

**25 TYPES OF
WRITING GIGS
THAT PAY WELL
(AND HOW TO FIND THEM)**

By: Francesca Nicasio

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Introduction

Dear Soon to be High-Paid Freelance Writer,

First, let me give you a virtual high-five for downloading this book. The fact that you're reading this just goes to show that you're serious about earning more as a freelance writer and I'm so grateful that you allowed me to be a part of that.

This book will open up your eyes to the wide range of lucrative writing projects that are available. There's so much more to the world of freelance writing than \$5 articles or assignments that pay 1 cent per word.

From \$50 blog posts to \$5,000 gigs, this book will show you that there's plenty of high-paying work to go around and you don't have to be stuck participating in low bidding wars with cheap clients or slaving away on Textbroker.

You CAN earn a comfortable income through freelance writing. That scene in your head of you quitting your full-time job and sitting in a coffee shop (or at the beach) typing away on your laptop, while earning a living IS within reach.

I'm not saying that getting there would be fast and easy (this isn't some get rich quick scheme). But I'm telling you that it IS possible and doable as long as you complete the necessary action steps to take your skills (and your fees) to the next level.

I hope this book will help you take those next steps.

Thanks again for downloading and I hope you find this information useful!

To your success,

Francesca Nicasio

francesca@beafreelancewriter.com

Website content

Website content, as the term clearly indicates, means content that you see on websites.

The demand for it is higher than ever. Businesses of all shapes and sizes--whether it's a brand new startup that's building a website from scratch, or an established company that's expanding and needs more pages on their site--are looking for web content writers.

As a web content writer, you would be working on a variety of pages, including (but certainly not limited to) homepages, about pages, FAQs, team member descriptions, product pages, "Why Us?" pages, and more.

Pricing will vary, depending on the length and depth of the site, but \$50 to \$75 per page is a VERY reasonable starting price.

Press releases

Written in a "newsy," non-promotional tone, press releases are used by businesses to announce anything newsworthy within the company. Basically, whenever a business does something new, you can write about it in a press release.

The most common press release topics that I've covered include new hires, new products/features, events that the company would be attending, charitable donations, etc. Typical word count would be from 400 - 800 words.

Publicity firms and press release distribution companies charge hundreds of dollars just to write these articles. PRWeb for instance, charges \$325 per release. That said, offering \$200 or \$150 to write a short press release would be a bargain for companies that want to publish them.

Blog Posts

Websites use blog posts to generate engagement, drive traffic, and rank higher in search results. They're published on a regular basis (ideally 1-3 times a week) and are shared across social media and other online channels.

Pricing for blog posts can range from a few bucks to \$100 or even \$500--when they're written by absolute pros.

You may not be a huge pro blogger yet, but do yourself a favor and steer clear of those 5-dollar blog posts. Trust me, even relatively new bloggers who have the skills can write posts for AT LEAST \$50 per article.

Don't believe me? Check out freelance blogger Sophie Lizard's [Ultimate List of Better-Paid Blogging Gigs: 45 Blogs That Will Pay You \\$50 or More](#) or George Matthew's list of [120+ sites that pay up to \\$150 for guest posts](#)

Product Descriptions

Companies need writers to come up with content that would describe their products or services. When writing product descriptions, you could be asked to write short, witty descriptions or blurbs for a list of products (something along the lines of a food menu) or you can be tasked to write more wordy and detailed descriptions for just one or two products. (I've done the latter numerous times for mobile app pages.)

The fees will vary, depending on the number of descriptions that you need to write, but it isn't unrealistic to charge \$75 per hour and up to take on such projects.

White Papers

White papers are used as a marketing tool by companies. However, instead of being written in a sales-y or marketing tone, they're written in an informative and authoritative manner. They contain industry research and findings and are meant to legitimately inform readers about a particular topic.

If you're writing white papers, then you've hit the big time. These projects are research and writing-intensive, but they sure are worth it. Surveys show that the average price for a white paper is \$5000 to \$7000.

Case Studies

In the realm of copywriting for businesses, case studies are used to tell success stories. They demonstrate how a client found great results by using a particular product or service. Case studies are commissioned by companies that want to show potential customers what they can do and how effective their products or services are.

They're usually around 800 to 1000 words, and involve a bit of research, data gathering, and a few interviews

As for pricing, it wouldn't be a stretch to say that a single case study project can cost a total of \$400 or more.

Newsletters

There are two types of newsletters: internal newsletters and external newsletters. The former pertains to newsletters distributed within the organization and are written for its employees or members. The latter on the other hand, are sent to customers and members of the public.

Newsletters share company updates and events to keep people in the loop. They usually contain messages from the CEO/President, and they have articles covering company promotions, events, etc.

Pricing: \$50-\$75 an hour to start. This should go up as you gain more skills and experience.

Subscriber Emails / Email Newsletters

Businesses that want to stay top of mind with their customers usually send out regular newsletter emails to their subscribers. These messages can contain announcements of any changes or news in the company and they can also be used to broadcast promotions or offers (i.e. “Check out our big sale!”).

Some companies also distribute email newsletters that contain useful tips for their readers.

These messages are relatively short and in my opinion, are incredibly fun to write. In fact one of my favorite projects to date is writing a series of “Wake up” and “We miss you” emails to the inactive subscribers of a major European airline.

Pricing: \$50-\$75 an hour to start. This should go up as you gain more skills and experience.

Flyers

Used for promotional services, flyers are used to generate buzz about offers, events, or products. They’re short and sweet and contain a concise description of what the promotion, offer, product, or event is all about.

That doesn't mean that they're a quick and easy to write though. When coming up with short, witty flyer messages, you'll most likely spend your time coming up with ideas and taglines that would really make the content pop.

Pricing: \$50-\$75 an hour to start. This should go up as you gain more skills and experience.

Video Scripts

In case you haven't noticed, more and more companies these days are using videos to demonstrate how their products work or to promote their businesses. The demand for videos is rapidly growing, which means that the need for writers to come up with good scripts is growing as well.

Now is a great time to get into writing for online video and charging \$80 to \$100 per minute (in the video) would be quite reasonable.

Lead Generation Pages

Businesses looking to grow their subscriber list or get leads use lead generation pages to convince people (usually by means of an incentive) to sign up or provide their information.

A lead gen page has to be very compelling and it needs to answer the question "What's in it for me?" (By "me", I mean the person reading the page.) It has to list the benefits that the user would get when they provide their info for the offer, and it has to do so in an enticing and convincing manner.

Pros charge several hundred, even thousands of dollars to write a single lead generation page.

Sales Pages

You know those long sales pages that go on and on about a (usually pricey) product? Well, they can make for a huge payday for writers.

Like lead generation pages, sales pages need to be extremely compelling. The content of these pages is geared towards persuading the person looking at the page to whip out their wallet, take out their credit card and buy the product.

Research and psychology are big players in writing effective sales pages. In order to be persuasive, you need to get into the customer's head and tap into their desires and pain points in order to convince them that they absolutely need whatever it is that you're selling.

Professional writers who are skilled in sales, psychology and in "pushing people's buttons" charge several thousand dollars per sales page.

Fundraising Pages

Campaign pages on sites like Kickstarter or Indiegogo need compelling content to persuade people to contribute. A lot of organizations and individuals are now turning to professional writers to help them come up with convincing campaign pages that would enable them to raise funds.

Pricing: \$50-\$75 an hour to start. This should go up as you gain more skills and experience.

Brochures

Companies use brochures to give customers a more in-depth view of the business. They typically come in a booklet or magazine format and contain company information, products/services descriptions, etc.

Pricing: \$50-\$75 an hour to start. This should go up as you gain more skills and experience.

Speeches

Experts or executives who need to deliver talks on stage don't always have the time or skills to write their speeches. This is obviously where you would come in as a writer. The speaker would provide you with a wealth of information (which could include anything from facts and figures to their own personal thoughts and opinions). Your job is to weave that information into a speech that would sufficiently inform, educate and/or entertain the audience. On top of research and fact-checking, a speech writing assignment would involve a ton of interviews and back and forth with the speaker.

An hourly rate of at least \$75 is more than fair.

PowerPoint / Keynote Presentations

Whether it's meant to accompany the aforementioned speech or it's meant to be an independent project (i.e. a company needs a presentation to be uploaded to SlideShare) there is a demand for writers who can present

information in a concise, easy-to-digest PowerPoint or Keynote presentation.

Pricing: \$50-\$75 an hour to start. This should go up as you gain more skills and experience.

Direct Mail

Direct mail comes in the form of letters, postcards, catalogues, etc. Direct mail's main purpose is to solicit a response from the recipients.

You know those credit card offers that you get in the mail? That's a prime example of what we're talking about here.

This is known as one of the most lucrative writing markets out there. Professional direct mail copywriters can easily earn 6 figures a year.

Ad Copy

Advertising is a billion dollar market. On the Internet alone, ads generate hundreds of millions of dollars for companies like Google and Facebook. Countless businesses buy ads to generate exposure for their brand or to bring in new customers, so there's definitely a hunger out there for writers who can produce witty yet persuasive advertising copy.

As an ad copywriter, you could be working on a wide array of projects, from colorful print ads to 1-liner Facebook ads. The pay is pretty sweet, too. While advertising budgets vary from one company to the next, you can bet that there isn't a shortage of businesses out there that would be more than happy to shell out several hundred or thousands of dollars for the right copywriter.

Social Media

Businesses devote a ton of resources to maintain a strong social media presence. There's a need for community managers who can come up with content (i.e. tweets, status updates, blog posts, captions, comments) for their pages. Companies are looking for witty and sociable writers who can represent their brand on Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, etc.

Do note that writing for social media isn't just about writing status messages and tweets. I once had a client who hired me to rewrite his LinkedIn profile to make him look more presentable to potential customers.

Pricing: \$50-\$75 an hour to start. This should go up as you gain more skills and experience.

Trade Publications

Trade magazines are usually the types of publications that pay well for their articles (think \$500 per article or more). These magazines are present in just about every industry, from healthcare, to lifestyle to technology--you name it.

The key ingredients to getting your foot in the door of top-notch publications are great clips and a strong query letter pitching your article idea. You'll basically send your letter and clips to the editor of the publication and if they like it, they'll assign you the piece.

Annual Reports

Big companies publish annual reports to give their shareholders a detailed view of what's happening in the company. An annual report details the company's income, expenses, profits, losses, etc. It also contains information about the actions that the business took that year, and what it plans to do in the future.

Annual reports are big, heavy projects and writing them would obviously take up a lot of time and research. All that effort pays off quite well though; companies typically pay several thousand dollars per report.

Internal Memos

Internal memos are issued within an organization. They communicate things like policy revisions, management changes, company-wide announcements, etc.

Why would a company hire someone outside the organization to write an internal memo? Aside from being extremely busy, CEOs, presidents, or policy-makers may not have the writing or communication skills to do so, and they'd rather turn to a professional to take care of it for them. Additionally, their biases and pre-determined notions about their own company could hinder them from writing an effective internal memo, and they need an outsider with a fresh, unbiased perspective to do it.

Pricing: \$50-\$75 an hour to start. This should go up as you gain more skills and experience.

B2B Proposals

Let's say a courier company is applying to be the main vendor of a major pharmaceutical company. (In other words the courier wants to be the go-to

delivery choice of the pharmaceutical company when it comes to shipping all their drugs and equipment.)

That application will come in the form of a proposal that details every single thing that the courier company brings to the table. Such details include its shipping policies and procedures, its distribution centers, the specs and measurements of its equipment, delivery timeframes, insurance, you name it.

Proposals can be lengthy documents (think 100 pages or more) and these projects can certainly put several hundred to a few thousand dollars into the pockets of the writers handling them.

Technical Writing

Manuals, cookbooks, help files, documentation, spec sheets, infographics, and other similar documents fall under technical writing. As a technical writer, your job is to present complicated and highly technical information in an unambiguous, easy-to-follow format. Being able to write clearly is crucial and there should be no room for misinterpretation.

For instance, if you're writing a manual on how to operate a parachute, you need to be as specific as possible so that the person reading the manual would know exactly what needs to be done.

I spoke with technical writer Sharon Kay at [HeresYourWriter.com](https://www.HeresYourWriter.com) and she said that there is a ton of technical writing work to be found, and it can also be very lucrative.

She said:

When you open the Help on your computer, you're reading something written by a technical writer. Operations manuals are another example. Cookbooks are technical writing. Infographics are technical writing. It's a huge field, and it can be lucrative.

Some things that affect how lucrative it is: the profitability of the product, how technical it is, and the level of risk. (I understand that documenting new drugs for FDA approval is insanely well-paid, but if

you overlook a detail you can be personally liable. I also heard a story about the tech writers going up in a plane that was testing their operating manual for the plane. EEP!)

The skills involved are research, interviewing, and of course clear writing. You may know nothing about the subject when you start working on it – especially if it's a new product, something that doesn't even exist yet. Sometimes at the beginning of a project I've sat in meetings just separating the verbs from the nouns to follow what they are saying. In college I took a lot of Engineering classes without having taken the prerequisites, and as it turns out that's great training for tech writing.

Grants

In grant writing, you'll be helping organizations (nonprofits, churches, schools) come up with proposals to help them get the funding that they need. For example, if your local animal shelter needs the funds to purchase equipment and supplies to accommodate the growing number of animals left at their doorstep, you can write a grant proposal to the appropriate agency or foundation.

The pay that grant writers get will depend on the organization and the amount of funding that they need, but it's quite common for writers to get paid \$75 to \$125 an hour. Alternatively, some grant writers take a certain percentage out of the funding that the organization receives.

Why would businesses pay you that much?

Will businesses really pay good money for writing services?

My answer to that, dear ‘Soon to be High-Paid Freelance Writer’, is a loud and unequivocal **YES**.

See, here’s the thing: To a midsize or large company, the above-mentioned content types can significantly impact its bottom line. A thousand dollars is a drop in the bucket compared to the amount of revenue that it stands to get when the content gets published.

For instance, let’s say the marketing head of a real estate company pays you \$500 to write their brochure. If that brochure convinces just ONE person to buy a \$300,000 home then the 500 bucks they spent on you was well-worth it, right?

Or if a B2B proposal can help a company land a hundred thousand dollar per year account, then shelling out a thousand bucks to have that proposal written is practically a no-brainer.

Finding High-Paying Clients

I know that wrapping your head around the fact that clients would pay hundreds and even thousands of dollars for an assignment might not be the easiest thing to do. (This is especially true if you're used to getting paid \$0.75 - \$5 bucks an article.)

But trust me, those **high paying clients are out there, and the first the thing you need to do in order to land those sweet gigs is to BELIEVE that.**

Personally, when I first learned all about these high-paying writing gigs, my head started to spin. I couldn't believe that people would actually pay *THAT* much for a single project.

But as soon as I embraced the wealthy writer in me, my income started to grow. That was when I began putting myself out there and reaching out to potential clients who may need writing services.

I'm inviting you to do the same.

Reach Out to Potential Clients

Find businesses in your niche and contact them about their writing needs. It really is that simple. Compile a list of potential clients then pick up the phone (or open up your email) and contact them one by one.

That's what I did. I wanted to write for app developers, so I opened up iTunes, made a list of interesting apps, and emailed them one by one asking if they needed a writer on board. I'd send out a few portfolio samples relevant to them and I would even suggest website edits or blog topics that would interest their audience. Doing so helped me make a really good impression on potential clients and enabled me to land several gigs.

Check out the websites or marketing materials of businesses in your industry and examine them for any typos or parts that need improvement.

When you touch base with them, make recommendations based on your observations and show them why you'd be perfect for the job.

Tell Everyone

Tell everyone you know that you're a writer and you're looking for work. And yes, I mean everyone. When I was starting out, I told my friends, my relatives, even my wedding DJ that I was venturing into freelance writing and I was looking for clients. (This is how I got my DJ to hire me to rewrite his website).

If you don't have any experience...

If you don't have any experience writing professionally then you might feel like you're in a "chicken or egg" type of situation. You won't get any clients if you don't have portfolio samples, but you won't get any portfolio samples if you don't have clients to write for.

Sound familiar? Well, the good news is there's a simple thing that you can do to get those much-needed portfolio samples.

What is it, you ask? Two words: pro bono.

If you have a friend or family member who has a business and needs marketing materials such as brochures or website copy, offer to help them out in exchange for their permission to use the materials in your portfolio. (If you can get a testimonial from them, that would be even better.)

Do the same for any local businesses or charities in your area. Maybe that little boutique across the street needs a new catalogue written. Or perhaps the website of that local charity that you belong to could use an update.

There are tons of writing opportunities out there just waiting to be seized. Put yourself out there, put in the work, and you'll starting racking up those portfolio samples in no time.

Once you have enough pieces to fill up your portfolio, take your samples and put 'em online. Create a site with your portfolio and some info about you and use it to show potential paying clients what you can do.

Not too web design savvy? Use a portfolio hosting service such as clippings.me to showcase your work.

What's next?

So there you have it--a list of 25 high-paying writing gigs, along with a few ideas on how you can land them. I sincerely hope the content of this book was able to open up your eyes to the world of lucrative freelance writing.

Before I sign off, there are a few of things that I'd like you to do:

1. Take action

Remember what I told you about making a list of potential clients? Go ahead and do it. Then once you have that list, get in touch with your prospects and offer your services. (Offer to do the job for free if you have zero portfolio samples.)

2. Email me any questions

What are your burning questions about freelance writing? Send them to me at francesca@beafreelancewriter.com and I'll get back to you with an honest, no BS answer.

3. Share this e-book

Spread the freelance writing love to people who might need it. Share this book via:

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Or send this link to other aspiring freelance writers out there:

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