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What If You Could Have **Online Writing Freedom?**

10 Do-able Steps To **Writing Freedom** That Anyone Can Follow

If you're reading this, you probably wonder if it's possible to make a living as **a freelance writer**.

First let me answer that question. YES. It's possible. But not until you start taking steps in the right direction.

Like thousands of other people, I've been writing for many years.

Most of my writing has been in the context of my employment in higher education and faith-based organizations—newsletters, scripts, how-to pieces, press releases, even a five-year Bible curriculum for elementary-age children.

Some of it has been for extra money, like a book and some feature articles.

Writing tasks energize me. If I'm not careful, I'll work on projects all day without a snack, or lunch, or even a potty-break.

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So, for about 15 years, this question burned in the back of my mind: “What if I could write for an actual living? What if I could break free from traditional employment, work at home on my schedule, and take on writing projects that excite me?” What if. . . What if. . .What if?

One day, I’d had enough of wondering, and wanted answers to those ‘What if’s’. I took a step. And now I’m on the path to **online writing freedom!**

If you have asked similar “What if’s?,” I’d like to share with you the steps I took, that anyone can take, to begin writing online for a living!

Steps To **Online Writing Freedom**

Step 1: Start clicking on those ads you see that say, “You can make a good living as a writer!”

Yes, I was a skeptic. I avoided clicking for a LONG time. But one day an ad popped up on a very trusted source’s web page. And I did it! I clicked on it—expecting to discover yet another scam. But that click was a game-changer. And it can be for you as well!

Step 2: Read multiple [stories of people who dared to become work-from-anywhere, well-paid, freelance writers.](#)

You need to know that you know it is possible.

So, read some real stories of real people—many I found to be like me (college-educated women, middle-aged, had worked in a traditional job **FOR EVER**, and wanted more). Those stories described real-life journeys to **online writing** success which seemed very do-able. And the **freedoms** those women experienced—exactly what I wanted.

For example, Charlotte Hicks Croquette. Her vocation in insurance kept her away from her passion: underwater adventures in the Cayman Islands. She discovered **freelance writing**. Now she has freedom to spend some of her summer hours teaching scuba diving stateside, AND spend her winters in the Caymans.

One more—Marianne Foscarini retired from a journalism career and started **freelance writing**. Now Marianne makes more in retirement than she did while employed. With the extra income, she and her husband travel frequently and they completed some long-awaited home renovations.

As you read, you’ll run across stories of people like you—whatever your circumstances. These stories will help you get to the next step. . .

Step 3: Do what many of those people did—FIND A GOOD [TRAINING PROGRAM](#).

Another thing I discovered—**online writing** coaches are everywhere. None of the coaches are “free”—if you see free, either it isn’t really free, or it’s not much help.

Think of your training as ‘college.’ In college, you focus on a major. In that major you first learn foundational concepts about your major. Then you build more concepts on that foundation to advance your skills.

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So, when looking for a good training program, find one that will start you with the foundations of **freelance writing** and build on them. During the training, practice what you're learning and submit your drafts to peers or instructors for a critique.

Training—reading, writing assignments, feedback—will advance your writing skills in whatever type of writing you wish to do.

Step 4: Actually complete said training program.

You've heard the statement "You get out of it what you put into it."

I must confess, when I began my copywriting training program, I hoped to breeze through it. I thought, "I'm a quick learner. I won't need to spend lots of time and energy—it will be like a refresher course."

So, round one of my training program was a wake-up call—it took me a LONG time to complete.

About half-way through, I doubted my ability to learn this kind of writing. The concepts were foreign to my way of thinking . . . some even offensive to my taste. I hate "junk" mail! Why would I write it for a living? (Although it can be very lucrative!)

But the world of freelance copywriting is much bigger than I knew. The training both helped me develop persuasive writing skills, and also showed me many ways to use those persuasive writing skills.

For example, I love telling people's stories with my writing. Writing case studies or blog articles or information pages sounded exciting. Story-telling with not so much of a hard-sell tactic.

I have a passion for several causes—children in foster care, re-entry programs for female inmates, life skills training, human trafficking, children living in poverty, to name a few. All of those organizations need writers to help them communicate their messages effectively and in ways that compel others to respond positively.

What are YOUR interests and passions? Whatever they are, there will be work to do!

A [training program](#) not only reveals the work it takes (do-able work!), but also reveals the broad spectrum of writing needs—most of them **online writing!**

Step 5: Write. Hone your skills.

Something you'll hear a lot: "Writers write." If you don't write, you can't be a writer.

Read all the how-to articles. Complete training programs. But you can't be a writer until you are actually writing—All. The. Time. Why?

Writing practice helps your brain develop many essential disciplines:

- **Focus.** You train your brain to resist distractions, like when your cat wants to sit in your lap while you work, or junk-food cravings (right now!), and the little things on your to-do list that will "just take a second." (Some personal demons I've tamed.) Writing takes focus.

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- **Reading and Research.** Not only do writers write, but [writers read](#). Writers also research through experiences—travel, interviews, trying new hobbies. The more you know and the more you experience, the more to write about.
- **Attention to detail.** In writing practice you develop a critical eye:
 - Do I really need that sentence?
 - Is that the [BEST word](#) to communicate?
 - Is there a logical flow?
 - Am I using a certain word too much?

There is no substitute for writing practice!

Step 6: No, seriously. Write. Every. Day. Hone. Your. Skills.

I knew I'd need to learn stuff to do the kind of **online writing** that would bring me the **freedom** I wanted.

I already knew about good writing habits, and work on them regularly, like:

- Keeping my writing active instead of passive.
- Running spell check.
- “Showing” rather than “telling.”
- Writing, editing, re-writing, (and repeat!)
- Reading drafts out loud.
- Reading and re-reading the Writing Bible- Strunk and White’s “The Elements of Style.”
- And finally, using Grammarly.com to assess readability.

But this kind of writing—persuasive writing (the kind that can take the “not-a-John-Grisham” writer to freedom)—it’s a science.

I learned that completing a course didn’t mean skill mastery.

Writing persuasively is more than putting your thoughts on paper in a creative, coherent, concise manner.

Writing persuasively means putting OTHER people’s thoughts on paper in a creative, coherent, concise, compelling manner. . . Getting into their world and their beliefs, desires, needs, problems.

Then showing them how their lives can change.

So I had to learn (*from the ground up*):

- How to discover my reader’s core desires
- How to write a headline that engages with my reader’s core desires
- How to write a lead that builds trust and shows readers why they should keep reading
- How to demonstrate value of an opportunity with proof
- How to write for print, web, video, email, social media, and more
- And to NEVER, EVER leave out the “call to action”

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It takes practice, and lots of repetition to get the art of persuasive writing woven into your writing fiber.

So. [Write Every Day](#). . . **Every** Day.

Step 7: Narrow down the kinds of online writing you want to do, and master them!

A skilled persuasive writer (a persuasive persuasive writer) is a hot commodity for online writing.

In the age of cyberspace, we've evolved—

FROM: Getting people in the brick and mortar doors via discounts and special offers

TO: Getting people in the cyber-door with valuable information—the exact information they are looking for (plus discounts and special offers!)

Providing that valuable information, in ways that readers will stop and read it, can happen [many ways online](#):

- Emails
- Blogs
- Landing pages
- Content pages
- Case studies
- Whitepapers
- Product or Service Reviews
- Testimonials
- Video sales letters (scripts)
- SEO writing (search engine optimization)

[Pick one or two you that excite you](#), and learn and practice them. You can branch out from there!

Step 8: Get Feedback, then repeat steps 4-7. Then repeat them again.

Good training programs will offer opportunities to have your writing critiqued by mentors and peers. Suggestions from other “readers,” are priceless for helping you see where you might strengthen your writing.

Step 9: Market yourself and develop your portfolio of writing samples.

This might be the trickiest one of all—especially if you're an introvert like I am. Here are some do-able strategies, even for the introvert:

- Tell people you know, “I'm a writer.” Be specific:
 - “I write online to help businesses/organizations increase traffic to their web sites and generate new prospects.”

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- OR, “I blog for the fitness industry to promote fitness programs.”
- OR, “I write case studies and white papers for non-profit organizations to help them promote their causes.”
- [Set up your own web site](#) and post samples of your work.
- Cold email businesses and let them know about your services.

Step 10: Get to Work! And begin to enjoy your new [freedom](#) in your [online writing](#) career.

The work is out there! Training will teach you how to get it!

[To learn more about the freelance writer’s life and online \[writing freedom\]\(#\), CLICK HERE.](#)

Hi Kay,

What great copy you’ve written here. From the outset, it’s engaging and conversational. And ultimately persuasive. Your image is perfect too! You’ve hit all the high notes here!