

HOW ANYONE CAN BECOME AN **ONLINE** CONTENT WRITER

Start Making Money Today

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By Jamie Farrelly

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Introduction

About me

My name is Jamie Farrelly and I've been writing content for around 5 years now. I first started writing content a few months after I bought my first website, mainly due to the fact that I got sick and tired of paying other people to write for me. One day I sat down and spent an hour or two on an article and thought to myself "Why have I been paying other to do this for me all this time?"

That was the day that pretty much changed my life since I realised that there was an easy way to make money online, without the need of much (or any!) experience. Since then, I've written content for plenty of clients such as:

Mega.co.uk

PPI.com

RangeCookers.co.uk

And many, many more!

Each year I write 100,000's of words worth of content, and by reading this I hope to help you write around the same amount or even more each and every year. Feel free to check out [my blog](#) or [my content writing service](#) if you want. On that second link you can get in touch with me if you ever have any questions by using the contact form at the bottom of the page. I'm also on [Twitter](#) too.

Who is this book for?

This book is for anyone who wants to **make money online** (and is prepared to put the effort in). Whether you're student, stay at home mother or someone who just wants to earn some extra money on top of their day job, this book will help you out.

If you've already spent some time searching online for things like "make money online" you've probably come across loads of ideas that promise to bring in loads of money without the need to work too hard.

Unfortunately, 99% of these things that you'll come across simply don't work. Promises such as "make lots of money by spending an hour a day on filing in surveys" don't usually end up working in the long term. Sure, you might end up making enough money to buy yourself lunch or something like that, but we're not talking about *serious* money here.

What I'm going to go through in this book will make you *serious* money, as long as you're willing to put in the time and hard work into it. I'm not going to lie; being an online content writer suits some people more than others, but I honestly believe that there are lots of people that think that they can't make money online when they easily can, simply by sitting down and writing a few articles.

With more and more people being unemployed through no fault of their own, the number of people sitting at home wondering how they can come up with new ideas to make money are increasing year on year. Fortunately, there is an easy way to make money online and that's by **writing content!**

You'll more than likely be surprised how easy it actually is to make money by writing content; I know that I certainly was when I first started out.

What is content?

If you already know what content is, feel free to skip this part. In this book I plan to explain things step by step to make sure that *anyone* can turn themselves into an online content writer, so I'll start out by explaining what content is.

If you use the internet on a daily basis, you look at online content each and every day. Content consists of many different things, such as: textual content, images, audio, video, games and so on. In this book I'll be focusing on one of the most important pieces of content, which is textual content (or in other words – *text*).

There are a wide range of different types of textual content, including the following:

Articles – In my experience of writing content, articles have been my biggest seller. Articles are used to provide information to the reader, so let's say someone had a website about the Apple iPhone, they might ask you to write on the most popular iPhone apps for example.

Product Descriptions – As you can probably guess from the name, this is content that describes a product. An example of this would be if you got asked to write about iPhone covers that are on Amazon. Usually you use the information on Amazon and put the description into your own words.

Press Releases – A press release is usually needed when a website wants to share something to others about their site, such as a new feature that they launched, a new design on their site and so on. Press releases usually include things like statements from the owner of the site and why that particular site stands out from its competitors. However, I very rarely get asked to write press releases so don't worry about them for now.

They are the main types of textual online content that you need to know about, although there are some others such as email newsletters, sales copy, blog posts and obviously eBooks! When you're just starting out, I'd personally recommend to sticking with articles and product descriptions until you're confident with those two.

Why would someone pay me for content?

One thing that many people can't quite understand about writing content is why someone else would be willing to pay them to write content for them.

The answer of this question depends on who you're writing content for, but let's take a look at some of the main reasons why someone would be willing to pay you to write for them.

Firstly, some people simply don't have the *time* to sit down and write content. They might be busy doing other things such as designing their site, managing their business etc. So, ask yourself this question: **Do you have spare time?**

If you do, then that's the first step of becoming a content writer!

Secondly, some people find writing content extremely *boring* and would rather pay someone else to do it for them to save them the hassle. I have to admit, sometimes I can find writing content a little bit boring but at the end of the day it brings me in some nice money so I'm not complaining.

Lastly, some people don't have a lot of *confidence* in the quality of their writing. If you're reading this and you don't have lots of confidence in your writing, don't worry about it. I was like this too when I first started writing.

Getting started

What do I need to start?

If you're wondering what you need to become an online content writer then I've got some good news for you, because you need very little to get started. All you need is a *computer*, *internet connection* and a *way of getting paid*, it's really that simple!

That's what makes becoming an online content writer appeal to so many people, there's absolutely no need to invest any money because the majority of people already have everything that they need to start.

However, you'll also need a program that allows you to enter text and save it. Believe it or not, when I first started I used notepad (which should already be on your computer if you're on Windows) which was a pain. I used to copy and paste the document in to [this](#) site to check for spelling mistakes which took up a good bit of time.

Thankfully I soon found out that this was a terrible idea and later started to use **Microsoft Word** which is a million times better since it has a built in spellchecker and even is quite good at telling you if the structure of a sentence can be improved.

If you'd rather not spend money on something like Microsoft Word, I'd recommend checking out [Open Office](#) which is 100% free and comes with a program called Open Office Writer which is just like Word, you can even save documents as .doc so it'll open in Word which is what many of your clients will want.

Last but definitely not least, you'll need a way to allow people to pay you. I'd recommend using [PayPal](#) first, since it's one of the easiest ways that you can get paid online. Not only this, but you can also deposit money straight into your bank account using PayPal.

Advantages of being a content writer

Not sure if being an online content writer is for you or not? Let me explain just some of the reasons why I love being a content writer which might help you with your decision whether you'd like to write content for the web.

Be your own boss – Essentially, I'm my own boss. If I don't feel in the mood of working one day then I have the option of doing just that. Very few people have this choice to choose from. You can work as few (or as many) hours as you want, it's completely up to you.

Recession-proof – In my opinion, being a content writer is pretty much a recession-proof job. This might sound weird at first, but website owners are in constant need of fresh content for their sites. Search engines such as Google love fresh and unique content, which is why website owners spend so much money paying people to write for them!

Work from home – If you've always dreamt of working from home then why not try out content writing? I do all my work from the comfort of my own home, and you can too.

Travel while working – What other job gives you the option to travel while you're working? I can't think of many, but if you become a content writer you'll always have the option of travelling the world while making money at the same time to fund your travels.

No investment – There's no need to invest any money in to starting out as a content writer. As long as you have a computer and an internet connection you're set up to go, and let's face it, 99% of people already have these two things.

No prior knowledge – If you've ever thought that you needed to learn languages such as HTML and so on to make money online, you're wrong! In my opinion you don't need any prior knowledge to start writing.

Learn new things – Very few people think about this when they're writing content, but it's something that I recently thought about. I've written articles on a wide range of subjects and because of this I've ended up learning about plenty of new things.

Pay – The pay is very good for content writers, especially if you write high quality content. It also helps if you're fast at typing. Not a lot of people realise that you can make decent money from writing online content. Sure, at the start you might have to write for a relatively small amount of money but once you get a good reputation you can raise your prices and start making *serious money*.

Finding people to work for

When you first start out, one of the biggest worries that most people have (including me) is how you'll find people to work for. After all, how will people find out about your service if nobody is willing to try out some content from a person that has no past experience, reviews etc. Well, I'm going to explain how I did things, and since it worked for me I'm sure that it'll work for you too.

When I first thought about writing content for others, I wasn't sure whether I'd actually be able to charge people for it since I wasn't sure whether my writing was good enough or not. So, how did I find out if I was good enough or not?



I decided to set up an account on [Fiverr](#). If you haven't heard of Fiverr before, it's basically a site where people can buy and sell services for just \$5. I set up what is known as a gig on Fiverr, saying that would write a 500 word article for \$5. After a few days, I had 0 sales which was quite disappointing.

A few days later, I got an email that someone had bought my gig. I was so excited about it that I made sure that I done a great job on the article, mainly to see if they'd come back for more content (which they later did!).

A few weeks passed and I had around 20 sales and a good number of positive reviews. Fiverr takes \$1 from the \$5 sale, and not only this but Paypal also takes a bit of commission on that \$4 you make, so I probably ended up with *less than \$70* which isn't exactly too much money, especially considering the amount of work that I put in.

But I was still delighted about this, and this is why: I got all positive feedback which gave me more confidence in my writing skills and this gave me even more determination that I was going to start making money from writing content.

So, if you decide to start using Fiverr, don't think of it as a way to make money. Think of it as one of the first steps to become an online content writer. As well as giving you more confidence, it also gives you the opportunity to show people what other people have said about your content and don't forget that people on Fiverr usually aren't too picky since they are only paying \$5 which isn't exactly a lot of money for an article, especially if it's written by a native speaker of English.

Top Fiverr Tip: After you get a few positive reviews, why not change the length of the content that you'll write? I changed mine from 500 down to 400 and still got around the same amount of sales, so it's worth trying this out to see if it works for you. It's easy to do this. Just click on "My Gigs" and then click on "Edit" beside the gig that you want to change.

Forums

Now that you have a bit more confidence (hopefully anyway!), it's time to join some *forums*. Try to join forums that are full of people who own their own websites and are in constant need of content. However, it's important not to join a forum and then post a new thread about your service straight away since you don't want to be seen as a spammer.

Instead, after you join the forum make some posts and interact with members on there. One forum that I used was [Affiliates 4 U](#) which is just one example of a site that you can start using. If you need more ideas search for something like "Internet marketing forums", "Affiliate forums" and so on.

There were some other people on A4U that were offering content, so I decided to charge less than they were to see if people would be willing to gamble a bit on me since I was cheaper. In short, they did take the chance on me and because of this I basically took some of their regular clients right off them!

This is when things get really interesting. At this stage I was charging £5 per 500 words (\$8.01 / €5.98), and I literally couldn't keep up with the amount of orders that I was getting. People were messaging me all the time saying things like "John told me about how good your content is, I'd like buy a few articles and if they're good I'll place a large order".

This gave me even more confidence because lots of people were mentioning that their friends told them about me, which obviously means that they were more than happy with the content that they received. It's basically like free advertising, without even meaning to advertise! So:

Good content = happy clients = more clients = more money!

Not only does this make your clients happy, but I found that it made me happy too. I was getting paid to write for people, the people were more than happy with what they were getting which in turn made me happy. It's really a win-win situation.

It's important to remember that *bad news spreads faster than good news* though, so if you come across someone who isn't happy with your work make sure that you try to sort it out so that you don't ruin your reputation.

A few months after I first joined a couple of forums, I had to continuously raise my prices since the amount of content that clients wanted simply couldn't be done by just one person. Some people might

think that I should've outsourced it (giving the work to other people that charge less than I charge) but personally I like it the way that it is – a one man team!

I have to admit, I was afraid that by increasing my prices that I'd end up with no buyers, but thankfully that never happened. I slowly increased my prices over a period of a year or two, and at the moment I'm currently charging £9 (\$14.37 / €10.77) per 500 words which is a lot more than the \$3.77 or so that I was receiving at the start when I began using Fiverr.

Don't make the mistake that I did by assuming that if you raise your prices that you'll make less money. This isn't always true. And here's another tip, if your clients are telling you that you're undercharging that's usually a sign that you're severely undercharging! Here's exactly what someone said to me once: *“My feedback is – you're undercharging. Put your prices up!”*

Thankfully I soon learnt that people wouldn't be put off by an increase in my prices since the quality was still better than other writer's work that were charging around the same price. However, I'd still recommend slowly increasing your prices rather than suddenly doubling within a short period of time.

Set up your very own site

You don't necessarily have to set up your own site to do well in the content writing business, but I decided to do it just last year. My site is called [123 Content](#) and it has helped me make even more money. I've been told by a few people that they've bookmarked my site so that they won't forget about me which is always nice to be told.

If you have any experience with [WordPress](#) then you'll be able to make a site just like mine within a couple of hours. If you need any help with making a site feel free to contact me using [123 Content](#) and I'll try to help you out as much as possible.

Useful sites

Although I started out using Fiverr, there are a number of other sites that are quite similar which are worth checking out. Here are the sites that I'd recommend taking a look at if you're trying to find some work:

Site Name	Fees (%)
E lance	6.75-8.75%
oDesk	11.11%
Copify	33%
People Per Hour	15% for first £175/€210/\$280. 3.5% on the rest that you earn
Guru	7.45-11.95%
TextBroker	30%

Sure, at first glance it may look like these sites take a huge chunk out of the money that they charge clients, but where else would you get the opportunity to sell your work to hundreds of thousands of people? On E lance alone there are over 800,000 users, and although not all use the site to buy content, a good percentage of them do!

It's worth noting that it might be a good idea to start off charging very little for your content in order to attract buyers and get some positive feedback on your account. After you have some good feedback then you can start increasing your prices.

While writing this book I also came across a few people mentioning that [Trivago](#) is a good way to start content writing. They pay €1 per hotel description that you write which isn't too bad if you want to see what content writing is all about. However, at the bottom of that page it says that you must sign up before the 31st of November 2012, but I got in touch with someone that works for Trivago to ask whether you can still apply and they told me that it's currently still open to new writers. On Trivago there are over 630,000 hotels currently on it, so you shouldn't have many issues getting work!

Writing about a topic that you know very little about

Many people assume that you can only write content on a topic if you know a lot about that particular subject. This isn't true at all! I can write about just about *any subject* that I'm asked to write about, which mightn't sound possible but it definitely is.

There has been plenty of times when I've been asked to write about a subject that I know absolutely nothing about, which probably sounds quite weird at first, but you get used to it after a while. So, what do I do if I'm asked to write about something that I know very little about?

I simply do a bit of research about the topic online to see if there's enough information about it online to write a good quality article. If there is, I'll go ahead and write about it, and if there's not I'll let my client know that I don't think I'd be able to do a very good job on it since it's more of a specialist subject.

Don't think that your clients will be angry about you turning them down; this has yet to happen to me even after all of these years. In fact, clients are usually grateful that you're honest with them rather than one of those people who grab the money off them and give back poor quality content in return.

[How to research a topic](#)

What should you do if you're asked to write a 500 word article on something that you don't really know about? When I'm researching a topic all I usually use just these three sites, it's quite simple really. I usually open around 5 new tabs, with each tab containing information that I think will help me write an interesting article.

Google – I might as well start off with one of the most obvious things that you should do, and that's to Google whatever you're planning on writing about. Let's say that someone asks you to write about credit card tips, all you need to do is search “credit card tips” or something similar and you'll come across loads of different articles that you can use to research the topic.

EzineArticles – [EzineArticles](#) is literally full of every sort of article that you can think of. To give you some sort of an idea of how many articles are on this site, I searched “credit cards” and there are over 153,000 results. To find more targeted information be more specific for what you search for, such as “credit card tips” which still has over 70,000 results for you to choose from.

Wikipedia - [Wikipedia](#) is full of so much useful information. No matter what you're looking for you should easily be able to find information about it on Wikipedia. At the moment, there are close to 30,000,000 wiki pages which is amazing when you think about it.

Improving your content

When not to write content

So many people wrongly assume that you can write content whenever you feel like it. In a way, this is true since you can write whenever you want, but ask yourself the question “*Can I write quality content right now?*” What I mean by this is: sometimes you’re better off not writing. Let’s take some examples.

If you’re extremely *tired* you really are better off staying away from writing content. Some days I’ve tried writing even though I was half asleep and it’s just not productive. You’ll end up spending hours upon hours on something that usually takes you 30 minutes or so. So rather than attempting to spend time getting some work out of the way, sleep on it and then get typing!

Distractions are also worth thinking about. You don’t want to be trying to write a good quality article when you’re getting distracted every couple of minutes. I try to write in a room alone so I can concentrate properly, because it’s just too easy to get distracted and make some silly typos. Working in silence usually works best for me, without any television being on etc. but some people might like to have some sound in the background.

Being in the *right frame of mind* is also important. If you’re in a bad mood, readers of your content will more than likely notice that something isn’t quite right about what they’re reading. Just remember that if a client gets back one bad piece of content from you there’s a chance that they’ll never come back to you, so be careful.

Lastly, make sure that you’re not *rushing* to get the work done. Sure, it would be nice if us content writers could spend only a couple of minutes on an article and then be done with it, but unfortunately that’s not the case. Take your time so that you can do a great job, it’ll be worth it in the future. *Slow and steady wins the race* as they say!

Common mistakes that people make

“Me fail English? That’s impossible!” – Ralph Wiggum (The Simpsons)

One common misconception that a lot of people have is that you need to have perfect grammar to write content. While this would help, you don’t *need* perfect grammar. My grammar and spelling is certainly not perfect but that doesn’t stop me from being able to get lots of work from clients! As long as your grammar and spelling is decent you’ll be fine.

Don’t be afraid of making mistakes when you first start out, everyone makes them and without mistakes we’d never learn anything! If one of your clients points out a mistake, thank them and promise them that you won’t make that mistake anymore.

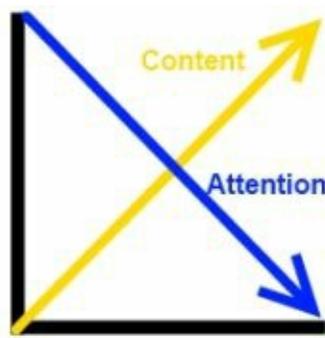
I remember when one client told me about a mistake that I was making for months, and since that day I’ve never made that mistake again which obviously improved the overall quality of my work. Here are some mistakes that you should try to be aware of:

Apostrophes – Apostrophes can cause a lot of trouble for content writers that are just starting out. Apostrophes should only be used in two cases which are: For contractions (such as I’ve for I have) and to show possession (such as John’s house). That’s all there is to it, but if you’re in doubt, leave it out!

Capitalisation – Don’t randomly put in capital letters wherever you feel like it, since this will annoy the reader which no client wants to do for obvious reasons. At the same time, don’t forget to use capital letters at the start of each sentence either.

Keywords – Let’s stick with the credit card example that I mentioned earlier. If you’re asked to write about “credit card tips” you’ll more than likely have to mention to words “credit card” many times in the article. However, don’t overdo it. This is bad for SEO (search engine optimisation) so clients won’t want an article that is keyword stuffed (full of keywords rather than useful information). Only use the keywords when they are needed.

Paragraphs – Each paragraph should be used to get across a point that you want to make. As well as this, try not to have paragraphs that are too long because this could potentially stop the reader from reading the article since nobody likes reading large chunks of text. Keep paragraphs short and sweet. Here’s an interesting image to help you understand what I mean:



Proofreading – You’d be surprised how many content writers don’t bother to spend a minute or two proofreading what they just wrote. Don’t be one of those writers that send the content to their client straight after you’re finished with it, in the long term it’s really not worth it. If you do this there’s a good chance that you could leave silly mistakes in it which could damage your reputation.

Beginning, middle, end – Make sure that each piece that you write has a beginning, middle and an end. Don’t just head straight in to writing about something. The beginning should introduce what the article is going to be about, the middle will have all of the information that the reader wants and then the end will be a summary of what you mentioned in the article. Usually, the beginning and the end can be just one paragraph long, while the middle is made up of several paragraphs (using each paragraph to put across a point).

Practice, practice and more practice



I honestly can't emphasise this enough. It's like riding a bicycle, the more experience you have, the better! When you first learnt how to ride a bike you weren't perfect on it from day one were you?

It's the same with writing content. When you first start you'll make some mistakes and so on, but don't let this put you off. After some time you'll soon notice how the quality of your work gradually improves which then means that you can start charging more money for your service.

I'd even recommend emailing people that own sites / contacting people on forums like I mentioned earlier and offering to write them some content for free to get some experience. And who knows, maybe if they're pleased with your work they'll offer to give you some paid work?

Making clients happy

How to impress clients

No matter what stage that you're at in your content writing career, whether you're just beginning or if you've been doing it for years, you need to focus on keeping all of your clients happy. If your clients are happy, they'll become a **return customer** which is what every content writer wants.

I'd guess that around 80% of the work that I get is from return customers. Every day I get emails from people that I dealt with in the past asking if I'm free to write some more content for them. Here's the problem though, how do you make sure that clients are impressed and come back for more? Here's how:

Respond Quickly – If someone emails you asking if you're available to write content, get back to them as quickly as possible. In the content writing business, clients usually want to receive the work quickly, so if you take a few days to reply to them they'll just move on and get someone else to do the work instead.

Over-deliver – Sometimes I like to over-deliver to impress a client. So let's say that I got asked to write a 500 word article, I might decide to write around 600 or even 700 words to over-deliver. Everyone likes getting something for free, right?

Quality – This is easily the most important thing that you need to do. If the quality of your content is poor there is absolutely no chance that they'll come back for more in the future. Don't send the work to a client if you're not happy with it.

Be Honest – Don't lie to any clients. For example, if you're busy for the next two weeks don't promise them that you'll deliver their content within the next few days. You might think that it's a good idea to make promises in order to get more work, but don't make a promise unless you're confident that you can stick to your promise.

Ask Questions – If you're not fully sure what type of content that your client wants (sometimes they just assume that you can read their mind!) then don't be afraid to ask them for more details. This will show them that you care about the quality of your work.

What do clients value from content writers?

No two clients will ever be the same, but I decided to ask some people who regularly deal with content writers (some of which I've worked with in the past) the question "What do you most value from content writers?"

Here are the responses that I received:

"Content writers bring creativity and adaptability to our client's digital content strategy. We employ a team of university educated writers to help our clients deliver a consistent tone of voice in their communications and develop their online presence through regular engagement with their audience."

An experienced content writer will have the ability to manage several different clients across a number of industries and be able to quickly understand and communicate industry specific information in an accurate manner."

Gary Taylor, Digital Director - [TMW Ltd](#)

"I have been at both ends of content creation (my latest project is an online content shop). Things can go wrong and it takes a lot of effort to make a project work. An ideal content writer is someone with a natural gift for storytelling, great research skills, ability to learn."

The best content is the content that you're passionate about. However, in the real world you have to make a living and that often means writing about less-than-exciting things. Research the topic as deep as possible, analyse the drawbacks of the existing coverage and come up with something better. Stay off the beaten path. What makes a difference between a decent writer and an exceptional writer is a unique angle."

Apart from that, there are obvious things important for any job, such as listening to your customers needs, keeping the deadlines, accuracy, impeccable quality of your work. Be available whenever they need to discuss the project with you via phone, IM or email within agreed hours. It's a trust building process, they need to know you're not going to disappear without finishing or delivers something opposite to what they expect."

Let the customer see the results of your work early for them to make sure you're on the right track and save you time and effort fixing it later. Insist on it. Your client might be new to this but you should be a professional."

Julia Logan - [Content Mango](#)

“There are a number of different traits that I look for when hiring a new content writer:

Ability to Learn

Above all else, I look for someone who is both willing and able to learn and improve. I don't actually mind if a writer is inconsistent to begin with, as long as they can take criticism well, adapt and adjust accordingly.

We can never learn if we never make mistakes.

Punctuality and Communication

A late delivery isn't a problem. But a late delivery with no notice, is. As long as my writers give me plenty of notice and keep in regular content with me, I'm happy. I'm able to reassign workloads and maintain client commitments.

Obviously, if they consistently deliver on time, it's a bonus.

Adaptability

I look for writers which have a broad knowledge base, as opposed to specialists. It's a huge plus being able to write on a wide range of topics. This can be a reflection of how good the writer is at research.

I also seek writers that can adapt their writing style. Different clients want different tones. From blogs and informal articles, to more technical and professional pieces.

Spelling and Grammar

Actually, this isn't that important. Assuming the writer is UK based and has a basic grasp of grammar, it's all good. I return to my first requirement of being able to learn. If a writer ticks all the other boxes but has slightly poor grammar, I will still give them a chance.

Reliability

This applies to all of the above. It can get stressful dealing with dozens of different clients. As a content writing agency, part of the solution is to not put all your eggs in one basket (or in this case, one writer). However, writers which are constantly failing to deliver, or fail to follow instructions will be tossed aside.”

Sam Applegate - [*Ninja Creative*](#)

“When looking for a content writer we look for a few things; firstly and most importantly is the writer’s grasp of English, not only their spelling and grammar but also their tone and style. It is important that all our content flows with the same tone and style and is grammatically correct as well as being free from spelling mistakes.

Secondly a good knowledge of the subject matter is important; after all we want good factually correct content. If the writer is not an expert in the topic it is important they have good research skills to find out about the topic. The last thing we look for in a content writer is good social skills, we want a writer who can understand our brief and if not ask questions and be human!”

Henry McLean – Ferry To Amsterdam.com

Time to start

So, what are you waiting for? Hopefully this book has helped you learn how anyone can become a successful online content writer. If you're still not sure if you should go ahead and start your journey as a content writer, I'd recommend that you just start and see what you think of it. You've got nothing to lose!

If you've enjoyed the book (which I hope you have) I'd really appreciate if you could spend a minute or two by leaving a review here on Amazon.

Don't forget that if you ever need to ask me anything about this book (or anything else really!) feel free to get in touch with me on [Twitter](#) or through the contact form on [123 Content](#).