

Freelance Copywriting and Editing Worksheet

This is the worksheet for April's seminar, which you can find in audio and transcript forms at: <http://www.writershuddle.com/seminars/apr2015>.

Notes and Quotes from the Seminar

There's no such thing as job security these days: a job with a large corporation doesn't mean you'll be set for life. As a freelancer, you have more control, though you need to maintain and continually build client relationships.

When you start out, it's best to offer one core service based on your key strength. You can add others (particularly by partnering with other freelancers, e.g. designers) over time.

Copywriting is an advertising term that's been around a long time.

Content writing arose in the internet age, and can be associated with rather "blah" copy that's just aimed at search engines.

The best thing you can do when getting into freelancing is to network, in your local community – e.g. by joining your local Chamber of Commerce – and also online. LinkedIn is a good place to build business connections.

Put your name out there and write (with clarity and focus, and paying close attention to basics like spelling and grammar). Don't be afraid to ask for feedback, but do have a thick skin and accept that the feedback may not be what you want to hear.

Writing for print differs from writing for the web: you need to be "extremely clear, extremely concise, and very, very engaging" on the web. Get straight into what you're saying.

If you're editing other people's work, "consider yourself as an actor, taking on a character". This means adopting your client's voice, and also understanding their way of working – e.g. are they focused on ideas or on implementation?

Public speaking is a great skill for writers to develop, and the best way to do that is to join Toastmasters (a public speaking organisation with clubs all over the world). Learn to perform your work rather than just read it.

Exercise:

Look up local organisations that would be good networking possibilities for you, or, if you already have a strong network, look up a Toastmasters group nearby that you could join to strengthen your public speaking skills.

Useful Links and Further Reading:

[The Write Concept](#) – Linda's website, where you can see the range of services she offers and how she presents these to clients.

[Freelancing and Entrepreneurship, with Thursday Bram](#) (*June 2014 seminar*) – further tips on first steps into freelancing, and on running a business.

[Copywriting: A Crash Course for Writers Looking to Break In](#) – a good introduction to copywriting, with suggestions for getting started.

[15 Tips for Getting More Writing and Editing Clients](#) – a bunch of handy tips if you're already freelancing but want to grow your business.