

WRITING PROFIT DOMINANCE



START MAKING MONEY WRITING,
EVEN IF YOU HATE WRITING

Writing Profit Dominance

Introduction

If you've read about the CASHFLOW Quadrant by world famous financial guru – Robert Kiyosaki, you will understand that everyone who wants to make money will fall into one of the following E,S,B, I quadrants.

The same will apply for a writer or for an entrepreneur dealing with writers.

When you take a closer look at the quadrant, you will get an idea where you stand and what you want to do with your business.

A writer in the 'E' quadrant

Writers in this quadrant are normally employed by someone else. They work in a 9-5 environment and their writing skills are mostly honed in-house by their company or by working on projects assigned by their company.

This type of writers, in my humble opinion is one of the lowest paid writers compared to the other three quadrants.

I'm not implying that these writers are poor because they could be earning a high salary with great benefits and a certain level of job security, but because there is limited vested interest in their writings and a non-scalable business model (trading time for money), you can earn a good income but not a great income.

However, if you want to monetize writing as an entrepreneur, then building a team of employed writers is one of the most cost effective (and lucrative) ways to build a writing force and get more bang for your buck! (See below for more information on entrepreneurship).

Examples of 'E' opportunities: Working full time at an Internet marketing company, contracted pay per post blogging (commit a number of blog posts a month to a blogger in exchange of a monthly salary)

Pros: Job security, steady income, good training, no need to tender for writing projects

Cons: No vested interest, non-scalable model, little time to left to monetize your writings, sometimes contracted solely to the employer (meaning the writer's work is exclusively for the employer only).

A writer in the 'S' quadrant

Those in the self-employed quadrant have the potential to earn LOTS of money online through freelancing.

As a writer, you can look into a number of opportunities without the commitment of being tied to one person or a company compared to the employed staff.

Freelance writers tender for writing jobs through e-mail, third party writing services or through referrals. These guys earn money for their services and the 'pay' is usually much higher compared to a company staff.

Examples of 'S' opportunities: freelance pay-per-post blogging, ghostwriting services, copywriting services, proof-reading services, rewriting services and many more.

Pros: Flexible schedule, no need to commit to a single client, set your own rates, work on projects that you like, the choice to 'fire' your client if things do not work well and lots of money to be made

Cons: The continuous need to tender for writing projects as the fate of your 'rice bowl' (a Chinese term synonymous to putting food on your table) depends on your clients. You will also need to build your reputation and deal with late payment issues occasionally.

A writer in the 'B' quadrant

A businessman or an entrepreneur in the 'B' outsources work to other writers or employs writers.

There comes a time when a freelancer's reputation and writing rates grow to a great amount and the demand for his time is so pressing that he or she decides to outsource the jobs to a team of writers. The entrepreneur makes most of his money based on the margin he sets based on the cost for outsourcing the work to his writers.

He may also get his team of writers to work on huge projects that require lots of writing work to be done.

Examples of 'B' opportunities: Large scale writing services, integrated systems (much like a writing or product creation department for large companies when full scale projects require entrepreneurs to think like a CEO rather than as a part-time home business freelancer)

Pros: No need to do the writing yourself. You outsource work and take a large cut because of your reputation where clients cannot survive without your writing services and writers cannot survive without you giving them writing projects. You won't need to trade so much time for money and this model is scalable.

Cons: You will have a management headache. Managing people is one of the most difficult things to do. You will also need to have an abundance of projects to keep every single mouth fed (including your own). At the worst case scenario, you must pay everybody first and pay yourself last.

A writer in the 'I' quadrant

'I' refers to investors. According to Robert Kiyosaki, you are using money to earn more money. In the context of writing projects however, I would improvise and apply this to Internet assets (since Internet assets put money on your table).

Internet assets come in the form of businesses online that generates you money on autopilot (or with low maintenance).

Internet assets leverage on search engine traffic, niche marketing websites, article directories, viral marketing, affiliates and many other technical aspects to earn you money.

This is one of the best ways to make money online using your writings because each 'asset' that you create as a result of your writings will generate for you additional income streams.

Examples of 'I' opportunities: article directory submissions, content membership sites, newsletters, blogs, viral E-books and many more.

Pros: Autopilot income, leverage on the Internet and market your products through an army of affiliates.

Cons: Requires Internet marketing knowledge, certain level of support issues, time investment and the need to adapt to the many changes on the Internet (for example: Google changes their search engine algorithm from time to time)

At the end of the day, no matter what path you choose to take, as long as you find the right people and build a network, you can be assured that writing is an iron rice bowl (you will never go hungry).

Blog Monetization

One of the easiest ways to make money online is through blogging.

Blogging in many ways, has a good contrast to real life in the sense that you can make money by blogging for others or monetize your blog for the long term (just like in the offline world where you can choose to write for others for a salary or write for yourself and your own business).

One of the best reasons why I would recommend blogging is that it not only has a shorter learning curve compared to other Internet marketing business and if you have the passion for writing on any topic that you want, you can turn your passion into money.

Remember the golden rule in blogging. Unless you have passion, deep passion on the topics that you are blogging about, you have a strong chance of connecting with your readers. Without passion, people will easily see through you that you are only blogging for money (or for the search engine).

When you are just starting out, I would highly recommend you to make money by blogging for more established blogs first to build up your credibility. The reason why is because:

- They have more credibility and you can leverage on the blog's credibility so that you will eventually build your own.
- Pay-per-post blogging is very useful to make fast money. You can get paid anywhere from \$5 to \$20 per post.

There are bloggers out there who are willing to pay a monthly salary to commit a fixed number of posts each month. This will put money on the table while you overcome the learning curve for blogging and give you more writing experience.

- Established blogs have more traffic than a blog that starts from scratch. Some blogs allow you to drive traffic to your own blog through the profile page (about the bloggers page).

You will need to check with your 'employer' to see if they will allow you to put up affiliate links (or ANY links to begin with) in their blogs.

Once you've established your name and built enough traffic, you will be able to make money from your blogs through selling products, affiliate programs and advertising networks.

There are many more advertising channels out there. Some of them will allow you to monetize your blog when you are just starting out. Some advertising networks will only approve you based on your traffic (unique visitors a day), Page rank (a ranking system by Google) and Alexa ranking.

Remember, at the end of the day, content is king. Do not focus so much on making money if you are not good at creating quality content because quality content will ensure that you have a long-term business.

Writing Services

If you want to make money online by selling your writings, you will have a huge market because Internet marketers love to buy unique and quality content. By being their ghostwriter, you can have a good stream of income and build relationships with your clients.

Here is a list of the market you will be looking at:

- **Article Writing Services**

Your task is to write an article on a given topic – about 400-750 words per article. You will be paid somewhere from 5-10 dollars per article or a bulk rate depending on your clients' budget.

- **E-book writers**

Writing E-books require more skill compared to article writing. The reason is because you need more creativity and a certain flow to accomplish the tasks. The good thing about writing E-books for others is because you can charge a rate that is much higher compared to writing articles and when they are compiled into PDF format, you can insert your affiliate links within the book.

- **Bloggers**

We've already talked about this in the previous chapter. The main advantage that pay per post bloggers have over ghostwriters is that you can reveal who you are within the blog and build your credibility (unless you are writing as a ghost blogger).

- **Copywriters**

Writing and copywriting are two very different things. Let's put it this way, most copywriters are probably good writers but most writers might not be copywriters. Copywriting is a mixture of psychology and creative writing – science and art. It is a skilled form of writing that would be difficult for some if they are not from a sales or marketing background.

Article Marketing

Did you know that you can write one good article about a particular niche and get tons of traffic to your website or your blogs?

Regardless of whether you are writing your own articles or paying someone \$5 to write an article for you, you can easily monetize your articles through article marketing by submitting your articles to a number of article directories.

E-zine Articles is one such site that you can submit your articles to. Here are a few benefits why article marketing is the way to go.

- Article directories like E-zine Articles are highly credible sites. Some article directories have editors that work very hard at ensuring that quality (and original) articles appear on their website. This automatically increases your credibility and it gives others a chance for people to know who you are.
- These article directories have a high page rank and they will link back to your website passing their PR juice over to you.
- The resource box at the bottom of every article allows readers to go directly to your website. These readers are highly targeted because if they come to your website, they are in the right frame of mind because they have read through your article before clicking on your link. (Articles are also very good as a pre-sell before leading them towards your sales letter)
- Your name will also appear on the search engines because these article directories allow your name to be entered at the resource box as an 'expert author'
- People can reprint your articles on their websites as long as they give you and the article directory credit (using an unaltered resource box)

(Differentiate yourself from others)

Tip: If you really want to maximize directory submissions, you can hire someone to submit your articles to a hundred directories for an affordable price (somewhere from \$27 - %67 depending on the quality of the article directory).

Resell Rights And Viral Marketing

One of the main advantages of using resell rights is the power of duplication. You can massively increase your product's exposure all over the Internet by using resell rights and viral marketing.

The first thing you must do is write your own E-book or special report (or pay someone to do it for you).

You see, when you are dealing with digital products, the cost for duplicating a word document or PDF file is close to zero. You can write an E-book or a special report and duplicate unlimited copies of that book all over the Internet.

However, when you are just starting out online, nobody knows who you are and people are skeptical about buying from a stranger or hiring you as their writer. So how do you overcome this little problem?

Here are some ideas:

- Contribute your product to a fire sale

If someone credible is doing a fire sale, you can include your product into their package (a fire sale sells a lot of quality products at an unbeatable

price – the price also goes up each day so it adds the scarcity factor to get buyers to take action immediately).

Sometimes, the merchant actually offers people to build their mailing list if they contribute a product so it is a good opportunity to increase your customers when the merchant sends the buyers to your opt-in page.

- Contribute your product into content membership sites

If you contribute your product to high traffic membership sites like Resell Rights Mastery, you will be able to leverage on the traffic from that site as people download your product.

Once again, you get to leverage on the credibility of the membership site owner as well.

- Contribute your product as a giveaway event participant

Joining giveaway events is a good way to build your mailing list. The only things you must watch out for are freebie seekers (people who are only looking for free products and are not willing to part with their money) and some giveaway events do not allow newbies to join as a participant.

- Contribute your product or services as a bonus for related niches

If you have a network of Internet marketing friends, you can offer your products as bonus to increase your exposure or your friends can upsell your services as part of a 'bonus' to their product launches.

- Use Unrestricted private label rights

Private label rights allow people to brand their name as the author or basically edit the content (WORD Document) anyway they want.

However, unrestricted PLR products are REALLY viral because of price slashing and the amount of people who resells the products (it is the BEST kind of rights among the resell rights industry).

Here is a technique to achieve maximum viral effect:

Write a free report (or a package) for someone who is credible in the PLR industry. Include a solo ad at the bottom of the E-book or right after the table of contents.

Choose a relevant affiliate program (or website where you can monetize from) for this task.

People are generally too lazy to replace the ads in PLR books so chances are YOUR ads will duplicate and go all over the internet. This normally turns into affiliate commissions or sending quality traffic over to your sales/squeeze pages.

These are just some examples that you can use to market your writings.

Joint Ventures

No one can be everything to everyone. Either you work as part of a team, or you stick to doing what you do best while you outsource the rest.

In every Internet marketing business, if you want to do things on a large scale, you will need to manage many different aspects of it.

There's product creation, traffic building, site setup and support issues that you must deal with.

As a writer, you must focus mostly on product creation – your core competency.

However, by just focusing on writing alone, you will not be able to go far because people are looking for fully integrated systems where they are looking at the finished product rather than one aspect of the Internet marketing business.

In the long run, writers or entrepreneurs that deal with their own writing team need to work together with other entrepreneurs to create these integrated systems.

Here is a good example of a fully integrated system and how you can apply your writing to it.

This is an example of a full-scale project that requires product creation, website & article submission for traffic, website/blog setup and the entire sales funnel.

As a writer, as long as you can handle all the product creation aspects, you will definitely be in demand to carry out writing projects like this:

- Article writing – for the directory submissions and for driving traffic to your site
- E-book – your high-ticket product
- Sales letter – to sell your main E-book (giving you the most money)
- Squeeze page – where you capture leads and build a relationship with them

- Special report – if you wish to include it into your squeeze page and get them into your sales funnel
- Autoresponder E-courses – to build a relationship with every opt-in subscriber and lead them back to the sales page
- Promo E-mails – affiliates want to have promo E-mails available for them to save them time
- Blog posts – there are many out there who do not have good English or the desire to write, so you can write 2-3 blog posts for their blogs and even help them out with their profile pages for a fee

Basically, you can contribute to every aspect of the project. Writing good content touches every aspect of an integrated system or a product launch. This will be a writer's gold mine.

Conclusion

At the end of the day, regardless of whether you are a writer or dealing with writers, the most important thing you need to know is where to get good ideas. Putting them down on a piece of paper or a Word document is just the execution but it all originates from good ideas.

As long as you have a great idea, there are many people out there who are willing to turn your content into money – all you need to do is locate them and work things out with them (whether they are prospects, subscribers, blog readers or even joint venture partners) and you will be on your way to monetize massive online riches.