

# NUTS AND BOLTS OF A WRITING BUSINESS

*Jessie Kwak*

# BUSINESS? OR HOBBY?

- Are you making money?
- Do you want to make more?
- Do you want to quit your day job?

**Time to think like a business.**

# FIRST STEPS

- Set up a business structure
- Set up a business bank account
- Run your finances like a business

# BUSINESS LICENSE

## CONSULT YOUR TAX PROFESSIONAL!

- **Sole proprietorship** — perfectly fine place to start for most writers
- **LLC** — limits personal liability in case you're sued (unlikely! But maybe worth the slight extra hassle)
- **S Corporation** — will save you tax \$\$ if you're making more than a certain amount per year. ~70k to make it worth it

*[oregon.gov/business](http://oregon.gov/business)*

# BUSINESS BANKING

- Business account at any bank or credit union
  - Checking and Savings
- Business credit card
- Business PayPal account, etc.

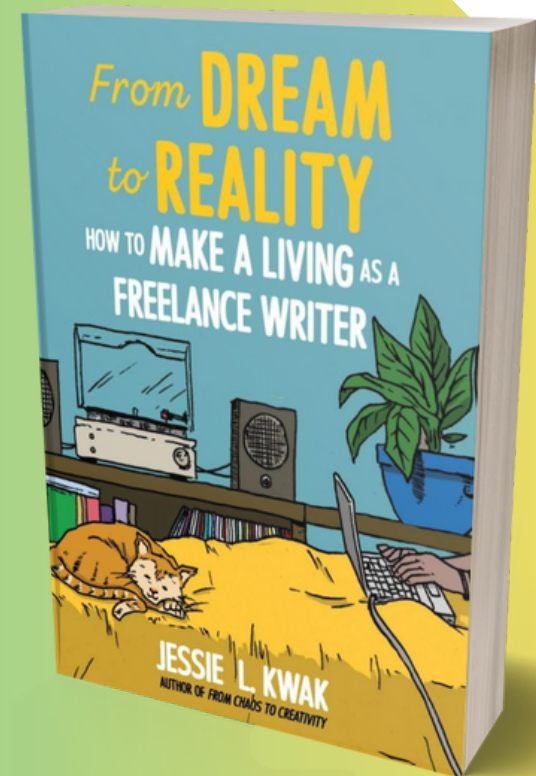
# BUSINESS FINANCES

- Pay your taxes (save 30%)
  - Consult your tax professional! May need to pay quarterly.
- Pay yourself (monthly or weekly “paycheck”)
- Pay your expenses
  - Everything related to your business
- Save for bigger expenses (publishing, education, etc)

*Profit First* by Mike Michalowicz

# FREELANCING!

- **You like:**
  - making your own hours
  - directing your own time
  - being able to fire clients
- **You can tolerate:**
  - financial ebbs and flows
  - not knowing where your next paycheck is coming from
  - trusting the process

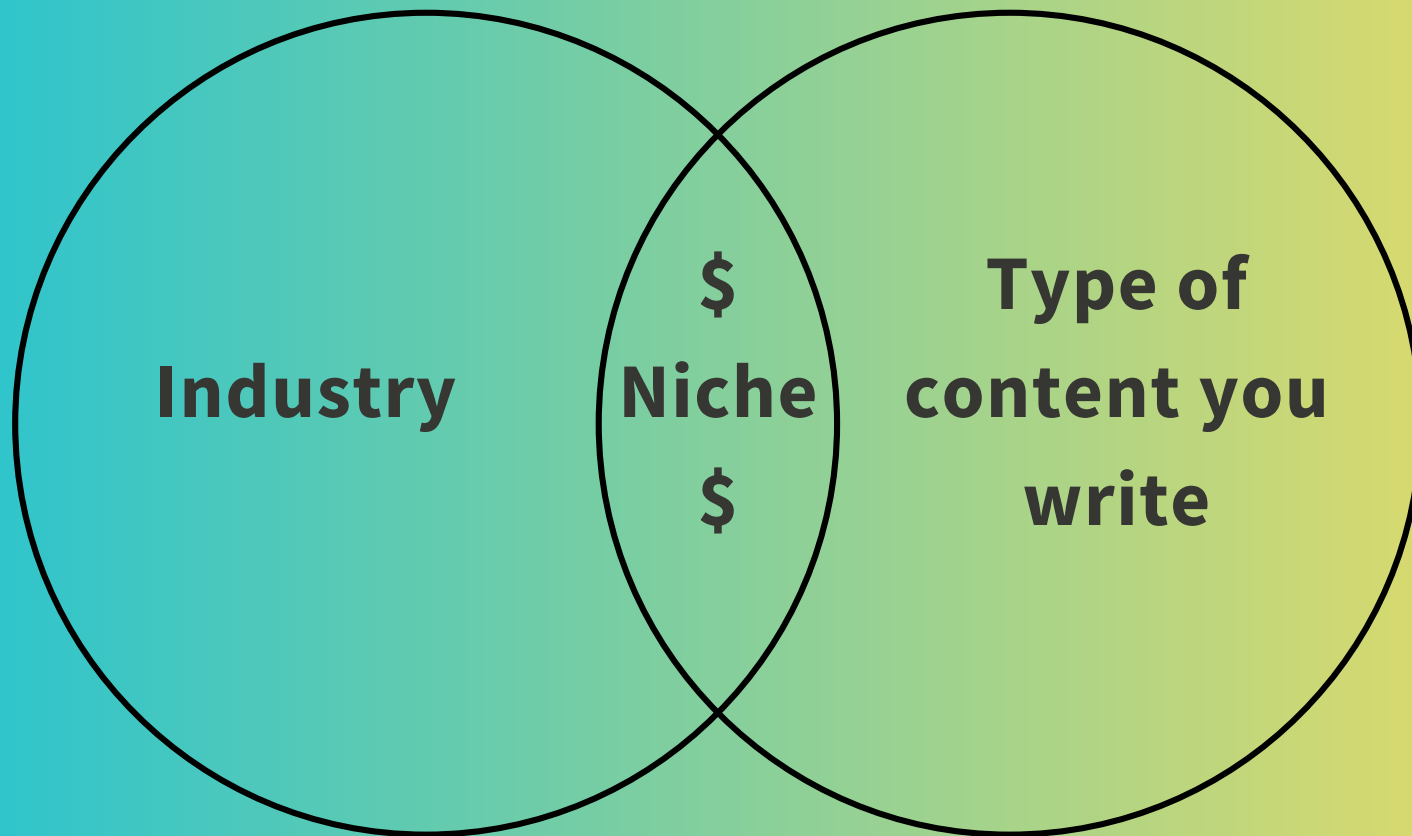


# LET'S TALK ABOUT

**WHAT TYPES OF COPYWRITING JOBS ARE THERE**  
**WHICH TYPE OF COPYWRITER SHOULD YOU BE**  
**HOW TO GET YOUR BUSINESS OFF THE GROUND**  
**...AND MORE (Q&A!)**



# FREELANCE NICHES



# FREELANCE NICHES

## **Technical Writing**

Taking complex, technical ideas, descriptions and procedures and translating them into words the average human can understand.

- User manuals
- Technical whitepapers
- Procedure manuals
- FAQs
- End-user documentation
- Assembly manuals
- Other technical documents

# FREELANCE NICHES

## **Copywriting**

Persuasive writing with a goal to get your audience to take action right now—most likely to buy or donate.

- Website copy
- Ad copy
- Product copy
- Email sequences
- Buyer guides
- Sales pages
- Video scripts

# FREELANCE NICHES

## **Content Marketing**

Educational or entertaining writing meant to build reputation and authority, with the intent of leading to a sale in the future.

- Blogging
- Case studies
- Articles for custom publications (brand journalism)
- Ebooks & nontechnical whitepapers
- Social media posts
- Newsletters

# FREELANCE NICHES

## **Business Writing**

General communications for a business, often internally facing.

- Whitepapers
- Reports
- Press releases
- Sales collateral & pamphlets
- Business plans
- Prepared speeches

# FREELANCE NICHES

## **Other Specialty Writing**

- Resumes
- Legal briefs
- Grants
- Ghostwriting (books and articles)
- Curriculum
- Greeting cards
- Property descriptions

# CHOOSING A NICHE



# GETTING STARTED

## LEADS COME FROM:

- Direct outreach
  - **answering ads**
  - **cold calls/emails**
  - **networking**
- Referrals
  - **your network**
  - previous clients
- Inbound inquiries
  - **LinkedIn**
  - content marketing/thought leadership
  - your website



## Lead Editorial Strategist & Writer — Human Stories for B2B Marketing



The Storied Future · Freelance

Nov 2018 - Aug 2022 · 3 yrs 10 mos

Editorial strategy, writing, and editing of story-driven projects for leading tech companies.

[www.thestoriedfuture.com](http://www.thestoriedfuture.com)

B2B Marketing Strategy, Stories, and Content That Drive Revenue



## Freelance B2B Writer – SaaS, EdTech, Human Resources, L&D



McGuire Editorial Content Marketing Agency

Dec 2014 - Apr 2022 · 7 yrs 5 mos

Content marketing: white papers, ebooks, blog posts, and reported articles. Subjects include educational technology and learning & development.



## Freelance B2B Website Content Writer



Adpearance

Dec 2014 - Sep 2017 · 2 yrs 10 mos

Portland, Oregon

Writing website copy for a variety of websites, including in the industries of materials handling, retirement communities, security, logistics, timber.



## Freelance B2G SaaS Copywriter and Blogger



GovPilot

May 2015 - Aug 2016 · 1 yr 4 mos

Blog posts, white papers, press releases and ghostwritten articles for private government technology company.

# GETTING STARTED

## JOB BOARDS

- [FreelanceWriting.com](http://FreelanceWriting.com) – Morning Coffee eNewsletter
- [MakeALivingWriting.com](http://MakeALivingWriting.com) – lists of paying markets
- [FreelanceWritingGigs.com](http://FreelanceWritingGigs.com) – daily blog roundup of jobs
- [ProBlogger.com](http://ProBlogger.com) – job board
- [BeAFreelanceBlogger.com](http://BeAFreelanceBlogger.com) – directory of paid blogging gigs
- [BloggingPro.com](http://BloggingPro.com) – curated list of job postings
- [LinkedIn.com/jobs](http://LinkedIn.com/jobs) – job board
- [JournalismJobs.com](http://JournalismJobs.com) – full time, part time, and freelance journalism jobs
- [Behance.com](http://Behance.com) – job board for creatives

# GETTING STARTED

## RESOURCES

- Freelancer's Union
- Freelance Writer's Den
- American Writers & Artists Institute
- Make a Living Writing blog
- Ed Gandia's B2B Launcher
- The Writers' Co-op Podcast with Wudan Yan and Jenni Gritters
- The Write Life blog
- Copyblogger blog, training courses
- Jacob McMillen blog, courses
- Ashley Gainer's Ink Well Guild
- Hubspot Academy
- SmartBlogger
- BlackFreelance – courses, community, resources for Black freelancers
- Mandy Ellis's blog
- Network After Work (networking events)
- Who Pays Writers?
- Where to Pitch
- WritersofColor.org (Twitter feed is a great resource for paying jobs)
- Derek Johansen's CopyHour course

***[www.jessiekwak.com/freelance-training](http://www.jessiekwak.com/freelance-training)***