

# WritingBytes

bring vision to your pages

## TURN WORDS INTO MONEY

*Written by:*

A stylized, cursive signature logo consisting of the letters 'G' and 'Z' intertwined.

## Contents

Discover How to Hire a Writer Who Will Make You Money

Chapter 1: It Begins With You

**SECRET 1: UNDERSTAND YOUR VISION BEFORE YOU TALK TO A WRITER**

**SECRET 2: GIVE YOUR WRITER THE GOODS**

**SECRET 3: DEVELOP A REALISTIC SCHEDULE**

**SECRET 4: WORK ON MORE THAN A HANDSHAKE**

Chapter 2: Get the Words Right

**SECRET 5: WORDS THAT COMPEL**

Chapter 3: If Content is King...?

**SECRET 6: WHAT ABOUT SEO?**

Chapter 4: Who Feels Passion for Your Project?

**SECRET 7: PASSION AND EXPERIENCE IN A WRITER**

**SECRET 8: BALANCE QUALITY AND QUANTITY**

**SECRET 9: DON'T DISCOUNT CHEMISTRY.**

Chapter 5: What's Stopping You?

**SECRET 10: WHEN YOU HIRE A FREELANCE WRITER**

Hire a Writer Who Will Make You Money

Copyright Notice

Copyright © Candy Zulkosky aka CaZ

**All rights reserved**

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the author.

# **Discover How to Hire a Writer Who Will Make You Money**

## INTRODUCTION

**W**e live and work in an information age, a time where success or failure hinges on what you publish. Today your published message must do double duty; it must create the impression you want and elicit a response.

A professional writer creates clean, readable, copy that tells your story and explains your competitive difference. The words professional writers provide for you ensure that what you publish gets the results you want.

We understand that you know your business best and that you could be the ideal person to communicate your important business messages. And yet, consider this. Are you are fully engaged in your business every day? Then it is likely that you are too close to be objective. A good writer will:

- See your business in a new or different light
- Draw out the key benefits of your products and services
- Communicate your passion to your clients and prospects

Most importantly, when you want to convert shoppers to buyers and increase both business and profits, a professional writer will deliver words that get results.

In these five chapters I've gathered 10 secrets for you to discover and make your own. Use these techniques to find the writer who will turn your words into money.

## CHAPTER ONE

# It Begins With You

### JOSEY – JOT RESUME WRITING

*Josey had a big project under way—expanding her business to offer placement services for clerical and office workers. Her plans were on schedule and the launch date was two months away. That’s when Josey hit a wall—the marketing copy she wrote simply did not work.*

*Josey faced several obstacles. For one, she did not like writing about her own business. And juggling a schedule filled with resume deadlines that can’t be ignored kept her from writing for the expansion project. Then to top it off, she just could not find the right words.*

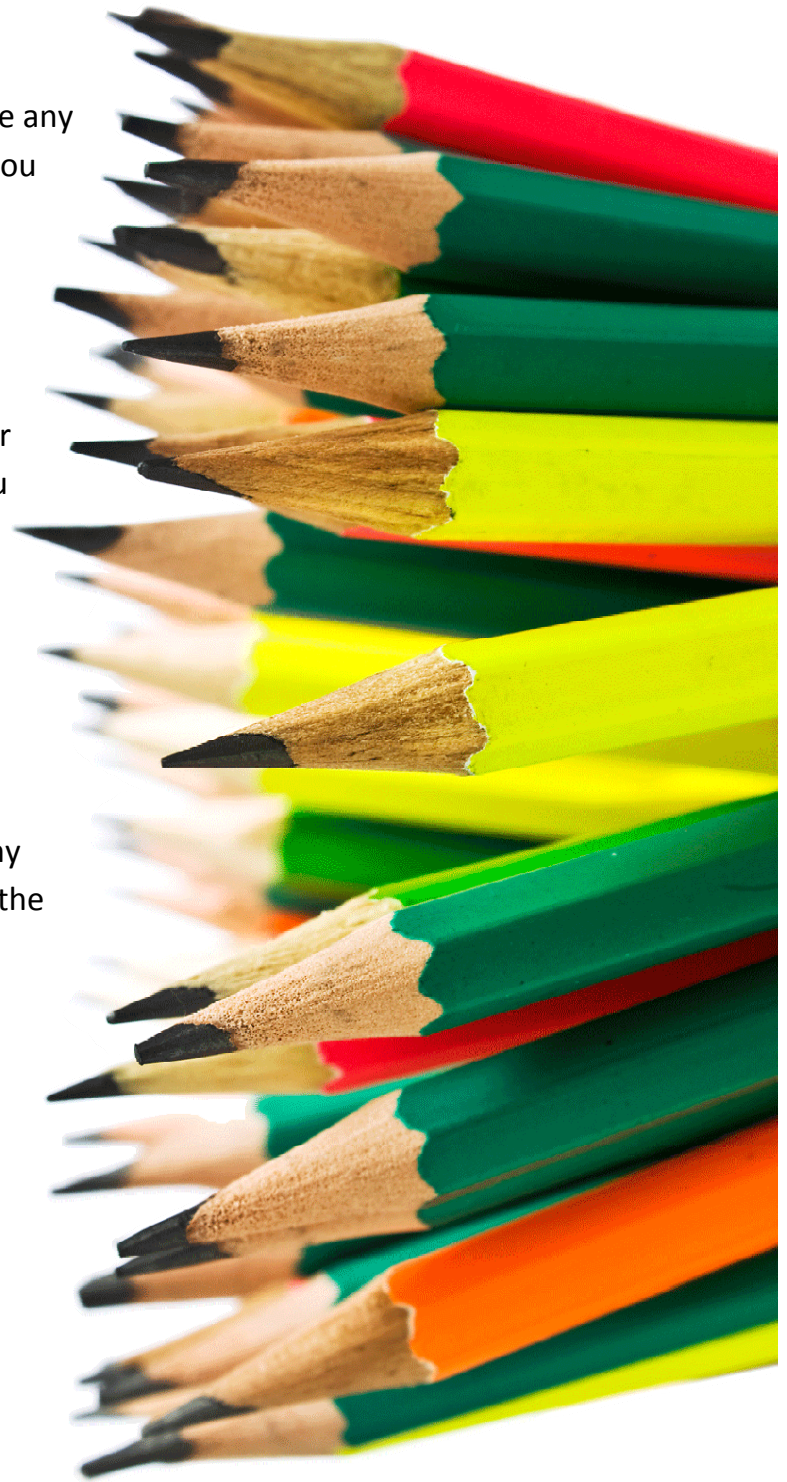
*Instead of letting the pressure get to her, Josey made a smart decision. She hired a writer to find those words.*

**W**orking with a writer is a business relationship like any other. And that is how you should approach the process—as a facet of doing business.

Begin by discovering how the relationship with a writer typically develops. A small investment of your time (and in this book) will show you how to navigate the process of hiring a writer to ensure the result you need. It truly does begin with you.

Each of the ten secrets discussed in this book is in reality not so much a secret as practical advice. As with any advice, use what works and dismiss the rest.

Take in those bits of advice that fill gaps in your experience and that lead to a stronger relationship with the writer you hire.



# WritingBytes

bring vision to your pages

## Hire a Writer Who Will Make You Money

I created WritingBytes to deliver hard-working copy, on time, to client specifications, and on-budget. I support your business success with a fresh view-point to deliver clarity and added value to your project. I write in your voice for you.

If you think that we might be a good fit, please review the WritingBytes website and blog, then contact me to discuss your writing projects.

As a writer, you'll find me online at my blog and website, [WritingBytes.com](http://WritingBytes.com). You can reach me by email at [info@writingbytes.com](mailto:info@writingbytes.com).

As a solopreneur and teacher, you'll find me online at my website and blog [Home Biz Smarts](http://HomeBizSmarts.com).

Find me on Twitter at <http://twitter.com/candysbytes>. You may also 'like' the Facebook fan page <http://www.facebook.com/writingbytes>

I hope you have found good, solid information in this book that you can put to immediate use to find the right writer for your business needs.



A stylized, handwritten signature logo consisting of the letters 'C', 'a', and 'Z' intertwined.