You Can Do It Now...

**American  
Writers &  
Artists  
Inc.** SINCE 1997

AWAI has been helping writers achieve their dreams of financial security and living *the writer's life* since 1997.  
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# ..... How to Become a Well-Paid Writer

Dear Reader,

Most people think you need to be the next J. K. Rowling or Stephen King to make a good living as a writer.

But nothing could be further from the truth!

As President of American Writers & Artists Inc. (AWAI), and a marketer with over 20 years of experience in the publishing industry, I know many writers who make six-figure incomes without ever having published a single book. Writing is their full-time profession. Their writing is highly valued by their clients and their thousands (in some cases, millions) of readers.

I also know many other writers who make a very good living working just part-time hours ... for them, *the writer's life* is about having more free time to spend as they please.

But that's the cool thing about *the writer's life* ... you get to choose what it means ...

Whether it's having more time to spend doing what you want when you want to ... replacing your current income so you can ditch your 9-to-5 job ... or just having some spare cash when you need it ... writing can help you get there.

Every day, I work with writers who are living their version of *the writer's life*, thanks to the writing opportunities you're going to learn about in this report ...

- Writers like Pat McCord, a once struggling novelist who today has 15 titles published ... all because she was able to "write away" her financial worries and focus on her "passion" writing ...
- Starr Daubenmire, who fulfilled a lifelong dream by moving to Lucca, Italy for three months, and spent her mornings writing and her afternoons painting ...
- Joshua Boswell, a father of 11, who put his nose to the grindstone and wrote his way to a six-figure income just 11 months after he started out ...
- Mindy McHorse, a young stay-at-home mom who spends her days with her kids in the Albuquerque sunshine while writing on the side ...
- Henry Bingaman, an ex-flight attendant who ditched his crazy work hours to write — and like Joshua, quickly set up shop and skyrocketed his income to six-figures ...
- And Rae Robinson — a writer who found us through *Writer's Digest* when she was in college and has earned over \$600,000 since she graduated just six years ago.

I could keep going ... I have hundreds of stories like these. But let's move on because I know you're excited to learn more about what I consider to be the top 9 writing opportunities for you today ...

As you read this report, though, keep in mind that you don't have to commit to just one opportunity. Many of these writing opportunities share the same fundamental skill base and can be bundled together to give you more variety and even greater opportunities.

Which means along with making good money, you'll never get bored!

Remember, living *the writer's life* means different things to different people ...

Making money doing something you love ... spending more quality time with your loved ones  
... peace of mind and financial security ...

But no matter what your ideal version is, you can live it by getting paid (very well) to write.

So with that, let's get started!

To your success,

*Rebecca Matter*

Rebecca Matter  
President, AWAI

## The Best Way to Make a Living as a Writer

*“You’re a good writer if you can write a story that can make people cry ...*

*“You’re a better writer if your writing can make people laugh ...*

*“But, if your writing can persuade people to take action — that’s when you know you can be a **very wealthy writer**.”*

Mark Morgan Ford (formerly known under his pen name, Michael Masterson) — a Master Copywriter who has mentored hundreds of up-and-coming writers — said those words some years ago — and they’re still true today ...

If you can effectively use words to persuade another to act, you stand to make a lot of money.

The secret is ... direct-response copywriting.

And while in this report I’m going to introduce you to lots of ways to [make a living as a writer](#), when it comes down to it, the best paying writing opportunities are just variations of copywriting.

### The Truth About Copywriting

Simply put, copywriters write words — in the form of advertisements and promotional materials — to persuade people to take action.

That action might be to support a cause, read a special report, buy a product, request some more information, and so on.

Copywriting can be found everywhere ...

- Letters and advertisements you get in the mail.
- Company websites including home pages, landing pages, blog posts, and more.
- Marketing emails sent to potential customers.
- Newsletters, magazines, and special reports.
- The text on brochures, billboards, and sometimes, even business cards.

You see the writing of copywriters every day. And today, I want to show you how copywriting may very well be your best choice for achieving what we call *the writer’s life* ...

**Direct-response marketing** includes promotions that enable marketers to solicit an immediate, measurable response from recipients. (As opposed to “image advertising,” which is only to inform or remind the prospects about the company or a product, but does not encourage a specific response at a specific time via a specific channel.)

## Making a Living as a Writer?

As I mentioned in the opening of the report, many people think you need to be the next J. K. Rowling or Stephen King to make a living as a writer, but ...

That's just not true!

In fact, it's hard for some people to believe, but many copywriters make a very good living working full-time. Others work just part-time, and still earn a full-time income.

So, yes, the compensation can be quite good ... and depending on how much you work and the types of projects you land, a six-figure income is definitely attainable (if that's your goal).

Here are a few stories from the writers I've worked with:

- There's Krista Jones, who used copywriting to replace her income from an 18-year environmental science career ... she said, *"I feel like I'm finally leading the life I was meant to live. I can't thank you enough!"*



- There's copywriter, Joshua Boswell, who says, *"I know that at almost any given time, I can pick up assignments worth \$3,000, \$4,000, \$10,000, \$20,000, or more and that I don't have to sacrifice one minute of family time to successfully complete these assignments."*



- And, there's Penny Thomas, who was let go from her job due to downsizing and turned to copywriting instead. Penny says it really hit her that she was living *the writer's life* when she was watching a neighbor digging his car out to drive to work after a snowstorm — and all she had to do was walk to her home office and turn on her computer.



- There's also Florida-based copywriter, Cindy Cyr, who says, *"I don't have to wear pantyhose, can work barefoot, and I get to take naps whenever I want. I eat better. Drive my car less (A LOT less), see my friends and family more, and never worry about running out of vacation time."* Cindy's also been able to adopt a bicoastal lifestyle as her teenage son Dalton is building a music and acting career in LA. In a typical week, Cindy accompanies Dalton to meetings, auditions, and TV show tapings, all while earning six-figures annually from her writing. *"Honestly, I don't think Dalton would be doing what he's doing right now if we couldn't go with him, because it would just be too much time apart."*



And of course, I mentioned [Pat McCord](#), a once struggling novelist who learned to support herself and her creative passion by becoming a copywriter. (You can read more about her story in a [letter she wrote about our copywriting program](#).)

## Why Copywriters Make So Much

I've often said, "If you can write 'copy' that persuades, there isn't a business in the world that won't beat a path to your door to get you to work your magic for them."

That's not going to change any time soon.

Consider this: As a copywriter, you can realistically write a promotion in a week. Let's say you charge \$2,000 for your service. Let's also say your promotion brings in \$100,000 for the company who hired you ...

There's no downside. Everyone is happy — you got paid, the client made money — and, because you did well, they're likely to hire you again and again.

Now, if you're just getting started, that fee might seem like a lot. But, experienced writers — those with just a few successful projects — can charge between \$5,000 and \$10,000 (and more) per sales promotion.

Even if you only write one promotion per month, you could easily bring in \$60,000+ (working just part time)! And that doesn't even take into consideration any royalties that are very common with direct-response copywriting ...

Typical royalty rates are around 2-3% of sales, but I've seen them go as high as 10%. And because companies will mail your letters again and again, you could continue to get paid on one single letter for years and years.

**"Copy"** is any text used by marketers to entice prospects to purchase, opt-in, or engage in a desired action.

**"Copywriting"** is the process of writing advertising or promotional materials.

This is different than **"copyright,"** or the symbol ©, which means an individual or company owns the rights to certain material and can protect that material against illegal use from unauthorized agents. The purpose of a copyright is to prevent illegal use of someone's work.

## What it Takes to Succeed

People often think they need a lot of qualifications to become a copywriter. But the truth is, you can learn copywriting just as easily as you could learn any other type of writing.

Also, you don't need a special education to succeed in this industry. There are successful copywriters with college degrees and some who didn't finish high school.

Age ... experience ... location ... none of that matters ...

Some copywriters are only 18 and some are retired. Some copywriters are stay-at-home moms and some left six-figure corporate jobs.

The only thing you *need* is a computer and an Internet connection. Everything else can be learned.

## How to Get Started Now

While you don't need any formal qualifications to become a copywriter, you do need someone to show you the ropes.

That's why *American Writers & Artists Inc.* created [The Accelerated Program for Six-Figure Copywriting](#).

All the copywriters I've met — like the ones I mentioned — started their successful freelance copywriting careers by taking this program. Its step-by-step instructions prove anyone can quickly go from asking "What is copywriting?" to learning how to be a freelance copywriter.

Of course, I'm partial to it because I work at AWAI, know the program inside and out, and have personally met and worked with hundreds of people who started successful freelance copywriting careers by taking it.

But if you're new to the idea of copywriting, and would like the opportunity to learn some basic copywriting techniques for free, I recommend you check out our report, [Copywriting 101: An Introduction to Turning Your Writing Passion Into a High-Paying Career](#).

Along with giving you an inside look at the life of a copywriter, you'll learn a few copywriting principles you can put to work for you right away.

Just remember, no matter how you get started, the fact remains: You don't need to get a degree or pay a lot of money for expensive training to become a successful freelance copywriter.

If you can write a simple email to a friend, and you like to share ideas with other people ... you have all the qualifications you need to become a successful freelance copywriter.

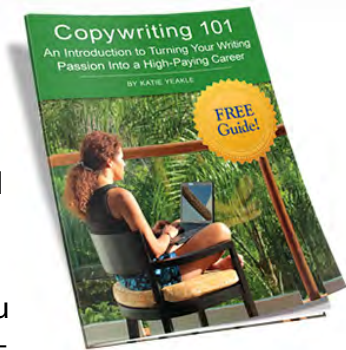
And if you were to ask me the best way to make a living as a writer ...

I would say with 100% certainty — copywriting.

No other opportunity offers writers more variety, more freedom, or more income potential. And it's the one thing I recommend every writer consider when looking to make a living.

That being said, we still have 8 MORE opportunities to cover!

Let's move on ...





## **No Matter What Kind of Writing You Enjoy, the Web Has the Perfect Project (or Projects!) for You**

When I joined AWAI back in 2004, hardly anyone was talking about writing for the Web ...

But now, can you think of any business that doesn't have an online presence?

The truth is, if you want to make a living as a writer, learning to write for the Web really isn't an option anymore. It's a necessity. Without it, you'll continuously be leaving money on the table with clients.

But there are three big things that really excite me about today's web-writing opportunities ...

### **Be the Center of Your Client's Online Marketing Efforts**

First, you don't have to convince companies of the value of web writing. This is huge! Even just a few years ago, we had to spend a lot of time teaching our clients that their online copy and content is important.

Today, however, most companies realize a good online writer is at the center of every successful online marketing effort. In fact, *Forbes* recently reported, "If you want to be successful online, the only essential skill is being a good copywriter."

And, business owners are desperately looking for online writers because they don't have the time to learn it themselves. Which brings me to the second big change that's happened in web writing ...

### **Companies Spend More Every Year on Online Advertising**

This means plenty of opportunity for you to make a great living writing for the Web!

In fact, this year marks a major milestone in the world of advertising. For the first time ever, and ahead of predictions, digital ad spending will surpass traditional offline ads. eMarketer says that in 2019, worldwide digital ad spending will rise by 17.6% to \$333.25 billion.

Wow! The first two reasons make web writing seem like a dream opportunity — and it is — but this last one makes web writing a real no-brainer ...

### **There's Always Ongoing Work**

Since companies must continually publish fresh, relevant content to maintain their online presence, there's plenty of ongoing work for web writers.

Here at AWAI, we create at least a dozen new pages of content every week. Plus we have our magazine, [Barefoot Writer](#), as well as our online communities, [Wealthy Web Writer](#) and [B2B Writing Success](#) who turn out just as much content — if not more ...

That's a lot of writers to hire!

And get this: AWAI is considered a "small" company. Just imagine how much content a mid-size company needs on a regular basis.

It's true, the demand for good web writers is bigger than ever before. And, as industry trends show, the demand will continue to grow.

For aspiring well-paid writers, this is the perfect opportunity. With even just a few clients who understand the value of good web copy, you'll never worry about where your next project is coming from.

### What Kind of Fees Can I Charge for Web Writing?

Writing for the Web has a ton of benefits:

Ongoing demand ... great pay ... projects suited for all types of writers ... a wide variety of clients ...

But — if I had to pick my favorite benefit — it's the number of short, high-paying projects that can be learned quickly.

With a little practice, you could complete each of these high-demand projects in as little as a day or two:



- Online article (\$250-\$800)
- Blog post (\$150-\$800)
- Promotional email (\$250-\$2,000)
- E-newsletter (\$800-\$1,500)
- Lead-generation landing page (\$500-\$1,500)
- Long online sales page (\$5,000-\$8,500+)

And, that's just a taste of the web-writing projects available. There are also social media updates ... Pay-Per-Click ads ... 1-2 minute video scripts ... autoresponders ... and tons of other short projects that pay really well. All you need is a little specialized information to understand how to write for the Web.

### Why Writing for the Web is Different Than Writing for Print

Imagine sitting at home reading an advertisement you received in the mail. This single ad is likely the only interaction you'll have with that company — unless you take time to do more research on them.

But it's different online for several reasons ...

**1. The Internet isn't a commercial media outlet.**

Even though the Internet is currently full of advertisements and promotions, it wasn't created to be that way. In fact, the largest and most successful websites are primarily social media sites. The Internet belongs to the people, not commercial interests.

This means customers — or the people reading what you write — respond better to — and share — informational, friendly copy, not sales-y, hype-y copy.

**2. The customer is also the marketer.**

In the past, marketers could more easily control their message. Now the Internet gives the consumer part of that power. It can be positive — when customers praise a business — or negative.

Part of writing for the Internet is highlighting the positives and overcoming any objections related to a product or service. Luckily, because so many customers are vocal online, you can get information directly from your target market that will help you write better copy.

**3. The audience is alert and task-oriented.**

A majority of web users know what they're looking for — whether it's information, a product, or a service. If they can't find it right away, they may leave the website — forever!

Luckily, you now know this and can make a big difference as a web writer by giving visitors what they're looking for and capturing their attention immediately. You can also provide immediate results for your clients just by guiding visitors through the decision-making process.

**4. Website visitors need relevance — quickly.**

You can find just about anything online in an instant. For this reason, website visitors are getting very picky about what they're looking for. They want very specialized and specific information.

For example, if they're searching for "beachfront condo rentals in Delray Beach" they likely won't care about results trying to sell, "Orlando Disney Vacations."

Luckily, modern technology can tell you exactly what visitors want. That means you can tailor your copy to them for best results.

## **A Wide Variety of High-Paying Projects Await**

When it comes to writing for the Web, the demand is high for ALL types of writing. But the variety is often what draws many to this high-paying writing opportunity. No matter what kind of writing you enjoy, you'll find a number of projects on the Web.

Let's take a close look at just a few ...

## 1. Content Marketing.

As a web writer, you'll find that many companies have an ongoing need for content — things like articles, blog posts, case studies, reports, reviews, and more.

This content attracts new prospects, helps them make purchase decisions, builds rapport, and increases credibility — so it's a very valuable and necessary part of their marketing strategy.



As a content writer, your job is to write short pieces of copy that are informative, engaging, and entertaining.

As for the pay? You can expect to charge \$100 to \$500 per piece for conversational content including stories, metaphors, and simple advice.

You can even see if you enjoy this opportunity today by writing an article about a topic you are passionate about.

It doesn't have to be long — 500-800 words.

For example, let's say you enjoy exercising ...

You could write something like, *"4 Ways Daily Exercise Changed My Life."* That's exactly the kind of content a gym, exercise equipment store, or exercise instructor would need to market their business.

## 2. Emails.

Email is one of the main ways that smart companies stay in contact with their potential and past customers.

I'm sure you've seen — or even filled out — forms around the Internet ... companies asking for your email address in exchange for a free report, discount, insider information, or access to their newsletter ... that's called, "building a list" of prospects.

When a company builds this list, they want to follow up with it often — sometimes even daily — to prompt a "direct response."

That response could be to bring the visitor back to the website, request more information, or purchase something ...

Depending on the company, they could use a variety of emails:

1. **Broadcast emails** — usually sent one time for things like new product announcements or special promotions.
2. **Autoresponders** — emails that are written and set up in advance to encourage a reader to take a specific action over time. A typical autoresponder series is 5-7 emails, usually with the goal of selling a product or service.
3. **E-newsletters** — sent once a month (or more) are focused on relationship building, customer education, and entertainment.

But, here's the thing that makes emails an even bigger opportunity ...

**Companies don't want to mail the same email twice!**

They need someone to write a unique email for every product they launch, every new email list they create, and every new affiliate offer they want to promote ...

They also need emails for upsells, down sells, holiday promotions, and more ...

If they're using autoresponders, they'll need whole series of emails ...

Every time they reach out to their list, they need a new email ...

And — if they like what you write (based on the results your emails bring) — they'll keep coming back. With just a couple of clients, you could make a good living just by writing email copy and nothing else.

**3. Website Audits.**

I'm including this last example of a web-writing opportunity just to illustrate how wide the variety is ...

With website audits, you're basically responsible for inspecting a client's website and giving them a list of suggestions to make it stronger.

Here's how it works:

You visit your client's website, social media accounts, etc., and start to look for areas that could be improved ...

- Could the subscription page for their e-letter be enhanced to attract more subscribers?
- Do pages on their website have "dead ends"?
- When you sign up for their e-letter, do they send you any acknowledgement emails? How well are those emails written?
- Do they have any case studies?
- How well do they engage people with their social media efforts?

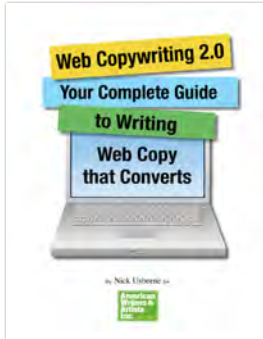
The key to website audits is to provide a valuable list of things that — once improved — will help your client achieve their goals better and/or faster.

But what I love about this specific opportunity is that it opens you up to even more opportunities ...

First you get paid for the audit.

But THEN, your audit becomes a list of things the client needs written. And who better to do those assignments than you?





Since almost every website can be improved, a web writer that understands how to make websites more effective can quickly become in high demand.

I could literally take up this entire report with various web-writing projects. But if web-writing appeals to you, I highly recommend you check out [Web Copywriting 2.0: Your Complete Guide to Creating Web Copy That Converts](#). Written by the pioneer of web copywriting, Nick Usborne, it teaches you everything you need to know to take on many of the highest paying web-writing assignments.

## Turn the Time You Spend on Social Media into an Ongoing Paycheck Month After Month

Now, you may be wondering why I've separated out social media as its own opportunity ... Why not just include it with the other web-writing opportunities?

The answer is simple: it's too big.

In just a few years, it's grown from being referred to as "social media" to now often being called "the social web."

It's integrated into everything we do online.

And because of that, companies need more social web content than ever. Social media ad spend in 2019 is expected to be nearly \$93 billion and spending is predicted to grow an additional 73% in the next five years. (Statista.com)

At this moment, while writing this report, there are approximately 2.38 billion monthly users on Facebook, over 500 million LinkedIn members, and more than 250 million monthly active users on Pinterest. And I'm sure those numbers are growing as I type.

But all combined, you have one *enormous* reason why companies are spending more and more of their advertising and marketing budgets on social media.

Their customers are on social media, and more and more that's where companies are choosing to do business. Not being present on social media is simply no longer an option.

And that's only the start of why this is such a huge opportunity for writers ...

### What Does a Social Media Writer Do?

As a social media writer, you would work with companies to manage their social media campaigns. Your services could entail:

- Creating the initial social pages.
- Managing the day-to-day activities of the communities.
- Writing messages and updates.
- Writing advertisements to build followers and increase engagements.
- Leading discussions.
- Turning engagements into content.

With social media, there is a constant need for posts and updates, sharable content that needs to be found and re-shared, and fans and followers who need to be engaged with.

Because of this, managing a company's social media is a huge opportunity and one of my favorite options for a writer to get retainer deals.

A "retainer deal" or "writing on retainer" simply means a company hires you (and usually pays you a monthly flat fee in advance) to ensure you'll write for them on a regular basis.

If you have a 9-to-5 job you intend to replace with writing, retainer deals are an ideal way to eliminate any financial risk. Because you'll know in advance exactly how much money your retainer deals are bringing in, you'll be able to accurately predict how much money you'll earn each month.

What's more, it's fairly simple to get started with social media. You just need to understand your client's goals.

Typically, companies use social media for three reasons:

1. To attract and engage new prospects.
2. To turn followers into buyers.
3. To service current customers.

Plus — because every day you're talking to the company's audience — you'll learn their biggest fears, what makes them excited, and what they need most from your client.

Social media has played a huge role in making Member Rachel Karl's business skyrocket over the past few years.

*"Businesses know social media is important and that if they aren't doing it they are losing business every day,"* Rachel says.

But she has found that most people are simply too busy to manage it themselves ...

*"It makes their head spin just trying to figure it out. So if you position yourself as an expert or if you know just a little more about social media than your average client, you become a very valuable resource to them."*

Rachel's business has grown to the point where she now has a team of two freelance copywriters working with her. In addition, she has someone dedicated to scheduling her client's social media, blogging, tweets, updates, etc.

She says retainer agreements have played a big role in allowing her business to grow so fast.

*"Without a doubt, it was a huge turning point when I started getting one or two regular clients who wanted to use my services every month. I thought, 'Wow I'm onto something here,'"* she says.

Rachel put together some pricing packages that offered discounts for three-, six- and 12-month ongoing relationships with her clients. And then she started promoting them.

Now, instead of spending time chasing down new business each month, she has guaranteed revenue consistently flowing into her business.



That makes you the perfect person to write their emails, online content, and sales pages!

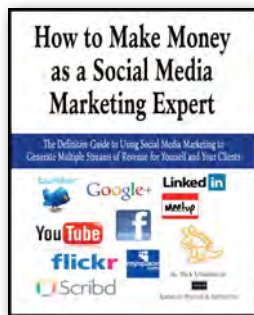
Now, I'm not saying you *have* to do all of those things. You can make a killing just on the social media part alone ...

## How Much Does a Social Media Writer Get Paid?

This opportunity offers a lot of variety because there are so many potential clients and so many social networks. That also means the expected rates can vary widely ...

For instance, you could specialize in Facebook Page Setups. These typically pay \$500-\$1,500 (if you're a beginner) or up to \$2,500 (when you have more experience).

Or you could manage a company's social strategy on a monthly retainer. Depending on your involvement, you might expect \$500-\$2,000 per month (for beginners) and \$1,000-\$2,000 (or more) per month with more experience.



Of course, if you're managing everything for them, you can expect your rate to be much more ...

In Nick Usborne's program, [\*How to Make Money As a Social Media Marketing Expert\*](#), he says for a comprehensive social media strategy, most companies expect to pay between \$4,000 and \$7,000 a month.

But, even if your client's expectations are lower, and they want a simple arrangement, it's still very easy to command \$2,000 a month for a social media gig — even when you're just starting out.

# Writing Opportunity #4 – B2B (Business-to-Business)

## No Hype, Short Projects, Great Pay, Loyal Clients, and Little Competition!

With 5.72 million potential clients in the U.S. alone, Business-to-Business (B2B) is another huge opportunity for writers.

Plus, the benefits are amazing — there's zero hype, the clients are loyal, they expect to pay professional fees, and there is virtually no competition from other copywriters.

Combine all that with short assignments and you might call B2B a “dream niche.” I certainly do ...

But, let's back up a bit first ...

The opportunities we've discussed so far are mainly Business-to-Consumer (B2C). B2C is any promotion or advertising campaign that promotes products and services from a business directly to a consumer.

For example, B2C companies would be businesses that sell ...

- Computer accessories to computer users.
- Veterinary supplies to pet owners.
- Kitchen utensils for people who cook at home.
- Personal tax accounting services to individuals.

### So Then, What is B2B?

**Business-to-Business (B2B)** is a promotion or advertising campaign that promotes the products and services of one business directly to another *business* (instead of targeting a consumer).

Some examples of B2B companies are the businesses that sell ...

- Computer parts to computer manufacturers.
- Veterinary supplies to veterinarians.
- Professional kitchen utensils to restaurant chefs.
- Designs or printing for product packaging.
- Automotive parts to mechanics.
- Legal or accounting services to companies.

Of course, some companies have divisions that sell to both consumers and businesses (think Apple, AT&T, or Hilton, for example).



## Is B2B Right for Me?

Before we move on to the benefits of B2B, here are a few questions to help you decide if B2B is an opportunity you should consider:

- Do you prefer smaller projects that pay a lot and can be finished in just a day or two?
- Would you like to follow step-by-step directions and a proven system — rather than take unnecessary chances?
- Is your current — or ideal — writing style warm, personal, and informational?
- Would you be thrilled to make \$100K a year — especially if it means you can set your own hours and not have to work 8-hour days every day?

If you answered, “Yes!” to one or more of these questions, B2B is a perfect fit for you! Let’s dig into the benefits of B2B a little more ...

## “Sell Without Selling”

A huge benefit of writing B2B copy is that it’s not “hype-y.” In other words, you don’t need to make big claims, use tons of power words, or push a “hard sell.”

This is exciting for many writers — especially those whose writing style is warm, personal, and conversational ...

Also, with B2B, the sales process is a little different than traditional copy ...

Instead of appealing to your readers’ emotions, B2B copy is typically educational. B2B copy explains what the product is, how it works, and the problems it solves, and why it’s better.

## A HUGE Industry with Little Competition

Another reason to love B2B is that there are millions of potential clients ... literally!

As I mentioned, in the U.S. alone, there are 5.72 million B2B companies. That equals 5.72 million potential clients for B2B writers!

Also, eMarketer forecasts that U.S. Business-to-Business companies will spend \$6.08 billion on digital advertising in 2019, an increase of 18.7% over 2018. This number includes everything from website and content copy, email, white papers, case studies, social media, blogs, online ads, mobile ads, and more. Plus, they use a lot of print material as well.

So yes, the industry is huge, spending money, and set to grow ... plus, the competition from other copywriters is practically non-existent. This industry is *that* big. Even if every AWAI member went this route, we wouldn’t come close to making a dent in the demand.

## B2B = Short Copy, Great Rates

If you like writing short copy, you’ll love B2B. The projects are short and follow a formula — making them simple to write.

Plus, many B2B projects are also web-writing projects. This is because B2B companies rely heavily on their websites to attract visitors and convert those visitors to leads and sales.

They need complete websites, landing pages, blog posts, social media updates, and more. Plus, they often change or update their website, creating a need for even more website copy.

Even better, B2B companies are willing to pay very well for each of these projects ...

### **B2B Clients Expect to Pay Professional Fees**

One of the best things about the B2B industry is that B2B clients *expect* to pay professional fees.

So even when starting out, you'll never have to lower your rates or "work your way up" to bigger fees.

“I know this sounds cheesy, but I'm much more at peace now that I'm running my own business. Not every day is wonderful ... some days I wish I were doing something else. But here's the litmus test: on most Sunday evenings, I actually look forward to the week ahead! I never had that feeling before I went out on my own.”

– Ed Gandia, who became a six-figure B2B copywriter in just 27 months — while working a full-time job.

In fact, pricing projects too low is one of the best ways to LOSE a client in the B2B industry ...

Consider a marketing manager of a mid-sized consulting company. They're launching a service and need new marketing materials.

A writer who charges too little is a red flag. They prefer to hire someone who charges professional rates ...

If they want a \$2,000 brochure, they expect to pay \$2,000.

### **B2B Clients Are Loyal**

When it comes to B2B, loyal, long-term, repeat clients are practically guaranteed. That's just the nature of the industry.

If you do a good job, it's easier for them to keep hiring you over and over. Rather than go through the long process of finding and hiring another writer.

Take it from Ed Gandia — an AWAI member and successful, six-figure B2B copywriter ...

“One of the many reasons why I love to write B2B copy is the opportunity to work for long-term clients — clients who stick with you for one year or longer,” Ed says.

He's right — long-term clients are great to have for many reasons. As you work with them, your income will go up because you'll spend less time researching, proposing, and planning — and more time writing!

### **Going Rates for Typical B2B Projects**

One of the best things about B2B is the great pay for short projects. Here's a partial list of copy that B2B companies need on a regular basis and what they expect to pay:

- Case studies or product success stories in article format (\$1,200-\$2,000)
- White papers or special reports (\$2,000-\$7,000)
- The home page of a website (\$1,500-\$3,000 for one page)
- Executive bios (\$250-\$500 each)
- Emails — such as a short stand-alone promotion or other announcements (\$250-\$750 each) ... Long emails pay even more (between \$500-\$1,500 each)
- A newsletter article that's 500-750 words (\$200-\$400)
- Ghostwriting blog posts (\$150-\$800 per post)
- A long-form sales page selling a product or event (\$5,000-\$8,500+)
- A short landing page to generate leads (\$500-\$1,500)

### **How to Make \$100,000+ Per Year with B2B**

As I mentioned earlier, B2B truly is a dream industry. (It's the one I'd choose if I were to make the leap to full-time writer tomorrow.)

B2B is the kind of market where it's very doable to make over \$100,000 per year if that's your goal (even in your first year). Plus, you don't have to be a superstar, get lucky, or beat controls. You don't even need a lot of clients to be successful.

You could easily make six-figures and be fully booked with just 3-4 clients. That's because B2B companies need multiple projects completed all the time — from website copy to white papers.

And if they like your writing, they don't want to look elsewhere. Just do a good job on your first assignment and you can expect to be their go-to copywriter for a very long time.

Then, once you have a few clients, you can expect steady, ongoing work (as long as you continue to do a good job, hit your deadlines, and reach out to potential clients on a regular basis).

With all these benefits, it's easy to see why [more and more writers are starting out with the B2B industry](#) ... No hard selling, no pressure to beat a control, tons of clients, and short assignments that pay really well ...

### **Leverage Any Experience for Success in B2B**

Another great thing about B2B is it allows you to use any past experience you may have. For instance, think about your professional background a minute. What types of jobs have you had so far?

Let's say you've worked as a nurse for 15 years. You can easily move into the B2B healthcare industry, and quickly be recognized as an experienced B2B copywriter. Here's why ...

Imagine you and I apply for the same copywriting job. I have 15 years of writing experience, and you have 15 years of experience working in the healthcare industry.

Who do you think the client will hire?

Without a doubt, it's you. YOU have the experience. You understand the lingo, the industry, and who the players are. It would take me far too long to become familiar enough with the industry to compete with you.

And no matter what jobs you've had to date, there are B2B niches where you'd enjoy the same competitive advantage.

It's one of the reasons why B2B is one of the most accessible industries for copywriters just starting out, and why so many copywriters choose it: Because you can leverage all of your professional experience to date into credibility for your writing business from day one.

While we're on the topic of B2B, let's dig deeper into one of the most lucrative projects in the industry ... an assignment many B2B copywriters build their entire writing business around ...

AWAI member, Brian Whitaker, decided to try his hand at B2B because he realized it was a sure route to six-figures ...

In Brian's first year as a "solopreneur" — as he calls himself — he completed 29 projects for seven different clients.

The smallest project paid \$500 ... and the largest \$20,000!

Brian's total income for his first year as a B2B copywriter was \$114,784!

## Help Companies Write Their Stories and Get Paid \$1,500 to \$2,000

*“If history were taught in the form of stories, it would never be forgotten.”*

I love this quote from Rudyard Kipling, because it rings true for virtually everything we read, listen to, or watch on television.

Wherever a good story is involved, we’re more likely to enjoy what we’re hearing or reading, and (importantly), we’re much more likely to remember it.

That’s why the business world is so big on stories. Because when it comes to attracting new customers and letting those customers know about the quality of their products or services, stories rank among the most effective types of communication.

So if you enjoy writing stories, but you want to get paid significantly well to do so (as much as \$200 to \$300 an hour), you’ll love this opportunity on case studies ...

### **Make a Steady Income Just By Sharing Your Client’s Stories**

A case study is basically a “success story” about a company’s product or service. Think of it like a longer, professionally-written testimonial or a “customer review” presented and crafted as a story.

But a case study does more than just talk about the product or service. Typically, it involves taking a problem that a customer might be having and then presenting the product or service as the key to solving that problem.

Here are a few examples from AWAI:

- [Author: Books Feed Her Soul, Copywriting Feeds Her Bank Account](#)
- [Corporate Refugee Finds Six-Figures as a Copywriter](#)
- [Father of Seven Finds Flexibility, Full Income with Copywriting](#)

(You can find more [AWAI case studies](#) here.)

As you see, instead of just saying, “We can solve your problem,” the case study presents the piece as a “before-and-after” story.

Case studies are typically short — just one or two pages. Putting one together usually just requires an interview to get the facts, then some time spent massaging out the details into a simple-to-follow formula.

The B2B world is one of the biggest sources for case study writing projects. And because B2B copy is mainly educational, case studies tend to be as well. Overall, they’re meant to entertain and provide the reader with a solution to their problem — not to sell.

## The Power of Case Studies

To understand just how powerful case studies can be, imagine that you're a purchasing manager at a manufacturing company ...

Last week, one of your floor managers stopped by your office to voice concern about the quality of the supplies you purchased.

You decide to see if there are better products for what you need. While you're reading up on options, you come across a compelling story. It's about a company similar to yours ... and they had a similar problem.

At the end of the story, they find the solution to their problem ...

That solution was "ABC Material Supplies" — a company with great quality supplies at a better price than what they were paying!

At this point, you're likely to give "ABC Material Supplies" a call to find out how they can help you.

Even if you only get a quote, you've become a lead in their sales process.

What just happened?

You had a problem. You were presented with a compelling story — also known as a "case study," and you found the solution to your problem.

"ABC Material Supplies" (the company behind the story) captured your attention and generated a lead.

If you go on to become a repeat customer — which you surely will, if their claims are true — their case study was well worth the investment.

But, think of all the other purchasing managers with the same issue ...

They are also likely to find the case study from "ABC Material Supplies" and become a customer.

That's the power of a good case study! More leads, more customers, more sales!

So ... what can you expect to make when you write a case study?

## The Upside of Case Studies: Excellent Pay!

Because case studies help influence potential customers' beliefs and decisions, they are very valuable to clients.

How valuable? Well, let's take a look at Ed Gandia's experience with case studies to find out ...

I've mentioned that Ed is a successful B2B copywriter. One of his specialties is writing case studies for his clients, and he's the author of the AWAI program, [Writing Case Studies](#).

Ed typically charges — and gets paid — \$1,200-\$2,000 per





case study. With his storytelling formula (which I'll share with you in just a moment), he can easily complete each case study in just 5-7 hours ...

When you break that down, Ed is pulling in \$170-\$400 dollars per hour ... every time he helps a company tell their story!

Ed is able to make so much with case studies because case studies play a huge role in a company's sales process. Also, since clients need a lot of these stories, case studies are a reliable way to create a predictable income as a well-paid writer.

## The Case Study Formula

The process for writing a winning case study is as easy as following a basic template. In other words, they follow a proven formula that doesn't change very much. Here it is:

**1. CLIENT BACKGROUND:** First, you introduce the client. This could include their location, what they manufacture or supply, high-profile client names, or how long they've been in business. This information will vary depending on the target audience and the problem you're solving.

**2. THE CHALLENGE:** Next, introduce the problem the client was facing. The best case studies stick to just one problem at a time. (If your client has multiple solutions, you can propose multiple case studies — and further increase your fee.)

The "challenge" in a case study is essentially the "conflict" of the plot. This is what makes readers relate to the case study. The conflict stirs their emotions.

By the time you finish this part, your reader will be eager for a solution ...

**3. THE SOLUTION:** Now it's time to introduce the solution to the problem — which is your client's product or service.

Keep in mind that case studies are stories. If there are details of the journey the client took to find the solution, include them. It makes the solution more desirable!

"After all, the solution didn't just fall from the sky. There was work involved in finding the right product or service," as Ed says.

Also, don't forget: a case study is NOT a sales letter.

Your job as a case study writer is to educate and teach the reader what the product is, how it works, the problems it solves, and why it's better.

**4. THE RESULTS:** Finally, explain the results of the client finding the solution. In other words, what did the solution deliver? Ideally, it didn't just fix the problem — it fixed it in a BIG way!

Maybe the solution made them "four times more profitable" or maybe it "allowed them to operate with 10% fewer employees" (saving money and management time).

The case study should focus on the results that are both specific and relevant to the target

audience. Include tangible information and numbers because providing strong proof makes the case study more effective.

For instance, instead of saying “Product X saved Company Y money on every transaction” ... Present the information as specifically as possible:

“Product X saved Company Y \$0.55 cents per every transaction.”

But, don’t stop there ... if they average 124,567 transactions a month, say so.

That’s over \$68,000 per month — an important figure that will make the case study work better. In fact, that result could be featured in the headline!

Pretty simple formula, right? Let’s recap:

1. Share the client’s background.
2. Explain the challenge they faced.
3. Expose the solution they found.
4. Reveal the results of the solution.

Sounds simple enough, but that doesn’t mean writing case studies is for every writer ...

### Are Case Studies Right for You?

To help you decide if writing case studies is something you would enjoy, ask yourself these questions:

- Would you rather tackle shorter writing projects over lengthy sales letters or technical white papers?
- Is completing a project and moving on to a new one enjoyable and exciting to you?
- Can you perform a simple phone interview to gather information?
- Does finding a unique benefit in a customer story — and highlighting it — sound like something you could do?



If you said “yes” to one or more of these, writing case studies — and the \$200-\$300/hour income they provide — is likely a good fit for you.

Now, up until now we’ve mainly been talking about various forms of copywriting ... and that’s because the best paying opportunities all stem from persuasive writing.

But now we’re going to start looking at some writing opportunities that are outside of the copywriting world. Granted, you’d be more effective at all of them with a foundation in persuasive writing ... but these next opportunities are each very unique ...

## **Build a Rewarding Writing Career Helping Organizations Who Need Your Skills to Survive**

One of my writers once said, this next writing opportunity “is almost like getting paid to be Santa Claus.” Only instead of delivering toys once a year — as a grant writer, you’re helping needy kids and families get the food and clothes they wouldn’t otherwise have ...

Or you might be helping to preserve the wildlife and the environment ...

Or helping the unemployed factory worker whose job has been shipped overseas learn new skills he can use here at home to support his family ...

Or helping schools and hospitals get the upgraded tools and equipment they need to do their important work even more effectively ...

Or helping single mothers have daycare so they can get off welfare and go out and work to make a better life for themselves and their children ...

To say the life of a grant writer is rewarding would be an understatement.

Oh, and the money for grant writing isn’t bad either. (It’s actually great, but we’ll get to that in a minute!)

### **What is Grant Writing?**

As a grant writer, you help craft a grant proposal for an organization or group of people that need money.

For instance, let’s say your local school board needs money for new computers.

You’d write a proposal and send it in to the appropriate government organization or foundation that’s offering grants for schools that want to upgrade their technology.

And, here’s the thing ...

Doing this is as easy as filling in some paperwork, making sure your “i’s are dotted” and your “t’s are crossed.”

The real “trick,” if you will, is in knowing *whom to send* the proposal to. That is, matching up the right organizations that need money to the corresponding government agencies and foundations that are looking to grant money for that organization’s specific need.

Your job is simply to craft a well-written proposal (there’s a method to it!) and send it off to the right people.

## Literally Hundreds of Billions Are Up for Grabs Every Year!

In fact, according to the U.S. Government and *The Foundation Center*, there's over \$859 billion up for grabs each and every year from thousands of sources.

Plus, there are more than 86,000 foundations that give away billions more every year — large organizations you may have heard of, like the Bill and Melinda Gates Foundation with \$46 billion in total *grant* payments since inception (through Q4 of last year).

All the way down to lesser-known family foundations and smaller community funds set up to help places like local food banks and animal shelters with a few thousand dollars at a time.

It's money that's available for such diverse things as cancer research to putting computers in schools ... from fighting childhood obesity ... to more obscure things like funding public skateboard parks in low-income communities. (It's true — and you have skateboarder Tony Hawk's Foundation to thank!)

In other words, if a worthwhile organization needs money for a mission — there's very likely an agency or foundation ready to give it.

And all they're looking for are structured proposals from serious and skilled grant writers who know how to follow the procedures necessary to get the money.

Which leads me to another reason this opportunity is so hot ...

### **There is a huge shortage of skilled grant writers!**

It's really unfortunate if you think about it ...

All that grant money up for grabs, and yet there aren't enough skilled grant writers to help organizations go after it.

But that's what makes grant writing the perfect opportunity — you have a large pool of potential clients who NEED your services in order to stay in business.

Which makes getting clients a "non-issue" with this business opportunity.

## How Do You Get Paid as a Grant Writer?

Many people are surprised just how well grant writers get paid. And part of what determines "how much" depends on how you want to set up your business ...

There are basically three ways to get paid as a grant writer:



**1. Go freelance** and work with as many organizations as you want, and take on new grant-writing projects whenever you want.

For example, you may partner with an organization that needs money for a specific project. You determine they need a state government grant of, say, \$350,000. A fair market freelance fee for an experienced grant writer would be in the \$10,000 range for a grant of that size.

**2. Offer your services on an hourly basis.**

Typical hourly rates for a professional grant writer? As a complete “newbie,” you can charge between \$25-\$50 an hour, and between \$75-\$100 an hour after you get a few winning grant proposals “under your belt.”

**3. Go on retainer.**

Like social media, grant writing is another opportunity to get retainer projects. With grant writing, an organization pays you to be “on the lookout” for funding opportunities. You may receive a monthly retainer of \$1,000, for example, to watch for grant opportunities that match their program needs.

And when you do find ones that fit, you also get paid for writing the proposals for them. Depending on the size of the grant you request, you can earn anywhere from \$2,000-\$20,000.

## How Easy is it to Get Started?

Actually, very easy.

As a grant writer, the real secret is to be on top of what government organizations and foundations have money to give away in the form of grants — and create a good match between those and the groups and organizations who need that money.

Combine this with the knowledge of how to write a winning grant proposal and you could be in business by next week.

At that point, it’s just a matter of choosing the organizations who share causes you believe in.

Whether it’s helping: protect endangered species ... encourage science and innovation among young people ... construct a new playground at the grade school ... it’s up to you.

Suzanne Mulligan is a former social worker that took up grant writing for nonprofits. “In my experience,” says Suzanne. “This is an overlooked niche that has a lot of room for good writers.”

And, Suzanne’s experiences show just how big and diverse this opportunity is ...

With her writing, she’s helped combat wife and child abuse and animal cruelty ... saved an orchestra ... secured income for a water polo team (a few members went on to become Olympic athletes) ... and brought in funding for a police program for low-income kids.

No doubt, [grant writing is a very rewarding path for writers](#) looking to make a living.

But, it isn’t the only opportunity where you get to help people in the process ...

## Over 50 Million People Need Your Help to Get Their First Job, Find a Better Job, Make More Money, or Land Their Dream Job

Resume writing is our next writing opportunity and it's a big one ...

You see, every person — whether they're seeking a job for the first time, applying for a new job, a replacement job, or even a promotion — needs a resume. And, not just any resume ... they need an effective, attention-grabbing resume!

Which is great news for you — especially if you want to launch your writing business fast (I'm talking as soon as tomorrow) ...

But, before we get too deep into the specifics — like the income you can make, how quickly you can start, and how easy the projects are — let's make sure we're all on the same page ...

### What is a Resume?

Simply put, a resume is a summary of a person's information for the purpose of applying for a job. It's usually sent with a cover letter and job application.

A basic resume includes these components:

- Summary of Qualifications and Key Skills.
- Experience, including previous employers, dates of employment, and job titles.
- Accomplishments or what the person achieved on the job, including exact numbers, if available.
- Capabilities and skills the person brings to the job they're applying for.
- Education, including schools attended, diplomas, honors, majors, thesis topics, certifications, and anything else that's relevant.



A good, effective resume — on the other hand — is more than a summary of facts ...

### What Makes a Winning Resume?

A winning resume has one job; to get results — like a job interview for the applicant!

A winning resume also:

- Combines the facts (like job history, education, and experience) with power-charged action words (like “accelerate,” “convert,” and “mobilize”).
- Is specifically written to create interest in the candidate and show the potential employer how the applicant will help the business be successful.
- Includes only the best evidence that supports that claim.
- Is clear and concise — free from excess or irrelevant information.

These distinctions — between basic resumes and winning resumes — will make all the difference when it comes to the applicant getting a job interview (and ultimately a job).

And there are over 50 million people that need someone who understands the difference ...

### **Who Needs a Resume Writer?**

As a resume writer, you’ll provide a service that many — if not all — people need. Not only do most people dread writing their own resumes and talking about their skills ... they also aren’t doing a good job of it ...

In fact, many hiring managers and recruiters will agree that the majority of resumes they see are just plain weak. They don’t do an effective job of grabbing attention and concisely proving the applicant is the right one for the job.

As a result, these weak resumes cause the applicant to lose the opportunity for an interview ... and ultimately, the job. Most of today’s job seekers simply don’t know what it takes to write a resume that gets results ...

Additionally, expert resume writers are in the minority ... which is great news for you because it means the market has plenty of room for new writers.

### **This Opportunity is Only Going to Grow**

Some people mistakenly think the need for resumes varies with the economy ... but the truth is, no matter what happens to the economy, the opportunity for resume writing is only going to grow. Here’s why ...

When the economy improves, more people will want to freshen up their resumes to seek and find better jobs. They might want to apply at a new company or get a promotion within their current company. Either way, they’ll need an up-do-date winning resume (and they’ll have money to spend on it).

If the economy dips, more people will need winning resumes to compete. Maybe they got laid off from a previous position or maybe they’re seeking employment for the first time. Either way, they’ll need a winning resume to climb to the top of the pile of job seekers.

These clients will also be willing to pay for a winning resume because it increases their chances

of landing a great job and negotiating a better salary in the midst of all the competition. Plus, the better their resume, the more effective their job search will be — saving them time, effort, and stress.

No matter what the economy does, it doesn't change the fact that nearly everyone needs a job. People need to earn an income to pay their bills and enjoy their lives. Most of these people won't think twice about hiring a professional to help them create an effective resume.

So how much are they willing to pay for an effective, winning resume?

### Some Resume Stats

A basic resume is worth \$150 to \$400. For complex or executive-level resumes, the fees are higher ... \$450 to \$2,000 (or more).

Cover letters ... and most job hunters will need multiple cover letters ... range from \$45 to \$75+ a piece.

Social media makeovers — a hot item in this market right now — can bring in \$200 for a review and rewrite of Facebook, LinkedIn, and Twitter profiles.

Ongoing support packages — where you might tweak a resume for specific job opportunities as they come up, create fresh cover letters, email follow-ups, and thank you notes — range from \$450 for basic job hunts to \$3,000 for executive job support packages.

### Making More as a Resume Writer

As you gain experience, you'll make more per hour — for two reasons:

1. You'll get faster — meaning you can write resumes in less time. A typical one-page resume should take about two hours ... earning you almost \$100 per hour!
2. You'll have some results to brag about from previous clients. This will allow you to raise your rates and work with higher quality clients.

Let's say you charge \$150 per resume and can complete two each day (spending less than six hours). That's \$300 per day or \$1,500 per week ... working no more than six hours each day! Of course, you could work 8-hour days and earn even more ... or fit your entire workweek into just a few days ...

At \$1,500 per week, you can expect to make roughly \$75,000 (assuming you take a two-week vacation) for part-time work!

#### Winning Resume Tip

Never use vague terms like, "goal-oriented," "self-motivated," or "excellent communicator."

They might sound good ... or even be relevant, but "canned" terms will quickly land a resume in the discarded or rejected pile.

(Many weak resumes make this mistake, but now you won't.)



And writing resumes is only one of the services to offer as a Professional Resume Writer. You'll also earn fees for writing cover letters, thank you emails, LinkedIn profiles, and more.

## **4 Steps to Getting Started**

If a [resume writing business](#) sounds like your ideal opportunity and you want to give it a try, here's a proven plan you can follow to start today:

### **1. Begin with family and close friends.**

There's a good chance someone already in your network — perhaps a close friend or family member — is seeking a job (or maybe a better job or promotion). Offer to enhance their resume. To get some practice, consider doing the first few for free or at a discount.

Then, ask for testimonials, referrals to other potential clients, and permission to use their resumes on your website. You can exclude their personal information, but visual “before-and-after” examples are a very powerful way to sell others on your services.

### **2. Next, post (or update) your profile on LinkedIn.**

Make sure your profile clearly states that you are a Professional Resume Writer available for hire. (Update any other social networks you use to include your new position.)

Also, ask anyone you helped in Step 1 to post his or her testimonials and recommendations on your LinkedIn profile.

### **3. Launch a simple website for your resume writing business.**

Don't get too carried away here. A simple site with a few pages will work just fine. You just need a place for people to learn more about your services and contact you. You can always enhance your website later.

When your site is live, add the link to your LinkedIn profile.

### **4. Spread the word!**

Once you have a few resumes completed and some happy (employed) clients, your business will likely grow from referrals alone. But, if you want to take on even more clients, spread the word about your business. Here are a few options:

- Contact job placement and temp agencies with an incentive (such as a special price for their candidates). Many of these agencies will be happy to work with you because their job relies on their candidates finding employment. If you can help with that, everyone wins!
- Consider speaking at a local event — such as a Chamber of Commerce meeting — about resumes. Don't worry about “giving away your secrets.” Many people will want to hire you simply because they don't have the time or confidence to write their own resume.

If you're afraid to speak in front of a group, consider going as an attendee. The question, "What do you do?" is bound to come up and pretty much everyone knows someone who needs help with their resume.

- Finally, tell everyone about your resume writing services. For instance, your neighbor, dry-cleaner, cashier ... even the pizza delivery driver. You never know who is looking for different or better employment.



Remember to always do your best — on every resume.

Not only because of the money you're making, but also because the more people you help get hired, the more they'll recommend you to others. Plus, they'll likely come back to you next time they're seeking a promotion or job change. After a few successful resumes, you could be booked solid from just referrals and repeat clients.

## Live the Romantic Life of a Travel Writer and Get Paid to See the World

So far we've covered seven writing opportunities available to you. Maybe you've found the perfect fit — or maybe you're still looking for something that fits your passions.

In the next few sections, we'll talk about opportunities that seem more like fun than work. Maybe your ideal writing lifestyle is waiting here ...

First up is travel writing ...

Travel writers get to travel the world ... and *someone else* pays them to do it. Talk about a paid vacation!

Your job as a travel writer is to span the globe, writing about your travels for websites, magazines, and other publications. You can also help destinations — like parks, museums, hotels, or tourist attractions — attract new visitors.

Your goal is simply to help readers connect emotionally with the place you're writing about. (And if you have that persuasive writing foundation I mentioned in the first opportunity, this will be very easy for you to do!)

### Can Anyone Be a Travel Writer?



Jennifer Stevens — the author of AWAI's program on travel writing, [\*The Ultimate Travel Writer's Program\*](#), says yes —

"Let me give it to you straight: I think anybody can be a travel writer."

And, Jen would be the one to ask. Not only is she a copywriter, but she's also been a travel writer for years.

"Perhaps the best 'unsung' benefit of being a travel writer is the fact that your travel experience is so much richer than it ever is when you just wander around as a tourist," says Jen. "Travel writing demands you notice more, that you stop and take stock of where you are, what you see, what you smell."

Of course, don't forget the other perks of travel writing:

- You get paid to vacation! You can write about what you find as you explore the world ... often at your client's expense.
- Once a hotel, restaurant, or spa finds out you're a travel writer (feel free to tell them!)

expect to be bombarded with perks and freebies. Resorts are happy to have travel writers stay for free because they're likely to deliver some "press."

- Museums will even invite you to openings because they can count on a mention getting published ... And, after all, to write honestly about something, you have to experience it, right?

Can it get any better than that?

Let's ask Jen ...

"Not a day goes by when I don't think, 'I have the best job in the world.'" Jen says.

"I've written stories from a castle in France ... a beach in Honduras ... a bull ring in Mexico ... a mountain retreat in Panama ... a loft in Montreal ... and, as it happens, even my own hometown ..."

"I've been wined and dined all over the world. And then been paid to write about my experiences," Jen added.

"Not too long ago, I earned \$500 for five paragraphs about a park 12 minutes from my house. Now that's a good gig."

"And it's one anybody can land."

So, what is Jen's advice for breaking into travel writing?

"Just keep traveling. Noticing. Enjoying the discovery and the adventure of it. That'll give you the perspective you need to anchor your success. The rest is academic."

## What Do Travel Writers Get Paid?

Just like all other writing opportunities, your pay will largely be determined by the effort and time you dedicate. But, because of the nature of travel writing, you'll also get a lot of free travel — which makes this opportunity perfect if you're someone who loves to travel anyway ...

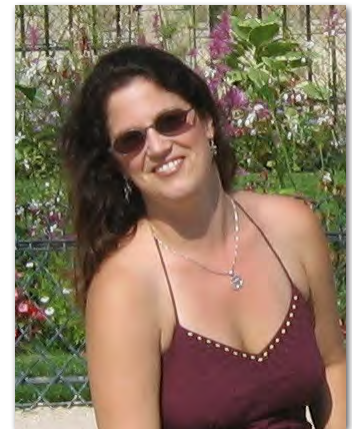
Take Monica Day, for example. As a direct-response copywriter, she decided to try her hand at travel writing ... the result?

"By combining copywriting and travel writing, I've turned our family's usual two-week vacation at the New Jersey shore into a six-week stint on an island off the coast of British Columbia. And costing us the same amount of money," Monica said.

"Plus, I'm earning an extra \$1,200 — maybe more — to write a few articles about our exploits here," she added.

Duane and Harlene Harm were just your ordinary retirees — bored with golf and looking for a sideline to keep them busy.

After taking AWAI's *The Ultimate Travel Writer's Program*, they spent the following summer



### Jen Stevens offers a behind-the-scenes look at travel writing ...



"It really *is* romantic.

I've been all over the world and I have gotten to lots of those destinations for free. Plus, you really experience a place in a different way as a travel writer. You have this excuse to ask questions, meet people, and to get yourself into places you wouldn't necessarily get into as a tourist.

For example, a few years ago, I took the family to Roatan, Honduras, an island in the Caribbean. The first week, I ran around a little bit, interviewed a few people, got to tour some amazing houses to gather details for some of the pieces I would write. But it wasn't exactly hard labor. I ended each afternoon on the beach, cocktail in hand.

The second week was all family time — sandcastles, snorkeling. We ate lots of lobster and fresh fish.

And I made enough selling my stories to cover our airfare and most of our stay. I think in the end we were around \$300 out-of-pocket. Not bad for a two-week family vacation on a Caribbean beach."

traveling to 23 dude ranches in Colorado, Wyoming, and Montana, staying for free an average of three days at each ranch.

The total value of their summer stays? **About \$55,000 ... and they didn't pay anything. Not one cent.**

What's more, they wrote an article for *Steamboat Magazine*, a high-end coffee-table publication based in Steamboat Springs, Colorado, that comes out twice a year. And they were paid for their work!

Just imagine if you could slide out of bed knowing your "work" for the day would be to scuba dive along the Great Barrier Reef ... shop for the perfect cup of coffee in Paris ... or kayak from island to island in the sleepy San Juans.

It's the romantic life of a travel writer ...

And it's a fun way to get paid to write — in addition to getting a lot of free perks!

## **Write About Your Passions and Build a Recurring Revenue Stream Without a Single Client!**

This next writing opportunity is one of my favorites because it creates a “passive income” stream.

Passive income is money that’s generated whether you’re working or sleeping ...

A Money-Making Website never sleeps. Yet it has the *potential* to pay you for your writing 24 hours a day, 7 days a week.

### **What is a Money-Making Website?**

A Money-Making Website is an informational website on a topic you’re interested in. For instance, your topic could be anything from yoga to off-roading (we’ll talk more about this in just a bit).

The website is written to attract web visitors who are searching the Internet for information on the same topic.

To illustrate the concept of a Money-Making Website, I’d like to reintroduce you to Nick Usborne ...

Nick has worked with companies like Disney, AOL, and Microsoft (to name a few), he’s spoken at dozens of online marketing conferences, and even conducted in-house Web-copywriting training seminars for companies and organizations like Yahoo!, John Deere, Novartis Pharma, the Association of American Publishers, and many others.

And, Nick is the one who originally introduced me to the concept of a Money-Making Website ...

In Nick’s spare time, he enjoys working on his personal Money-Making Website. His site is based on something that Nick has had an interest in for a long time: coffee. Nick *loves* coffee.

Hundreds of people who love coffee just as much as he does visit his website every day. His Money-Making Website is loaded with how-to articles, coffee drink recipes, gourmet coffee tips, product reviews, and more — all things that coffee enthusiasts want.

But Nick also has ads on his website from companies who sell coffee-related products ...

These ad spaces require no selling or writing on Nick’s part. He simply places them on his Money-Making Website. And, technology — like Google’s AdSense program — makes this easy, even for a complete beginner.

Then, as you may have guessed, when someone clicks on an ad and buys a product, Nick gets paid!

And, it works over and over again — 365 days a year, 24 hours a day ...

Nick says, “My coffee site makes somewhere between \$2,500 and \$6,500 a month, depending on the time of year ... for myself, my coffee site is strictly a hobby. I spend a little time on it during evenings and weekends. And that’s it.”

“When you look at it that way, the money I make is wonderful,” he adds. “This isn’t work for me. I’m simply writing about a topic that interests me anyway.”

I’ll reveal how you make money with a Money-Making Website in just a bit, but first, I want to answer the number one question I get asked:

### **What Do I Write About?**

The short answer is, “Anything!”

Think of any topic ... and you could write a Money-Making Website about it ...

Maybe your topic is a passion you have, a hobby you enjoy, a skill you picked up, something you’ve always wanted to learn about or explore, or even your favorite vacation destination.

You could write a Money-Making Website about exercise ... heart health ... solar power ... backpacking across Europe ... plumbing ... childcare ... cooking with coconut oil ... anything else ...

Here are just a few real-life examples:

- Raising Rabbits — Karen Patry spent over 30 years raising rabbits. Because it’s a topic she’s obviously interested in, she started a Money-Making Website about raising rabbits.
- Marketing Advice for Chiropractors — Kerrin Kuntzmen launched a site that gives chi-ro-specific business and marketing guidance. She also has plans for another Money-Making Website that offers tips and advice on organic lawn care.
- Stroke Recovery — Susan Feiertag runs a site to inform stroke victims and family caregivers of the choices they have, while recuperating from a stroke.
- Tomatoes — Kathy Widenhouse and her husband started a site that “digs up the best gardening tips for growing tomatoes in your garden or on your patio.”

When it comes to the topic for your Money-Making Website, you’re only limited by your imagination!

### **How Much Money Can I Make?**

Your Money-Making Website income will vary based on many factors ... your topic, how much time you put in, and more.

So there’s no certain answer, but I can tell you this: The more time and effort you put in, the more you’ll profit.

Nick explains, “I make an average of about \$4,000 a month on my part-time coffee site. I know

## Sample Money-Making Website

[www.Raising-Rabbits.com](http://www.Raising-Rabbits.com) by Karen Patry

Karen Patry believes her Money-Making Website is now a life's calling. "It's like creating your very own world where anything is possible." She's built a significant affiliate income from rabbit-related products like food, medicine, and other supplies. She and her husband also make money by selling e-books. (Karen currently makes more than \$600 a month, but is looking to at least double that once she gets a few more e-books completed.) By creating her site, she built a reputation as an expert authority on the subject, and secured a book contract with advance royalties. Her first book, *Rabbit Raisers Problem Solver*, was published in 2014.

The screenshot shows the homepage of Raising-Rabbits.com. At the top, there is a navigation menu with links for Home, Rabbit Goods, Information, Livestock Rabbits, Pet Rabbits, Hutches, Cages, Runs, and Interact!. The main content area features a large heading "Welcome to Raising Rabbits!" followed by a paragraph: "Get comprehensive information and how-to instructions on all aspects of raising rabbits, absolutely free, or go deeper by purchasing any of our in-depth rabbit-care e-books." Below this, it says "AND, get rabbit supplies, cages, tools and toys in our secure online Store". On the right side, there are social media sharing options (Like 1.6K, Share, Follow, raisingrabbits, G+) and a search bar labeled "Search Raising-Rabbits:". At the bottom, there is a section titled "Rabbit Care: Rabbit Raising A - Z" with a sub-heading "The Rabbit Care Section serves all who have rabbit: Show rabbits, pet rabbits, and livestock rabbits, breeders and pet owners alike." and a "SUBSCRIBE" button for an e-newsletter called "Rabbit Rhythms!".



people with sites like mine who make only \$500 a month. I also know others who make more than 10 times what I make, all using the same approach and model.”

Karen Patry has earned enough money from her Raising Rabbits site to pay off credit card debt, purchase a new laptop and camera, and take several trips within the Pacific Northwest.

And, the Widenhouses use the passive income generated from their tomato site to pay their daughter’s expenses during her doctorate program to become a physical therapist.

### **How Much Time Will This Take?**

First, consider the time to get your Money-Making Website up and running. That’s where most of your time and effort will go — research, choosing a topic, setting up the first few pages. You might spend a few hours on the setup.

Then, there’s the ongoing writing ... which — with Money-Making Websites — you do when you choose.

You could spend 20 hours a week on your Money-Making Website or just two or three hours. It’s completely up to you.

### **How Long Does it Take to Make Money?**

While Money-Making Websites aren’t a “get rich quick” method, they do provide long-term, consistent income.

With that in mind, you could start making money from your site within a few weeks.

While it will be a trickle at first, as you add to your Money-Making Website, the income will increase and keep coming in month after month.

Plus, once you create one Money-Making Website, it’s easy to create others ... which means you can create multiple passive income streams to your writing business.

### **Is a Money-Making Website Right for You?**

The short answer is “yes.” Because no matter which opportunity (or opportunities!) you choose from this report, every writer can benefit from *also* having a Money-Making Website.

Not only does it create a passive revenue stream, which is nice when you’re in between other writing assignments, it’s a wonderful training ground to improve your skills and test out new ideas.

But there are loads of reasons to consider putting one together ...

#### **1. Anyone can do this.**

It doesn’t matter what your history or “experience” is. You can be 16 or 60 (or any other age).

All you need is a computer, Internet connection, and something to write about ...

## Sample Money-Making Website

[www.WaterBenefitsHealth.com](http://www.WaterBenefitsHealth.com) by Nancy Hearn

Nancy Hearn explains that her site currently brings her in anywhere from \$1,000 to \$3,000 a month. "It's been a source of semi-passive income with minimal ongoing effort," she says. Nancy spends about four to five hours a week on her site, writing at least one new article a week for it. She loves the process of writing every week and finds it's a great way to express herself. As a firm believer in the Money-Making Website model, she also has plans to start another site down the road.

The screenshot shows the homepage of the website "Water Benefits Health". The header features the site's name in a large, blue, serif font. Below the header is a navigation menu with categories like "Home", "What's New", "Water Basics", "Water Benefits", "Drinking Waters", "Filters/Purifiers", "Issues/Resources", and "This Water Site". The main content area has a central article titled "Do you take for granted the many ways water benefits your health and life?". The article includes an image of fresh fruits and water splashing, and text discussing the importance of water for health. To the right of the article is a sidebar with social media sharing options (Facebook Like, Google+), a search bar, a newsletter sign-up form, and a section for a free eBook titled "How to Hydrate, Alkalize, and Oxygenate Your Body with Kangen Water". At the bottom right, there are logos for "Site Sponsors" including "Kangen Water" and "GHC".

Even if you don't consider yourself to be an experienced writer, that's okay! If you can write a few paragraphs about something you're interested in, you'll be just fine.

In fact, the best Money-Making Websites are written in conversational, easygoing tones. Think of the way you talk to a friend over coffee. Forget the big words and writing "rules" you learned in school.

(That being said, once again, understanding good copy can only help your website make more money ... so if you can write persuasively, you'll have an even better chance at making good money from your Money-Making Website.)

## **2. You'll be able to write about something — anything — you LOVE.**

A Money-Making Website isn't about "work." It's about building up a steady and passive income around your passion.

When you choose a topic you're passionate about, you'll find that you'll look forward to working on your Money-Making Website ...

And, Money-Making Websites get even better ...



## **3. No advertising.**

You won't need to spend anything on advertising to bring visitors to your website. The people interested in your website topic will find your site when they search for information and it pops up on their search engine results page.

Keep in mind, I'm not talking about hundreds of people; I'm talking about thousands of people flowing to your website every month.

## **4. You can choose how much — and when — you write.**

With a Money-Making Website, there's no schedule to follow — and the "work hours" are slim. If you can fit in a few hours here and there, you can be successful with a Money-Making Website.

## **5. No selling.**

With your own Money-Making Website, you won't have to sell advertising — or anything else — on your website.

Instead, you'll place simple contextual ads on your website (don't worry, Google makes this really easy) or link to affiliate offers.

Being an affiliate simply means that you add another company's graphics, links, and/or banners to your Money-Making Website.

When one of your visitors clicks through to the other company and purchases, you'll get a commission.

Of course, there are other ways to profit with a Money-Making Website, but these are the easiest. (Plus again, they require zero selling on your part.)

### **6. You don't need a technical background.**

Building a Money-Making Website is very low-tech ...

Today's technology allows you to literally launch a website within a few minutes. Then, spend a few hours to write some content. Before you know it, you'll have your own Money-Making Website.

"There are plenty of website hosting services that allow you to build a website with the same skills you already use when writing a document in Microsoft Word or any other word processing program," Nick points out.

### **7. You don't need to hire anyone.**

A Money-Making Website is something you can do all on your own. Gone are the days of needing a web designer or programmer to create or edit a website for you.

If you ever do decide to hire someone, it might be a logo designer to make a professional logo for your Money-Making Website. (But, that's not necessary and can come later — after your site is making money.)

### **8. You can transition a Money-Making Website into a full-time career.**

When you create your Money-Making Website, you can work on it in your spare time ... spending a few hours here and there ... and making some extra cash. Nick uses his Money-Making Website income as savings streams — one for his retirement and one as a college fund for his child.

Later, you can always transition to working on your Money-Making Website full time ... or you can continue to do it on the side. It's totally up to you!

And I haven't even touched on one of the biggest benefits of writing a Money-Making Website ...

## **A Money-Making Website is an Asset**

As you work on your Money-Making Website, you're building something that will last for years. Even if you have a job you like — with no plans to ever leave — a Money-Making Website is a great "Plan B" ...

Like Nick's coffee site, your own Money-Making Website can bring in thousands of dollars per month ...

And, on top of that, a Money-Making Website is something you can sell (if you choose). A few months ago, someone approached Nick about buying his coffee website ... the price they mentioned was \$125,000!

Imagine — in just a few hours — you can have a Money-Making Website that will become whatever you choose ... a hobby that turns a profit, a full-time business, even an asset you can pass on to your children.

I don't think there's any other opportunity with so much flexibility.

"I work full-time as a freelancer, author, and consultant, and I work more than eight hours a day at that. My own Money-Making Websites have just been a hobby for me," Nick said. "I just put in some time in the evening and on weekends. And not every evening and every weekend either. Only when I have the time."

See why a Money-Making Website is perfect for those looking to live the writer's lifestyle?

Not only is your Money-Making Website 100% yours, but it can be all about your passion — making it a fun way to earn extra (or all of your) income!

You just need a few hours here and there to build your Money-Making Website and then add a few pages each week. (Read more [here](#) about building your websites from Nick, author of the program *How to Write Your Own Money-Making Websites*.)

And, with that, we've just finished our 9<sup>th</sup> way to make a very good living as a writer this year!

Chances are that at least one of the opportunities in this report really got you excited and you're ready to jump in right now.

That's great!

But, what if you're still not sure which opportunity to start with?

Here's how to narrow it down ...



## How to Choose Your Writing Opportunity Now

Let's say you're interested in three opportunities ...

Copywriting, resume writing, or writing a Money-Making Website.

### Where should you start?

I get that question on a daily basis. And I've been in your shoes!

Before deciding which path to choose, you need to decide *why* you're doing it.

### For example, are you looking to quit your job?

If so, how much money do you need to make in order for that to happen?

If you need to replace your salary, then you'll want to choose a path that's proven to result in higher-than-average incomes, like copywriting, web writing, and even grant writing.

Julie Hassett's long, relentless workdays were wearing her out. And for two years, she envisioned her perfect day living *the writer's life*. "Back when I started digging to find out how to live my ideal day every day, I discovered freelance copywriting. It was a way for me to double my hourly rate from my bank job ... which meant I could work half the time for the same pay ... which meant creating time for those things I want to do." One day she was finally able to make the leap, and now she's copywriting from home in southern California or a house she rents on the beach in Mexico.

Krista Jones was in a similar situation. She was an environmental scientist making over \$80K a year. But the daily commute was killing her. So she decided to become a copywriter too, but focus on a passion of hers: the self-help niche.

And Steve Coombes planned to build a freelance copywriting business slowly and steadily and then quit his job. But things didn't go as planned. In mid-2009, he got the news that he was laid off. As a father of seven, he had a lot of pressure. With a plan in his mind to start writing full-time, and some experience under his belt writing for friends, he knew he was ready to be a copywriter. "I drove home with a smile on my face," he said. "It was a tough financial hit, but I was going to make it work."

That's why, out of the choices, if you were to say you wanted to quit your job and replace — or improve — your salary, I'd say start with copywriting.

### Are you looking to develop a passive income stream?

Maybe you're not looking to make the leap to full-time, work-at-home professional. Or maybe you're already working as a freelancer, and just want to create an additional revenue stream that doesn't require a lot of extra time each week.

If that were the case, I'd recommend starting with a Money-Making Website. Even though learning how to write copy will only benefit your website in the end, you can go ahead and build your website, and then once it's up and running, start learning how to write copy that will bring traffic to it and generate more revenue.

### **Are you looking to make a little extra cash on the side?**

Maybe you're a stay-at-home mom who's only looking to work 10-20 hours a week.

Or you're recently retired, don't feel like spending a ton of time developing a new skill, and just want some fun money.

Or you have a thirst for life and just want to make enough to get by so you can spend the majority of your time playing and exploring the world.

Whatever the reason, if you are looking for a simple business you can launch quickly, then consider starting with resume writing.

See how that works?

**The point is, you have to start somewhere.** And ideally that somewhere is the place that matches your current situation and needs.

Then, once you've got that decision made, the next step is to FOCUS. And by FOCUS, I'm referring to the acronym, *Follow One Course Until Successful*.

#### **Now keep in mind ...**

I'm not saying you can't do more than one opportunity. In fact, I always recommend you create multiple revenue streams for yourself, rather than putting all of your eggs in one basket.

But you have to START with one, before you can add on another.

Personally, I'm a marketer, copywriter, web writer, and I own a Money-Making Website.

But I started as a marketer, and then continued to turn my experiences and skills into new revenue streams for myself.

You *can* do it all. But you have to start somewhere.

The key is not to put a ton of pressure on choosing the "right" path. Remember, you can always change direction down the line or add another path into the mix. (And it'll be a lot easier to do, since you'll have experience under your belt.)

Now, if you ask me for my recommendation, I'm going to tell you to start with copywriting. Why?

Because this one skill is used in all facets of business. It's used in businesses that sell online, to other businesses, to consumers, and almost any other kind of business you can imagine.

It's used in government too — especially for raising funds or determining who to give certain funds to ...

It's also used in social circles and in charities to further important causes that impact communities, people, and organizations that really need help.

And here's the thing:

Because of this, once you have this skill — you're in very high demand. You become someone who will always be on the "income" side of a business or organization. Unlike "cost side" people, who are easily expendable and usually the first to be cut. As an "income side" person, you're always the highest paid and most in-demand — because you're generating revenue or bringing in what's needed for an organization to thrive.

And even if you end up going down another path like travel writing, resume writing, or grant writing, having a foundation in persuasive writing (i.e., direct-response copywriting) will make you a more effective writer in all those other areas.

You'll also find it easier to land clients in whatever field you choose, because you'll understand how to write persuasively and how to sell your value to prospects.

That's why copywriting gets my vote.

But, just know that whatever path you choose, you can be successful!

AWAI has been helping people live *the writer's life* since 1997. We know how to create programs that give people everything they need to succeed.

And we require our experts to be the real deal. Not just good teachers, but people who are making a lot of money doing what they're teaching you to do.

All you have to do is choose your path, and our experts will guide you the rest of the way.

So, which opportunity will you choose?

I invite you to share with me on Facebook: [www.Facebook.com/RebeccaMatterWrites](http://www.Facebook.com/RebeccaMatterWrites).

And if you need help deciding or have any questions about how to get started with any of the opportunities I talked about in this report, I invite you to call our Member Services team at toll-free 866-879-2924 (inside the U.S.) or 561-278-5557 (outside the U.S.).

You can also learn more at [www.awai.com](http://www.awai.com), by typing the opportunity into the search bar.

Good luck to you and I hope to hear *your* writing success story very soon!

*"I consider myself lucky ... I'm inspired every day by the AWAI members who are reinventing their lives, and achieving their dreams of financial security, independence, and the freedom to live and work where they choose.*

*"It's exhilarating to know that even in today's economic climate, we provide a solution for people who want to escape the 9-to-5 cubicle lifestyle, and become in-demand professionals, running their own business — and their own life — on their own terms.*

— Rebecca Matter





**REBECCA MATTER** is the President of American Writers & Artists Inc. (AWAI), the world's leading trainer of direct-response copywriters and web writers. A marketer with over 20 years of experience in publishing and direct-marketing, Rebecca has spearheaded successful million-dollar campaigns for countless products, both online and off, and has spoken and written on topics ranging from getting and working with clients to successful web marketing strategies.

She's dedicated herself to keeping AWAI members ahead of the curve ... and in demand ... by creating cutting-edge programs on the most marketable writing skills today.

Rebecca's latest venture, [B2B Writing Success](#), provides readers with the resources to succeed in the vast Business-to-Business copywriting market. She also founded [Wealthy Web Writer](#), which gives readers the tools, tips, and techniques they need to write effective web copy, identify new revenue streams for their businesses, find and work with new clients, and make money writing for the online world.

Contact Rebecca at [askrebecca@awai.com](mailto:askrebecca@awai.com).