



Wealth from Writing

How to Build Real Wealth with your Writing

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Introduction

Too many writers sell their work for pennies, because they feel they have to compete with all of the people who are selling their work for next to nothing. You have to let go of that mentality. You aren't competing with those people. You can set your own prices for your work.

In this program, I'm going to teach you how to break out of the cheap article rut and finally start making real money. First, you're going to learn to change your mentality and realize what you're really worth. Next, you're going to learn how to start making more money right now to pay your bills. Finally, you're going to learn how to build real wealth instead of spending your life working for someone else.

So let's get started!

Change your Outlook – Change your Life

It's very important that you change your outlook if you want to break out of the cycle of selling your writing for pennies. Most people seem to have a very low value of their own self-worth. You can't let that happen to you.

Your work is worth so much more than you probably think it is. If you're writing articles for \$5 each or working your tail off to build sites to earn pennies with AdSense, it's time to break that cycle!

In order to determine what your time is worth, you need to figure out how much money you want to earn and how many hours you want to work. Let's say you want to work just 20 hours per week, and you want to make at least \$100,000 per year.

20 hours per week times 50 weeks (two weeks off per year) would be 1,000 hours per year. \$100,000 per year divided by 1,000 hours per year would be \$100 per hour. That means your time should be worth at least \$100 per hour.

Now, you're not going to start magically earning \$100 per hour just because you've decided you're worth that much. I'm going to take you through the steps you need to go through to make that transition.

First, you need to learn to remove yourself from the cycle of competing on price and writing articles for pennies. Say goodbye to charging \$3 per article just to compete with people who can barely write English!

Obviously, you probably can't jump right into the wealth building system, because it does take time. You will probably still have bills to pay while you're building wealth, so

Make More Money from Freelancing

If you're like most, you've probably been making some money doing freelance writing. Of course, you've also probably been competing on price, because you've felt you had to.

You can't compete on price. There are people out there who can live on far less than you. Even if you live somewhere like India or the Philippines where the cost of living is much cheaper than it is in other parts of the world, you will still potentially have to compete with teenagers who live with their parents and just want to earn enough money for pizza and designer jeans.

Stop competing on price! It's a competition you just can't win. Instead, you must think of other ways to compete. Let's take a look at a couple of ways you can stand up against the competition without lowering your prices to ridiculous levels.

Service

One great way to compete is by really pushing the envelope of good customer service. Many freelancers don't give very good

customer service. They don't respond to emails quickly, and they take too long to complete work.

If you can make it a point to complete work very quickly, to respond to emails quickly, and to be extremely friendly and welcoming, your customers will come back again and again, and they will be willing to pay more than they might pay other freelancers who offer poor service.

Quality

"You get what you pay for." You've heard that saying before, right? Most people have, but they rarely ever listen to it until it's too late. They insist on getting the cheapest deal, and then they regret it when they get articles that are unreadable, or even worse, stolen.

It's hard to convince people to pay more, even after they've been burned in the past. The best way to convince them is to offer them your exceptional quality work at an "introductory price". Tell them up front your prices are normally higher, but you're willing to give them a cheaper price for a few articles so they can test out your quality and your service.

Make sure all of your articles are very well researched and free of spelling and grammatical errors. They don't have to be perfect, but you should check them carefully to keep the quality high.

Specialization

If you can specialize in a certain area, you can charge a bit more. If you have a lot of education or experience in a particular field, you can focus mainly on writing for that field and you could make more money.

In some markets, you may even be able to charge twice as much as normal. The more highly-specialized and difficult a topic is to write about, the more you could make.

Other Sources of Clients

Stop spending most of your time on forums and freelance marketplaces and start looking for clients elsewhere! Of course you're going to get lower rates when you're dealing with clients who are used to paying \$3 per article. You have to find other sources of clients.

You might try placing an ad in your local paper to offer your freelance writing service. You might also check your local newspaper for potential leads.

Magazines are great sources for potential work. They pay far more than \$3 per article, but the articles must be very well researched and high quality.

It's very important to try to get work from a variety of different sources, because you can find work that will pay far more than when you compete through standard channels with thousands of other people who can work for peanuts.

Make More from Article Marketing

Article marketing is a common way for writers to make money, but most writers don't make very much with it. It can be tricky to make money with article marketing.

Most people actually make little to nothing from article marketing. They fail to do proper keyword research, they choose poor niches, and they promote the wrong affiliate products.

You must always make sure that you research keywords carefully. Choose keywords that have plenty of traffic but little competition, and work those keywords into your article titles and text.

Choose niches that are profitable by picking those that have long-running AdSense ads, or have desperate buyers who have problems they will pay to solve. Then choose affiliate products that speak to those people and really have the potential to help them solve their problems.

The AdSense Trap

A lot of writers fall into the AdSense trap, writing articles with the purpose of attracting traffic to a site that is monetized with AdSense. Don't let yourself fall into this trap!

AdSense is great for supplemental income, but it should not be your primary method of monetization. The days when you could easily get \$5 or even \$10 per click in some niches are long gone, and now you're lucky to get \$1 per click in the most popular niches. Most niches will get you pennies per click.

I encourage you to look at AdSense only as a supplement to other monetization methods. It can be great for earning a few dollars here and there, but it would take an incredible amount of traffic to earn a reasonable income.

Instead, focus on promoting affiliate products. You will make a lot more money with a lot less effort, and you're also much less likely to be banned for nothing.

Building True Wealth

The purpose of this course is to teach you how to move from the mentality of exchanging work for pay and into building a real business.

When you do freelance work or article marketing, you're basically exchanging your hard work for small amounts of money. It's no better than working for minimum wage at a fast food joint aside from the fact that it's less physically demanding and you can set your own hours.

You may have to continue freelancing for the moment to pay your bills, but you should be putting a lot of effort into building a real business instead of working hard to build other people's businesses.

One of the most important things you can do is to start building passive income streams that will continue making you money mostly on autopilot.

How incredible would it be right now if you had several dozen income streams making you money 24/7, whether you worked

or not? What would it be like if you could go anywhere you wanted any time you wanted to go without having to worry about working?

This is the kind of life most people only dream of, but you can make it happen. The secret is to move past the bill-paying mentality and start building a real business.

It's fine to do freelancing and article marketing and such to pay your bills. We all have bills to pay! But you can't concentrate only on these tasks or you will be stuck doing them forever!

Instead, you need to be sure you're devoting some time each and every day to building a real business. You cannot spend the rest of your life slaving away for other people!

I want you to make the commitment to spend at least one hour each day working on building a real business – to building passive income streams like the ones I'm going to teach you in the modules.

If you will devote at least one hour per day (and more whenever you have it) to building your business, you will see a major difference in your income very quickly!

Conclusion

Now it's time to move onto the modules. Read through each of the three modules before you decide which one you'd like to concentrate on. You can use all three if you prefer, but concentrate on one at a time until you finish a project. Once you've finished a project, you can try something else if you like.

Remember, this is your life. You don't want to waste your entire life working for someone else! I can't force you to work on building your business. That is something you have to do for yourself. But I believe that once you see what a difference it can make, it will motivate you to keep going.

Start now by reading through each of the three business modules and choosing one to start with. Don't delay! Get started right away before you lose motivation, and stick with your plan until it's done! This will motivate you to keep going, and before long, your income will skyrocket!