

“For those in need of some quick and honest cash...”

**How to Be a
\$40 /hr Internet
Ghostwriter In Less
Than 7 Days**

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You can do whatever you want with this report except for change its content. You can give it away, share it with a friend (please do), sell it or use it to build your own list. Yippie!

How I Started Making Good Money on the Internet

Article marketing is attractive. You don't have to spend any money... just an investment of time. Also, it's very reliable for bringing in traffic. With a bit of work you can develop a system you know that will bring you in "X" visitors for every article you write.

Then it's about scaling it. If 100 visitors nets you \$20 in profits, it's just a matter of putting out enough articles to get the number of visitors that equal the dollar amount you wish to make.

Yep, that simple.

Simple is not necessarily easy, though. Writing articles in one thing. Building a business model that allows you to monetize those articles in a way that makes the return on your investment of time... well that isn't something you can do overnight.

If you need overnight money, there's a better option and it's this: Write for others who already use article marketing as their primary source for traffic.

It makes sense. Let's say it takes 3 articles to bring in 100 visitors to make \$20 net profit. Let's say the person with this model wants to bring in 800 visitors a day with articles. Well, that would mean 24 articles. It'd be much easier to hire someone else to write those articles. And that's what they do.

I know because I've literally worked with over 100 clients, ghostwriting articles for them to use on their blogs, their websites, in article directories, and so forth.

Chances are, if you read some of the big name guru blogs, you've read at least one article that I've ghostwritten.

As far as getting some quick money from working on the internet goes, ghostwriting for other marketers who use articles is a good model to follow.

My Story...

Let me give you a quick overview of my journey in ghostwriting for internet marketers.

For 2 ½ years I had dabbled with trying to make money online. I was doing okay, but really when the smoke cleared I was only averaging about \$10 an hour.

So I had to go back and get a 'real job'. That sucked. I was painting houses during the day and keeping my internet business afloat during the night. Unfortunately, the crew I painted with was relentless. I can't recall how many times we worked 7 days a week, or for a string of 25 days straight or more.

Luckily, I caught a break one day because it rained and I had the day off. I was desperate, and I wanted to get out of painting as quick as possible. I had managed to still devote 2 hours a night for article marketing for my own business, so I had a bit of experience in it. That's when I got determined.

On my day off, here's what I did - I sat down and wrote 10 articles on 10 different topics. These would be the samples I would use to show potential clients. Next, I grabbed a website template, and made some quick modifications to it and filled it in with a page about who I was, how I worked, my samples, and my contact information.

Then, I went to the most popular internet marketing forum on the internet - the warrior forum (<http://www.warriorforum.com>). I simply created a signature in my profile. A signature appears at the end of every post you make on a message board.

Mine was something simple like: “Need an article writer? I write high quality 400 word articles for less than \$5 apiece. Click here to see some samples of my work”

The click here part was a hot link back to my website.

In one day I truly took some “massive action”. I went from nothing to 10 articles for samples, a website and a place to advertise my services.

What'd I do next - just posted some replies to some of the topics on the forum, without any aggressiveness toward getting anyone to click on my signature link. It was completely passive marketing.

But it worked.

How I went from a broke painter to making more than \$40 an hour!

After the first night, I already had a client willing to pay me for my work. Within a week, I had multiple clients. I started out charging very cheaply, so I could build up my clientèle and get referrals. And that's what happened.

Two weeks after I got my first client I quit painting because I had more clients than I could take on part time.

The first month I was only charging around \$3 to \$4 per article, but I was still making about \$25 an hour. How? Well by then I had really developed my formula for writing an article in 7 minutes or less (which I now teach at <http://www.instantcontentcreation.com>).

With the combination of voice recognition software and my article writing formula, I was consistently writing articles in 7 to 8 minutes. Very rarely longer than 10.

Do that math - even at three bucks an article, that's about 7 articles an hour, or \$21 an hour.

After my second month, the demand for my services was just too much. So I started raising my prices, working in upsells and also choosing mostly to work on topics that I didn't have to do any research in at all. The result was now I was charging, on average, around \$6.50 an article and it was easier to write the articles because I only took on jobs I liked. By the end of the third

month, I was never making less than \$40 an hour... and I got to work for home!

Once you have my article writing formula in your hands, you'll be able to do the exact same thing. In the follow pages I'm going to show you how to get clients, how to do upsells so you can make more money for each article, as well as offer you some practical advice on getting the most out of your ghostwriting efforts.

How to Get Your First Paying Client in Less than 24 Hours

If you want to get hired as a ghostwriter, you have to go to where people are already looking for them, or are in need of them.

I can tell you one thing - I would start at the warrior forum. Everyday someone goes there looking to hire an article writer. I only currently write for 1 client, because I was able to leverage all the money I was making as a ghostwriter to launch some businesses which now give me a better return on investment.

So that means I don't market my services AT ALL. Yet still, months later, people contact me looking for work. I don't even know how it happens, but they do. And the only place I've ever marketed at was the warrior forum, and even then it was just through my signature link.

At the warrior forum, you can also, for \$20, place a "special offer" where you can write up a little ad to try to get some clients. I personally have never had to do this, but I know a lot of article writers who do this and get a ton of work from it.

If you go this route, start small. Don't try to take on too much work at once. Since this is such an effective method, you might find you get too much work and can't handle it all! Then what happens is you get a bad rep for blowing deadlines or not holding up to your end of the deal.

If you've been paying attention, then you should've already had a brain storm for another place to try to get work - from other article writers. I've personally referred over \$2,000 worth of work to other writers either because I personally didn't want to write on the subject, was overbooked, or was just no longer taking on any clients.

A good writer gets a reputation quickly, and also gets “clients for life”. I literally had, between only 5 clients, as much work as I could handle. They kept coming back because they kept making more off my articles than they were paying me. How often do you think they wanted to keep doing that?

So do a search for article writers and find their websites. Then contact them and let them know that if they get too much work, or are not interested in a project, then you'd appreciate it they referred the work your way.

Another place to get clients is to go to <http://www.ezinearticles.com>. Just go through the list of article writers. Try to find those whose author bio box has a link to a site that predominately makes money from Adsense revenue.

I have written more for “made for Adsense sites” than for any other type of business model. So the chances are that if there is an article writer on ezine articles who is usually this method, and they have a lot of articles, then they are probably having those articles ghostwritten.

Find those authors, and email them with your offer to write articles for them.

A gold mine for potential clients are PLR (private label rights) article websites. These are mostly membership sites where people pay a monthly fee and each month are granted access to a bunch of articles that they can do anything they want with. I wrote for a lot of PLR website owners. Just do a search for PLR membership sites on the internet, and then contact the owners with your offer to ghostwrite articles for them.

There are also places you can go where people post jobs and other writers bid on them. I wouldn't recommend you go this route unless you are completely desperate and need the work ASAP. The problem with these places is that you're bidding with your competitors, and we all know competition is good for the consumer, not for you. Also, you're usually up against international competition, where \$20 is a whole days wages! Tough to beat that.

But if you're still determined to go this route, then I would use <http://www.elance.com>

If you can't get any work from the methods outlined above, then there is something either wrong with your approach or your offer. Let me say this -

you must have some article writing samples or a portfolio if you're going to make this work.

Don't have one? Well, create one. Use my method - simply pick out five different interesting niche topics that you already know something about. For me, I knew a lot about public speaking, how to use photoshop, speed reading, neurolinguistic programming, music production and internet marketing. So what do you think I wrote my article samples on? Bingo!

The second thing you'll need is a website. The best thing to do is buy your own domain (it's like \$10 for a year) and your own hosting (about \$10 a month). Then go to <http://oswd.org> and find a template you can use. If you know CSS and HTML, or have a good HTML editor, you can further modify it. If not, just leave it as is and simply fill in the blanks.

If this is still too much for you, then you have two options - either find a template and pay someone to quickly modify it to your liking, or use a blog like wordpress or blogger. However, I will tell you that using a blog will make it a bit harder to get clients.

Once you have some samples and a website, you're also going to need your offer. In other words, it's what you charge, what they get and when they will get it and also how they'll pay you. Let's discuss this a little bit more in depth.

How to Make an Enticing Offer

How much are you going to charge per article and how long will the article be? Let me tell you this - the market is wide open. I know people who won't pay more than \$3 an article, while others are paying \$25 or \$30 for an article.

It depends on a lot of factors. First, a person with a killer business model can afford to spend more. Second, someone who truly understands their business metrics and knows how much they are marking per article knows how much they can spend.

So again, what should you price your services at? Whatever you think you can get! If you think you have a really good portfolio of examples, you have a lot of good information on your website that demonstrates your expertise, and you're going after clients with good business models, then you can start off at \$8, \$10 or even \$15... and you'll get it!

However, if you just want to build up a quick reputation and get some happy clients and testimonials, and want a ton of work, then start off at a low price like \$4 or \$5.

Or, assess your strengths. I was able to write articles for \$5 a piece and be happy with it, because my method allowed me to write fast and still produce good articles that were properly keyword-ed and did their job. And I was writing for a very specific kind of client. I was totally happy with this model because I didn't have to do any advertising, it was easy for me, and I was making \$40 an hour.

However, after a while I got bored and wanted to make more. So what'd I do? I just told my clients I was going to start charging more, and I found ways to offer upsells.

For example, I used time as an upsell. After a while I would say, "well it costs X if you want it returned back to you in 12 days, it's Y if you want in in 7 days, and it's Z if you want it in 3 days."

Can you guess what most people choose? Almost everyone chose the second option because it was the one in the middle. Funny, but true. The cool thing was I was doing the same work, but was getting paid more for it simply for a quicker turnaround time.

Remember, there are really three components to your offer of service. The first is the price, the second is the length and the third is the time. The price could be price per article, or price per set of articles. The second is how long the articles are.

Personally, I charged a lot for short articles. When people wanted me to do 100 to 150 word blog posts, I would charge them \$1.50, and after a while \$2.50. Compare that to a \$6.50 400 word article. My reasoning was simple - I didn't like writing these shorter articles, and they took a bit longer because I had to create new files for each, had to do more research and so on.

I also charged a lot more for articles that were 500 words or longer. Again, it was a matter of preference. I had gotten my formula down to such a science that a 400 word article I could do with only 2 minutes of research, even on a topic I knew nothing about. However, I found it took me a lot longer to research to hit the 500 word mark.

I used to give discounts for bulk. Someone would say to me - can I get a discount for 30 articles? At first, I'd do it because I liked getting the extra

work. After a while, I offered only flat rates, because I didn't need any extra work. And then, I actually did the opposite - I started charging *more* for bulk.

My reasoning was simple - I preferred getting new clients because I could charge them more, because it was easier to ask for higher prices from the get go than to get existing clients who were used to paying a lower rate to pay a higher rate (it's a psychological thing). I'd be honest with them when I told them that new clients pay me more and I don't want to tie up all my time and not be able to take on new clients.

But at the same time I told them that I understand some people are willing to pay more to get additional work from me, so if they wanted a large bulk of articles written, I'd be happy to do the first 20 for X, then the next twenty for Y and so on.

To be honest, very few people took the upsell on bulk. But hey, some did. More importantly, people just started paying me the same price per article if it was 1 article, or 20 articles.

However, if you want to make your offer enticing when you're just starting off, go ahead and offer a bulk discount rate. Or offer a fast turnaround time. Or offer a special "introductory rate". I used to do this. You basically tell them that for the first set of articles you will them a discount price because you're hoping to build a lasting relationship with them. Then if everything works out okay, they can get additional work at your regular price.

If you're really having trouble getting work, then go this route. Write 5 articles for free, and then give them as a gift to the person you want to do work for. Say, "Here, these are my gift to use to do whatever you want with. If you like them, and you want more like them written, then I can do it for \$X per article."

A quick note about accepting payments. I use my paypal account because it's very easy to do. I almost always required they pay me 50% before I do any work for them. After a while, I found I could get a lot of clients to pay it all to me upfront. I would just say to them: "some clients find it easier to make the payment all at once, so they don't have to keep track of it or log back in later to make the final payment."

How to Get the Most out of Your Ghostwriting Efforts

First, collect testimonials. Ask for them. Use them when getting new clients. Focus on specifics in your testimonials - either get them to say, “Joe's articles made me \$XX in profits”, or at the very least, “Joe did my 20 articles in only 3 days time!” But any testimonial is better than no testimonial.

Second, use systems - for everything. I had a system for keeping track of my clients, the money they owed me, how I wrote my articles, how I asked for an upsell using time, how I got my deposits, how I got my testimonials and so on.

I even had a system for preparing to go into a mind state so I could write for a long period of time and enjoy it. At my peak I would make about \$65 an hour, and I can say I'd never hit that peak if I didn't have systems in place.

Third, don't just limit yourself to creating articles. I did a lot of other work. I did rewrites on existing articles. I did auto responder messages. I did blog posts. I did reports. I even created products.

Fourth, time yourself. Always know how fast it takes you to write an article. It's hard to improve what you can't measure. So measure, tweak, measure and tweak some more.

Finally, use ghost writing with a final goal in mind - use it to help you work for something greater...

What Ghostwriting Did for Me...

At the beginning, I told you the story of how I got into ghostwriting and how I became successful at it. Knowing what I know now, if I had to start all over from scratch, with no website, no portfolio, no clients, no testimonials or anything...

I could be making \$40 an hour by the end of the week. I know that with some decent samples, and using the prospecting methods above, I could get work for \$6.50 an article. I know how to write articles in 7 to 10 minutes. And that's all you need to know to make \$40 an hour as a ghostwriter.

However, I did not want to be a professional ghostwriter my whole career. First, it does have its limitations. You only make money when you're working. If you can't work, don't want to work and can't get work, you won't make money.

Compare that to selling information products - one week I was sick and only did 1 hour of work, but still made over \$1500. In fact, on Mother's day I simply reposted an old ad and made \$729 that day for what amounted to a total of 5 minutes of work.

But I can tell you this - I would have never been able to get those numbers had I not been a ghostwriter. Why?

Well, first ghostwriting allowed me to establish an expertise in something. Basically, it allowed me to be able to create high quality articles in 7 minutes. Most people take 30-60 minutes to write an article. So people were dying to learn my system. So I created a product, which has went on to sell a lot of copies and make me some good money.

Second, it took the "fear" out of writing. I soon realized that writing reports is not much different than writing articles. Neither is ebooks. I started doing "report marketing" and creating more products that I could sell. I now had the confidence to be able to create products on demand. This allowed me to develop other areas of expertise in marketing, which further allowed me to create more products.

Basically, the ghostwriting was a way to liberate me from my miserable day job, and make good money so I didn't have to work from a place of desperation. But in the bigger sense, it helped me develop skills and attitudes that were required to take my internet marketing to the next level.

I urge you to think along the same lines. What if ghostwriting allowed you to work at home, freeing up more time to work on your other marketing efforts? What if it gave you more money to invest in advertising and to buy products and services to grow your business? What if it helped you get over fears that are currently holding you back?

It can. It has for me... and I hope it will for you, too!

If you enjoyed this report, then you'd probably also enjoy other "content creation methods" that Jason Fladlien uses to build email lists, create products and to make sales. These include:

“How to Write An Article in 7 Minutes” at
<http://www.instantcontentcreation.com>

“How to Create an Info Product in Under 48 Hours that You Can Sell for \$47-\$97” at <http://www.2hourreport.com>

“How to create winning salesletters in mere hours...” at
<http://www.3hourad.com>

Also, if you have a list and would like to endorse one of Jason's Products, then please contact Jason at jmflad@gmail.com if you'd like to do a teleseminar or something special for your list. At the very least, a special bonus can be arranged for you...

