

How to Earn Even MORE Money From Your Writing

By

Ruth Barringham

<http://writeaholics.net>

<http://selfpublishworldwide.com>

<http://newonlinecourse.net>

copyright © Ruth Barringham 2009

Published by Cheriton House Publishing Pty Ltd Australia.

The author retains the sole copyright of this publication. You are however, free to distribute this publication in whole with no omissions and no changes. This publication must be distributed freely and cannot be sold.

Disclaimer

Throughout this publication, opinions about earnings potential are expressed, but this in no way constitutes a guarantee that you will earn any particular amount of money, or any money at all, from following the techniques discussed throughout this publication. Results and earnings will vary considerably from person to person.

All products and services offered in this publication are for educational and informational purposes only and you should not act on this information unless you have first sought the professional advice of an account, lawyer or other professional adviser.

The author, publisher and anyone related to this publication is not in any way, responsible for the success or failure of your business decisions relating to any information presented in this publication or in the products or affiliate products or services. Any successes or failures you encounter due to your business decisions are entirely of your own making.

The author and publisher take protection of copyrights, both their own and others, very seriously and therefore will employ multiple measures to prevent copyright infringement over this publication and to promptly end any infringement that might occur.

Links within this publication are provided for your information only. The author and publisher do not endorse and have not necessarily verified any of the information available through the use of any link found within this publication.

The appearance of external hyperlinks and/or other materials generated by third parties does not constitute an endorsement by the author or publisher, their subsidiaries and affiliates, of the opinions or views expressed by these third party websites. The author explicitly disclaims any responsibility for the accuracy, content, availability, currency, completeness or quality of the content contained at these sites.

Further, the author is not responsible for the quality or delivery of the products or services offered, accessed, obtained by or advertised at such sites. As such, neither the author or publisher, nor its affiliates are responsible for any errors or omissions or for the results obtained from the use of such information contained in these sites.

Welcome

I hope you find this ebook useful and inspirational to help you write more and earn more.

It is so important, as a writer, to have more than one source of income. This is because if you work for only one company, or newspaper or magazine, and they cease to trade or they cut back on staff, you could find yourself out of work.

On the other hand if you have several private clients, plenty of freelance market options, written numerous books and own a number of websites, you will probably find that you have continuous income year after year. And if one income source slows down, you simply spend more time working on another.

For instance, if your private clients don't have much work for you, you can spend your extra time looking for more freelance writing markets, writing more books or updating and adding content to your websites.

And every serious writer should have an ideas book. This is a note book where you write down all your ideas for future work. These can be a new magazine that you've found that you think you could write for, ideas for a new book or short stories or even ideas for a new website niche that can generate EVEN MORE income for you.

You can also make sure you have plenty notes ready for large writing projects (such as books) and small writing projects (such as articles and short fiction) so that you never run out of things to write about.

You could also spend your time marketing your websites online to attract more visitors because more visitors means more money.

And most importantly, don't forget to ALWAYS keep marketing yourself and your books. Marketing is the MOST IMPORTANT work you can do. Even the really big companies like Coke-a-Cola and Nike never stop marketing themselves because they KNOW the importance of it – and so should you.

And you should ALWAYS be on the lookout for more writing opportunities.

As a writer, it can sometimes seem impossible to earn enough money to live on from your writing.

You may also often find that some companies want you to write for very little money, or sometimes, no money at all.

I have always made it my own personal rule to only write for high paying markets.

How to Earn Even MORE Money From Your Writing

So I make sure that most of my freelance writing is paid at a rate of no less than \$50 an hour. This means that if I have to write an article that is going to take me an hour to research and an hour write, then I expect to earn AT LEAST \$100 for it.

The reason I aim so high is because freelance writing jobs don't come around often enough to keep me working 8 hours a day, 5 days a week. If it did my \$50 an hour would earn me \$100,000 a year, just from freelance writing alone.

So if I earn a minimum of \$50 an hour, then if I'm only working half the time on freelance projects I'll still be earning enough money to live on.

But I want to earn more than \$50 an hour so I supplement my earnings with passive (which is sometimes called residual) income.

Passive income means that I work on something just once, and keep getting paid for it over and over again. So while I'm busy working on other things, my passive income is increasing all the time, without any extra effort on my part.

We'll look at passive income in more detail later.

But first you need to know about the different ways you can earn money from writing and how to maximise your income from it.

Different Ways to Earn Money From Writing

Finding Freelance Markets

There are several different ways to earn money from writing.

The most common way that writers earn money is by writing for magazines and newspapers.

And writing for print publications doesn't mean just writing articles, although this can be a VERY lucrative way to earn money with some magazines paying up to \$400 or more for one article.

There are so many different magazines on the market that it presents many different ways for a writer to earn money.

For instance, you could earn up to \$100 just for sending in a "reader's letter" to a magazine (which is not bad money for 5 minutes work). Or you could write a feature article, a small filler article, a joke (Readers' Digest pays over \$100 for one joke!), crossword clues, puzzles, a regular column, poetry, verse, short fiction, slogans, "true" stories...and the list goes on.

You only have to look through the magazines at your local newsagent to see how many well-paid writing opportunities there are.

You can also create even more income from writing for magazines by recycling your work. This means that if an editor likes the article or story you've written and publishes it, there's nothing to stop you from re-writing it from another angle and offering it somewhere else.

Or if you sell a piece of work to a US magazine and offer First North American Serial Rights (not many magazines will pay for Second Rights), then you can also offer the same piece of work to a UK magazine with First British Serial Rights; if the work is suitable for publication in both countries.

You could also offer to write a series of articles or stories, and this would ensure regular income for several weeks or months.

The only downside to this kind of work is all the time and money (for paper, envelopes, stamps, ink, etc) that it takes to send out queries every week. Not to mention the disappointment at all the rejection letters you'll get back.

But if you want to get started writing for magazines, just go to your nearest newsagent, library, grocery store or anywhere else where you can find a large collection of magazines and newspapers (which may even be a neighbour's house) and have a look through them all till you see some that you think you may be able to write for.

How to Earn Even MORE Money From Your Writing

Then go online and check out their submission guidelines. Or you may even want to buy the magazines so that you can have a better look through them.

You could even make it a goal to buy one magazine or newspaper or other publication every month and start sending in stories and query letters.

Then every few months go through your growing stash of all the publications that you've gathered, and see what else you can send to them.

For instance, I recently acquired (well, OK, I admit I stole it from a doctor's waiting room) a copy of *'that's life'*. I thought this magazine would prove to be very financially beneficial because of all the writing opportunities in it. And I thought that I could submit one thing at a time to this magazine over the next few months/years so as not to create an overload of myself.

The reason that I chose *'that's life'* magazine was because it contains so many opportunities to earn money, including—

\$25-\$35 – for readers' letters

\$25-\$35 – for handy household tips that are free or cheap

\$40 – for the joke of the week

\$50 – for interesting short items taken from newspapers and the web

\$50 – for short ideas about how to amuse children for little or no money

\$50 – for a cute photo of your pet

\$300 – for a short fiction story of less than 1,000 words

\$300 – for your personal story of how you found love

\$400 – for your story about something spooky that happened to you

\$400 – for your interesting personal health story

\$400 – for your endearing 'true' story of a secret that you kept from someone

\$600 – for your story of how you found joy in caring for someone

\$600 – for your story of how something turned your world upside down

\$600 – for your story of why and how to took a job for love, not money

Now I know that no one has so many "real" experiences in their life, but it doesn't hurt to embellish or exaggerate a story that you have, AND it makes great reading, which is what the editors are look for.

How to Earn Even MORE Money From Your Writing

So the more remarkable, uplifting or emotional you can make something sound, the better your chance of publication.

So this one magazine alone, could provide thousands of dollars worth of income over the next few years.

And if you can gather together a couple of dozen other magazines that you feel have plenty of income potential, then you can keep returning to them over and over to find more submission opportunities.

AND you can rewrite things and submit them elsewhere to earn even MORE money.

There are also useful online newsletters for writers (such as my own Writeaholic News) that you can subscribe to for free, and they contain current freelance writing markets from all over the world.

But most editors like to see who you are and what you can do. So you need to have your own website. You can then include your web address under your signature in all your correspondence. This way any editor can simply go online to see your work.

And having your own website certainly adds a professional touch and makes a great first impression.

Writing For Private Clients

There are always plenty of writing opportunities with private clients, and the work can be very varied and interesting.

Some of the recent work I've done for my private clients is updating a travel book, editing/rewriting an ebook, writing web page content for a brand new website and editing thesis for students whose first language is not English.

All these projects paid very well and I earned a substantial income for the time it took me to do the work.

But not all work is so well paid. I can earn thousands one month and then hardly anything the next.

Finding private clients also means I have to spend time marketing myself and I need to keep my website updated as well as updating my writing skills.

This is because the internet has radically changed the way that writers work.

I have recently been learning about SEO writing and web writing which is something that I didn't need to know about before but now it has become imperative to learn, as more and more companies establish themselves online.

This creates an ever-growing demand for web page writers, online copywriters and SEO (Search Engine Optimization) writers and web page designers.

So if you are proficient in any of these areas you can find your services in great demand.

But you need to advertise your writing services and for that you need a website. And then you can begin marketing yourself all over the world.

Writing Books and Ebooks

Working from home as a full-time published author has long been a dream of many writers and would-be authors.

The problem with this dream, however, used to be that in order to get your book published, you first had to spend months, or sometimes years, writing your book and then it would take just as long (if not longer) to find a suitable publisher. And most authors never found a publisher at all, and those that did, didn't even make enough money to live on.

There were very few authors who "made it" as full-time writers.

Fortunately though, all this has changed thanks to the internet which has encouraged the rise of the self-published author.

Not only is it really simple to publish your own books, but you can also keep all the profit yourself instead of only the measly 8% to 10% that most publishers offer.

The problem with the old process of book publishing, was that because of the high cost of printing large quantities of books (usually a minimum print-run of 40,000 books) and warehousing them, the publishers needed to be certain that they could sell that many books and could only afford to pay the author a small amount of royalties, which was usually only 80 cents to \$2 for every copy sold.

But publishers have very little patience with new titles, and will list them as "out of print" in only a few months if the first print run hasn't sold out.

But at least while the book is still "in print" an author can look forward to receiving at least some passive income from their work.

But now, of course, the internet has changed all that.

Now you can write as many books as you want and publish them all yourself.

Digital printing allows you to set your book up at the printers once, and they will print, pack and ship the books as required – even if it's only one at a time. But not all printing companies will do this, so you need to find the right one.

Publishing books this way means that you can write as many books as you want, safe in the knowledge that ALL of them will be published. And you won't have to waste several years trying to find a publisher.

And unlike other authors who only receive a small percentage of the profits from their books, you get to keep it all, which is typically about \$10 to \$15 per book – or more.

How to Earn Even MORE Money From Your Writing

This means that if you sold only 2,000 copies of your book, you would earn \$20,000 to \$30,000+. And if you published another book and then another and another, well...you do the math.

But you may be wondering just how easy is it to sell 2,000 copies of your book.

Well, considering that there are nearly 200 countries in the world, you ONLY need to sell an average of 10 books per country per year.

And also there are tens of thousands of public and educational libraries worldwide

So if you market your book to the library supply companies, they can do the selling for you. And if in the USA you only managed to sell one copy of your book to only half the libraries there, you'd still sell over 50,000 books.

And if you're fortunate enough to live in a country such as the UK or Australia where authors can claim PLR (Public Lending Rights) payments, then you can also get paid every time a copy of your book is borrowed from a library in your country.

There are only 25 countries in the world that pay PLR payments. Here in Australia, the PLR rate is currently \$1.47. This means that if you lived in Australia and you had only 500 copies of your book distributed throughout the libraries here, you could earn over \$700 a month just in PLR payments alone. (of course that's assuming each of your 500 books is borrowed a minimum of once a month). And remember that's passive income which means you don't have to work again to earn it.

You can also sell your books electronically as ebooks so that they can be downloaded over the internet.

You just need a website where you can upload your book (usually in PDF format), write a sales page, set up an instant payment system (you can use a PayPal account which is easy and free to set up) and then people can buy your book and download it automatically so that you can LITERALLY make money while you sleep.

And because an ebook has no printing or shipping costs, you get to make even MORE money.

So once you know what you're doing and you can write quickly and productively, being a published author can provide quite a substantial, passive income.

Combining All the Different Ways to Earn Money

By now I hope that you can see that writing for print publications, private clients, running niche websites, and writing and publishing books and ebooks, can provide you with plenty of work and a substantial income.

But it must be done correctly.

Being able to set up and run niche websites means that you will ALWAYS be able to provide yourself with passive income.

Once you know exactly how to go about it, you can set up as many websites as you want and as you keep on adding more pages and more content, you can keep earning money.

You can also sell all your own books, ebooks and downloadable reports from your own websites.

You can also become an affiliate and sell other people's products to make even MORE money. And as an affiliate, you can earn up to 75% commission per sale, so this can be an extremely lucrative side line.

You can also use your writing skills to write your own web page content to REALLY pre-sell your books and other products.

And the more you write, the more persuasive your writing will become. And this means that you'll be able to earn even more money.

You can update your website every week or every month by adding more content pages and advertising more products.

You can use free advertising and marketing techniques to get more visitors to your site and display Pay Per Click advertisements to make EVEN MORE money.

And remember that you don't have to stick at just one website. You can have as many sites as you want and they can be on any subject that interests you.

No matter what subject you want to write about, whether it's DIY, pet guinea pigs, food, dogs, horses, health, wealth, writing...or ANYTHING else, you can make money from ANY website, even if you've only just set it up and you don't have anything to sell. You can STILL start making money straight away. All the internet gurus have known this for years and that's why they keep making websites and keep making money.

All you need to know is how to get visitors to your website.

People come to the internet looking for information so as long as you can provide it, they'll keep on coming. And YOU'LL keep on earning.

You can also offer free reports, ebooks, regular newsletters, ezines or updates. In fact, you should offer anything that will keep your visitors interested and keep them coming back.

When you have numerous websites and you know how to make money from them, you can just keep on writing and keep on earning.

If you have websites you can be working on these when you don't have a lot of other writing work to do. This means that you can be earning money ALL the time.

There are several different ways you can go about getting your own website up and running.

You can use a free Blog service or use free templates to make your own website. You can even try buying web design software but this can be very expensive and very limited.

What you really need, is to be in complete control of your sites so that you can add to them and update them whenever you want – quickly, easily and freely.

So you NEED to know HTML. This will give you the freedom to design and create as many sites as you want to. And you could also earn extra money as a web page designer.

And once you're a proficient web writer, you can add this to your resume too.

Working this way, you can really recession-proof yourself by having so many different streams of income. In fact, if you follow all the advice in this book, you'll have so much to do, that you won't have enough time to fit it all in.

Won't that be wonderful?

Advertisement

The Complete Online Course

Learn HTML in less than a month, working less than 2 hours a day AND you can start earning money straight away!

Not many people know that it's possible to make money from a website – ANY website – no matter how obscure the niche.

But you can't be successful online unless you understand HTML

This is why I'm offering you this MASSIVE course that leads you by the hand and takes you step-by-step, from a blank page, to a complete website with audio, video, image maps, splash pages, graphics, banners...in fact, by the time you've completed this course, you'll have a working website on the internet AND you'll be making money from it.

This really is a COMPLETE course and is split into 3 Modules – Web Page Design, Web Page Writing and Making Money From Your Website.

This course contains ABSOLUTELY EVERYTHING you need to know to design, create and publish websites AND how to start making money – I guarantee it!

It is also instantly downloadable so there's no waiting around and you can begin learning straight away.

Take a look at it right now. I PROMISE you won't be disappointed.

This course will REALLY change the way you work forever.

Forget the 9-to-5 rat race. Retire now and work from home running your own online empire.

<http://www.newonlinecourse.net>

Thank you for taking the time to read through this book. I hope all the information helps you to really kick-start your career, working from home as a full-time writer AND earning more money than you ever dreamed possible.

Wishing you well

Ruth Barringham

About the author

Ruth Barringham is a successful writer, freelance writer, author and publisher and also owns several profitable websites across the World Wide Web. She has a diploma in web page design and web writing and has undertaken courses in writing, book writing and book publishing and is currently studying SEO writing and copy writing. She is also the CEO of Cheriton House Publishing Pty Ltd in Brisbane Australia.

[Click Here](#) to find out how you can make money by giving away this free ebook