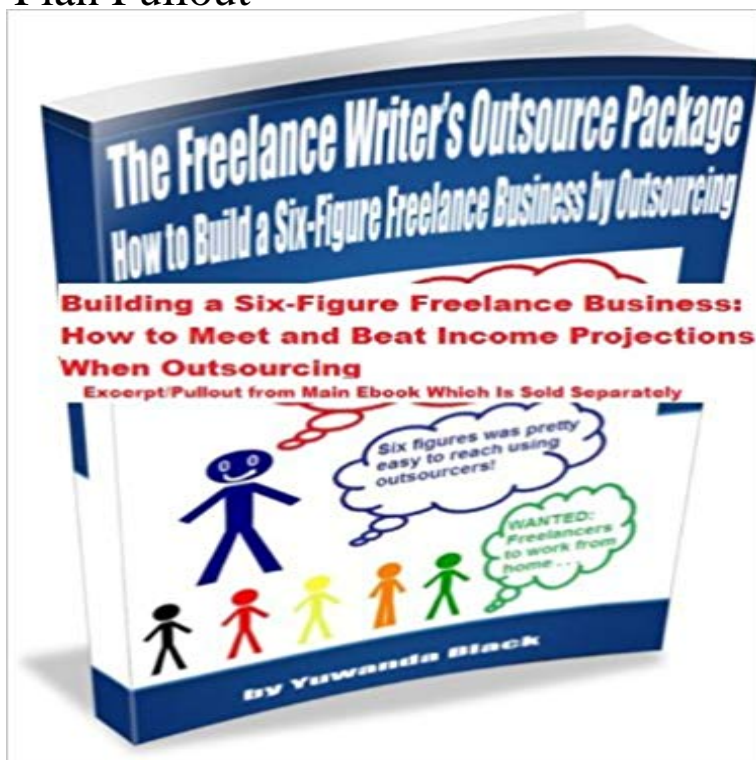


The Freelance Writers Outsource Package: How to Build a Six-Figure Freelance Business by Outsourcing - Meet Income Projects/Marketing Plan Pullout



FOREWORD This is an excerpt (a pullout) from the ebook, *The Freelance Writers Outsource Package: How to Build a Six-Figure Freelance Business by Outsourcing*, found at <http://bit.ly/rPnc2F>. In this pullout, we focus on info from Part II of the main ebook, specifically *How to Meet & Beat Income Projections When Outsourcing*. ### **PREFACE** I've been a freelance writer since 1993 and receive questions from others about every aspect of freelance writing. It's one of the reasons I started *InkwellEditorial.com*, a niche site about how to start a successful freelance writing career. Why I Started to Receive Questions about Outsourcing These really started in earnest when I started doing SEO writing. I wrote an ebook about my successful foray into this niche (*How to Make \$250+/Day Writing Simple, 500-Word Articles* (<http://bit.ly/akL7HZ>)). In it, I detailed how I got so busy within the first couple of months that I had to outsource. More questions came in, so I started a separate blog catering to this niche (*SeoWritingJobs.com*). This signaled a couple of things to me: i) that many are not only finding success as freelance writers, they're taking it to the next level and hiring others; and ii) there's tons of work out there (especially for web/SEO writers) and many are finding it and outsourcing it. Hence, the need for info on outsourcing more than ever! Questions about Outsourcing from Freelance Writers Following is a detailed question that one freelancer sent in. Yuwanda: I have come to the realization that even when I'm swamped with work there is obviously only so much I can accomplish as an individual. I would like to look into outsourcing my work. The main concern I have is how to have faith that a person will do the job with flying colors. I have placed a few Craigslist ads ... so I do have some people I'd like to try. When you first went about hiring people to

represent your hard work, did you draw up a contract with them? If so, what kind of issues do you feel is a MUST? The last question I have is how to decide what kind of pay rate for the people I'd be outsourcing to? I can't offer the moon & the stars right off the bat & I don't want to lowball anyone. Never Look for a Job Again! This ebook will answer all of these questions and more, helping you to build a thriving freelance writing business that ensures you'll never have to look for a job again ever. Following is the Table of Contents for the info covered in this pullout, Part II. See the full Table of Contents at <http://bit.ly/rPnc2F>. TABLE OF CONTENTS PART II: HOW TO MEET & BEAT INCOME PROJECTIONS WHEN OUTSOURCING How to Create a Marketing Plan to Meet Your Income Projections Sample Marketing Schedule that Can Get You to \$100K/Year Tips for Creating an Effective Marketing Plan/Schedule Freelance Writing Marketing Calendar Monthly Marketing Tip Where to Find Prospects to Contact Marketing Plan Success: One Freelance Writers Story On the Way to \$100K in Less Than a Year Earning Six Figures in a Year: The Key? One Thing to Do Before You Start to Outsource Other Things You Might Want to Outsource CONCLUSION The Importance of Consistent Marketing: What a Business Mentor Taught Me One Final Word ABOUT THE AUTHOR

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