

FREELANCE WRITING STARTER KIT



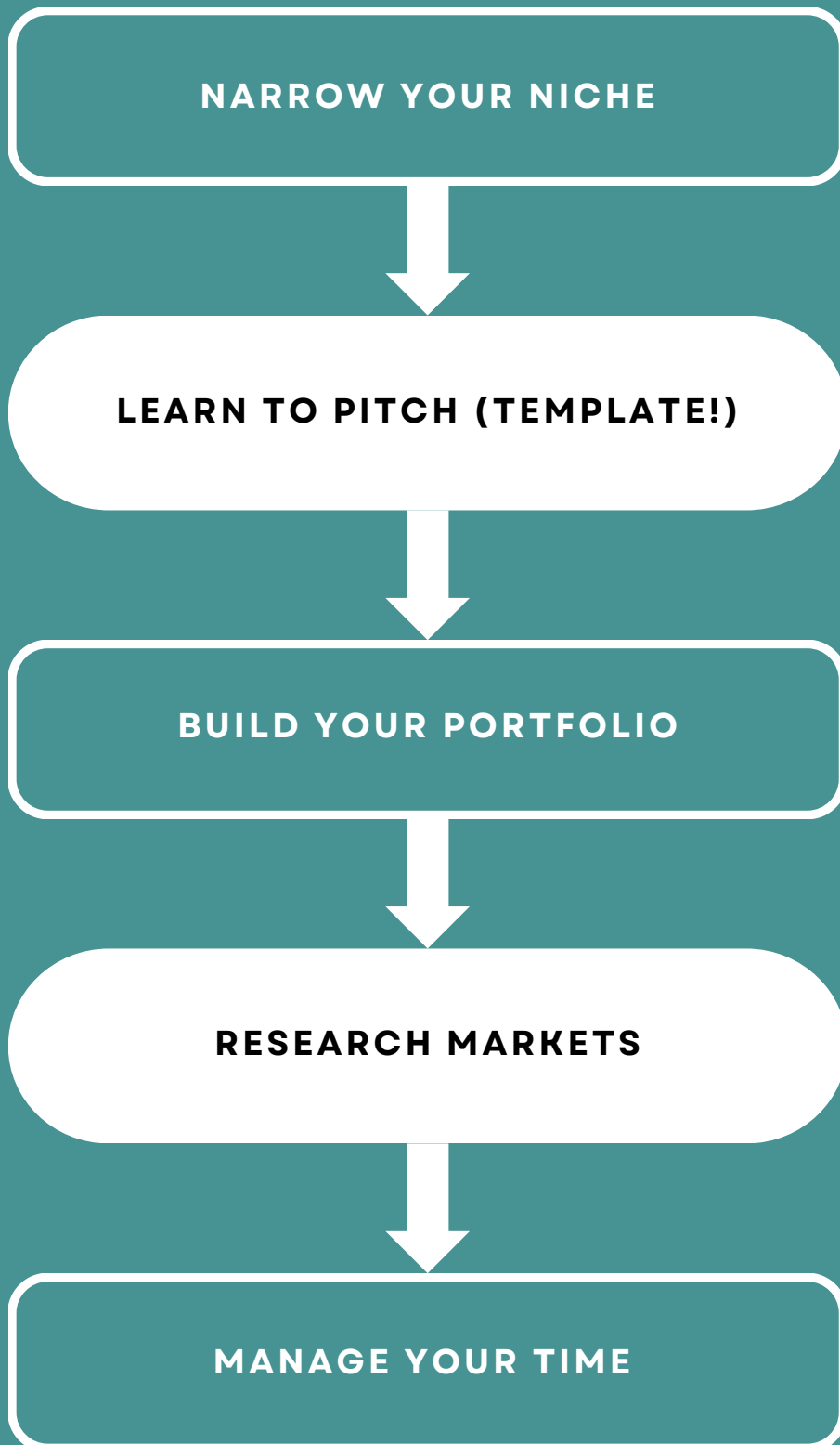
WELCOME TO FREELANCE WRITING!

Looking to kickstart
your freelance writing
career or side hustle?
This quick guide helps
you get started today.

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THIS KIT AT A GLANCE

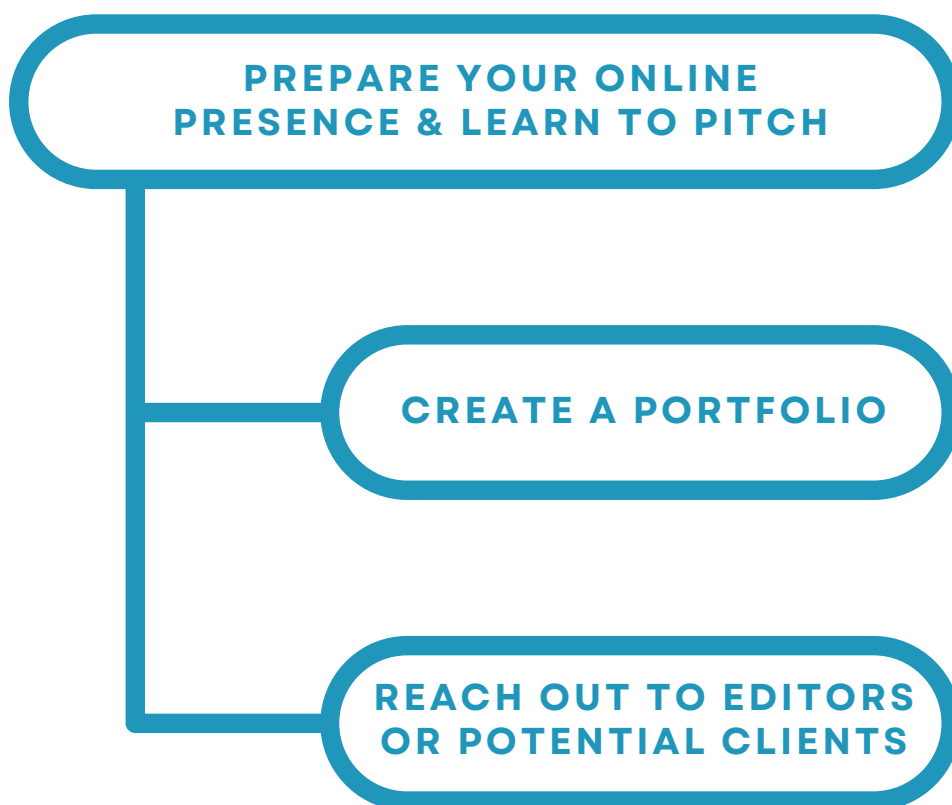
Here's what you'll learn:



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HOW TO USE THIS KIT

This Freelance Writing Starter Kit is designed to help you get started with confidence. From crafting perfect pitches to building a standout portfolio, this kit helps simplify the freelance journey for you.



STEP #1 - NARROW YOUR NICHE

Your niche is the specific topic you'll specialize in, and it helps define what kind of places you'll pitch. Are you passionate about travel writing? Do you love covering technology trends? Focus your time on one or two niches when you start out.

INSTRUCTIONS:

To help you find your niche, ask yourself:

- What topics do I enjoy writing about the most?
- What industries do I already have experience in?
- What problems can I solve for businesses or readers with my writing?
- What types of writing (articles, blogs, whitepapers, etc.) do I enjoy?

Write down your answers, then narrow down to 2-3 niche ideas. Focus your efforts in these areas as you build your freelance career.

Read more: [How to Find Your Freelance Niche](#)

STEP #2 - LEARN TO PITCH

Your pitch is your first impression to people who may hire you, so it needs to be personalized, concise, and compelling. Editors and content managers get hundreds of pitches each week, so yours needs to stand out.

PITCH TEMPLATE

A pitch should include:

- A compelling subject line.
- A personalized greeting.
- An attention-grabbing opening.
- A clear and specific idea.
- Why you're the right person to write this.
- A call to action.

[Read more: 7 Pitching Mistakes & How to Avoid Them](#)

Subject Line: Pitch: [Insert Engaging Headline Idea]

Hi [Editor's Name],

I hope all is well! Did you know [interesting fact about your proposed topic]? I think your audience would love a story on [Topic/Angle]. I'd like to pitch an article idea titled "[Proposed Headline]" that explores [brief description of your angle and why it's relevant to their audience].

It would cover the following points:

[Point 1]

[Point 2]

[Point 3]

I've written for [mention relevant publications or a portfolio link], and I'd be thrilled to contribute to [Publication Name]. Let me know if this interests you.

Thank you for your time, and I look forward to hearing from you!

Best,

[Your Name]

[Your Contact Information]

STEP #3 - BUILD A PORTFOLIO

Your portfolio is your calling card—it showcases your skills, range, and expertise. Even if you're just starting out, build a portfolio that showcases your writing skills.

PORTFOLIO CHECKLIST

A portfolio should include:

- **A brief bio:** Highlight your background, areas of expertise, and writing experience. Keep it clear and focused.
- **Samples of your work:** If you don't have published work yet, consider creating a few high-quality blog posts or mock articles in your niche.
- **Contact information:** Make it easy for potential clients or editors to reach you.
- **Social proof:** If you have any testimonials or positive feedback, include them!

PRO TIP: You don't need a complicated website to start. Use free platforms like Clippings.me, Journo Portfolio or Contently, or create a simple one-page site using tools like Wix or WordPress.

- Choose 3-5 of your best clips to highlight.
- If you don't have published clips, no problem! Write 2-3 samples in your niche.
- Update regularly to keep clips fresh.
- Don't overthink it! 😊

[Read more: Building a Freelance Writing Portfolio from Scratch in 2024](#)

STEP #4 - RESEARCH MARKETS

Once you know your niche, the next step is figuring out where to pitch your work! Researching markets means finding publications, websites, and businesses that may hire you.

WHERE TO FIND PLACES TO PITCH

Places to look for publications and freelance gigs:

- **Freelance Writing Jobs Boards:** Websites like Freelance Writing Jobs and ProBlogger post writing gigs.
- **Content Platforms:** Consider platforms like Medium or HubPages to publish your writing and attract clients.
- **Social Media:** Find editors and marketing directors in your niche on Twitter and LinkedIn to look for potential opportunities.

PRO TIP: Find publications and companies in your niche and contact the editors and market directors to pitch content ideas.

- Start with the publications and websites you personally read.
- Search “articles + [your niche]” to find out who’s publishing articles in your niche.
- Check newsletters like WritersWeekly.com, Funds for Writers, and Poets & Writers magazine.
- Sign up for [Monday Kickstart](#), the weekly Substack newsletter from Live Write Publish! Free subscribers get access to the first newsletter of the month. Paid subscribers get weekly emails with markets and tips.

STEP #5 - MANAGE YOUR TIME

Freelancing comes with a lot of freedom, but it also requires discipline. As your own boss, it's vital to manage your time to meet deadlines, juggle multiple clients, and keep your work-life balance in check.

TIPS FOR TIME MANAGEMENT

Use [this time-blocking template](#) to organize your day:

- Morning (9 AM - 12 PM): Client work (focus on writing, editing, and revising)
- Afternoon (1 PM - 3 PM): Research new markets, pitch to editors
- Late Afternoon (3 PM - 5 PM): Networking, social media marketing, catching up on emails

Create a weekly plan that works for you, and stick to it!

Use this space to block out your daily schedule:

BONUS RESOURCES

Here are a few tools to help make your freelance journey smoother:

- [Grammarly](#): A must-have tool for error-free writing.
- [Trello](#): Stay organized with project management.
- [Google Docs](#): Collaborate with clients in real-time.
- [Canva](#): Create visuals and design elements for your portfolio easily.
- [Hemingway App](#): Improve your writing clarity and readability.

Check out these resources, and start building your freelance business with the right tools at your fingertips.

TAKE THE NEXT STEP!

If you're ready for a step-by-step walkthrough of these steps delivered straight to your email, check out 7 Days to Freelancing. Each day for seven days you'll get detailed instructions on how to get started as a writer!



Seven Days to Freelancing

A STEP-BY-STEP EMAIL COURSE TO
HELP YOU GET STARTED AS A
FREELANCE WRITER



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