

10 Steps to Kickstart Your Freelance Writing Journey

1 Identify Your Niche

Stand out from competitors by choosing one (or more) niches, like tech, food, or finance. Specialize in what you're passionate about or have expertise in.

Determine what services you'll offer, such as SEO writing, copywriting, editing, etc. This will impact how you market yourself to potential clients.

2 Define Your Services

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3 Set Realistic Goals

You can't control if others respond to you, but you can control your outreach efforts. Set goals based on what you can control, like the number of pitches you send.

Collect your published writing samples (i.e., local magazines, company blogs, etc.). No clips? Do writing-related volunteer work or publish on Medium or LinkedIn.

4 Build a Portfolio

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5 Showcase Your Work

Make it easy for clients to get to know you. Create a website (or use LinkedIn) to showcase your work, highlight your experience, and learn about your services.

Join online communities in your niche for support, advice, and networking. Look for freelance groups on Facebook, LinkedIn, etc.

6 Network with Freelancers

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7 Find Relevant Clients

Research prospective clients and media outlets that would be a good match for your experience and chosen niche(s).

Introduce yourself and your services to relevant clients. Pitch article ideas to relevant editors. Make marketing a weekly habit.

8 Market to Clients

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9 Research Rates

Know the going rates in your niche and set your fees accordingly. Consider your level of experience and project complexity.

Use tools for project management, scheduling, invoicing, and tracking your marketing to manage your workload effectively.

10 Stay Organized

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