

# Can Blogging *Hurt* Your Freelance Writing Career?

There seems to be a two-pronged way of looking at this, and I want to clarify it before delving any deeper:

Bloggng for yourself and your own brand.

Bloggng as a writing format, in general.



## Bloggng Uses Up Creative Energy

- Find a balance between serious writing projects and your own blog. Think of the best percentage of your day you'd like to spend doing projects.
- Prioritize the most important projects to complete first in the day.
- Designate time for all of your writing projects. Try a timer technique (giving yourself a certain amount of minutes or hours per project before you force yourself to move on).

|                              | Priority 1 | Priority 2 | Priority 3 | Priority 4 | Priority 5 |
|------------------------------|------------|------------|------------|------------|------------|
| Time To Allocate The Project |            |            |            |            |            |
| Days To Complete Project     |            |            |            |            |            |
| Other                        |            |            |            |            |            |

## Guest Bloggng Can Take Up Time

- Start guest bloggng. It's a fantastic way of getting your work seen.
- Have you considered asking to write great content for pay?

List potential sites that you could reach out to to produce your content for income:

- 1.
- 2.
- 3.
- 4.
- 5.

*If a huge chunk of your billable time is devoted to blogging for free for other guest blogs, your income will take a hit.*

**Brainstorm how to turn the tables on your billable time.**

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## How To Make Money

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**Start asking to be paid for your guest blogging:**

- Learn to accept some people will make known their surprise that you ask for payment now.
- Understand that your go-to guest post sources may not always happily transition to paying for what they used to get for free.
- Realize your paid client roster will, over time, be completely different from your guest posting roster.
- Pursue and accept clients you've never guest posted for.
- Understand you will have a transition time where you still have some guest posting while new clients are being asked to pay.

**How will you ask to be paid for your guest posts? Your pitch needs to be awesome. Take time to make it great.**

Write your sales pitch:

## What You Say May Turn People Away

How would you define your personal brand?

Style: \_\_\_\_\_

Voice: \_\_\_\_\_

Strengths: \_\_\_\_\_

Weaknesses: \_\_\_\_\_

*Brainstorm what you want to be known for:*

\_\_\_\_\_

## People Know My Writing Because It's...

\_\_\_\_\_

*Remember to accept that not all your clients will like everything you write.*

## Blogging Is An Online Activity

Research and backing up your claims is more important than ever before.

My posts include:

- Images
- Quotes
- Facts
- References to valid sources with backlinks
- Embedded social posts
- My own research from my data

## Blogging Has Its Own Writing Style

Has blogging damaged your ability to create other forms of writing?

How do you approach your non-blog writing projects?

### 1. Branch out with purpose

- Write in a different format/genre.
- Submit that writing somewhere that isn't a blog.
- Get it in front of the eyes of someone who isn't blogging.
- Understand what blogging methods you need to shed to make your writing better.
- Accept that you may not be paid much (or at all), but if you want to try to be successful at something other than blogging, there is still merit in the editorial and critique process.

## 2. Take writing classes

- Have you ever taken a writing class?
- Gone to a writers conference or even read books about writing?
- Have you tried to learn a new writing language like creative writing, sales writing, newspaper journalism, PR for press releases, promotional writing, etc.?

## 3. Set non-blogging writing goals

Set goals to write something that has nothing to do with your blog or blogging.

- 1.
- 2.
- 3.
- 4.
- 5.



## How Blogging Makes You A Better Writer

1. You write regularly
2. You learn to deal with feedback
3. You learn to write when you don't want to

List some feedback you have received on your writing that can help you become a better writer in the future:

- 1.
- 2.
- 3.
- 4.
- 5.

Start using CoSchedule for free today to manage all of your freelance writing projects. It'll help you plan, prioritize, and write everything.

## Hear The Raves



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

# CoSchedule

*The social media editorial calendar for WordPress*

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are three tabs: "WordPress Blog", "Schedule", and "Settings". The "Schedule" tab is active, showing a calendar grid with columns for days of the week (SUN, MON, TUES, WED, THURS, FRI, SAT) and rows for dates. The grid contains several scheduled posts with icons for social media platforms (Twitter, Facebook) and titles like "5 Tips For Writing Better Blog Headlines", "Schedule Your Blog Like a Content Pro", and "Planning Your New Editorial Calendar". A large CoSchedule logo is overlaid on the calendar grid.