

LWP | RWJ | Author: Le Williams

NEW REMOTE WRITERS: PART 1

NEW WRITER FREE STRATEGIES

BASIC ADVICE FOR DEVELOPING WRITING SERVICE RATES FOR NEW WRITERS



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INTRODUCTION

Congratulations on Pursuing the Role of a New Remote Writer!



It's your first time writing as a freelancer. You are trying to figure out a fee schedule and pricing plan for your first client(s).

Additionally, you find yourself faced with insecurities and anxieties that you may be charging too much or not enough (as a new writer).

You are not alone!

Let's first consider a few key elements in your pricing strategy.

This basic guide is designed with the new remote writer in mind, helping you ease into a simplified strategy for leveraging a service fee plan for your first few clients.

CHAPTER 1



HOW DO I DETERMINE MY FEE STRATEGY?



FEE STRATEGY

What are Your Financial Needs, Competitor Rates, and Content Types Requested?

Here are a few questions to ask yourself:

- What are my **current salary needs**? (build portfolio, weekly financial goals, full-time salary, etc.)
- What are my **competitors' rates** in a specific industry? (i.e. IT, Healthcare, Real Estate, etc.)
- What **type of content** am I creating for the client? (Blog Post, Article, Whitepaper, Case Study, Web Content, etc.)

For Freelance Remote Writers:

Once you have determined the answers to these questions, it will be an easier transition to strategize a pricing plan for your first new clients.



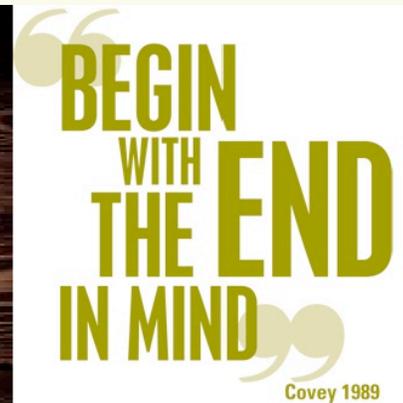
For Small Businesses:
Struggling with your startup company?

Not sure what other writers are charging?
Having trouble translating your client's content needs?

Hiring a strategist or consultant that specializes in small business development may be a viable option towards supporting your full-cycle marketing needs.

CHARGING METHODS

Should you charge per hour or per word?



It is important to understand and consider the most frequently used charging methods as a freelance writer.

- 1) Charge per Hour**
- 2) Charge per Content Assignment**
- 3) Charge per Word**

The next few chapters will provide you with basic incite regarding these three charging methods.

CHAPTER 2



CHARGING PER HOUR, CONTENT, or WORDCOUNT

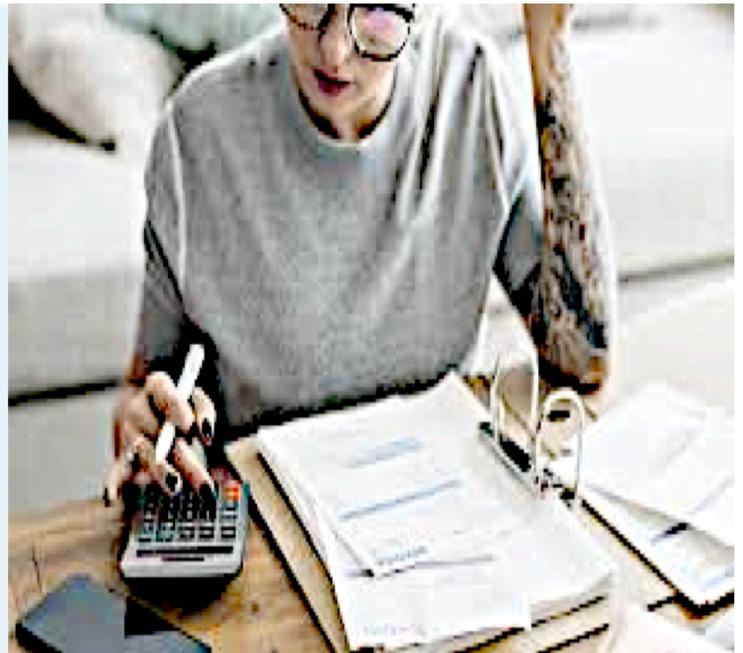


CHARGING A CLIENT BY THE HOUR

Some content assignments require **hours of research**. This is especially true if you are writing a:

- Whitepaper,
- Article,
- Web content,
- Blog post that is not in your niche (area of knowledge/ experience).

Your hourly rate can be determined based on the **size of the project** and **your experience**.



PLEASE NOTE: Charging an hourly rate is *not always the best option*.

For example, you may have a client that you charged \$50 USD an hour on an Information Technology article that only took 2 hours to develop and write. However, the *next project* for this client may take much longer because you are personally not knowledgeable about a specific area of IT.

The client may expect rate would be the same. *Therefore, you would need to explain or adjust your hourly rate.*

CHARGING A CLIENT BASED ON CONTENT

Word count, research time, keyword requests, final edits, and more.

It can be very profitable to simply tell a client that you will invoice them based on each individual assignment. This allows you to make a contract that fits their particular needs.



Just make sure
that you are:

Scalable: Allows you to review their project needs and set an assignment fee **based on all factors**. (Word count, research time, keyword requests, and edits.)

Flexible: The client may request a few edits to the content. Determine whether edits are included in that original fee...or remain flexible to edit content under the fee that you quoted.

CHARGING A CLIENT BASED ON WORD COUNT

As a beginner, you may want to set your rate based on project size (word count) and your comfortableness.

As a new
remote writer,
ask yourself:



- 1) Am I willing to write a 300 word blog post for \$15 (just to gain some experience)?
- 2) Will my name be on the written content, giving me public credit for my hard work? Or, will I be a ghostwriter?

Remember, you may be able to provide various word count scales, such as “800-1,000 Words” or “450+ Words” for a specific rate.

CHAPTER 3



THE ULTIMATE GOAL: YOUR CLIENT'S GOALS & YOUR OWN NEEDS





“ Don't worry about having *less experience*.

Focus on the client's project size, goals, and your own financial needs.

- Le Williams

”

THE ULTIMATE GOAL CHARGE YOUR CLIENTS BASED ON THEIR PROJECT SIZE and YOUR OWN NEEDS

Always place the client's goals as a priority, in order to leverage a:

- Long-term contract;
- Repeat customer;
- Positive Referrals.



Dually, your own financial needs and portfolio goals are equally important. Unless you are writing for clients as a hobby, you must never set aside your financial goals.

Remain Focused on Your Financial Needs

It is so easy to lose sight of your measurable financial goals when you are simply trying to get started in the world of freelance writing. However, never forget your own financial goals! Whether this will be your only income or just a side gig; you need and deserve your worth.



Don't Cheat Yourself | Identify Your Value

Low rates are often interpreted as a lower quality of writing work. Therefore, be confident in charging your client for your valued research time and innovative writing skills.

Most clients have a reasonable budget. All clients want high-quality content. Believe in yourself, show confidence, and don't settle for less (even if you are new to remote writing.)

Learn my valuable tips and negotiation methods in Part 2's strategy guide.

CHAPTER 4



THE BIG QUESTION: HOW **MUCH** SHOULD I CHARGE?



“TIME IS MONEY”

ANALYZE WHAT’S MOST PROFITABLE



Now that you have determined the type of content that needs to be written, your competitors’ rates, and your current financial needs, you are almost ready to leverage a fair price or rate for your writing services.

There is one more part to your strategy remaining:
Your Work Schedule!

Always choose a strategy that provides you with space and time to write for other clients.

Are Multiple Gigs Better Than One?

Let's say you have a client or platform where you are given 5 posts per week. You are only paid \$0.05 per word for 300 word posts. That is \$15 per blog post. You may find that this will only help you pay for food or a few bills a month. For others, this may pay their house rent/lease and provide for their family.

On the other hand, you will discover that writing one 800 word article for \$120 a week is better than 5 posts at \$0.05 per word.

It all depends on the platform you are writing for and/or the client you are working with.



Personal / Work Life: Time Management as a Remote Writer

You are working from home, your office, or an Internet café now. Therefore, you must critically manage your time and avoid distractions.

Create a schedule for yourself so that you can realistically determine if you can:

- Meet deadlines;
- Take on other clients;
- Measure whether a lower-paying gig is worth it.

APPROXIMATE RATES

ANALYZE WHAT'S MOST PROFITABLE

Charging "Approximate Rates"

If you plan on advertising your rates publicly (on your website, profile page, or business cards), then keep all of these chapters in mind.

It may be highly advantageous to simply provide an *APPROXIMATE RATE CHARGE*. This is not always available, especially when you are advertising your services on certain platforms.

For example:

You can display or negotiate:

" \$0.10 - 0.15 per word, based on your individual needs."

" \$80 - \$200 per article, based on keywords and backlinks, with unlimited edits."

"Please contact me for a personalized fee estimate concerning whitepaper projects and case study services."

Don't Forget This Basic Advice:

- The more that you write, the better you will get.
- Provide samples of your greatest relevant work.
- Learn everything you can about the client's goals.
- If your amount is too high, simply offer a lower word count for a lower fee.

NEED ONE-ON-ONE GUIDANCE?

Don't Forget These Basic Advice Tips:

- The more that you write, the better you will get.
- Provide samples of your greatest relevant work.
- Learn everything you can about the client's goals.
- If your amount is too high, simply offer a lower word count for a lower fee.

I am confident that this basic segment of my guide will help you towards developing an entrepreneurial pricing plan strategy for your personal clients.

If you are a freelancer or small business that needs a more personalized approach in leveraging your remote business strategy, we invite you to [contact us](#) for an affordable consultation.

Best wishes in your remote writing journey!

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