

# **WELL-PAID SEO CONTENT WRITER 2013**

**\*\*\*\*\* Special Report \*\*\*\*\***

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# INTRODUCTION

Hi. My name is John Coutts, and I'm a professional SEO content writer. You may know me from around the Warrior forum. 😊

Let me start by thanking you for purchasing this report, and saying that I truly hope it will make a difference in your life and career as an SEO content writer. I'm confident that this will be the best \$9.95 you ever spent.

OK, before we get into the meat of this report, here's a bit of background ...

I left school when I was 15, so you don't need a fancy college education to be a successful writer. If you do have a college degree, that's fine. There's nothing wrong with it. You just don't need it to become a well-paid writer online.

It could even be argued that my first language is not English. I grew up speaking a very strong dialect that's native to Shetland where I was born. The Shetland dialect is not a proper language, per se; it is a strange mixture of Old Norse, Lowland Scots and a sprinkling of Old English.

However, Shetland dialect is unintelligible to English speakers (and everyone else). At school, we were punished if caught speaking it, so we had to learn proper English the hard way. I still speak in dialect to friends and relatives, but my command of English has long since been perfect. So just remember, if your first language is not English, there's still hope. I made it in the English speaking world, so you can too.

With no college degree and a mediocre formal education, I managed to become a weekly column writer for a newspaper. I did that for 10 years, from 1998 to 2008. That newspaper won the *Scottish Newspaper of the Year* award three years running while I was one of their regular column writers. I certainly won't claim that I was the reason for them getting the award, but I like to think my column helped – at least a little bit. 😊

I've authored three books in conjunction with a museum. In the year 2000 the museum won *Scottish Museum of the Year* in the education category, and a

multimedia presentation I authored for them was cited as "pivotal" in their securing the award.

I started writing online in 1996. Before that I worked on an inter-island ferry in Shetland, the far-flung group of islands to the extreme north of Scotland where the little Shetland ponies come from. I was a deck hand working in wild and stormy North Sea weather.

My ancestors were Vikings, but let me tell you, there's nothing romantic, swashbuckling or adventurous about stormy seas in winter when you feel seasick. I hated it, so I made a change; I started writing online. I always loved writing, so this was relatively easy for me to do.

Back in 1996, the World Wide Web was pretty new, and there weren't a million different sites where I could advertise my service – I had to get creative if I wanted to survive. And I did, but the pickings were slim, and I had to write for peanuts, initially. As the internet evolved, I tried many things, and then one day it hit me ... "I don't need to write for peanuts, if I use this strategy."

So I did, and I've never looked back. Since then my earnings have increased **dramatically**, and most of my personal time has become my own. I earn more, I write less, and I have a lot more freedom, overall. Six years ago I moved with my family 1,500 miles south from Shetland to a village in southwest Spain (300 miles from the sea) seeking a better lifestyle. I'm delighted to say, we found it.

However, it appears there are a lot of people who are stuck in the exact same boat I once was in, and I don't mean that inter-island ferry I once worked on either. 😊

That's why I've written this report. A quick look through the WF forum tells me there are many content writers out there who are unnecessarily getting paid 'minimum wage' and constantly struggling to find writing gigs and clients. Are you one of them? There's no need for that – **there's a lot of good money and clients out there!** You just need to change your strategy.

I often see threads in forums that reflect the frustration of writers who've committed to writing for a living, yet can't seem to get by. I also receive a lot of emails from writers and colleagues asking for tips and advice, so I've decided

to help. I'm going to show you how to make **pots of money as an SEO content writer** and always have work. No catch, no commitment, no obligation.

Yes, OK, so that sounds a bit like an ad – but it isn't. I genuinely want to see to it that you succeed as a writer and earn a decent wage doing what you love. I want to show you that it is possible to write less and earn more. I want to show you that you **can** make a living as a **WELL-PAID** SEO content writer. Why? Well, I was where you are now, and I know how it feels.

No more 5-dollar articles. No more paying advertising fees. No more wondering if you'll be able to pay the rent this month. What I'm about to reveal to you works, plain and simple, and could very well change your life. And once you get through this report, which isn't very long, then you will be able to take action immediately and start building your future and reputation.

That's right. I'm going to give you the **secret to my personal success** as an online content writer. I'm going to show you the exact method that I use to rake in \$6,000 a month (give or take) by writing SEO content. And guess what, I don't write 300 articles per month, churning them out like a conveyer belt system.

I don't have a writing team, I don't outsource anything, and I don't sell products – this is my first one, in fact. All I do is write SEO content, usually articles, for a handful of clients, and it takes me about 5 hours a day. I don't work on weekends – that's my time. My clients are absolutely fine with that.

I write for clients from all over the world. One of my main clients is from Phoenix, Arizona and I am from the UK, so don't think you can't write for people in other countries. You most certainly can and I do it all the time.

But make no mistake, I'm not offering you snake oil, here. What I am about to give you is a real-life plan. That means you will need to work if you want to get paid. Your success, like in any other profession, hinges on your willingness to put in some effort. It also helps if you're a pretty good writer and can apply everything that you will learn in this report.

Speaking of which, it's not just a great strategy that I'm going to give you; I'm also going to show you other things, like how to structure an article and optimize it correctly for Google and the web. I'm going to show you the tools I

use daily to strengthen my content and make it more valuable. Remember, if your content performs well, you'll retain clients.

I'm also going to touch on the role of back links in 2013, and tell you how to position yourself as an SEO content writer for top results in the industry. At the end of it all, **I'm going to give you an easy-to-follow, step by step plan to start landing work that actually pays, today.**

So, how about it? Are you ready to learn my secret? Are you ready to gain an advantage over 95% of online writers? Are you ready to change your luck and start earning the rates that you deserve?

OK, let's get started ...

# HOW TO BECOME A WELL-PAID SEO CONTENT WRITER

The main reason why most article writers online don't earn a lot of money, and only make around \$2, \$3, or \$5 per article, maybe even \$10 on a good day, is simply because **they don't go where the money is**.

Mitch Ohnstad was a news reporter, and when Willie Sutton, the infamous bank robber, was finally caught by the police, Mitch asked him why he robbed banks. Sutton replied, *"Because that's where the money is."*

If you want to make money writing articles, go where the money is!

Who has the money?

**It is NOT the average webmaster.** He or she is trying to attain wealth, and they are often doing so by hiring writers as cheaply as possible to build up their content repertoire. When, or if, they do become wealthy, they will no longer need article writers, so webmasters are not where the money is.

**It is NOT the average content mill.** There are dozens of them online, nearly all offering work at low prices. They may be a regular source of work, and that's fine, but the typical online content mill will never pay decent rates for articles and copy, and you will never become wealthy writing for them.

OK, so where is the money at?

**Ordinary businesses!** Your local plumber, jeweler, restaurant, travel agent, beauty spa, hairdresser, construction company, etc., all need to acquire new leads on a daily basis, and have money to spend on basic marketing and promotion. All you have to do is persuade them that your content can draw in solid leads, and ultimately increase their profits.

Some businesses are easier to approach than others, for they already know the value of good online content. Web design companies and SEO companies fall into this category. These companies have clients with web content needs and deep pockets who are willing to pay whatever it takes.

Web design firms, SEO companies, and advertising agencies, will regularly contract SEO content writers, and they will pay sensible rates – typically

starting at \$25 for an article of 500 words. In fact, rates of \$35 to \$100 – and up – per article are fairly common once you become established, and becoming established is a quick process when you do it right.

This report is not about how to write an article, though I do touch on it. It assumes that you can already do that, and that your writing is already at a good standard. It assumes that you are already familiar with basic punctuation and grammar rules. It assumes that you don't write silly things like, "*would of*" instead of "*would have*." It assumes that you don't write "*loose*," (not fitting tightly) when you actually mean "*lose*," (to misplace, fail to win or be deprived of) and it assumes that you don't split infinitives.

OK, maybe not the split infinite thing. To only write perfect English without ever splitting an infinitive can get boring, so ignore that bit.



## ARTICLE STRUCTURE FORMULAS

One very simple and easy way to write a short 500-word article is to use this three-step process:

- => Tell them what you're going to tell them.
- => Tell them.
- => Tell them what you just told them.

In other words, in the introduction, lay out what the article will be about. Then, in the main body of the article, tell them what you promised to tell them in the introduction. Finally, in the concluding paragraph, summarize what you told them in the main body of the article. It's an easy formula, and it works great!

Another easy way to write an article is with a list of 3, 5, 7, or 10. For example, a title of, "*10 Top Tips for Training Your Dog*" would likely be very interesting to any dog lover. Start this type of article with one or two paragraphs of introduction. Talk about dog training (in this example) in general. Then start with tip number 1 and progress to tip number 10. That's it.

List articles are always popular with readers. They are also extremely easy to write, as they almost write themselves. Variations of this formula could be a list of what not to do, providing examples of what can go wrong. You could even have a FAQ, or frequently asked questions, list.

There are many ways to write great articles. Simply starting at the beginning and writing to the end can be boring. Break up the content with lists or sub-headings. Use bullet points if you like, too. This makes the text more visually interesting and easier to scan and digest.

Always try to come up with a great title. That's the part that readers will scan first. In fact, most writers will argue that the title is the most important part. Looking at the example above, "*10 Top Tips for Training Your Dog*" is definitely better than "*Several Quite Nice Ways to Encourage Dogs to do the Things You Want Them to Do,*" don't you think?

However, the important thing to bear in mind here is that you need to position yourself as an SEO content writer. It isn't much different from being a simple article writer, but you will need to know a little bit about search engine optimization in web content. As an online writer, that will be expected of you.

## THE ANATOMY OF SEO CONTENT

There was a time, not so very long ago, when SEO content writers had to keep a very close eye on something known as **keyword density**. Thankfully, those days are over. Well, sort of.

The idea was simple enough. Stuff a specific keyword into an article, so that it made up a certain density of the article as a whole, and the Google God would smile upon you, ranking your page high, mighty and proud.

Keyword densities of 5% were common, and I can even remember densities of 10% or more being bandied about! Think about it. That means that for every 100 words, the main keyword had to be included (somehow) at least 10 times.

For an article whose main keyword was "dog training," the result would read something like this ...

**Dog training** is the art of training dogs. Experts in **dog training** are skilled in the art of **dog training**. If you are interested in **dog training**, then you should find someone who is trained in **dog training**, as someone not trained in **dog training** will not know much about **dog training**, and after all, it's **dog training** expertise that you want. The best kinds of **dog training** experts are **dog training** experts with their own dogs. Someone without a dog won't know much about **dog training**, and won't help you find out very much about good **dog training**, either.

OK, so I went a bit overboard, there. Those 100 words actually contain 12 instances of the term "dog training," so that's an example of a 12% keyword density. But you get the idea of just how ridiculous it was, especially when this kind of gibberish dribbled on for 500 words.

Things tamed down a bit after a while, and the last time I heard anyone mention keyword density, they were advocating something like 2%. That, at least, allows for much better quality of writing; including a main keyword just twice every 100 words is much less forced, and a lot more natural.

However, it's still far too rigid and artificial, and that leads us to the post-Panda and post-Penguin world of SEO content writing. But first, a little history about something known as LSI ...

## LATENT SEMANTIC INDEXING

In 2003, Google purchased a technology that was pioneered by a company called Applied Semantics. It has become known to us today as Latent Semantic Indexing, or LSI. This technology achieves semantic text processing, which is a bit like how the human mind works.

The press release that Google distributed following its acquisition of this technology in 2003 reads, in part:

*"Applied Semantics' products are based on its patented CIRCA technology, which understands, organizes, and extracts knowledge from websites and information repositories in a way that mimics human thought and enables more effective information retrieval."*

In other words, LSI mimics the human mind. It makes associations in a similar manner. It's really a case of a robotic system replicating the thought process of the human mind, so that humans can be served a search result that is more suitable and relevant.

LSI produces content that is themed around a common topic. Themed content gives people something they are more comfortable with, and it gives the search engines exactly what they want, too. There are only winners, all round.

An analysis of the top pages in Google for a given keyword will show that the results at the top use more LSI words – closely related terms, synonyms, and alternative meanings – than the results found towards the end.

## GOOGLE'S 'INNER CIRCLE' OF RESULTS

Here's something interesting ...

Google has a collection of pages for each keyword it has deemed worthy of being included in its main index. I like to call this *the inner circle*.

If an article has a majority of the necessary essential theme words that Google recognizes for a particular topic, then it will be included in the inner circle. If it doesn't, then it gets dumped in what is commonly known as the supplemental index, or what I call *the outer circle*.

Try this ... Do a search on Google for the phrase, "*fix credit problems*" – without the quotation marks. At the time of writing, I found 120,000,000 results. That's a lot! But are there really that many search results?

OK, let's see, shall we?

If you adjust the search settings, so that your browser lets Google return 100 results at a time instead of the usual 10, you can do this much faster. When you get to page 6, you should find this at the bottom of the page:

*"In order to show you the most relevant results, we have omitted some entries very similar to the 525 already displayed."*

In other words, Google only shows us 525 results for the term, "*fix credit problems*," (at the time of writing) because those are the only results they actually consider valuable. This is Google's inner circle of premium results for this keyword.

So, in this instance, your article only has to beat the 525 top results to get ranked at number one for this keyword phrase. Forget about a competition level of 120,000,000! All you have to do is concentrate on the really important 525 inner circle results.

Does that sound easier? Of course it does!

This is why themed content is so different from ordinary content that is centered on just a main keyword. Themed content is vastly superior to content that boasts a main keyword and is embedded to a certain keyword density, simply because it's what Google wants to have in its index.

When an article contains the essential theme words that are expected to surround a particular keyword or keyword phrase, it will be ranked in Google's inner circle. The more themed the article is, the higher it will rank. If you add quality back links to the article, then it will often rank even better.

Google may state that the results for a keyword are in the millions, but now we know that the reality is quite different.

But there's more ...

Properly themed content has such a rich mix of related terms that, over time, it gets ranked for dozens, and even hundreds, yes hundreds, of different words and phrases, each one highly important to the basic topic or theme of the article. The ordinary article, by comparison, will rank for just one keyword, or a mere handful, at best.

## **BACK LINKS, BACK LINKS, BACK LINKS**

OK, so I hear some of you muttering that any keyword can rank if you throw some high quality back links at it.

There is some truth to that, but this is far from being the whole picture. Back links could certainly make a difference to a poorly themed piece of content. However, a well themed piece of content will hardly need any back links to achieve the same ranking.

Think of it this way... If you build a house, but build it very badly on a poor foundation, then you will need lots of support to keep it standing up straight. On the other hand, if you build a house on a good foundation, and build it properly and to a high standard, then it will stand up straight all on its own, and only need minimal support, if any.

Same thing here; If you write your article with a proper foundation – include lots of good, relevant theme words and phrases – and provide plenty of useful information, then it will rank well on its own, requiring only a few good back links to maintain its placement.

If you hate building back links to a page, simply theme the page properly from the start, and then stand back and be amazed at how well it performs.

## HOW TO WRITE SEO CONTENT IN 2013

While an ordinary article can usually be found in the search engines for its main keyword, and may even rank well, it is still just one keyword.

You can enhance that situation by including two or three secondary keywords, but the article will still typically only rank in the search engines for a mere handful of keywords.

Themed content can often rank for a hundred or more keywords. An article that is properly themed will contain all the words and phrases that Google has already pinpointed as being important to the particular topic of the article.

They will be synonyms of the main keyword, alternative meanings, closely related terms, and so on. They are the kind of words and phrases that you would expect to find in written material on a specific subject.

For example, suppose the topic of the article is *"fix credit problems."* You will find that the top 10 results in Google will all likely contain a majority of the following words somewhere in the text of the page:

*bills, borrow, card, check, clear, companies, consumer, credit, debt, denied, erasing, financial, fix, good, help, history, information, interest, issues, late, loans, mortgage, pay, payment, personal, problems, rating, repair, repayment, report, score, services, trouble*

This is no coincidence, either. Google expects these words to be found in an article that deals with fixing credit problems, and the articles that include these words are rewarded by being ranked highly in their index.

Of course, the number of back links, level of on-page SEO, and other factors will all have an important bearing on where a page gets ranked, but if the article has all the essential theme words in place, and it is well written, then it is destined to rank very high.

Now, suppose there was a way to discover all the main theme words that are peppered in the top 10 pages of Google for any particular topic. Wouldn't that put you in a very good position?

All you would need to do is include the theme words and phrases in your article. Google would immediately recognize that your article was as well themed as any in its top 10, and would therefore rank it accordingly.

Instant success!

Well, it isn't quite that simple, but **it very nearly is**. And the good news is that there are several ways to discover which theme words you should be using. You don't have to guess any more.



## LSI TOOLS

LSI Keywords (<http://www.lsikeywords.com/>) works well. The idea is simple enough. Enter your keyword topic, select the number of Google results that you want theme words from (10 is best), and then hit Submit Query.

Quintura (<http://www.quintura.com/>) is a good tool for finding related terms for a given keyword. It is a bit limited, but you can dig down. The danger of digging down too deep is that you can quickly go off topic. However, Quintura is free to use and very useful for finding good theme words for any article.

Another free tool can be found here: [http://gh-export.us/lsi\\_tool/](http://gh-export.us/lsi_tool/)

The results that you get from this tool are often all over the place. I typed in *"dog training"* just now and retrieved results that ranged from *"your youtube account"* to *"profile image flag,"* whatever that is. However, there were enough relevant results to make this a very useful theme word tool.

Extracting your theme words and phrases from the results of tools like these is largely a personal matter. You will end up with dozens of results, but not all of them will be relevant or suitable. Your task is to go through them and decide which ones to keep or leave out. Try to aim for at least 20 theme words, but probably not more than 40, and at least 5 theme phrases, but probably not more than 15.

There are no absolutes when choosing your theme words and phrases from the results of LSI tools. You just need to use your insight and common sense, and get a feel for the terms that you think will work best. It's actually easy once you get into it.

Here are the terms that I chose for my topic of *"dog training"* using the LSI keywords tool (<http://www.lsikeywords.com/>). There are 22 theme words and 10 theme phrases:

*animal, behave, behavior, canine, clicker, collar, commands, conditioning, crate, dog, dogs, leash, learn, methods, obedience, punishment, puppy, response, teach, techniques, trainers, training*

*animal behavior science, applied animal behavior, dog behavior training, dog training techniques, how dogs learn, model rival training, puppy crate training, the desired behavior, the koehler method, the mirror method*

That may seem a lot, but it would be easy to weave them all into a 500-word article based on the topic of dog training. What's more, far from being keyword stuffed, the article would read well and flow smoothly. All these words and phrases will fit naturally into a piece about dog training.

Compare that to my earlier example showing what a 12% keyword density looks like; yes, big difference.

What's that? You'd like to see how I would write a 500-word article that uses all of the theme words and phrases listed above? OK, why not. It isn't the best article I've ever written, but it works well enough. I have highlighted the phrases and words as they occur:

## **The Fascinating World of Dog Training**

We call them man's best friend, and not without good reason. We spend a lot of time and money on our **canine** friends, and much of that is spent on perfecting **dog training techniques**.

A lot of research has gone into finding out how **dogs** learn. **Puppy crate training** is often applied in the belief that early **conditioning** leads to greater **obedience** later on. No doubt that it does, but it is certainly not the only type of **dog training** that you can apply.

### **The Mirror Method:**

This is a simple concept that relies on the assumption that your dog's **behavior** mirrors your **behavior**. It was started in Hungary by a group of **dog trainers** who felt that their **dogs** would react better if they presented themselves as good role models for the **animals**.

The method worked, and continues to work, too. **Dog behavior training** where you encourage your **dog** to **behave** properly through mirroring your **behavior**, involves discipline, but not **punishment**. It also involves fun play with your **dog**, allowing natural interaction with other **dogs**. Above all, it involves your **dog** accepting that you are the boss, but being allowed to remain a **dog**, and not a mirror image of a human.

### **The Koehler Method:**

W.R. Koehler developed this method in 1946. It recognizes that **dogs** can't always be kept on a **leash**, and therefore they need to be **trained** in **obedience** when they are off the **leash**. It may be that you don't let your **dog** off the **leash** deliberately. It may break, or the **dog** may slip the **collar** off its

head. A door may be left open and your **dog** may see its big chance for freedom. With **the Koehler method**, this is not a problem.

A degree in **animal behavior science** might seem useful when **training dogs**, but with **the Koehler method** you can get by fine without it. The method involves teaching your **dog** exactly what it is that you want him or her to do, naming what it is, praising the **dog** when he or she gets it right, but only if they can show that they know and understand what it is that you want them to do. This **applied animal behavior** technique is a lengthy process, but the end **response** is worth all of the trouble.

### **Model Rival Training:**

This method requires a **dog**, its **trainer** and someone else to act as the model/rival. This person is a model for all desired **behavior**, and also a rival for the attention of the **trainer**. **Training**, of a kind, takes place between the **trainer** and the model/rival in full view of the **dog**. The **animal** sees any mistakes that are made, as well as any corrections to the mistakes. In this way it learns how he or she is expected to **behave**.

There are many methods of **dog training**; some work well, and some not. A **clicker**, sometimes used alongside appropriate **commands**, is often used to instill the desired **behavior**, for example, and as already mentioned; **puppy crate training** is often used on very young **dogs**, usually to good effect.

[517 words]

It may surprise you to know that I usually use more than the 22 theme words and 10 theme phrases that I have used here. Around 35 theme words and 12 theme phrases are typical.

## WEB CONTENT STUDIO

If you want to extract all of the theme words and phrases from Google's top 10 to use in an article, by far the best tool I've found is *Web Content Studio*. It is not a free tool. It is a sophisticated software program that makes writing web content a dream.

It's actually fairly expensive to buy outright, but there is an affordable monthly option available. If you are serious about writing web content for a living, then consider investing in *Web Content Studio* as soon as you can:

<http://www.webcontentstudio.com/>. You won't regret it.

## POSITIONING YOURSELF

I mentioned earlier that you have to position yourself as an SEO content writer, but I didn't tell you how to do it. Well, you simply state that you are one, to start with. Then, play the part until you feel that you are one, and until your writing reflects that, too.

You won't be challenged on this, unless it quickly becomes obvious that you know very little about SEO content writing. You will need to understand the anatomy of successful SEO content in the post-Panda and post-Penguin era. I have already demonstrated this earlier.

If you find work directly with ordinary businesses, there will be no problem, as you will be able to dictate how the SEO content is written. However, if you produce work for a web design or advertising agency, an SEO firm, or an Internet marketing company, then they will likely dictate how they want the content written.

In the latter case, you will still sometimes find the old idea of keyword density being tossed around, but hopefully they will not want a density that is greater than 1%. You can easily produce good themed content and add a main keyword to 1%, so let them know that what you are doing is better than what they are asking for.

You can include your theme words and theme phrases at the end of each article to show how your article has been constructed. This will set you apart from everybody else, and it becomes a great bargaining tool when you want to raise your rates later on.

With *Web Content Studio*, you can generate three excellent reports on each article you write. One shows the theme words and theme phrases, the number of times that each one has been used and their density within the article, and gives a percentage score to show how well themed the article is.

Another report compares your set of theme words and phrases against those that are found in the existing top 10 pages in Google.com. The third report is a keyword map, which shows the page as Google sees it, but with each theme word and phrase color coded and highlighted.

I have personally been able to secure a lot of extra work on the strength of these reports alone. If you do not have *Web Content Studio*, then you can still make at least one simple report and append it to the end of each article. It doesn't take long to do, and it will serve to impress and make your work stand out from the rest.

Positioning yourself as an SEO content writer is as much a mental exercise as it is a physical one. You have to first become one in your own mind, and then you can project that image much more easily.

If you retain a mental image of yourself as a \$3-per-article content mill writer, then that is exactly what you will be. Practice believing that you are worth more, for if your writing is at least half decent, then you are worth more.

There is a school of thought that says, you have to start at the bottom charging low rates and work your way up. You have to gain a good reputation before you can charge higher rates.

To that I say just two words, and the second word is, "Off!"

That is terrible advice. Position yourself as you mean to go on. **NEVER** start at the bottom. Start as near to the top as you possibly can.

I came across an old post on the Warrior forum where someone said:

*\$5 is good for original content.*

My reply to that was:

*Good for whom? And for how much "original" content? From some of the better freelance writers you might only get five words ...*

*When I hear "original content" being mentioned, I am reminded of the aspiring author who received a rejection letter for his manuscript that told him his book was, "both interesting and original."*

*The letter then went on to say, "Unfortunately, the interesting bits are not very original, and the original bits are not very interesting."*

What people usually fail to grasp is that at the \$5 and below, per 500 words an article, marketplace, there are as many writers as buyers. Trying to find work is actually quite hard. No one respects you, and the buyers are all idiots who whine and moan about the quality they get. The buyers are poor at paying out on time, and they will ask for re-writes and expect the moon.

At the \$25 per 500 words an article market, things get a lot better. There are still quite a lot of writers in relation to the buyers, but it's a much healthier marketplace.

The buyers have a lot more respect for the writers, and they won't complain about things nearly as much, if at all. It's better all round, but not perfect.

At the \$50 and up per 500 words per article there are still plenty of buyers (Oh, yes there are!), but not nearly as many writers. The buyers show the writers a lot of respect. They rarely ask for re-writes, and they hardly ever complain about a thing. They will pay on time, often in advance, and the work is delightfully satisfying.

**You really, really do not have to pay any kind of dues in this business.**

You can come out of nowhere and command the rate you want for your writing. It's all about positioning yourself properly at the beginning.

Sure, you need to be a decent writer, but assuming you are, **NEVER** think about starting low and working up. You'll find it nearly impossible, because by the time you're ready to start working your way up, you will have already branded yourself as a cheap writer.

OK, stick with it. We're nearly at the good stuff. The next chapter tells you **HOW** to become a well-paid SEO writer, and the chapter after that tells you exactly **WHAT** you need to do, in mouth-wateringly fresh, hot and delicious **step-by-step** fashion.

Vamos! Let's go ...

## **HERE'S HOW YOU BECOME A WELL-PAID SEO CONTENT WRITER ...**

Understand, first of all, that you will make the most money if you approach businesses directly. When you provide content for a web design company, an SEO company, an Internet marketing company or an advertising agency, they will take their cut.

For example, if you get paid \$25 for a 500-word article, expect the company that acts as middleman to charge maybe \$40 or more to the end user. That's why you can earn more by going directly to the end user. However, there are pros and cons to be considered.

You will most likely find it harder to persuade a business to let you write content for them. They may not feel they need it, or they may not know what to do with the content once you have written it for them.

Think of it this way. When a web design company, for example, approaches a business, they usually offer a complete package. They will offer web design, hosting and promotion. Web content will be part of the promotion, so the client will accept the high prices fairly easily, trusting the web design company to handle everything for them.

That's why you may have to offer a business more than just web content. You could team up with someone else, for example, or outsource a range of services in a similar fashion to how the bigger web design company might operate. This is one of the downsides to approaching a business directly. You can command a much higher price, but it is usually harder to close the deal.

If you still want to try the direct route, then target businesses in a coherent manner. Become a writer to plumbers, or lawyers, or real estate agents, or whatever. Become an expert in your field; that way, word will get around. You can be known as the go-to guy/girl for a particular topic.

Don't be a shotgun and target every business you come across. That might work to some extent, but zeroing in on a particular niche will work better. One good way to approach businesses is to offer to write blog posts for them. If they already have a blog, then offer to take it over for a set amount per



month. At say, \$75 per post, writing one a week, that's \$300 a month – from just one business.

If you can persuade 10 businesses to let you write their blogs for them, then you can easily earn \$3,000 a month. Charge \$100 per blog post, write 800 words for each one per week, and it all starts to get very interesting indeed.

If the business doesn't already have its own blog, why not offer to set one up for them? You can easily use a free service like Blogger or WordPress, make each post link back to the main site of the business owner, give them great value, and bank a lot of money.

Perhaps the easiest option is to accept a lower price and become accepted as a regular writer for a business that sells your web content to others. You will get paid less, but you will find it ***much*** easier to get regular work.

Hey! When I say, "*you will get paid less,*" I don't mean content mill levels of less. **You will get paid very handsomely indeed** – just not quite as much as you would if you worked directly with the end client.

This is the only situation where I recommend starting easy by working with middlemen, and progressing to working directly with the end client eventually. You can easily get \$50 an article or more working with middlemen, and you'll know when you're ready to move up, should you want to.

Businesses in the middlemen category in this sense include: web design companies, SEO companies, Internet marketing companies and advertising agencies.

One last thing before we progress on to the "what to do" stage. You will be sending emails to companies that do not know you. This is a business to business proposition. It is not spam. I have been doing this for longer than I care to remember and I have **NEVER** been accused of spam yet.

Businesses have been contacting other businesses for hundreds of years! It has long been recognized that two quite different businesses can sometimes work together for the benefit of both. There has to be some kind of initial contact by either one of the parties, and that, quite simply, is what you will be doing. It is not spam.

## WHAT TO DO, STEP-BY-STEP

**1. Start by becoming as professional as you possibly can.** You will be approaching individual businesses to offer your services as an SEO content writer. They will ignore you if you appear in any way amateurish, or lacking in confidence. It doesn't matter how you actually feel. Make their first impression of you a really good one. Then, if they need your services, you will be seriously considered.

These businesses need written content to sell to their clients. They regularly hire freelance writers, so they will not be surprised to receive an offer of service from you. They may not need writing services at the time they receive your offer, but if they do, they will give your offer serious consideration – **as long as it is presented in a professional manner.**

**2. Get a website.** Not a free blog, but a proper website that advertises your professional services. There is little way around this if you want to be taken seriously. The costs are minimal: \$10 or less for a domain name, and a few dollars more for monthly hosting with the likes of [HostGator](#). Set up a WordPress blog with at least the following pages (not posts!): Main Index / Home Page; Privacy Policy; Contact; Services; Portfolio.

If you don't know how to do this, then go to Fiverr.com and find someone who does. It will cost you \$5. The important thing is that you have a website that looks professional and demonstrates your skills to potential clients. If you use WordPress to power the website, **DON'T** use posts – use static pages, so that the site will be like a static HTML site. Keep it simple but professional. Don't worry that the site is brand new and ranks at number 23,765 in Google, or whatever. You just need a website that looks like you mean business.

Use a domain name that is unique. You don't have to have the word "write" in the domain, and I would actually advise against it. Get something memorable and unique – pinkoctopus.com, cloudcanvas.com, pebbleraindrops.com, quillquintessential.com – whatever. Try to avoid having a domain that is cutesy, such as write4u.com, where letters or numbers are substituted for words. Keep it straight and simple. That approach spells professionalism, and will get you more work, which will pay more bills.

**3. Customize the Initial Contact Email Example that I have provided in this report with your own details.** This is one of the emails that I send out, but you can tailor it to your liking. The only thing that will change for sure in each case will be the name of the business.

**4. Gather the names and email addresses of a list of businesses in your chosen field.** You can do this in many ways. One of the easiest ways is to go by city:

- a) Choose a city – e.g. New York.
- b) Go to Google.com and do a search for "real estate New York," "New York real estate," "New York SEO," "SEO New York," or any other combination, depending on what you have decided to target. You can search with or without quotation marks – whatever works best.
- c) Create an Excel spreadsheet or just a Notepad file if you prefer.
- d) Start with the first result. Enter the name and email address of the business. Some companies will have a contact form and not an email address visible. Just note the URL of the contact form page in that case.
- e) Make a list of at least 100 businesses – more is better – think 500, at least! They don't have to be local companies, of course. Think global!

**5. Open your email client. DO NOT USE A FREE EMAIL!** Do not use the likes of Gmail, Hotmail, Yahoo, or whatever. Use the email that you get with the domain name of your website. A free throwaway email address screams AMATEUR! You are a professional SEO content writer, remember?

**6. Copy and paste the email template in this report, Initial Contact Email Example, into a new email.**

**7. Start at the first business in the list that you made in point 4, make sure that the name of the business is at the beginning, add their email address, and then send it.**

**8. If the business only has a contact form and no email address, then copy and paste the email template into the contact form, adding their company name, and then submit it.**

**9. Do at least 50 at a time, preferably 100 at a time.**

## 10. Be patient, and wait ...

### **THIS WORKS IF YOU WORK IT**

The first time that I did this, I had a reply within 10 minutes, and I was writing \$25 articles within 30 minutes. The previous articles I had written that day had been ones for \$5. OK, it doesn't always happen that fast for everyone. It could even take a few weeks or more before you get work.

One thing is absolutely **sure**; you **WILL** get work if you persevere. If you stay professional throughout and keep at it, this will work. I can't tell you how long it will take, exactly, but it will work.

Remember, when you exhaust your first city, you can start on the next one, and the next one ... How many cities are there in the English speaking world? Multiply that by perhaps 1,000, and that's how many businesses you can contact. You could have work lined up for decades!

Remember also that some businesses in many of the non-English speaking countries target English speaking countries. One of my previous major clients was an SEO company in Belarus, a country that was once part of the former Soviet Union. They worked with me because I am a fluent English speaker and they were targeting the US market. They paid very handsomely too.

This will **never** get saturated, as 99.9% of people who get to hear of this will simply not do it. It's too much hard work. They'd rather buy a \$5 WSO that promises them instant riches, which of course doesn't work, so they buy another one, and another, and another ... That's known as the shiny object syndrome. Don't get caught up in this destructive cycle.

When a business responds they will usually ask you for some work samples. **YOU NEED SAMPLES!** You need at least 4 or 5 high quality sample articles that you've written. The subject is not important, but the quality is.

If possible, have a page on your website called "*Portfolio*," and have all of your article samples listed there. You can create a PDF of your samples if you like, too, so that the client can download them. This isn't essential, though.

You can charge what you like for articles. I started at \$25 for a 500-word SEO article. They will expect the article to be Search Engine Optimized, of course, but that isn't hard to do, now that you know what this really means.

How much can you earn? About the same amount as the length of a piece of string, I imagine.

The most I've been paid was around \$150 for a single article. It was 600 words long. The funny thing is this: it didn't take any more research or writing time than one that pays \$25, or even \$5 ...

OK, that's it! It works, plain and simple.

There are no guarantees, of course, but this works if you work it. In my experience, I get around six or seven replies per 100 emails sent out. Of these, I always get at least one definite work contract and usually three or four. These are generally ongoing contracts of regular work.

Speaking of contracts, I don't personally use one – not a physical signed document, I mean. I just trust the company, and I have never been cheated in 17 years online. The companies I work with pay me upon receipt of a PayPal invoice, and I invoice them once the work is delivered. If you prefer, you can ask to be paid up front, or accept 50% up front with the balance of 50% payable on delivery. It's entirely up to you.

## RED FLAGS TO LOOK OUT FOR

I'd love to tell you that all business owners are honest and upright, but sadly, they aren't. There are a number of lies that you may hear when you start to write for business owners. Most of them sound convincing, and it's easy to be taken in. However, forewarned is forearmed. Here are some of the things to look out for:

**The free sample ploy:** Beware of anyone who asks for a free custom sample. That's why you will have a portfolio of samples. If a business owner cannot see the quality of your work in your existing samples, then providing a free custom sample will not help them in any way. Unfortunately, there's a darker side to this. It's often a scam. They might offer to pay you for the free sample *if* they use it, but don't expect to ever see a penny. In short, never provide free samples.

**"We can offer you great exposure":** This translates to, *"We don't want to pay you, but please provide us with free work and in return we'll pretend that you're not as stupid as you obviously are."* Need I say more?

**"Can you work for a discounted price now, and we'll provide lots of work for you later on?":** I don't want to say the "F" word, here, but I am tempted to, followed by "Off!" If anyone asks you to work for less than you are asking, with the promise of as much work as you can handle later on, walk away fast! It's a scam. Feel free to unleash the "F" word, too, if you like.

**"If we're happy with your initial work, then we'll pay you more later":** Perhaps not exactly a scam, but make sure "later" is properly defined before you accept this proposal. A better idea is for you to tell them, *"I'll work at a discounted rate for now, but expect me to raise my charges up to my normal level very soon."* You don't have to define "soon."

Remember, you are a professional business approaching another business, offering your professional services. The other business has the right to say "no," of course, but they do not have the right to dictate how you work. They are not doing you a favor; you are making them an offer, which they can either accept or reject, but not twist into something that suits them better.

I'd love to repeat that last paragraph, for it's so important. Read it again, and again, until you fully understand it.

One more thing, and this is **BIG**...

When you send out a batch of 100 emails to businesses, you should get a handful of replies. Don't leave it at that! After a few days, but within a week, send out again to all the ones that *didn't* reply. I usually say something like:

*"I sent you an email offering my services as an SEO content writer a few days ago. I'm not sure if you received my message or not, but I thought I'd contact you again just to be sure."*

Then I reiterate my original message.

This invariably gets a response from a handful more, and usually results in work, too. If you don't send again a few days later to the ones who did **not** respond the first time around, you are leaving money on the table.

## **THE SECRET TO GETTING HIGH PAYING WRITING WORK ...**

Here it is, the golden secret that will guarantee your success and have your bank account overflowing in no time. OK, maybe not, but I really do attribute my success at finding high paying writing work online to this:

**Always be as thoroughly professional as possible at all times, paying very close attention to every single detail.**

Is that it, I hear you say? Yes, that's what has worked for me.

Recently, I sent out a batch of emails to SEO companies in a certain city. I received some replies, and among them I received this compliment:

*"First time in a long while that I've seen a good email promoting services."*

He went on to offer me work, too. Now, this tells me a lot. It tells me that most of the emails that are circulating on the Internet offering services are lame – pathetic even. This is fantastic news! It means that with just a little bit of effort, you can send out a much better email offer than 99.9% of your competition. This will make your email offer stand out, and it will seriously improve your chances of having your offer accepted. Yes, ka-ching!

How do you do this?

**By being as thoroughly professional as possible at all times, and by paying very, very, very close attention to every single detail, each and every time.**

Here is an email that I have had good success with. Feel free to personalize and adapt it to your liking:



## INITIAL CONTACT EMAIL SAMPLE

**Subject line:** SEO Content Writer

**To:** {*Business Name*}

Good day,

My name is {Your Name}, and I am contacting you to offer my professional services as an SEO content writer.

You can see my online portfolio of samples or download my portfolio PDF at:  
<http://www.YourWebsite.com/portfolio/>

I'd be happy to supply more samples of my writing, if required.

I am proficient in\_\_\_\_\_, and have written extensively on a wide variety of topics over the years, so I feel comfortable writing on almost any subject. I am also familiar with the latest search engine optimization advancements and keyword research techniques.

My work is always 100% original, delivered on time and affordable.

You can reach me at this email: (YourEmail@YourWebsite.com).

I look forward to hearing from you, and I am available to work immediately.

Kind regards,

{Your Name}  
SEO Content Provider

[www.YourWebsite.com](http://www.YourWebsite.com)  
[YourEmail@YourWebsite.com](mailto:YourEmail@YourWebsite.com)

## **THE SECRET TO KEEPING HIGH PAID WRITING WORK ...**

There is a strong tendency to stop promoting once the high paying work starts coming in. Why? Because it becomes hard to find the time to send out emails when your work schedule start to fill up.

This is a **BIG** mistake!

You need to keep promoting your writing service **every day**, if possible. You'll soon get to know the level that you can maintain, and you won't get swamped with work if you do this right.

It usually goes like this: You send out hundreds of emails with great enthusiasm. You get work pouring in and start working feverishly. You forget about promoting your writing service, for after all, why bother when there is so much work already.

Yes, this may work for a few weeks – maybe even a month or so – but then it quickly dries up, and you start sending out emails again in a panic. This usually means that you have no work for a week or two, and then the bills start mounting up again. Not good.

### **There's a much better way ...**

Let me tell you a true story ...

The founder of Wrigley's chewing gum, William Wrigley Jr., was on a long-distance flight one day. Sitting next to him was a man who recognized who he was, and who decided to talk incessantly to him about business matters.

Wrigley listened patiently for an hour or so to the man rambling on about his ideas of how business should be conducted, and then finally the man asked Wrigley a question.

"You advertise your chewing gum all over the place. I see your adverts on all the billboards, and they've been there for years. Don't you think that you've done enough advertising? Why don't you stop and save yourself money?"

William Wrigley Jr. thought this over for a moment, and then replied, "You know, we've been flying in this plane for several hours, and they've had those engines running all that time. Don't you think they could shut them off now and save some money?"

The man remained silent for the rest of the journey.

**If you want to keep your product (you) selling, then you have to promote it constantly.**

You are the product. It's your writing ability that you are selling, so keep sending out email offers to businesses. That way, you will always have high paying work. In fact, it's the **only** thing that will work in the long term.

Ideally, you should work on promoting yourself every day. But if you can't do that – and complete your daily work schedule – then work on promoting yourself at least once a week.

If you only send out 100 emails a month, then you will likely get regular work. If you can send out at least 300 emails a month, then you will probably do very well.

Why not aim for sending out at least 25 emails a day, five days a week and take the weekends off? That comes to 550 emails sent out a month, on average. Make it an integral part of your daily work schedule and you should have as much well paid work **as you can handle**. If you feel like doing twice as much, or three times as much, or whatever, go for it!

Remember, trawling through the content mill sites and the freelance job boards does not constitute promotion. Sure, you might get a good gig occasionally, but your time will always be better spent promoting yourself properly – just as you might promote any other product.

## THINGS YOU SHOULD NEVER DO

1. **Lower rates when times get tough.** The thinking is generally that you desperately need work, and you may feel like you're more likely to attract clients if you offer them a bargain. This can be true, but you will be working from a weak position, so don't.

You are more likely to find that clients take advantage of you, and lose respect for you. What will you do when times get better and you want to be paid more? Don't expect your clients to accept your sudden increase in charges. They will just wait until you hit hard times again, knowing that you will drop your rates.

Set your rates at the outset and **NEVER** lower them. You have decided what you need to charge, so stick to it. If your writing is good, then you will find clients who appreciate you, and who will happily pay what you charge. You will gain more respect this way, and earn more money, too.

2. **Work less when times are good.** New writers, especially, tend to think about easing off as soon as they land a good paying gig. There's a feeling that you need to celebrate. And that's understandable, but don't do so in a silly way that jeopardizes your future.

Landing a good paying gig is great, but it only means that you are making good progress. It also means that your good progress will grind to a halt if you take the day off and head for the nearest restaurant to order champagne and caviar. Be pleased and happy by all means, but keep going. It means that you are definitely on the right track, but be careful not to slide off.

3. **Panic when your promotion efforts don't bring in any results for a few days or weeks, and start trying something different.** This report gives you a plan that is **proven to work**. Stick to it and you will see results. Jumping around and trying different things is the headless chicken approach. It doesn't work. Stay consistent. It may be boring, but it works.

If you want to try a different marketing approach, and by all means experiment, then do so **alongside** your current marketing efforts. That may mean that you work a bit longer on the days that you try your new method, but it also means that you don't stop doing what works.

Testing new approaches is a healthy way to promote yourself, but don't switch over completely until you have clear evidence that your new method actually works, and is more effective.

## NOW DO IT!

OK, so you've got the information, you've got the tools that you need to write powerful SEO content, and you've hopefully got the time and skill, too. The only thing that's left to do is **TAKE ACTION**. Don't procrastinate; do it today.

Just follow the steps in this report; use the sample template and send out a few emails each day – it really isn't that hard. Remember, this is the exact system that I personally use to make around \$6,000 per month, without working myself to death. I've been doing this for years, and it has yet to fail.

Results will vary, depending on several factors, but I promise that you will start earning better rates and have more work and clients than you did before you used this method. The more you put in, the more you'll get out, and once you've built up a reputation, you'll be smiling all the way to the bank.

Forget writing articles at \$3 a pop. Forget writing like crazy just to make ends meet. Forget being a low-cost writer. You are worth **much more than that**, and once you start using this method, you will never look back. Become a **well-paid SEO content writer** in 2013!

Before I finish, I'm going to tell you one last story ...

A small town was experiencing unprecedented torrential rain. The local officials issued a flood warning, telling the people to evacuate. All of them did, except one man. He decided to put his faith in God.

His neighbors looked along and told him they had room in their car for him, but he smiled and told them, "No thanks. I am putting my faith in God. He will save me."

The waters started to rise rapidly, and a couple came by in a small boat. They saw the man and offered him a place in their boat. "No thanks, God will save me," he told them.

The flood waters kept rising, and a police patrol launch came by. They saw the man, by now in an upstairs room as the waters had risen so high, and called to him to come out to them. "No thanks," he said. "God will save me."

A passing rescue helicopter spotted him standing on the roof of his house, the flood waters lapping at his feet, and an officer climbed down a rope ladder and pleaded with the man to take hold of his hand and be saved. "No thanks. God will *definitely* save me – any moment now!"

Just after that, his house collapsed and he was swept away by the flood waters and drowned.

He found himself in Heaven before God, and he was angry, *really* angry. "GOD," he shouted, "I put all my faith in you. Why didn't you save me?"

God quietly replied: "I sent you a warning, a car, a boat, a launch, a helicopter – what more did you need?"

And the moral of this story is ...

**You have all you need in this report to earn good money from writing, starting today. Stop looking for more. You don't *need* anything more, so stop looking. This is it; the shiniest object for well-paid writing work you will ever find, and **YOU** just found it ...**

Kindest Regards,

John Coutts.

PS: If you need help with anything, or if you just want to ask a question, or even just say "Hi," you can send me an email: [contact@writesystem.com](mailto:contact@writesystem.com). I monitor that email address several times a day, every day, and I promise to reply to you.