

barefootWriter

Six Proven Steps to Find Writing Opportunities Online That Fit You by Tessa Hellbusch

Well-paid online writing opportunities are everywhere. Websites or social media copy, blogs, emails or newsletters, video scripts, in-depth sales letters, white pages – they all need scripting. For all talk about AI, it takes a good copywriter or content writer to craft targeted content effectively. Once you've learnt the techniques and know where to look, writing jobs are there for the taking! But if you're new to the business and the freelance lifestyle, you may be wondering where to even start. Here are **six easy steps** that will ensure you will find – and get – the **online writing opportunities** you want.



1. Find your writing niche

Make sure that you attract the right online writing opportunities by identifying your niche (pronounced neesh, where I come from 😊). Your niche can be something you know a lot about or simply have great interest in. It's the field that you'd probably even write about for free – though of course that's a secret you'll quietly keep to yourself.

If you have several interests and gravitate toward all of them, focus your writing and marketing just on one niche at a time. This means you won't be spreading yourself thinly, but instead gradually be building up the momentum. Also, you'll be becoming such an expert in your field that the writing will start taking a lot less time and really start to flow. Once you're successful in one niche, you can always branch out and build a name for yourself in the next. Here's more on [why your niche affects your ability to take up great online writing opportunities](#).

Often, all it takes for online writing opportunities to come your way is a computer on a clean desk – and following these six tips.

2. Tell the world that you're open to writing opportunities online

Once you've honed down on your niche, you need to let the world know that you're open to **online writing opportunities**. A great way to do this is to set up or update your social media profiles – LinkedIn is one option of course, and any other accounts you might have. This means not just changing the job title, but revamping your profile for readers to witness your style and techniques right then and there. Be active on your platforms – after all, you're an online writer now. Join the relevant groups. Connect with potential clients. Comment on topics that are relevant to your niche. Once you know your niche well, publish your own content, too. Make it hard for people to forget that you're out there providing them with a

solution. Here are more tips on how to tailor your LinkedIn profile to have more [online writing opportunities](#) come your way.

3. Create a copywriting website

Create an SEO-driven website demonstrating that you're open to online writing opportunities. Add testimonials and showcase your best samples – even if they're not yet for "reals". Clients will get a glimpse of your expertise, your styles and techniques and better understand what you can do for them. An added bonus is to include a blog, weaving in SEO factors as well, so that you're found easily when people are looking for a copywriter in your niche. A content-rich website factoring SEO principles saves you the money that you might otherwise pay for ads on search engines. It demonstrates your good writing and craftsmanship and what you will bring to the potential customer – so it's worth giving this your very best shot.

4. Take online writing opportunities further – stay ahead of the game

There's much to learn in the world of copywriting and things are always changing, new writing opportunities emerging from out of the blue. You'll be learning on the job of course, but it helps to be one step ahead of your clients, so you can offer them the savvy advice they expect from a pro. Reading literature from the best in copywriting is an obvious choice – here are some book tips from over at AWAI that will allow you to make the most of the [online writing opportunities](#) out there. Taking courses is another option, especially if they deal with the type of writing you enjoy most. This catalogue with AWAI's writing programmes, including specific programmes on [niche writing opportunities](#), might be helpful, for example. Read up on all that's happening in the field by subscribing to relevant newsletters or magazines, such as the [Barefoot Writer](#).

5. Team up with others

Writing can get lonely at times and pushing yourself to meet your aims by yourself isn't always easy. It helps to have people who know the spiel who're by your side. Accountability buddies make sure we don't give up when momentum is low. They can also give you feedback on what's working, what isn't. You learn from each other's experiences, talk things over, give feedback on copy before it's sent off to the client. You might pass jobs to each other, grow your network together. Many of us are communal creatures, and we give most when there's connection – so a group of trusted peers helps us to improve.

6. Dedicate time every day to writing for online writing opportunities to flourish

Success usually doesn't happen by chance. We need to cultivate our intentions, the craft and the "persona" to make it happen. For freelance **online writing opportunities** to come into your life, you'll need to write consistently, ideally every day, even if the work is not for a client. It might be hard to find the time alongside steady employment, family commitments and other obligations, but half an hour in the morning or evening is probably doable. It's not just to get better at the writing itself – you start identifying as a writer. When people ask you what you do professionally, saying you're a freelance writer comes from a place of truth. By investing the time and focus on writing, your energy changes – people pick up on that, and online writing opportunities abound.

CTA: Land amazing freelance writing opportunities online by clicking here for our [free guide](#).

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