



The Well-Fed Writer: Financial Self-Sufficiency as a Commercial Freelancer in Six Months or Less

Peter Bowerman

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FACT: Businesses Need Writers, and Will Pay Handsomely For Them... Attention: Aspiring writers, career-changers, at-home Moms, journalists, staff writers, recent college grads, 55+ or anyone else who loves to write, knows they're good at it, and wants to make a GOOD living at it. Here's your roadmap to hourly rates of \$50-125+ and a writing lifestyle most can only dream of in the lucrative field of commercial freelancing - writing for companies and creative entities. What sort of writing? Marketing brochures, ad copy, newsletters, direct mail campaigns, web content, sales sheets, case studies, white papers, trade articles and dozens of other project types. In short, any writing project a business would have to execute in the normal operation of their business. This is the updated compilation of the TWO Well-Fed Writer standards you've heard about forever! Why Commercial Freelancing? Writing drives business. In the course of communicating with its customers and employees, an average corporation generates an enormous volume of writing. Yet, in today's downsized business world, the catchword is outsourcing. Many companies are asking: Why pay salaries and benefits when freelancers offering a range of talent and fresh outsider perspectives give us only what we need, and only when we need it? In TWFW, you'll learn what those writing projects are, where they are, how to land them, and how to get hired again and again (even with less-than-brilliant writing ability...). Have an unusual niche? Live in a small town? Need to start part-time? Terrified of sales and marketing? It's all here. Follow this step-by-step blueprint for leveraging your background into a profitable writing practice that moves light years beyond starving writing. The Well-Fed Writer - 2010 Awards: Winner (First Place): Next Generation INDIE Book Awards (Writing/Publishing) Winner (Silver Medal): Axiom Business Book Awards (Reference/How-To) Winner (Silver Medal): IPPY (Independent Publisher) Awards (Writing/Publishing) Winner (Silver Medal): Foreword Magazine Book of the Year Awards (Writing)



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