

## HOW TO MAKE MONEY WRITING

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*“Start where you are, do what you can, use what you have.” ~ Arthur Ashe*

### Opportunities for Writers

1. What constitutes a professional writer?
2. Content can be described as:
3. The goal of content is to:

### Content Provision

4. Content Provision types include:
5. What areas can I see myself providing content:

### Copywriting

6. Copywriting is different from content provision because copy should always provoke a very \_\_\_\_\_.
7. The goal of copywriting is to get someone to \_\_\_\_\_ such as signing up for an email, clicking to a website or purchasing a product.
8. The end goal of copy is to \_\_\_\_\_.
9. The four parts of writing copy is:

### Virtual Assistant

10. Becoming a Virtual Assistant can offer a \_\_\_\_\_ job and a \_\_\_\_\_ income.
11. Businesses looking for virtual assistants often look for those that can write both \_\_\_\_\_ and \_\_\_\_\_.
12. Becoming an expert means that you have developed a \_\_\_\_\_ skill and consider yourself an \_\_\_\_\_ in this area.

### Social Media Marketing

13. Social Media Marketing and Management is a new field for writers to \_\_\_\_\_ their \_\_\_\_\_ flow while maintaining a \_\_\_\_\_ schedule.
14. To be a social media manager you must be willing to:

### Publishing

15. Lastly, most writers want to make an income by becoming an \_\_\_\_\_.
16. Another way writers can use their skills is to become a \_\_\_\_\_  
Or \_\_\_\_\_.
17. Three ways to increase your chances of being hired is to:

**Determining your Focus**

“You will never reach your destination if you stop and throw stones at every dog that barks.” —Winston S. Churchill

**How to get Started**

What do you feel strongly about?

What bothers you?

What are you passionate about?

What do you enjoy?

My goals are:

Make a Pros and Cons list:

**Create a business Plan:**

What do you want to achieve?

What steps do you need to take from beginning to end?

What do you need to make as a viable income?

**Organizing**

Calendars:

Software:

Filing system:

Ideas:

Office:

Tools:

**Marketing and Branding Yourself**

One Page Business Plan

Creative Brief for Copy

Content Marketing Mission Statement

**How to find Potential Clients**

Family:

Friends:

Acquaintances:

Community:

New Businesses:

What businesses do not have an online presence?

**How to approach Potential Clients**

Have a professional online presence:

Facebook Business Page:

Blog/Website:

Business Cards:

Flyer/Brochure/Pamphlet:

Links to Published Credits:

## My GO-TO Questions for Potential Clients

1. What is it that you find lacking in your business that I may can help you with?
2. Have you been successful with leads online? As much as you want to be?
3. Have you put off digital or social media marketing because you believe it's a waste of time?

## How to Charge

Research:

Comparables:

Estimate Hours:

What's your time worth?

*“Keep on going, and the chances are that you will stumble on something, perhaps when you are least expecting it. I never heard of anyone ever stumbling on something sitting down.” — Charles F. Kettering, American businessman*

**BE PATIENT AND DON'T BE AFRAID TO FAIL:** It takes time to grow and develop as a writer. I've tried several paths and I don't regret them. Everything you learn becomes building blocks for the next journey. Don't be afraid to step out and try new things. If it doesn't work out, move on to the next. Never give up.

## QUESTIONS?

**If you should have any questions that I did not cover in class, please feel free to contact me. You can visit my website, [www.cindymjones.com](http://www.cindymjones.com), for more information, free downloads, valuable links and job tips.**