

# Writer as Entrepreneur

5 Simple Things You Can Do  
*Today* to Position Yourself  
for Success



Being a writer is something most of us don't have a choice about. It's who we are—and who we were always meant to be. And, that's okay—because we love to write. But, what we DO have a choice about is whether we're going to lead a life of financial struggle or use our writing skills to build a business that sustains us—emotionally, spiritually and financially.

Here are 5 really simple things you can do right away to start living the “writerpreneurial” lifestyle. So, no excuses! Get started NOW!

## 1. SHIFT YOUR MINDSET

**Start thinking of yourself as an entrepreneur FIRST—writer SECOND.** Yes—you write. But, that's not what you're really providing for your clients. What you're giving them are things like:

- *A better brand story* that will resonate with their buyers and sell more of what they're offering
- *A stronger connection* to their current customers through content that provides tangible value
- *A different (or clearer) perspective* on their business that might enable them to discover new revenue streams and unique ways to better serve their customers
- *A way to keep their business relevant* to their target audience(s) in a rapidly changing and incredibly competitive marketplace

**You're more than just a writer. You're the person who can bring ideas to life and help businesses grow.** That's worth a lot. So, be sure your fees reflect that value.

## 2. SHOW UP STRONG—24/7

If you don't have a **professional website** up that showcases your work and clearly demonstrates why a potential client should hire you rather than one of the MANY other freelance writers out there, you're missing a huge

opportunity. Sound like you? Here's where I would suggest starting:

- *Reserve your name as a URL.* For instance, I reserved [www.michelelashley.com](http://www.michelelashley.com). Even though I don't use it right now as my online presence—I have it in case I need it. You could also use your business name as your URL. It doesn't cost a lot to do. It's easy. And it's smart.
- *Find a website theme you like and purchase it.* There are a lot of options out there for that. Just Google "website templates" and/or "website themes" and you'll see what I'm talking about. You'll also need to buy a hosting plan so your site will have a place to live. Again—lots of options. Some include HostGator, GoDaddy and BlueHost. I use HostGator. But, determine which one works best for you.
- *Develop the content you want to include on your site—such as your home page copy, "about" copy, portfolio items, etc.*
- *Either design and upload the site yourself OR hire a designer to do it for you.* I've had good success with hiring designers on eLance. The fees are reasonable and the work has been good. PLUS, it saves me so much time by having someone else deal with design and technical aspects of the site.
- *Promote your site everywhere that makes sense—including your email signature, invoices, business cards, etc.*

You might be wondering why I'm not recommending building a site using a free service. The reason why is that—by purchasing a theme and hosting plan—you're the one who has control of your site and the content it contains. But, if that's not feasible for you right now, the free options are certainly a possibility.

## 3. SPECIALIZE AND PUBLICIZE

Being good at a lot of different things is fine. But, there's a strong argument for being GREAT at a specific thing. Think about it. **Specialists in any field**

**often draw the top salaries—along with a great deal of respect.**

So, let's look at how this concept of specialization might apply to your freelance writing business. To do that—**put yourself in a potential client's shoes**. Let's say you're in the pharmaceutical business and need a brochure developed to promote a new medication:

You first speak with Joe, who considers himself a generalist. He's written TONS of brochures over the years—a few of which have been for pharmaceutical clients. Joe assures you he can get the job done and done well.

The next person you talk with is Sarah. Her promotional material says she's "A Copywriter Who's Into Drugs." Beyond the clever headline is a detailed list of all of the pharmaceutical clients Sarah has worked with, examples of pharmaceutical marketing projects she's helped create, testimonials from pharmaceutical clients who love her work, and an explanation from Sarah herself about how her primary focus as a freelance copywriter is the pharmaceutical industry.

Who would you hire? Who would you look to for guidance regarding pharmaceutical marketing? Who would you be more willing to pay a premium fee? I can say hands down that I'd choose Sarah. **If my job is to match the best professional with the project I'm in charge of—I want someone who's been there, done that—and who's been successful in the process.**

## 4. BE THERE

Want to know a really easy thing to do that will set you apart? **Be there for your clients—on time, every time.** Sometimes it might mean working on the weekend or late into the night. Whatever. Just be there. And make sure you meet the deadline you've agreed upon. **If a problem comes up on your end, remember that it's your problem—not your client's.**

You might just be surprised at how much clients appreciate your willingness to move Heaven and Earth to get them what they need when they need it.

# 5. DIVERSIFY

One of the most exciting things about being a writer today is the number of opportunities that exist for us to use our skills to **diversify our streams of income**. Maybe you just want to focus on providing excellent freelance writing services to your clients. That's cool. But, also be aware that there are other ways you can use your writing to diversify your income. Here are just a few that we talk about over at The Page-Turner Mission:

- *Online teaching*
- *Campus-based teaching*
- *Corporate training*
- *Non-fiction (and—yes—fiction) ebooks*
- *Brand consulting*
- *Social media consulting and development*
- *Podcasting*
- *Webinar development and delivery*
- *Information products*
- *Media consulting*
- *Public relations consulting and execution*

The transition from writer to entrepreneur is one that can be incredibly rewarding in so many ways when you open yourself up to the possibilities. We're working hard at The Page-Turner Mission to provide the information you need to make the journey one that you can enjoy—but not one that you undertake alone.

**You're a writer. You're an entrepreneur. You're AMAZING!  
Now—show the world what you can do!**