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Foreword

If you have never made money online and if you want to make an additional stream of revenue from the internet, you have reached the right place.

I will not go too much into how fast the internet is growing in india and other countries. I believe that you have heard about it enough. Right now we have little less than 30% internet penetration in India and that is going to grow at an even faster pace than it did in the past decade. I believe that we will have 50% internet penetration.

Traditional media companies have been replaced by blogs and niche websites. Newspaper companies now have an online portal, but they will not be able to survive the competition. That's because there is no barrier of entry to online publishing right now and anyone and everyone can become an online publisher.

The shift in how people consume content has given rise to a huge demand for online content generation. Anyone can become an author, editor, journalist or a reporter.

A lot of website owners are focused on growing their website and audience and they are not able to write all the content themselves. This has given rise to a huge opportunity for content writers.

In this ebook, you are going to learn how to make your first income online by providing content writing services.

I made my first income via affiliate marketing in 2006. Though I have never taken up writing as a freelancing career, I have made quite a good chunk of money by selling the

content I've written. The price at which I sold the content for has ranged from ₹1 per word to ₹5 per word.

The passion for writing eventually led me to my blogging journey and as they say, the rest is history. Right now I am focused on writing content for my audience (like this one), because this gives me even higher earning per word than any client can give me, because I have a huge following now.

If I write an ebook for 5,000 words and sell the ebook for ₹100 and sell 1,000 copies of it, I would make ₹100,000 in income. That's ₹100 per word! You can also get there when you do blogging and when you start having a huge audience. Even if I sell only 500 copies, I would still make ₹50 per word. That's the power of writing.

Part Time Income:

Writing can be a side income for you if you have a full time job or if you want a part time activity to keep yourself busy and productive.

With writing, depending on how well you can write, you can easily make ₹10,000 to ₹50,000 online every month. If you can sell your writing at ₹2 per word, you just need to write 5,000 words to make ₹10,000 and it would take you not more than a few hours to write 5,000 words.

I know people who even make ₹1,00,000+ per month just with writing services. I personally pay ₹2 to ₹5 per word for people who sometimes write content for my blog.

Additional Revenue Stream:

If you are already doing a business, you can bring in additional revenue with writing. The best part about making extra income from writing is that you will also improve your writing skills over time, so with every article that you write, you are building an asset.

The only way to improve your writing is to write, write, write. There is no other way. I have been writing around 500-1,000 words a day consistently for the past 5-6 years.

The Power of Writing:

Written language is the cornerstone of human civilization and that's the only thing that separates from other species. Communication helps us behave like a hivemind and we are able to achieve much more than other species of living beings on this earth, in spite of having fragile bodies than other animals.

For the first time ever, in the history of mankind, we have the power to write, hit publish and anyone in any corner of the world can read what we have to say. Even an astronaut in the international space station can read it because the internet connection is available there.

We are at the best of times and we should make the best use of it.

Getting Started:

I hope this ebook helps you get started with writing for a profit. Once you start making some money, you will be able to get your hopes high and you can get to the next level.

Don't bother yourself too much with the amount of money you can make per month. You will not be able to control your results. What you can control is the action that you take. And the best way to get started is to take a small amount of action.

Let's have a small goal and then we can have bigger goals once we achieve them. Let's have a small goal of making the first ₹1,000 from writing. Trust me, your world will change once you have this first money in your bank account. I will give you all the information in this ebook that will help you achieve this goal.

Once you have achieved your first ₹1,000 from writing, you can scale up your writing income, may be get into blogging, or provide content writing services as a company to other brands or even get into digital marketing services.

All the best!

I hope that you will make your first ₹1,000 from this book.

And if you make it, definitely go ahead and post about it on the exclusive Facebook Group that has been made for Freelance Content Writers.

The link to this group would've been sent to your email along with the purchase of this ebook.

All the best!

Regards,
Deepak Kanakaraju

CHAPTER 2

10 Sites To Make Money As A Content Writer

So you know you can write. Great! But punching out great content in your basement with no showcase of your skill is hardly make you any money.

Thanks to the internet, writers can showcase their skills in a global marketplace. You can prove your authority and get paid heavily for every word you write.

You can list yourself as a freelancer in a marketplace, attract clients by driving traffic to your services page or hustle your way through LinkedIn. The options are endless. However, NOT all sites are equal. The quality of clients and the price you get paid per article can vary.

5 Factors To Consider Before You Join a Content Marketplace Site

Getting clients and projects which drain your time and energy can hurt your content business in the long run. The key is to be listed in the right content writing sites which give you access to the right client pool.

1. **The flexibility of Time, Space and Money** - You may have a day job and looking to make money on the side with content writing. In such a case time is a huge constraint. You must stick to marketplaces which give you this flexibility of time.

2. **Direct Contact with the Client** - Only when you have direct contact with the client will you be able to understand her needs better and hone your content accordingly. Sites which act as brokers will not help you improve your client servicing skills.

3. **Weekly Payouts** - When you see results of your efforts in cash you will feel more and more motivated in the business. Weekly payouts give you that adrenaline rush and keep the cash flow going.

4. **Wide client pool** - Your job as a writer is to write a well-crafted article. The more time you spend thinking where you will find the next buck the less time you will have to focus on writing. Pick content marketplaces which have a wide pool of clients.

5. **Should not pay you cheap** - Writing is not a cheap profession. Even if a bunch of half-witted clients thinks so. If you are a writer and have a proven skill and a portfolio to your name then you must NOT sell yourself short. Marketplaces which think paying a writer less than 1 rupee per word is a BIG NO.

10 High-Quality Websites To Kickstart Your Content Writing Business

I am listing only the best sites here. Because I know the pain of registering with dodgy marketplaces and dealing with lousy clients. I don't wish the same for you.

1. [Constant Content](#) - Constant Content has top-notch companies as its clients. You can even submit pre-written fresh content and make money. The projects belong to a diverse pool of industries and content types. You can make money by writing eBooks, blogs, sales pages and Press Releases.
2. [Content Writers](#) - You can become a writer at Contentwriters.com and make money either by being an editor/proofreader or a content writer. They have clients from diverse industries like Travel, Food, Legal, Medical, Tech, and Government.
3. [Copify](#) - Copify makes your life as a writer easy. They give you a clear brief of every project. You are not even entitled to sign up long-term projects. You can take jobs as per your wish and your application will be reviewed within 48 hours.
4. [iWriter](#) - With iWriter, you get to interact with the client. You can earn as much as \$80 Per 500 Words once you prove your expertise on the platform. You can write as per your own space. No pressing time constraints. Choose the topics. Pick client categories which best match your knowledge.
5. [Fiverr](#) - With Fiverr, you can reach a large audience of the mixed client base. You charge your customer starting from \$5. Fiverr is best if you are just starting out and want to get a feel of freelance writing. You can even post multiple gigs each appealing to a different audience. You can post gigs on eBooks, blog articles,

press release and sales copy. This will diversify your expertise.

6. [WritersAccess](#) - You can offer multiple services to WriterAccess. You can be a writer, editor, translator or even give clients a content strategy document if that is your suite. If you are accepted you can make anywhere from 2.5 INR to 9 INR.
7. [Writology](#) - You can make money per word you write and can have direct client communication. They have an in-built writing lab which gives you WYSIWYG editor to write media rich content. At Writology you can build your profile and bid for projects directly.
8. [Freelancer](#) - Freelancer.com is one of the most popular sites for freelancers. It has thousands of content writing projects varying from eBook writing, Sales page writing, blog posting and Press Releases. With Freelancer, you get to create your profile, promote it, bid and negotiate pricing with a client all by yourself.
9. [UpWork](#) - Business owners and companies look up to UpWork to get high-quality work done. As a writer you can present yourself in front of a global audience. You charge as high as \$30 per hour. There are hundreds of content writing projects on technical writing, blog writing, web content writing and copywriting being posted from across the world. Once you establish your brand on UpWork you can get more exposure for your work.
10. [Linkedin](#) - LinkedIn the world's leader in professional social networking can be leveraged to get content writing assignments. LinkedIn has a ProFinder feature wherein business owners can look up freelancers and independent consultants.

You have to optimize your LinkedIn Profile with keywords like “freelance writer” and “Freelance content writer” to get noticed. You can even look up people who are posting jobs as their updates or companies posting jobs looking for freelance writers.

What To Do Next

Proactivity is the-the most important trait for launching any business. Add the below items to your to-do list.

- Visit each of these above sites and register yourself as a writer. The registration is free for each of these sites. So there is nothing stopping you from putting yourself out there.
- Complete profiles get better clients. Enter all details and make sure you add your portfolio.
- Update your profile on LinkedIn and Facebook using relevant keywords and keep an eye out for freelance opportunities.

CHAPTER 3

Persuasion & Copywriting

In the previous chapter we discussed about the various websites where we can have an opportunity to earn money with content writing. Now let's have a look at some persuasion and copywriting principles to enhance our content.

Your articles need to grab the attention of the readers engage them and persuade them to take action. Because you are writing web content, not newspapers or magazine articles.

Our articles should trigger action from the reader. Your audience is already in Content Shock.

The content that lands in one's inbox and social media feed every hour of every day is huge and overwhelming. As a writer, you have to pay the price. And the price you pay is the *diminishing attention spans and difficulty to engage the reader*.

Because there's a limit to the amount of content we can consume and we're willing to consume. If your article doesn't engage your readers, it won't help you with anything - enhancing your brand or increasing your conversions, leads, and sales.

It will get skimmed and skipped. Ignored. Nothing worse can happen to an article than getting ignored.

On the other hand engaging articles, however, gets read and shared. It ranks better in search results. And, moves the audience to the next step in his journey. It establishes your credibility. It builds trust.

So, how exactly you can write better articles that engage the reader and persuade him to take action?

Here are the 9 tips to help you.

1. Write Better Attention Grabbing Headlines

Headlines matter. Engagement starts with a great headline.

The headline is the first thing your audience reads, and it'll either keep them reading or quit the page – so you need to get it right. And mastering headlines is not a mean feat.

A good headline grabs a reader's attention and convinces them to read the rest of the article.

But a great headline does more than that. It:

- Transitions the reader smoothly from headline to the main article.
- Inspires trust
- Uses keywords
- Encourages sharing
- Connects to the reader's state of mind – based on their awareness stage and relates with the conversation happening in their head.

Remember, out of 80% of people will read headline copy, only 20% of those people read the rest of the article.

So, how to craft better headlines.

Don't settle with one headline and don't just write something. Write few headlines, then shortlist to a few of your best. And put those top headlines through the 4 Cs test :

Is the headline clear? Does it communicates the article without any doubt?

Is it concise? Is it short and crisp enough to grab the attention of the reader?

Will it compel the audience to read the content? Is it curious or persuasive enough to move the reader to read the entire article?

Is it credible? Does it avoid hype and read believable?

When a headline ticks all four of those Cs, you've got yourself a winner.

You can also use tools like CoSchedule Headline Analyzer to help you with great headlines.

2. Tell a Story

We, human beings are suckers for a good story that makes us feel. We are wired for stories. Stories, especially when supported by facts, are the solid way to connect with your audiences on an emotional and logical level.

Stories help people to persuade themselves and others, and that's what it's really all about. Do everything you can to tell great stories, and you'll find that you are an irresistibly influential writer.

Stories connect us with each other. It connects the reader and the writer, creating an invisible bond between them during the experience. It engages the reader and compels him to believe in the writer.

Stories also help the reader relate to you. Telling better and engaging stories is probably the best way to convey the importance of your idea and value of your article. Even the hardest idea to communicate can be easily told as a story.

And the best part is people don't forget the stories.

They might forget the rest, but not the story that captured their attention and engaged them on an emotional level.

Use the power of stories to make your articles compelling and engaging.

3. Be Repetitive

Do you remember the good old rhymes? Even if you cannot recall the entire song, you'll be remembering few lines from them. Now, take a moment and try to remember your favorite rhymes or whatever you could manage.

Do you know how you can remember them even after all these years?

Because, you repeated them, hundreds of times, in the classroom, in the home, and everywhere possible. They are etched in your memories, hiding somewhere safe, and waiting for the moment of recollection.

Repetition is a time and battle-tested tactic for remembering anything, and you can use it to make readers remember the main message of your article. Convey your important point in different ways - directly, using an example, through a story, quoting a famous person, and once more in your closing.

But, avoid the temptation of overdoing it. Too much repetition will irritate the reader and produce adverse effects.

4. Apply Proven Copywriting Formula

Let's face it.

You've been told copywriting is entirely different from article writing.

Well, there is truth in that to some extent. But, considering that your article has a goal and wants the user to take some action at the end of it, it also falls into the category of copywriting.

You can power up your articles by applying the few copywriting formula or principles.

Let me touch upon the four that can help you instantly.

5. AIDA Formula

It is first and most used copywriting formula. It can be applied to almost any form of article or content you write, and you can see it being used almost everywhere - in emails, in your social media feed, and the blog posts you read.

1. **Attention** – The first step is to grab their attention and make them notice. The reader has plenty on his mind, and unless you break his monotonous and busy mind, he is not going to make an effort read the article.
2. **Interest** – You got the attention, and it is not enough. You need to transform that awareness into an interest. Here you can use stories to get the reader interested in whatever you want him to.
3. **Desire** – Once you got his interest, you need to make them want your offering. It could be a solution or a tip or a book. But unless they desire the solution, they will not take action.
4. **Action** – It's the final step. Ask them to take the next phase towards the goal.

6. PAS Formula:

The second one is PAS, a copywriting formula made famous by the legendary marketer and copywriter Dan Kennedy.

1. **Problem** – The first step is to present the problem your reader feels. You want to make an instant connection with the reader that you understand him, the problem he has, and how badly he wants a solution for that.
2. **Agitation** – Now, you want to poke the problem and make it hard to neglect. But, you have to be careful not to do this in a negative sense. You need to empathize and make it strikingly visible to the reader how the problem is making his life worst.
3. **Solution** – And then present your solution to the problem.

By using these two copywriting formulas, you could make your article more compelling, engaging and persuasive. Be judicious and apply the methods sparingly to get the best results.

7. Use A Structure

No one reads online.

Web copy is scanned. Not read.

Your readers consider the two things:

1. Does your article offer what they're looking for?
2. And can they find it quickly?

They don't want to spend several long minutes to find the something they're after. They want to find it quickly. So they scan across the article for clues that assures them that they are in the right place.

If you don't help them to find it quickly and easily, they are going to give up on you and go back to the search results. This is why you need to structure your articles better.

Follow these quick tips to structure your articles for the fast and quick readers.

Put your most important information in the top

Journalists call it "the inverted pyramid" writing approach.

If you look at the newspaper articles, the most newsworthy information comes first followed by the details and background information. So that even if you only read the first paragraph of a newspaper story, you will still get the news.

Don't spend much time on introduction and niceties. You have to put your most important information at the top so that it's what the reader encounters first. And you need to make sure it sounds right so that the reader decides to read the complete article.

Write for scanners.

“What most web visitors do is glance at each new page, scan some of the text, and click on the first link that catches their interest or vaguely resembles the thing they're looking for.” – Steve Krug

So you already know most readers scan the article. How to write for scanners? Use this handy checklist:

- Use your headline to communicate what you're writing about.
- Use your image caption communicate the article's message.
- Use subheadings to summarize your main points.
- Use easy-to-scan bullet points to reduce wordiness.

And the scanners are also lazy readers. They consume the content in bits and bytes.

- Use short paragraphs – four sentences max. People hate big paragraphs.
- Use short sentences – twelve words on average. Long sentences are a big NO.
- Skip unnecessary words. Brevity and clarity can take your article to places.
- Avoid jargon and gobbledeygook. No one is interested in reading Greek.
- Avoid the passive tense. Say it direct, please.

- Avoid needless repetition. Repetition is good, but unnecessary repetition can do more harm than good.
- Address your web visitors directly—talk to them directly. Use more ‘you’ instead of I and we.
- Shorten your text. If you can cut it in half, please do.

8. Tell Them Why

Your readers are busy. They have tons on their mind, and their inboxes and social media feed are regularly flooded. If you want them to spend their precious time to read your article, you need to give them a strong reason - a why. Why it will be beneficial for them to read your article.

Remember the power of the word because.

Psychological research has proven that people will more likely accommodate a request if you simply give them a reason why... even if that reason makes no sense. It's just because they have a reason for their action.

We are by nature curious and why is the first question we learn to ask. When our curiosity is satisfied, or we're given a reasonable explanation, we're willing to follow the directions and take action.

Use this psychological trick to improve your article writing.

9. Use Simple Language

“As Web readers, we are hunter-gatherers once again – only this time, instead of scanning the horizon for prey, we scan pages for carewords. When we see these words, we click, we act.” ~ Gerry McGovern

People look for the words they are familiar with and know already - carewords – because they tell him he’s in the right place. When they don’t find them in your article, they may skip it and move on to the next one.

We often like to sound better than we are and we tend to use fancy or sophisticated words to do so. And it throws the reader off the article than impress him. So, keep it simple.

- Don’t overload your content with words.
- Write as simply as possible.
- Make your message accessible to every reader.
- Don’t use complicated terminology unless you need to. If you do need to, explain it in simple words.

A better-structured article with a great headline that hooks and reels in the reader, that uses the copywriting formula to tell a great story engagingly while repeating the core message few times, also giving a valid reason to read and written for the scanners using simple words will be a better and persuasive article.

See what I have done here. Now, use these tactics to write amazingly persuasive articles.

CHAPTER 4

How to Write Better & Quicker Without Burning-out

Now that you know about the opportunity & how to write better content. The next step is to write more, faster. Your income is going to be based on how much you can write.

Many writers lose confidence by wrestling with their first draft. The harder they try, the slower they feel moving forward. It doesn't mean they lack talent. They just don't have the right habits and mindset to shift their writing speed into high gear.

Effective writing engages, entertains and helps your clients achieve their business goals. When your client's chance increases for closing sales and getting a mailing list signups, your opportunity increases to an incredible extent for receiving extra income and trust. Adopt the following strategies to write high-quality articles quicker and better:

1. Write Something

The strategy looks so simple that many writers don't even pay attention to it. In reality, this is the most important step for speeding up your writing process. The mind becomes blank because the following questions troubles you regularly:

- Is it the right time to start or should I gather more resources?
- How will I structure my content?
- How will readers react to my writing work?
- From where will I get the inspiration?
- Will I able to complete the task at given time?

- What if my client rejects my work?

It's perfectly fine to create good-for-nothing first draft. Blank screen and fear of judgment come out as the biggest hurdle for initiating the writing process. Don't waste your valuable time by staring at the blank screen. Even great writers begin with a terrible first draft.

As something is always better than nothing, write whatever comes to your mind without placing any filters. Permit yourself to make a fool of yourself.

Stop overthinking because nobody is analyzing your writing work. Don't be afraid to make any mistakes. The more you'll write, the more you'll understand your shortcomings.

Your draft is not your final work. It just marks your beginning step to give you confidence for shaping your content. When you start seeing words on the screen, your writing speed takes a significant jump in the positive direction. You'll feel confident once the page fills up with your raw thoughts.

2. Re-structure Your Subconscious Mind

You get in reality what you think internally. If you think you can't write quicker, you'll become a slow writer. If you think you can't frame a better content, you'll never achieve the desired output. Make yourself comfortable by pumping up your internal surroundings.

Your subconscious mind stores and recall data at your command. Let's say you plan to learn how to drive a car. In the beginning, you'll face issues following the instructions.

After practicing the driving skills for a long time, you can even talk to another person while driving. How is it possible?

The subconscious mind recalls the data based on your past learnings. You receive what you feed. If you keep feeding negative impression, it will recall the same depressing information. So, restructure your subconscious mind to be on your side for following efficient and quick writing routine.

3. Write As You Talk with Your Audience

Imagine someone is sitting in front of you. Write as if you are talking to the same person. When the person makes an eye-contact with you, there is no distraction.

Writing becomes difficult to communicate because distance is the issue. To remove the distance barrier, start a one-to-one relationship with your target audience.

I write as if I'm in direct contact with my readers. My sole intention is to build a smooth conversation by understanding the issues and providing the solution with my writing.

It takes time to write in the spoken language, but the journey starts with your first draft. After completing the first draft, ask yourself "Is this the same way I'd interact with my friend?"

If not, make changes by thinking what you would say in that situation. With practice, you'll point out the problem without even asking the question. Read out loud to point out those lines that don't sound like a conversation.

The bond decreases when you use complex sentences. Don't sound professional at the cost of losing your reader's attention. Build a close connection by creating a digestible content.

There are times when you need to provide complex information- like technical details- to prove the worth of your client's product/service. But, the idea of maintaining a personal touch remains intact.

4. Start with the End in Mind

Before planning out your writing strategy, think about the end result. What is it that you want your readers to take away after consuming your content?

For this book, I started with the question, 'How will my readers benefit by learning the art of content writing?' With the end question in my mind, it became easy for me to list out great ideas for generating extra income by writing articles.

The end gives your clear vision of your desired direction and destination. If you are clear about your audience expectations, the writing becomes powerful. When your clients start receiving love and warmth from your engaging content, you start attracting more monetary value for your articles.

5. Never write and edit simultaneously

Collection of thoughts comes under the writing process, and their clarity comes with editing. While writing, stick your mind on idea collection only. Don't break the flow by making it more concise and readable.

It's a human tendency to look out for the flaws while performing the task. For example, many writers search synonyms for the right word placement during the writing process.

To improve your productivity level, stop wasting time on improving your raw input. Concentrate on making your content more alive after gathering the relevant information. Your writing speed slows down with the simultaneous function of both processes.

If you have completed the writing work today, edit it tomorrow. The break allows you to forget what ideas, arguments, and examples you have gathered.

In this way, next day, you see things from a fresh perspective without attaching any prior beliefs. Approach the editing work with a clear mind to point out logical errors.

6. Outline Your Drafts

There is always a temptation just to keep researching on ideas related to your topic. It keeps you away from your task of writing. Easy information access makes one forget to keep a limit on the research work.

Stop subscribing to any RSS feeds or reading random online articles which offer nothing new or useful for your writing job. Save your time and effort by outlining your drafts.

While assembling the material, make a list of main ideas. If you like, make a visual representation with a mind map. Or else, simply write a single line of supporting research for your main idea.

By breaking down work into blocks, writing task looks easy and achievable. With proper formation, ideas look connected and meaningful.

Once the draft is complete, you just need to fill the gaps by elaborating the points. It saves your large chunk of time which goes wasted in thinking 'What should I write next?'

7. Keep a Lists of Ideas Beforehand

Last moment thinking consumes a lot of time for content idea generation. When inspiration for an article strikes, scribble your thoughts in your notebook or save them to your Google Docs file or Evernote app.

Apart from gathering knowledge related to your niche, be open to reading unrelated topics. I have included the power of subconscious mind to my second point. Without knowing this concept, I couldn't even think about understanding it's power in enhancing the writing speed.

The more broad topics you read, the more are your chances to come up with creative ideas to spice up your content. You never know how your current idea might turn out useful for fulfilling your client's need.

Conclusion

Set realistic expectations. Don't start by writing 1000 words in a single day. Even if you achieve the target by dragging yourself for the whole day, next day you won't feel like writing anything.

It becomes a punishment, not an achievement. No matter how much you write, make a daily habit of expressing your thoughts on your desired topic.

Why is it that so many writers find it hard to either start writing or complete the ones which they already started?

It is the mindset which makes or breaks the success of your content writing business. So, eliminate all the distractions and get into the writing zone for adding extra monetary source every month.

CHAPTER 5

The Future Demand for Content and Our Opportunity

Way back in 1996, Bill Gates wrote an essay titled '*Content is King.*' At that time, he predicted content to be the main power source of attention on the Internet.

Unsurprisingly, the prediction holds true till this date.

Online businesses die a slow death for two main reasons. They don't attract the right kind of people to their website. If the right person lands on their website, they can't convince them to purchase. No matter how productive are the offers, no one buys from them unless there is an expression.

Businesses' weakness becomes your strength. You, being a freelance writer, have the power to plant seeds of trust in reader's mind by expressing your client's honesty, vision, and hard work through words.

You don't just write to fill the web page. You are a marketing expert who understands how to balance the love your client receives from search engines and readers.

Words have the potential to empathize with readers' problem and energize them by healing their issues. I'll share four essential pillars to strengthen the supremacy of content.

1. Relationship Building

You don't open up when you meet a person for the first time. Same happens with online visitors when they land on your website for the first time.

The online audience doesn't become customer overnight because it takes time to build a strong relationship. With increasing purchasing power, the ability to purchase good and services, people don't shy away from spending their money to satisfy their needs.

Now, they want someone who's concerned about them, not just company's profits. For building a personal connection, writing plays a decisive role in understanding the visitor's confusion and vision.

More than features, they want someone who invests in their feelings. Selling doesn't work unless online businesses personalize the interactions.

Writing not only recognizes visitors' current challenges, it captures their past regrets and future fears to make them feel special.

Every interaction, which online businesses convey to their blog readers, social media followers or their list members, leaves a meaningful impact with delightful writing skills.

Email blasts no longer work to promote a particular event. Now, it becomes necessary to interact with your list members on a consistent basis. As relationship takes time to build and prosper, quality writing takes time to acquire the right skills and mindset.

Clients prefer hiring writers because they realize that writing is not just words on paper. It requires tremendous skills to capture the emotions with the objective of spreading education.

2. Higher Search Engine Rankings

Search engines keep on updating their algorithms to make a user-friendly environment. With Panda update, Google ranked sites in the search results by taking content quality of the website into account.

As a result, sites with higher quality content were rewarded greater results in the search results, while the low-quality content sites experienced a major drop in their search engine rankings.

Trained content writers make a list of right keywords and key phrases searched by the target audience. They base their research on searcher's intent.

To avoid search engine penalty, they avoid keywords over-stuffing by inserting Latent Semantic Indexing (LSI) keywords, related words to the main keyword.

Following the principles of optimal reading experience, they place the keywords at strategic locations by scattering them evenly throughout the article.

Content writing becomes crucial for Search Engine Optimization (SEO) because search engines won't rank a site unless it provides some quality content.

Higher search engine rankings result in higher organic traffic. Higher organic traffic results in higher chances of converting viewers into buyers.

Content writers not only focus on search engines. They humanize content by keeping the audience in mind.

3. Higher Conversation Rate

Marketing funnel starts from awareness stage where prospects become aware of their issues and potential solution. The content, in the form of free e-book or case-study, becomes a crucial tool because lead generation is critical for expanding the scope of online businesses.

People share their email address in exchange for a valuable content. Business owners know the importance of insightful data for lead capturing.

Their busy schedule makes it impossible to connect with prospects. Therefore, they are more than willing to hire a writer to meet their content requirement.

Quality writers get to their point directly. Considering reader's short attention, they focus on delivering the right stuff at the right time.

For boosting the conversion rate, they use the language of their client's target customers to convey the brand message. Their content pushes audience reach out with more questions and business.

Writers absorb the mindset of prospective customers. For them, the process of conversion starts with identifying the benefit for readers. They express the company's vision from visitor's point of view, not the other way around.

Targeted traffic from search engines becomes useless when the site's content suffers from low conversion factor. Sales don't always determine the conversion rate.

Your client might run a news website where he wants to influence the visitor's political mindset; an NGO where he wants you to build content for donations.

So, conversion means different to different people, but it achieves the same purpose for everyone- accomplishment of desired outcomes.

4. Increasing Buyer's Attention

In today's marketplace, where every business is placing their bet on consumer's attention, client education becomes necessary for building trust and confidence. The online audience can't figure out the best option because many brands compete for a similar product.

To resolve doubts and fears, they prefer reading detailed reviews for identifying the best product for them. "How to" articles, like 'How to Use Portrait Mode on iPhone 7 Plus', help buyers understand the utility of the product.

Comparison guides make the buying process smooth by laying down the pros and cons of the top products under the same category in a single post.

Searcher Task Accomplishment, a term coined by Rand Fishkin of Moz, aims for fulfilling searcher's query results on Google based on their exact expectations.

His extensive study found that keyword targeting, authority links, appropriate text links are not the reason for higher search engine rankings. The content which answered searcher's query most efficiently came at the top.

Content writer's skills, knowledge, and ability becomes powerful for generating curiosity among online visitors. Buyer's attention process starts by their:

- Intention by thinking about a phrase for receiving information.
- Input on search engine's query box.
- Evaluation by scanning the links on search engine's query result.
- Selection by clicking a particular link to consume information.

It ends up once the visitor spends time on a website looking for the satisfactory answer. The attention increases if he finds additional resources matching up his expectation levels.

All becomes possible with unbiased writing skills for educating buyers without sounding like a cheesy salesperson.

Flood of Opportunities

We are living in a digital age. At the click of a button, one can access solution for all the requirements ranging from online research to shopping. Gone are the days when it was easy to fool the audience with manipulative deals.

Online customers are now smart enough to detect the intention behind the offer. Before you reach them, they equip themselves by gathering information from various online resources. Therefore, business owners have realized the importance of publishing quality content.

To minimize their operating costs, they hire writers from remote locations. Their shortage of time and skills bring in endless possibilities for content writers. They just want the work get done, nothing else.

Writers also enjoy the laptop lifestyle. They have the freedom to work in their comfort zone, from any place where they have access to internet connectivity.

Once successful, you have the right to make your own schedule, demand the desired amount of money and work on the selected projects.

With search engines screaming for quality content, there is no scarcity of demand in the market. You just have to take one step forward to show your credibility.

Once you acquire the right skill set, sky's the limit.

CONCLUSION

Now that we have reached the end of the ebook, the good news is that the journey is just going to begin.

Even if you think content writing is not something that you will do for making an income, I recommend that you at least try making your first ₹1,000 with content writing.

Don't look at it as a job. Think about it as an entrepreneurship challenge. This would be the first step for you to take action and get results in return.

It doesn't matter how many times I tell you that the opportunity with Digital Marketing is big, you will not believe it until you see a result in your bank account.

When you make your first ₹1,000 online, your beliefs will change. From there, you can start taking steps to make a full time income from the internet.

You can become a blogger, affiliate marketer or a digital marketing consultant. If you can do that, you can quit your job, stay where you want to and truly live the laptop lifestyle.

Why Make the First ₹1,000?

When you make your first ₹1,000 online, there are many places you can go from there. You will not stick to making money from content alone.

1. You Can Start a Content Agency

You can scale up your own content writing output, make more income and then start hiring other content writers who can work for your brand.

When you become a very good content writer, your client base will expand and you will hit a limit on how much content you can write per month.

When your demand exceeds supply, you can create a content services brand and have a team of content writers deliver articles to your clients. Or...

2. You Can Become a Blogger, Affiliate or Info-product Marketer

You can start a niche blog and focus on affiliate marketing as the primary revenue. You will be investing your time in writing for your own website instead of writing for someone else.

If you promote affiliate products on your website, you will be able to make more money in the long term out of every article than what you charge from your clients.

Let's do a small math to understand that.

If you charge ₹1 per word and if you can write 30,000 words in a month, you will be able to make ₹30,000 in month. Let's consider each article to be an average of 1,000 words. That way you are making ₹1,000 per article.

However if you build a niche amazon affiliate site, and if you publish 30 articles in it and rank them on the search engines. You may end up making ₹60,000 in affiliate commissions over a period of a year. That way you are earning ₹2,000 per article instead of ₹1,000.

However you will not get this ₹2,000 as soon as you publish. And there is no guarantee that you will make ₹2,000 over a period of time. There is a risk here that the article will not rank well and you will not make any money from it.

But some other article will rank so well that it makes up for all the articles. And there is a chance that you may end up making ₹3,000 or more per article.

If you have the appetite for risk taking, then you can focus on blogging.

Else, you can focus 70% of writing for clients - where you know that you will make a standard income of ₹X per word. And for the rest 30%, you can focus on writing content for your own blog or niche website.

That way you are distributing the risk and even if your niche site doesn't perform well, you will still end up making certain income from clients.

When you promote affiliate products to your audience, you will have enough revenue in the beginning to support the time, energy and money that is being invested in the website. This will make sure that the blog keeps growing.

Eventually when you have a big enough audience, you will start understanding your customers better. Then you can start offering your own products and services to your audience so that you can make a higher revenue per visitor as a product owner than an affiliate marketer.

3. Start a Digital Marketing Agency

You can upgrade your content business to a full service digital marketing agency. You will be able to sell other digital marketing services to the same clients who buy articles from you.

You would have understood how to handle client expectations and deliver on time. You will also have good relationship with these clients and they trust that you will deliver results.

Final Words

I have seen many people who started with making money online with content services who then went to become successful in other areas. The internet is an ocean of opportunities and it is full of uncharted territories.

Once you start exploring the ocean, you will be hit with so many opportunities that you cannot decide which one to let go and which one to pursue.

Take Action

There is no better time to get started than NOW.

I hope that you will take action on the content that has been delivered to you in this ebook. I took a lot of time and effort to write this book - and you NEED to apply what you learned to bring results. If you get results - I would call this book a success.

Hoping to hear from you. If you have reached until this point, mail me at vip@digitaldeepak.com and tell me what you feel about this book.

This email ID is a very private email ID that I share only with my high end clients. I am putting this email ID confidently here because I know that only a small 10% of the people who read this book, will come up to here.

So if you are here, then you are already ahead of 90% of the people who did not reach this point in the book! You are in the top 10%.

Now if there are 1,000 readers out of 10,000 book buyers who have reached up to this point, only around 30% of them (300) people will actually take the next step. Another 70% will not take action.

So if you go and take action, then you are in the top 3% of the people who are going to take action and get results!

Do you want to be in the 30% of action takers, or 70% of non-action takers and procrastinators?

You decide!

All the best for your digital marketing journey!

Regards,
Deepak Kanakaraju

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