Writing Riches With Minimal Effort
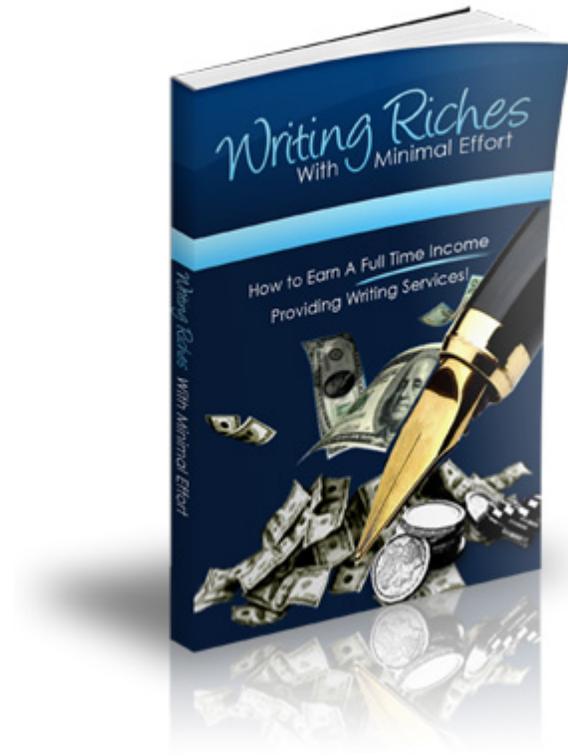
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Introduction

I don't know you or your circumstances, so you may well be an exception to what I am just about say, but most people that I know who have a job are not particularly happy with the fact that they are working for someone else.

Oh, sure, in these increasingly hard times, they are certainly grateful to have a monthly income coming into the house, but at the end of the day, it seems to me to be a fact that the majority of people who work the regulation 9-to-5 are not particularly happy doing so.

Some of these people have jobs that they hate, whilst others will despise the boss (or have a boss who appears to despise them). There are still others who loathe the four hours they spend every day commuting to and from the office, and so on.

To be honest, it's not a particularly encouraging picture.

And here's another thing. Even those that do not appear to have any concrete reason for hating their daily job still do!

Have you ever stopped to wonder why this might be, why human beings seem to have an intrinsic dislike of working for other people?

I have and here's my conclusion.

Most people don't like working for other people because they know that 'the bosses' (whoever they might be) are taking home way more cash than they are. And (even more annoyingly) it happens because of the work that the average-Joe is doing whilst the bosses take it easy (as far as Joe can see).

Joe wants the boot to be on the other foot, to be the one who makes money from the work of others rather than being the worker himself.

It's the age old dream, right? Working and getting paid for your efforts is all very well but how much better would it be if other people did the work and you got paid for their efforts?

For the average guy, it sounds like a pipedream, something that is never going to happen to our friend Joe if he lives to be 200 years old.

If you believe this, then read on, because I suspect that what you're about to discover is going to change your perception of what you can and cannot achieve beyond recognition (and maybe enable you to give your job the push too!)…

What is this all about?

In simple terms, what I am going to introduce to you in this book is a guide to setting up your own legitimate online business, one which could realistically start generating an income for you within a matter of days of setting the whole thing up.

Now, let me say right here that unlike so many 'get rich on the net' hokey schemes, there are no 'magic tricks' or 'hidden secrets' in this report.

Furthermore, there is no pretence that this business will make you $1 million in the first week. Nevertheless, because it is infinitely scalable, the amount that you earn will to a large extent depend upon the amount of time and effort that you are able and/or willing to put in (yes, a little time and effort is needed!).

On the upside, this is a venture that you can start without any great experience of online business and it is not necessary to have a significant amount of start-up capital either.

Furthermore, unlike many online businesses, you do not need to have a mailing list of prospects and potential customers to make this work. You don't have to have your own product or service, and you don't need joint-venture partners who can help you by promoting your business to their mailing list members or customers.

Indeed, it is possible to launch this business without even having a website although from experience, I know that this works better (i.e. more profitably) if you have a website through which you can present your services to the online community (you'll see exactly why later).

Even so, it is not *absolutely necessary* to have a site before launching which means that you can have this whole thing operational in less than a week from a standing start.

As suggested, the amount that you earn from this particular business is very much be dictated by the amount of time and effort you are willing to dedicate to it, but earning figures of $500-$1000 a week are very much attainable relatively quickly.

Before going into the exact details of exactly what this business is all about and how it works, let me explain to you *why* it works as this should let you see that this is indeed a viable, legitimate business concept.

The internet effect

The modern internet is a huge global marketplace via which billions of dollars of business are transacted every year and with every passing year, the amount of money changing hands on the net increases by a massive margin.

Nevertheless, for the vast majority of people who use the net, the number one reason that they get online every day is to find information, answers to the questions that they need or solutions to problems that they have.

A large percentage of the time, the information that they need is available free – indeed, if you know how and where to look, you can find almost anything you need online for free – but occasionally, they may be willing to spend a little money to get what they need.

Experienced online marketers understand what this majority people are doing when they use the net. Consequently, they build a blog or website that provides a tranche of valuable information to site visitors at no cost, usually backed up with a more detailed information product about the same topic which they are selling.

There are billions of websites and blogs that provide information to hungry searchers and whilst the way that the information is presented to site visitors has expanded over the past couple of years (information packed videos are for example increasingly common), the vast majority of information is still provided using the written word.

Now, imagine you have a blog that provides information about dog training and that through your online marketing efforts, you send hundreds of visitors who are hungry for information about dogs and dog training to your site every day. If your site is making money for you, you want all of these dog lovers to come back to your site on a regular basis as this is how you maximize your blog generated income.

How do you do this?

You do this by adding fresh new information to the blog on a regular basis because if you do not do so, people will stop coming back when they realize that there is nothing new for them on your site.

Hence, there are millions of online business owners and entrepreneurs out there who need a constant flow of high quality written content and many of them are either unwilling or unable to create this content for themselves.

At the same time, they recognize that without the ability to add additional information to their site or sites on a regular basis, their business will eventually shrivel and die. They therefore have a very real need for content, and as always, one man's need is another man's opportunity.

Now, I can imagine that you might be sitting there thinking 'but I can't write! I haven't written anything more challenging than a shopping list since I left high school, so how does this represent an opportunity for me?'

You might also very reasonably question how you can make good money from this with as little effort as I have previously suggested if you are expected to write thousands of words every week.

I will begin to deal with both of these queries in the next chapter because this is where the story starts to get interesting.

Why keep a dog…?

In certain parts of the UK, the colloquial saying 'Why keep a dog and bark yourself' is commonly used to suggest that there is no sense in doing a job if you can get someone else to do it for you. This is especially true if you can get someone else to do the job far better than you can do it.

This is the essence of the business model we are talking about here.

You have already learned that there are millions of site and blog owners, online entrepreneurs and Webmasters who need a never-ending flow of website content as well as other written materials such as e-mail messages, articles, special reports and so on.

However, what you may not be so aware of is that there are also millions of people out there who are more than happy to provide these written materials at very reasonable prices (i.e. extremely cheap).

The business model I am introducing therefore focuses on the idea of you acting as a go-between, a middleman or broker who introduces the services of these writers to online business owners and Webmasters who need a constant supply of content to keep their businesses afloat.

At this point, there is one obvious question that you are probably asking yourself, so allow me to address it for you.

If I know about this army of writers who are willing to provide their services at very cheap prices and you now know about them too, is it not extremely likely that experienced online marketers and internet business entrepreneurs are also 'in the know'?

If so (and the answer is, they most certainly do), perhaps you are now asking why these obviously smart online business owners (they are successful online entrepreneurs) would not simply approach these people themselves to cut out a middleman who they know will cost them money.

The answer to the question is remarkably simple and straightforward.

It is unfortunately a fact that not all of these writers are particularly good at what they do and a significant proportion of them (despite their protestations to the contrary) are not native English speakers or writers either.

There is nothing inherently wrong with this of course, but it does mean that the quality of written materials that freelance writers provide varies by a massive margin, ranging from extremely high quality work to stuff that is quite honestly worthless.

As an example, most experienced online marketers that I know have a sizeable collection of horror stories about trying to use outsourced workers to help them build their business. These stories range from myriad cases of broken promises and non-delivery to situations where people have provided supposedly unique work that was clearly copied or provided work that was completely incomprehensible.

At the same time, every one of these marketers knows that one of the most effective ways of growing their own businesses is to outsource as much of their work as humanly possible. No matter how hard they work every day, they understand that there is still a limit to what you can do personally in every 24-hour period.

In effect, for as long as any online entrepreneur is trying to do everything on their own, their maximum earnings are always going to be limited.

If however they start to outsource their work, they can potentially increase their profitability by 200%, 300% or even 400% fairly quickly because they can farm out the time-consuming, tedious work, leaving them free to concentrate on the things that really matter such as making money.

To give an example, there are plenty of places where it is possible to get a 500 word article that is perfectly adequate for a webpage written for $4.00.

Writing this article might take anywhere from 30 minutes to 1 hour, depending upon how much research is necessary. If we therefore assume a best case scenario that two articles can be written in one hour, the total cost will be $8.00.

If however you use that hour to focus on marketing activities that brings in $50, your profit margin is obviously enormous. You spent $8 to make $50, so the profit is $42 i.e. 525% of what you spent to get the articles written!

But this is what would happen in a perfect world, and unfortunately, as many marketers who have tried outsourcing would attest, the world is often far from perfect.

What happens in reality is that the article that is delivered is totally unusable without it being rewritten two or three times, and even then, there is still no guarantee that the quality of the content will match what is required.

So, you now see the two sides of the same coin, the opportunity and the problem.

In truth however, it is the problems that other marketers face when using outsourced workers that presents you with a *genuine* opportunity to make a lot of money online.

If you establish a business that enables you to act as a 'filter' instead of just being a passive middleman, you are in a position to provide something of great value to the marketer who would like to outsource his or her content requirements.

Almost without exception, this individual will already have tried to outsource their content creation and it is an unfortunate fact that only a very small handful of such people are likely to express anything approaching satisfaction.

If you set yourself up as a trusted go-between, a filter whose judgment, work ethic and honesty can be relied upon, then you are offering an immensely valuable service to the online marketing and business community.

Furthermore, because there are literally millions of people running online businesses, the scope and breadth of the potential market for services of this nature is almost limitless. Thus, the amount of money that you can earn from a business that provides a service like this is also relatively unlimited.

There are other advantages to this business model as well.

When you have your business established and you begin to attract customers, it is accepted business practice in the online marketing world for new customers to pay all of the fees that you're going to charge upfront. The freelancers (or ghostwriters as they are often known) may also want the same but even so, as you have already been paid, you are never out of pocket.

Many clients who use your service are extremely busy people and it is therefore an important part of their business credo that they waste as little time as possible. After all, if this was not a basic premise of how they run their business, then outsourcing would have far less interest for them than it has.

As a consequence, you will probably find that most of your clients will order work in bulk (i.e. they are more likely to order 100 articles every time instead of 5 or 10) and as long as you keep them happy, they will keep coming back for more on a regular basis.

Remember that as they are continually building their site or sites, they have an insatiable need for a constant supply of content and if therefore they find someone who can supply written materials of sufficient quality on time, every time, why would they go anywhere else?

Finding top-quality ghostwriters

The most important thing to remember…

After getting this far, I understand that you are probably anxious to get your business up and running as quickly as possible. If so, you may be very keen to know how you can start attracting potential clients or customers as quickly as possible.

Unfortunately, in doing this, you would be getting way, way ahead of yourself.

This is definitely not the first step to take because there is something far more important that you must do before thinking about offering your services to site owners, even though they may be fairly desperate for someone like you to come along.

This is because having read this far, one factor should have become abundantly clear to you. This is the absolute critical necessity of finding high quality ghostwriters with whom you can work. And you must do this before you do anything else.

Trying to launch your business without having high-quality ghostwriters behind you upon whom you can rely is a classic case of putting the cart before the horse, something that will inevitably doom your efforts to failure before you even get started.

It is no exaggeration to suggest that the quality of the people you choose to work with will make or break your business. You must therefore be prepared to spend as much time as necessary on this stage of the business establishment process.

You simply cannot afford to work with people whose work is of poor quality or those who do not understand the meaning of timeliness and deadlines because poor quality ghostwriters will destroy your business before it has ever got off the ground.

Furthermore, you must also appreciate that when I suggested that there are an *awful lot* of very poor quality freelance workers in the market, I was not exaggerating or joking.

Without wishing to paint a picture that is unnecessarily bleak or grim, for every good ghostwriter I have discovered over the past few years, there have been at least two or three who were not up to scratch for one reason or other, and you must weed these people out at the very beginning.

The key here is, don't be tempted to rush thing too quickly. Take your time and make sure that you do the job properly, because this is the only way of guaranteeing that your business is around for the long term.

It may only take a day or it may take a week or it may even take a month (although it has never taken me this long) to find a ghostwriter (or ghostwriters) with whom you can safely trust your business.

It is understandable that you want to start generating income as quickly as possible, and with a bit of luck, it should not take you more than a few days to do so.

Nevertheless, even if it does, do not be tempted to rush or to work with someone in whom you do not have 100% confidence because doing so is always a fatal error in business.

You need to find these people and you need to test them before thinking of moving one single step further.

Here is how you do both of these things.

The selection criteria to use...

When you start looking for ghostwriters or freelance workers, you will come into contact with people from many different countries, all of whom have different characters, qualities and characteristics.

Some of these people will be far more likeable or amenable than others. As it is quite natural that you want to work with people who are pleasant to work with, it is likely that you will naturally gravitate towards these more likeable individuals.

In my experience, this is often a mistake. Why it should be that the more likeable people often seem to be less reliable at one and the same time, I have no idea, but as a fact, this is what I have seen on far too many occasions.

For this reason, you must establish an objective series of specific tests that every freelancer or ghostwriter you come into contact with must pass. You must also discipline yourself to stick to your selection criteria as rigidly as possible because as soon as you start allowing human judgment or emotion to interfere in the selection process, you begin to make mistakes.

These are the six criteria that you should use when selecting ghostwriters with whom you are willing to trust the long-term fortunes of your business.

- The ability to write high-quality English. It must be grammatically correct and the spelling must be spot-on too.
- They must be capable of following specific instructions to the letter.
- They must have the ability to undertake unsupervised research and come up with the right answers or information.
- They must understand the idea of deadlines and punctuality and be willing to do whatever it takes to meet deadlines whenever necessary.
- When you ask for original content, this is what you must receive each and every time.
- Finally, you want to know how determined and tough any applicant is, how willing they are to go out on a limb to make sure that they get the work done.

Okay, so if a ghostwriter that you are thinking of working with can satisfy all of these criteria, then you may well have someone with whom

you can work. Let us look at each individual step to highlight some factors to be aware of.

The ability to use proper English: One problem of working with English speakers from all over the world is that in many countries, the English that is spoken has over the years been infiltrated with many local idioms, inflections and patterns of speech.

Whilst there is nothing particularly wrong with this, it does mean that many of these 'peculiarities' pass into their written English as well. This does not necessarily disbar someone from being a top-quality ghostwriter but it is something to be aware of and look out for.

Following instructions: When you use ghostwriters, you will be asking them to do a specific job that your customer has asked for. If your ghostwriter decides to 'use their initiative' by doing something that is slightly different to what was asked for, this is unlikely to be satisfactory for your client.

This is not a position you want to be in, so your ghostwriter must be capable of doing exactly what you ask of them every time.

Research ability is vital: Every time you pass a job to your ghostwriter, they must be able to do the research on their own. You do not want them asking you where they can find the appropriate information, the answers that they need or whatever it is.

Time is money: They absolutely must have the capacity and the willingness to take on-board that the timekeeping and deadline-meeting that you demand may be very different to what they are used to.

As an example, whereas there are a few countries where punctuality is expected (e.g. England, Japan etc), there are many other countries where timekeeping is far more flexible. You cannot afford to work with people who cannot produce work on time.

Only unique content has any value: When written materials are published on the net, they only have genuine value the first time they are published. After that, the all-important search engines like Google will more or less ignore those materials when they are republished elsewhere. Consequently, your clients are using your services because they want only unique content. It is your job to make sure that you provide it to them.

Their determination and character: When your ghostwriter could be working thousands of miles away from you, it is important to know that they have the character to come through when things get tough, that they are motivated self-starter with enough discipline to get what needs to be done finished.

Whilst you can threaten your ghostwriter, cajole them, praise them and even offer them more money to make sure that they do what you want, you cannot ever force them to do your bidding. Thus, having a strong character and a high level of determination is extremely important as it is people with strong characters and determination upon whom you can rely most heavily when the going gets tough.

How to find suitable people…

In my own experience, there is little doubt that the best way of finding reliable ghostwriters is through a personal recommendation from someone that you know who has worked with this person in the past.

As with most situations in life, if you know someone who can recommend a freelancer or ghostwriter that they have worked with, this is almost inevitably going to be the most successful way of finding someone on whom you can rely.

Failing this, the next place I would turn is to is probably the leading online marketing forum, the Warrior Forum. This is arguably the largest online marketing community on the net, a place where thousands of high-quality online marketers and content creators congregate.

The fact that the Warrior Forum is such a high-quality resource is however both a blessing and something of a curse as far as you are concerned.

On the blessing side of the argument, anyone you can find to create content through the Warrior Forum is likely to be a very competent writer, someone who is extremely au-fait with the demands of online marketing do it. Furthermore, it is much more likely that you will recruit a native English speaker through the Warrior Forum and they are likely (but certainly not guaranteed) to be honest and reliable.

There are however several problems with using the Warrior Forum in this way as well.

Firstly, because the majority of leading online marketers are a member of this Forum, they do not really need your services to find a writer for them through the site.

Secondly, it is far less likely that you will find someone who is willing to work for rock bottom prices, primarily because the majority of members are native English speakers from the USA, UK, Australia and Canada.

Thus, whilst it is always worth taking a look at what is on offer on the Warrior Special Offers forum page and in the Warriors for Hire section, you may find that there is nobody suitable for your.

This is not however the last we will see the Warrior Forum …

Of far more interest are likely to be two of the main outsourcing sites which can be found at Elance and GetaFreelancer.com.

Both of these sites are places where there are thousands of freelancers looking for work, with many of them being full-time or part-time ghost writers.

You use both of these sites in one of two different ways.

The first option is for you to browse profiles posted by individual freelancers before selecting people whose skills or abilities seem to be a good match for the project that you have in mind.

In my experience however, this option is rarely the best way of doing things unless you want to work with one of the top freelancers on the site. Assuming that this is unlikely to be the case at this stage (the top freelancers are usually the most expensive as well), it would not make much sense to seek a ghostwriter or ghostwriters in this way.

Instead, what you should do is use the second option, which is to post a job to the site to invite bids or tenders for the work that you have on offer.

In this way, you can construct the project in such a way that it tests all the criteria that I proposed earlier in the report. By doing so, you weed out a large percentage of the would-be ghostwriters who are not going to come up to scratch before narrowing down to a shortlist with whom you can take things one step further.

Invite suitable bids...

The first things you need to do to start the process of finding a suitable ghostwriter is to create and post a test project to one or both of the freelancing sites highlighted in the last section.

As you are focused on finding other online business people and entrepreneurs as clients, it follows that you should start off by looking for writers who specialize in this particular market area.

To do this, what you are going to so is advertise an initial project made up of five articles in the particular market sector or niche in which you are going to focus. For example, if you're going to sell your services to internet marketers, then the test project will be five articles in this market.

Once you have selected your writer, this is a project that you are actually going to ask them to undertake, and pay them for.

But although you should expect to pay around $25-30 for 5 articles of 400-500 words, you should not advertise how much you're willing to pay because part of the selection process will be based on the amount of money potential ghostwriters are asking for.

At the stage when you have chosen an individual writer with whom you think you can work, you will have to provide them with specific article information such as titles, any keyword terms on which you want the articles focusing, any specific requirements you have and so on.

When you add your project to either of the freelance sites highlighted earlier, you can expect to start receiving bids within a few hours and depending upon the attractiveness of the test project you are proposing, you could easily see over 20 bids for the work on both (or either) site(s).

You can keep the job offer for a few days to build up a list of potential ghostwriters with whom you might end up working.

Once you have accumulated a suitable list, it is time to move to the next stage which is where you start applying the selection criteria stipulated earlier.

Whittling the list down

Once you have received a reasonable number of applications, you have two options as to how you proceed with the process of whittling down the list still further.

The first option is to go through the credentials of each individual applicant to assess whether they seem likely candidates for the work you have in mind.

This is a relatively easy thing to do using either Elance or Get-a-Freelancer because both sites publish information about their writers that includes things like ratings from other site users, the amount of work they have done through the site, the amount of money they have earned was doing so and so on.

Consequently, because both of these sites are highly professional, you can gather a great deal of information about potential ghostwriters with whom you might work over and above the information that they themselves and to the site.

You should also have a figure in front of you for how much they would like to charge for the job, which is going to be another factor that is relevant to your final decision. After all, if they are asking for $20 per article, then you obviously cannot afford to use this particular individual because there would be absolutely no profit available if you were to do so.

Armed with this information, you may make some initial selection decisions based on things like their site ratings, the amount they are charging, their previous experience levels etc.

Sometimes applying this pre-selection process works extremely well, especially in those situations where there are some applicants who are clearly and obviously unsuitable for the work you have in mind.

On the other hand, you may well find that it is very difficult to make any decisions for or against based on the information that you already have, in which case, you should move straight on to the next stage.

Whether you have been able to narrow down the initial applicants to a shortlist or not, the next thing to do is to ask the applicants in whom you are still interested to undertake a specific task.

Before you can arrive at any final decisions, you had asked for samples of their work. However, if you simply ask them for a sample, they will quite obviously submit what they consider to be their best work to you, which in fact is unlikely to help you for a couple of reasons.

Firstly, you are going to receive a range of articles about almost every subject matter under the sun, and unless you know about every subject matter, then it is going to be very hard to you to assess how good (or

how bad) the writing and information contained in the article genuinely is.

Secondly, this does nothing to indicate how good their research and writing capabilities will be when they are creating articles on the subjects that you dictate, so again, asking for a random sample of work is a waste of time.

And finally, if they submit written materials that they have used elsewhere (which is what normally happens if you just ask for samples), you have no indication as to how good they are at writing unique content under pressure. As it is only unique content that has a genuine value to your clients, this is a crucial consideration, one which you cannot afford to ignore.

Consequently, just asking for 'samples' is a nonstarter for three extremely important reasons.

What you should in fact do is ask them for two articles focused on a specific topic in your market about which you are knowledgeable.

Give them an 'angle' that you want the article to be written from as well because this makes the test even more valid, whilst stressing that the work they submit must be unique, something that they have written from scratch.

Emphasize that each article must be between 450 and 500 words long and that the work has to be submitted to you privately within 48 or 72 hours (if you are feeling generous). You should also make it absolutely clear that there will be no payment for these articles as they are a test.

By instructing your applicants in this way, you ensure that the results satisfy all of the test criteria that were set out in a previous chapter.

This is for example a test of determination and character as there will be a percentage of applicants who simply cannot be bothered putting the effort in if they are not going to get paid.

This is an excellent initial 'weeding out' step as you immediately find more determined characters who are likely to come through as opposed to the ones who are lazy and therefore of no value to your business.

Next, because you have asked them to write about a specific topic, you test their ability to research subject about which they may know very little. Furthermore, because you know your subject fairly intimately, you are better able to assess the quality of their writing, particularly if they are outside their normal comfort zone.

Despite your instructions, some of the applicants will simply ignore the notion that the articles are to be between 450 and 500 words long. Perhaps in the mistaken belief that more is always better, some of the applicants will write 600 words or more whilst a small handful will contribute less than the requested 450 words.

In both cases, the applicant is clearly indicating that they do what they want rather than what you have asked them to do. In other words, they either cannot or will not follow instructions which should disbar them from further consideration.

By giving them a deadline, you test their ability both to work under pressure and to submit their work on time. Whilst the fact that they submit their work on time during a 'test' does not conclusively prove that they are always be so punctual, it is as good indication as you can realistically hope for in the circumstances.

Finally, because you have asked them to write unique articles from scratch, you can check whether the content they submit has been used anywhere else on the net. This is something that you must always do, because the number of times applicants will think they can 'get away' with submitting duplicate content that they found on another website as their work is often quite staggering.

To test the work for 'uniqueness', you have a couple of options, one of which is considerably more thorough than the other but takes quite a bit more time as well.

The quick option is to copy a sentence or two from an article before pasting that passage of text into a standard Google search window. Google will look for these sentences on the net and if they find them, you have probably got duplicate content. You might however run this test with two or three different passages of text rather than just once to test the veracity of your results.

The other option is to use the services of a site like CopyScape which reviews the whole of your article before searching for materials that are published anywhere on the net which match any section of your article.

The problem with using CopyScape is that unless you have a Premier account, the content that you want to compare has to be published somewhere on the net before you can run your test.

Whilst this is not particularly complex – create a Blogger blog purely for testing purposes, so that you can test as many articles as you want by publishing them, testing and then deleting – it is still a time consuming and tedious job.

After testing your applicants down in this way, you will probably have a relatively short shortlist. It is therefore time to take the selection process to the next stage.

Evaluate the shortlisted applicants on an individual basis

If you are using either Elance or Get-a-Freelancer, you have the ability to communicate directly with the applicants that you are considering by direct message. This gives you the opportunity to get to know them a little better whilst also assessing just how committed they might be to the long-term nature of your project.

This is an extremely important point as the majority of the jobs posted on these two sites tend to be irregular and/or temporary in nature.

It is therefore vital that you contact shortlisted applicants to explain that what you are looking for is a long-term commitment from both sides of the fence. This may or may not be something with which they are comfortable, which is exactly why it is something that you need to clarify from the very beginning.

Try to give them some idea of the amount of work that you are likely to ask them to do on a weekly or monthly basis as this allows gives them a clearer picture of exactly what you mean when talking about a long-term commitment.

Communicating with people using a direct messaging system also gives you another indication about how good they are responding in a timely manner. Whilst you must accept that at least some of the people on the shortlist could live in a time-zone that is a long way from your own, you would naturally expect a reasonably prompt response when you are offering them a long-term position.

One other thing that I find helps to narrow down my final choice is to open a communication channel with shortlisted applicants in real-time using a service like Skype or Yahoo Messenger.

Once the successful candidate is selected, it will be very important to be able to communicate with them using instant communication channels like these.

Starting now therefore helps you to assess whether time differences (for example) are likely to be a major barrier to working together whilst also allowing you to gather an even better impression of what each individual shortlisted applicant is like.

Depending upon the length of your shortlist and how this particular stage of the selection process goes, you will ultimately be left with a final couple of choices.

Either you will have a standout candidate who in your opinion is clearly better than anyone else, in which case, you offer the five article project to them without any further delay.

On the other hand, you may have two or even three candidates who are all so close together that it is practically impossible to separate them.

In this situation and assuming that you can afford an additional $50 or $60, ask all three of them to undertake a five article project for you and tell them that the best submission wins.

After all, if you ask all the applicants for five articles, each candidate is going to provide five unique pieces of content that you can use to promote your business, so running this final test is not a waste of money by any stretch of the imagination.

Whether you choose to have a final comparison test in this way or whether you select an outright winner without doing so, you should now have a ghostwriter that you are 100% confident you can work with. This being the case, you are ready to move on to the next stage of the operation…

Final arrangements before launching…

Before you are in a position to launch your service, there are a few final administrative matters to take care of.

The first thing is that you must have a very definite agreement in place with your ghostwriters as to exactly how much you will pay them, and for what.

For instance, if you're going to focus your business on producing 400-500 word articles, there must be a clear, unequivocal agreement in place that stipulates exactly how much you'll pay them, with somewhere around $4-$8 per article being a good starting point.

In this situation, I would suggest that you pay them a little more than the $4 base rate because you are relying on their loyalty to a certain degree, and loyalty does not come without a price attached. In this situation, I would therefore be looking to pay $6 or perhaps $7 per article as a way of ensuring that my writers stay on my side.

In addition, it is often a good idea to include performance incentives as well because it definitely helps to keep your writers on their toes.

For example, instead of offering a flat $7 per article, you could offer $6 plus an additional $1 for every article that is accepted by the client as it is the first time. In other words, these are articles that they do not ask you to modify or alter, which is something that will happen.

On top of this, you might add an additional $20 for every 20 consecutive articles accepted by clients on the same basis or something of this nature.

The reason that you do this is that what will ultimately dictate the success of your business is your ability to deliver high-quality unique content to your clients on a regular basis that they can use straight out of the box (again, it does not need modifying or altering).

If you can do this, not only will your reputation with your existing clients skyrocket, it becomes far more likely that these existing clients will recommend your services to their business colleagues, other site owners, online marketers they know and so on.

Consequently, having some kind of bonus structure in place that is based on your writers producing a constant flow of top quality content that is almost always accepted by your clients is an extremely sound long-term business development move.

You need to agree with you ghostwriters on the amount of work you expect them to do in terms of articles per month, and the turnaround time that is expected of them. Turnaround time and the ability to hit deadlines is something else that can be tied in to your bonus system in some way too.

There must be an agreement between you and your writer as to exactly how you pay them. Although this becomes a less critical factor with the passage of time, it is extremely important in the beginning.

At this point you must have an agreement that all parties are satisfied with. The last thing you need is unnecessary friction with your writer so it is vital to get all possible points of dispute settled before they arise.

Most commonly, you can choose to pay your writer 100% upfront, agree some kind of 50-50 deal (50% on submitting the order, 50% on completion for example) or you can use [an escrow service](#) as offered by both Elance and Get-a-Freelancer.

There is no one best option how you pay your ghostwriters, although I would caution against paying 100% upfront, especially in the early days. Escrow is the safest option, but using the service incurs additional fees so a 50-50 split of some description is a fairly common method of remunerating your ghostwriter.

Another thing that you must do is ensure that the lines of communication between you and your ghostwriters are always open.

You need to know that you can contact them at any time either by instant chat (when you are both awake) or by e-mail when one party or the other is fast asleep.

It also makes a lot of sense to have an agreed reporting system in place from the beginning so that you can keep at close eye on where your writers are in terms of the work that they are supposed to be doing.

Whether you choose to do this on a formal or informal basis is not particularly important, just so long as you have a reporting system in place that is understood by both parties.

With your first ghostwriter in place and everything agreed between the two of you, you are ready to move onto the next stage which is to finalize your business plan before putting the whole thing into action.

What do you have to offer?

As mentioned earlier, there are lots of marketers out there who are aware that they can get articles written for as little as $4, so the first thing you have to find is a convincing answer to why other marketers should deal with you. In other words, what is the unique selling point of your business going to be?

We have already touched on one thing that you can offer which is your ability to act as 'filter', to be someone who makes certain that the client gets exactly what they want the very first time (which is something they almost certainly won't get if the try to go direct to 99.9% of ghostwriters).

Extend this concept a little further and you quickly arrive at the real selling point of what you are going to do for your marketer and webmaster clients.

The reason these guys outsource in the first place is to save time and by using your services, you are able to ensure that significant time savings are exactly what they get.

Instead of them having to waste time and effort finding the handful of ghostwriters out there who are really worth dealing with, you have done the job for them already. Furthermore, because you are going to act as the intermediary who acts in their best interests, you are in a position to guarantee that the client gets exactly what they want every time.

They want to spend as little time as possible making certain that the content they are paying for is precisely what they want because this frees up more time for other money making activities. What you are therefore ultimately selling your client is the ability to add thousands of additional dollars to their bottom line, something that you can be 100% certain they will be more than happy to pay you for.

You offer their business a quick and easy way of guaranteeing that using outsourcing services does exactly what it is supposed to do –

increases their bottom line profits without giving them extra headaches or difficulties that they absolutely don't need.

To summarize the unique selling point of your business, you are going to save them time and increase their profits in such a way that the additional expense of employing your services is covered many times over.

So, how much should you be charging for this service?

To a degree, the answer to this question is probably at least partially dependent on the market you work in and the clients you deal with, but as with all 'broking' type businesses, what you are looking to do is buy low and sell high.

For example, it is certainly not impossible that you could add $10 to the price or every 500 word article you sell.

This margin would mean that for every 100 articles you still, you have an additional $1000 in your pocket and the only limit on the number of articles you sell is the capacity of your team to write them!

However, just providing article writing service is limiting what you can offer your clients, which is something you should never do.

You should therefore begin to consider exactly how you can add even more value to the services you offer. You could for example:

- Offer every potential new client two or three free samples to put your work in front of them. In this way, they see the quality for themselves.

- Produce and offer 'ready-made product packages' that are made up of many different varieties of written materials that are all focused on one market. For example, you might put together and release a small number (no more than 200 at the very outside) of a dog related information pack that contains a ghostwritten e-book, special reports, articles, an e-mail marketing series and so

on. As long as the price is right, this would be pure gold dust for those in the dog market.

- Offer your clients a completely automated content solution where you supply a certain number of articles to them every month without them even having to ask. This is great because it represents almost guaranteed, totally hands-off recurring income for your business, which is a 'Holy grail' for most online marketers.

Basically, what you should be doing is thinking about the range of value added services with which you can augment your business to make what you offer an indispensible service that your clients cannot do without.

Once you have done this, there are only two questions remaining.

How or where are you going to find potential customers, and what are you going to offer them to convince them that what you offer represents great value?

How to convince potential clients that you are the best…

It is all very well having established your own unique selling point and a range of value-added services that you can provide but being able to convince potential clients of the genuine value of your services is something completely different.

In effect, you need to establish how you are going to convince potential clients that it is worth dealing with you rather than going directly to the freelance ghostwriting market themselves.

There are fortunately several ways you can do this.

As mentioned in the previous chapter, the quickest and easiest way of proving the quality and value of your product is to give away free samples of the articles that you can provide.

The way that I would suggest you do this is to find a popular forum in your marketplace through which you can offer free samples of your articles to other forum members, people who are by definition targeted prospects.

For example, in the online marketing business (which is ultimately likely to be the best market for a service of this nature), you can go back to the Warrior Forum to offer free samples to other members.

To do this, you should create a new post in the main forum area where you offer two free article samples on any subject that the member nominates to the first 10 or 15 applicants.

Make sure that your posting title is something along the lines of 'Unique Articles FREE – Strictly Limited Offer', because as soon as people see that the offer is free and limited, they will click to see what is going on.

To post in the main forum area like this does not cost any money, so your only outlay in this operation is going to be the cost of the articles themselves. if however this is not as successful as you would like it to be, you might consider making a similar offer as a Warrior Special Offer but this will cost you an additional $20 listing fee.

One extremely important thing to do when you make an offer like this is to ask the recipients for a testimonial that focuses on the quality of the work provided and on the level of service.

Of course, the 10 or 15 recipients of your first sample batch of articles are going to be your hottest prospects but if you can attract a reasonable number of testimonials from them as well, you can exploit these as evidence that your services are worth using.

After you have some testimonials, another thing that you might like to do is create a super-special offer which is only open to new customers for their first order. For example, instead of looking to make $10 per 500 word article, you might cut your expectation to $5 per article for this offer as a way of introducing new paying clients to your business.

If you look at the rules of Warrior Special Offers forum, you will note that a WSO has to be a special offer that is only available to the Warriors. Such a discounted first offer would certainly fit the bill, so this would be a great way of getting your paid services off the ground, particularly as other Warrior members are likely to be impressed by testimonials from fellow Warriors.

However, the advantage of promoting your business with a 'discounted first order' offer is that you can advertise this particular opportunity all over the net. Although the offer has to be an exclusive when it is first launched as a WSO, there is no reason why you cannot make this offer available on general release once the WSO has run it's course.

As long as it is made abundantly clear to the new client that this offer is a one-off that will not be repeated, this is a tremendous way of attracting new clients.

Furthermore, because you can make this an offer that will never be repeated, it encourages new clients to 'order big'. As the discount they enjoy will have far more positive effect on their bank balance if they order 100 articles at a discounted price than it would be if they order only 5 or 10, it is pretty obvious which they are more likely to do.

Consequently, this strategy is a great way of launching your business with a real bang.

How to find additional clients

Create a relatively simple, conversational style advert that focuses on the testimonials that you have already received and the value added services that you are in a position to provide.

You must make it extremely clear in all of your advertising exactly what it is that you are offering (e.g. 10 articles of at least 500 words each, optimized for the clients keywords with LSI taken into account) and if possible, it helps to personalize the advert if you can include a short video clip of you talking directly to the camera, or at least a photo.

Of course, the Warrior Forum is not the only way you can advertise your services, nor should it be. There are thousands of potential clients who are not members of online marketing forums so you must spread your promotional net as wide as possible. In this way, you can present your opportunity to as many potential prospects as possible.

In addition to other online marketing forums like Digital Point, there is no reason why you cannot advertise your business in exactly the same way as you would advertise any other online marketing venture.

For example, you could use standard free marketing strategies like article marketing to promote your business. After all, if you are offering a bespoke writing service, there can be no better advertisement for your products and services than a series of high-quality articles published on the major article directory sites like EzineArticles, GoArticles and ArticleCity.

Similarly, you could create a series of videos that highlight why anyone who needs high-quality unique content for their site or for their marketing efforts should use your services. Make sure that the titles and descriptions of the videos that you create include keyword terms that are appropriate to your business before posting them on the major video networking sites like YouTube, Google video and Daily Motion.

Videos are undoubtedly one of the online marketing success stories of the past couple of years, so doing something as simple as this will pull in dozens of targeted visitors to your promotional website.

Now, you probably remember that at the beginning of this book, I suggested that you did not *have to have* a website but that if you do have some kind of site, you are likely to make far more money than you will if you do not have an online presence.

The reason should now be becoming obvious as if you do not have a site or blog that outlines your services, a place to which you can refer your potential prospects, then using simple online promotional tactics such as article and video marketing is not going to work for you.

At the same time however, I would not however recommend spending a great deal of time and effort creating an extremely fancy HTML website.

On the contrary, what you should do is give your business a name and subsequently [register a domain name](#) (annual cost around $10) which features your business name (this looks highly professional).

Next, set up an account [with a web host](#) (the best option is the $7.95 per month 'Baby' account) who will offer you 'space' on their computer from where you can present your site to the world.

[Link your domain to your hosting account](#), and you are good to go.

Now, use Fantastico (which you will find in the cpanel – control panel – of your web hosting account) to install [WordPress](#) on your site. You now have a site which you can use to present your services to the world.

You can literally set this up in a couple of hours from start to finish, giving you a place to where you can direct all of the targeted traffic you generate using tactics like article and video marketing.

Furthermore, you can use your site to provide prospects and visitors with information about special offers, new packaged products,

additional services and so on. This will in turn keep both existing clients and interested prospects coming back on a regular basis to see what else you have to offer.

Yes, as suggested, you *can* run this business without a website, but if you do so, you will leave an awful lot of money on the table, so it is not something that I would recommend as a long-term good move.

Once you have some money in the kitty, you can use Pay per Click advertising like Google AdWords or Yahoo Search Marketing to drive even more laser targeted traffic to your site.

Of course, using paid advertising of this nature naturally costs money but it is undoubtedly the quickest way of sending targeted prospects to your business, so it is almost certainly something worth considering.

You might also post free adverts on major classified advertising sites like Craigslist and US Free Ads. These are hugely popular sites, so even though you may have to return to the site to repost your adverts on a regular basis, it will still be worth it in terms of money made compared to time spent.

Your responsibilities to your client

The first thing that you must do when your client submits a new job request is contact your writer to establish a delivery schedule for what has been requested. You must endeavor to get back to the client within 24 to 48 hours with this information to agree that the timescale is acceptable before instructing your writer to get started.

As suggested on many occasions, you operate as a 'filter' for your clients who thereby enables them to be completely confident that they are going to receive exactly what they have asked for every time.

Consequently, you must check your ghostwriters work each and every time they submit the finished content materials to you.

Firstly, you must confirm that the work they have done matches the specification of the job that they were given.

In this respect, it makes sense to have a standard job request form that your clients can use as this enables you to pass this standard request straight to your ghostwriter as-is. When you do this, I would however suggest that you remove any information about the client that might enable the writer to contact them directly because unless you know your writer extremely well, you should not put temptation in their way!

However, patting on the original job sheet removes any confusion that might otherwise be created if you have been to transpose what your customer has asked for your ghostwriter.

This ensures that the information that your writer receives is exactly what the client has asked for (rather than your interpretation of it). Thus, it far easier to check whether the job they have done is the one that was asked for.

Next, you should check the submitted work for grammatical and spelling errors as well as running uniqueness checks as demonstrated

previously (at this point, Premier CopyScape membership could be well justified).

Assuming that the work is satisfactory and as per the instructions, you should submit the content to your client via e-mail or any other convenient submission method as soon as possible.

I would suggest that as part of your standard service, you make your prospects and clients aware that you are willing to modify any work that they are not 100% satisfied with at no charge.

This is another very strong selling point for your business, one which you would be well advised to emphasize on your site and whenever you are engaged in discussions with prospects or clients.

Nevertheless, it might make sense to limit the number of times you will do this, but do not highlight the fact. Unfortunately however if you do not do so, some clients might be tempted to continually change their mind simply because they can do so without worrying about spending any extra money.

How to expand your business

As previously suggested, one person can only do so much in every 24 hour period and this applies just as much to freelance workers as it does to anyone else. Hence, if you only have one ghostwriter, the amount of work your business can handle is strictly limited.

Thus, the first thing that you can do to expand your business in the future is to bring more freelance writers in. If there are any outstanding candidates that you discovered during your initial selection process, retain their information for a time when you need to bring on board the additional writers to expand in this way.

But this is not the only way that you can grow your business.

For example, once you have gained some experience of the market, you will probably have a good idea of the most popular products or markets. You could therefore produce more pre-written product packages to satisfy the demands of the most popular markets.

Offering automatic, recurring billing options to your clients is a great way of making their life easier whilst also ensuring that there is a regular monthly cash flow coming into your business.

Once you begin to see certain clients who order on a regular basis, why not go back to them and offer to automate the whole process so that they can save themselves even more time and effort? The more clients who you have who work this way with your business, the more secure your business becomes as your regular monthly income increases.

As your business naturally grows over time and becomes increasingly well-known, your personal standing and authority in the writing business will expand in the same way.

You might therefore offer consulting and training services, which will introduce another stream of income to your business.

Furthermore, at some point, it makes sense to pass over the administrative duties of your business to suitably qualified assistants so that you can focus on business development and finding new clients.

In other words, there will come a point where you can follow your own advice by outsourcing all those elements of your business that don't make money so that you can focus on those that do.

Conclusion

As suggested in the introductory paragraphs of this report, the business model that you have just read of is something that anyone can set up to start generating online income in days or a couple of weeks (at the outside).

Furthermore, it is a business that even someone who has no online business experience can establish quickly and easily, primarily because there are already millions of potential customers and product providers out there in the market place.

However, it is a fact (something that I can confirm from my own experiences) that there is a serious disconnect between the people who are willing to buy in this market and those who are desperately trying to sell.

The people who want to buy are looking for a guaranteed high-quality product whereas the ones who believe they have something that is worth buying are often supplying inferior products, albeit unknowingly.

This business model therefore represents a tremendous window of opportunity, one that is not likely to close any time soon. As long as there are online business owners, entrepreneurs and Webmasters who need high quality content to drive their websites and associated businesses, services of the type highlighted in this report will always be in demand.

And perhaps one of the biggest beauties of this particular business is that there is a genuine need for brokers or go-betweens who know what they are doing, people who can act as a filter for marketers and website owners who do not have the time or the inclination to do the filtering job themselves. In other words, you'll probably never have to sell your services too hard because you are supplying something that is in great demand where there is relatively limited supply at the present time.

In conclusion, this is undoubtedly a business where there is a lot of money just waiting to be grabbed, and by following what you have read

of in this manual, you can quickly put yourself in a great position to grab your own slice of this extremely lucrative and profitable 'pie'.