

# Top Tips For Marketing Success

with

ANGEL BLUE MARKETING



In this electronic age, there are many ways to ensure your name gets out into the marketplace, but the best success starts with you.

Be passionate about what you are doing. If you are having a great time doing what you do, it will reflect onto your clients and they will be drawn to you. Always remember why you created your business in the first place and build around that.

Find a way to be different from your competitors. Do some research or call Angel Blue and we'll do the research for you! If every other \*beauty shop\* in your area has a quarterly flyer with their specials on it, find a way to set your business apart and send a brochure with articles and tips instead!

Keep your ego in check. Be confident, but don't go overboard. If YOU think you're too good – chances are, so will potential clients. And let's face it, no one wants to work with someone who thinks the sun shines out of their ...

If you say you are going to do something, do it!

Remember, the customer is always right. Listen to what your clients want and give advice or suggest new options, but be mindful they are the ones paying you to do a job. Not the other way round.

Marketing IS imperative - getting your name out there to potential clients, and keeping in touch with current clients on a regular basis, these are the keys to developing relationships and keeping long-standing ones.

Be consistent with your marketing. Branding is important. Keep your templates the same and make sure you keep your marketing regular. If you want to send an enewsletter, make sure you send it at the same time every month/week. People will come to expect it.

Say "thank you".

If something doesn't work, take a deep breath, and try again.

Failure is not an option. If you think you will fail, chances are you probably will. So get out there, do everything right, smile, work hard and enjoy the ride.

**BELIEVE IN YOURSELF!**

**In the following pages we share with you the knowledge we have experienced, researched and believe that will help you on the right path to marketing success for your business.**



# ONLINE MARKETING

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## TIPS FOR MARKETING YOUR BUSINESS ONLINE

**We live in a tech-driven world**, and for marketing, social media dominates everything. To make your company stand out you need to be all over social media, to gain the attention of new and existing customers. If you don't have a clue what you are doing, here are a few simple tricks to help you along the way. For the more difficult tasks, like creating specific content, and creating marketing campaigns, maybe you need to get professional help.

1. **Respond** as soon as possible to a social media query, with the same preference as answering a phone or responding to an email. Your customers are online. To capture them, you need to be online with them.

2. **Twitter** is a very popular channel of communication. It's a great way to build a following and keep in contact with your customers. However, it can be tricky as it limits your posts to 140 characters, and it's fast-paced. If you can keep up, it's an excellent way to build your business.

3. **Facebook's** algorithms now make it quite difficult for brands to get exposure, unless you pay for it. Short, simple and eye-catching posts are the best way to stand out. Try asking questions of your customers to increase the ever-so-important one-on-one interaction. Experiment with Facebook ads, too. You'll be surprised how quickly your name gets out there.

4. **Content** is king. Use images when you can. It doesn't matter what it is -- a photo of a favourite celebrity, a pretty landscape, a colourful infographic or a fun GIF. Once your image has caught their eye, the viewer will be looking for the content behind the photo. Provide content that will make them want to click, and you're on to a winner. Trial & Error is key here. If all else fails, use a photo of a cute puppy.

To **keep your audience engaged**, you need to be engaging as well. Tell a story, share a blog post, run a cross-media competition, use unique #hashtags and ALWAYS link back to your website. Follow a few of these guidelines the next time you post on your socials, and see the results change.



### WHERE TO MARKET YOUR BUSINESS ONLINE

Online marketing can be daunting if you don't know what you're doing. It's easy to waste money on the wrong types of advertising. Pay Per Click advertising is probably the safest way to go, here are some of the better ways to spend money online with PPC Marketing.

#### **Google Adwords**

Since Google owns majority share of the search engine market, it makes their advertising platform Adwords the biggest platform for Pay Per Click (PPC) marketing. It lets you create text, image or video based advertisements targeting people who search for specific keywords and terms in the Google search box. You can also get very specific in when your ad displays, making your marketing dollars very efficient. Setting up a campaign can be a bit complicated for beginners; luckily Google offers an easy way for small businesses to get started with Google Adwords Express.

#### **7 Search**

A smaller player in the paid search industry, 7 Search uses smaller, niche search engines to display your Pay Per Click (PPC) ads. They claim a better ROI than their bigger competitors and bidding on keywords is cheaper than Google Adwords, though you won't get the same click volume as Adwords.

## **Facebook Advertising**

Facebook's local business promotions are optimized for reach to deliver your ad to as many people as possible. This optimization means that your campaign will be efficient in making people aware of your business, which is the first step to increasing your sales. Maximizing your reach is important, as most people who see Facebook ads, that go on to purchase products in a store, don't click on ads. By focusing only on people who engage with ads, you'll only be reaching a small fraction of your potential customers.

## **Twitter Advertising**

While Twitter has allowed advertising for quite some time with promoted tweets and trends, it has been way out of the budget for small business owners but they have recently launched a small business advertising program that makes it much more affordable for small businesses to advertise on Twitter.

## **LinkedIn Advertising**

If you're in the B2B or professional services industry, LinkedIn Ads may be exactly what you're looking for. LinkedIn can serve highly targeted ads to other professionals and businesses on LinkedIn. The Cost Per Click (CPC) is higher than pretty much any other platform, but you can target your ads to very specific people.

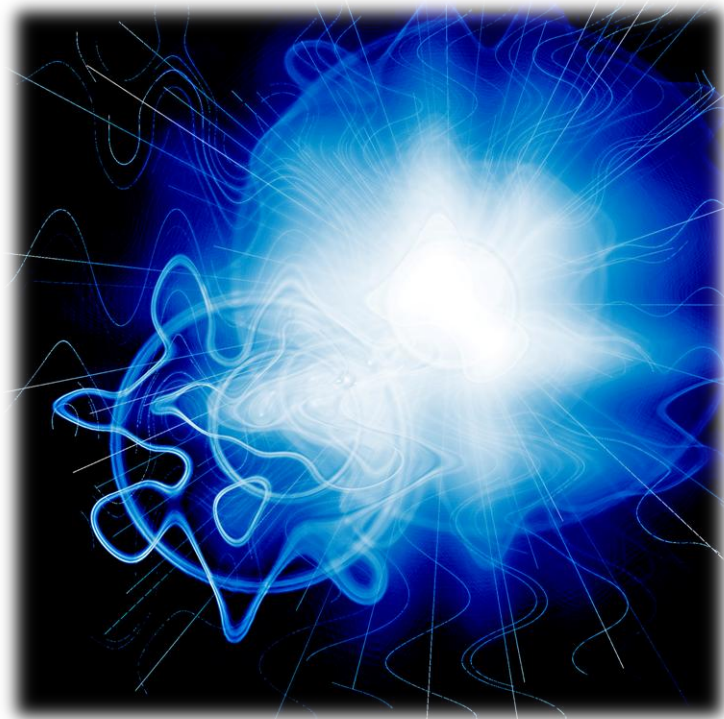
## **Pinterest Ads**

If you have a business that targets women and you can create visually appealing graphics, Pinterest can be a top performing ad platform for you. Although not available to everyone just yet, they have launched an advertising tool called Promoted Pins, so the future will see how that goes.

## THE IMPORTANCE OF SEO

**SEO** or **Search Engine Optimization** is a must for every website. It will optimize your site. Without a good SEO, it is not possible to rank your site in a search engine. Other benefits of doing SEO are given below: -

- Helps search engine robots to understand that your site exists
- Rank your site
- Helps to gain readers by targeted keywords
- Index your site
- SEO helps the search engines to figure out what each page is about, and how it may be useful for users
- SEO provides your business's credibility, visibility and branding
- It brings traffic
- Helps to compete with your competitors.



# COPY WRITING

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## WHAT IS COPYWRITING?

Copywriting is written content conveyed through online media and print materials. Copy is a content primarily used for the purpose of advertising or marketing. This type of written material is often used to persuade a person or group as well as raise brand awareness. There are many affordable copywriting services in Australia that offer experience in many fields of writing.

Not all Professional Copywriters in Australia are advertising copywriters, and one of the big problems in communicating what copywriters do is a lack of clarity around the definition of the word itself.

Some copywriters write to get people to take an action, and content writers write to inform.

## CHEAP VS QUALITY COPYWRITING

When you're looking for quality copywriting services, you can't expect to pay a pittance. If you want the job done right, well written and in a timely manner, you should expect that the cost is going to be more than you might have hoped. But that's the cost of success.

The thing is, there are businesses that offer quality copywriting services in Australia for affordable prices – and Angel Blue Marketing is one of them.

The most important thing when choosing a copywriting services business, is to ensure they match your needs and have your company's best interests in mind. It's easy to charge someone a fortune – and then not deliver, and I've had many clients who have had that happen to them prior to working with me.

I prefer to offer quality affordable copywriting services AND deliver exactly what the client wants (often well ahead of deadline). For me, copywriting is all or nothing.



### QUICK TIPS ABOUT COPYWRITING

When you're copywriting, the process is not as complex as it might seem.

Firstly, think about the audience you're writing for. Put yourself in their shoes. What would they want to read? How would they speak? What would be of interest to them?

Don't use language they wouldn't understand. If you're selling yourself, write in simple language – they might not understand all the technical terms of your products – they just want to know why they should buy it.

Make your paragraphs short. 2-3 sentences is more than enough in one paragraph. People are more likely to lose interest if your paragraphs are too long.

Finally, include powerful words that are bound to grab attention. Using the word "you" will hit right at home with your readers. They'll feel as though you ARE talking to them, which is what is going to make them connect with you and your business.

### MYTHS ABOUT COPYWRITING

Everyone has their own ideas about copywriters, but here are 3 myths you probably thought you knew:

A writer is the same as a copywriter: FALSE

Just because you can write, doesn't mean you can write copy. Copywriting involves techniques and a range of knowledge that might not be available in other parts of writing. Blogs are much different to websites, product descriptions different to advertorials, etc.

A copywriter can write about everything and anything: FALSE

While there are SOME copywriters who can write about everything – you'll find it is rare and often "everything" is limited. I have experience writing for a huge range of industries, with





different types of copy – from advertising to blogs – and everything in between. But give me a script, something fictional or a technical/medical report: and I'd find myself lost.

Big words are the best: FALSE

More often than not, it's the simple words that make copy what it is. You don't want to lose your audience, you want to engage them – so do that in the easiest way possible. Big words don't make you look smart ... even more so when you use them in the wrong context.

### REASONS TO INVEST IN COPYWRITING

Wondering whether it's worth the money to invest in a professional copywriter?

If you want your business to succeed – yes.

Here are 3 simple reasons why:

1. You have better things to do your time. Why spend your precious time trying to figure out the right things to say and how to write them down – when someone could be doing the job for you?
2. Great copy means business. The better your copy, the more business you're likely to get. If you get someone who knows what they're doing, you're likely to have greater success.
3. When you have a brand, you want to ensure it's all the same. Your advertising material needs to match your website, your website needs to match your blog, and so on. Having one amazing writer behind it, is the key to ensuring your branding remains as you want it.

## WHY YOU NEED A PROFESSIONAL WRITER FOR YOUR WEBSITE

Good writing or content is one of the best SEO practices for your website.

Quality writing helps not only to describe your business, but also to gain a customer's trust and attention. No matter how good your brand and product is: you need to present your products or services in a powerful and compelling manner.

This is where a professional writer steps in. When choosing a writer, ensure you find one with the right knowledge and experience to suit your business.

An experienced writer knows how to connect to your targeted customers and website traffic. They can produce SEO based articles to increase your Google rankings; and to attract readers by combining all necessary and relevant information of your services.

## DIFFERENCE BETWEEN SERIOUS TONE AND FRIENDLY TONE

**“Tone”** is the way the author or speaker expresses his attitude through his writing or speaking. Tone may be formal or informal, objective or subjective, logical or emotional, intimate or distant, serious or humorous, pessimistic or optimistic, serious or friendly. Your tone defines your mood. Each type of tone is different.

Some of the differences between serious and friendly tone are given below: -

Serious tone		Friendly tone
More formal	1	Informal
May be used in academic purpose	2	May be used in homely and informal environment
More sophisticated	3	Less sophisticated
Use academic writing style	4	May use slang, short form etc.
<b>Example:</b> Hello friend, how are you?	5	<b>Example:</b> Hey dude, what's up?

## THE IMPORTANCE OF KEYWORDS IN WEB COPY

Website copy is an effective way to use written text for both advertising and the publicity of your website. Effective website copy is a must - it can make the website extraordinary and help it to stand out from its competitors.

Effective website copy starts with keywords. Most of your web traffic comes through the keywords used in searches by users of search engines, such as Google or Bing. If you don't research or choose keywords your customers searching for, visitors may not find your website. Appropriate keywords help the search engine optimise your site.

If you use the keywords in your tags and your copy, the search engine will index your keywords, enabling visitors to find your site.

For Search Engine Optimization, keywords are a must. You need to include keywords in title, meta-tag, image ALT tag etc. Doing the necessary keyword search before you write your website copy is imperative to success in business.

## TIPS FOR GREAT WEB COPY!

Writing for the web isn't particularly complicated, but our experience with website content writing is one of the services we have mastered here in Australia:

- Get the important information upfront
- Know your audience
- Write in simple, concise English
- Get rid of unique industry jargon
- Use short paragraphs – four sentences max
- Use short sentences – twelve on average
- Avoid the passive tense
- Avoid needless repetition
- Address your web visitors directly
- Use the word you
- Shorten your text

## DIFFERENCE BETWEEN WEBSITE COPY AND SOCIAL MEDIA

**Web copy** is the core text that guides people through your site and tells them about the purposes and aims of your site. An effective website copy is necessary for any site that wants to expand its reach. It engages readers, gives them the information they seek, and sometimes even converts readers into customers.

On the other hand, **social media posting** is a type of writing that expresses the inner feelings of a person. A person may use **social media** for sharing his personal feelings or he can share his business information through his posting. Some of the basic differences are: -

website copy		social media
The bone of a site. It tells the readers the theme or purpose of the website.	1	It connects many people. With the help of social media, one can share , exchange information, thoughts, pictures, videos.
<ul style="list-style-type: none"><li>• <b>Static</b> (provide information that is essential to the website, such as sales pages, informational content and how-to guides, home page, your about page, your products and services pages, and all your other main pages etc).</li><li>• <b>Dynamic</b> (refers to blog posts, which may not always be visible to new visitors but will remain available on the blog).</li></ul>	2	Your social media posting can be personal or can be written for business or educational purpose etc.
More <b>formal</b> than social media.	3	<b>Not formal.</b> However, you can post formal writing to a targeted reader.
<b>SEO</b> is a must for ranking your site through website copy and content.	4	<b>No SEO</b> is needed. However, you may follow some tricks and rules to increase your followers and likes in a post.
<b>Not</b> always a <b>free platform</b> . Sometime you need to buy hosting, domain of a website.	5	A <b>free platform</b> for all.

## HOW TO KEEP YOUR COPY SIMPLE

***My aim is to put down on paper what I see and what I feel in the best and simplest way. - Ernest Hemingway***

Clear, easy and simple writing is an art. It not only helps the reader but is also a smart approach to writing.

Your writing will be meaningless if you are not able to send your messages to your readers. An easy and simple copy helps the readers to understand the topic.

To write a simple copy, you may follow the following instruction-

- Write short
- Be precise and exact
- Use easy and lucid language
- Use conversational tone
- Avoid Jargon or register (special word for special field), rather describe the word
- Use examples
- Present visual images to describe your writing
- Use familiar words
- Try to make the writing interesting
- If possible, show some surveys, pictures or charts
- Avoid slang
- Avoid parallel sentence construction, weak verbs and double negatives
- Use active voice
- Use acronyms and abbreviation. If possible, explain the acronyms and abbreviations
- Check the spelling and grammar
- Finally, give a nice clear finish to your writing

## *Types of Copywriting*

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### CONVERSATIONAL COPYWRITING

Put simply, conversational copywriting is exactly what it sounds like it is.

Conversational copywriting is the form of writing that actually feels like a conversation. There's not really any other way to explain it.

Like any real conversation, you need to be able to draw someone in to listen to what you want to say. Imagine you wanted to start a conversation with a stranger in the street. If you have an open ended way for them to respond, you have their attention, and can start talking.

People will have a better response if they can relate, so if you write like you would speak [and maybe a little better], then that is conversational copywriting.

You have a much better chance at engaging with your customers or clients if you have copy that is written in a way that keeps them interested, than if you write in a long-winded style that just points out the facts.

### TECHNICAL WRITING

**Technical writing** is a form of writing where an author writes **technical documentation** that helps the readers to understand the service of a particular technical product or service. This type of writing simplifies the complex ideas.

[Oxford Dictionaries Online](#) (ODO) presents four definitions for the word **technical**, all of which relate to the job of technical writing:

1. relating to a particular subject, art, or craft, or its techniques
2. involving, or concerned with applied and industrial sciences
3. resulting from mechanical failure
4. according to a strict application or interpretation of the law or rules

Technical writing illustrates instruction manuals, policy manuals, process manuals, user manuals, reports of analysis, instructions for assembling a product, summarization of a long report that highlights and shortens the most important elements of the products etcetera.

It can be used in various fields like **computer hardware and software, engineering, chemistry, aeronautics, robotics, finance, consumer electronics, and biotechnology.**

### ADVERTORIALS

An **advertorial** is a type of newspaper or magazine advertisement that is written in the style of an editorial or objective journalistic article and describes the information of a product. The term developed from the words “**advertisement**” and “**editorial**” in the 1960s in U.S.A. As a result, it does the work of both. It increases the interests or opinions of a sponsor. Generally, a company pays to deliver a message about their products or brands. The advertiser pays the magazine, newspaper or website for the space needed to present a copy-driven message about their products or brands to the target audience who reads it.

### PRODUCT REVIEWS

**Product review** is simply the review of a product where customers get the chance to give feedback about the products they have purchased. In electronic commerce or e-commerce, product reviews are used in shopping sites that enable the customers to rate and write comment on the products they purchase. Here, the customers express their thoughts and feelings about the products. After using the product, they can write the merits and demerits of the products. As a result, interested buyers may read the reviews and make a decision on whether they will buy or reject the product. Sometimes, the company includes a URL, printed literature or e-mail marketing to invite the customers to review the product or service.

### *How to write a great product review*

Writing a great product review can earn you money down the track, so knowing how to write a great review is important.

It's very important when writing product reviews that you don't just use free-for-all technical data for the product that you are reviewing that is available everywhere. Be personal; write in-depth descriptions about how you used the product.

Try and review relevant products to your industry, or at least something you know about. E.g. If you have never played golf, why would you review a golf club?

Use Google to see how popular the product already is, and if there are other reviews. This will help to gauge whether the product is going to be worth the review. Make sure you use the product how it was meant to be used. If you haven't used it, and still review it, people can tell, and it will give a false representation of a product. Be honest, but not too biased.

Product reviews are normally broken down into the following categories, and if you follow this guide, it will be easy to review anything.

- Title
- Product introduction and details – include pricing
- Features, benefits & the product target market
- Provide proof that the product has been used and works how it is meant to work
- Pros and cons
- Conclusion
- Call-to-action – where to buy etc.

## EBOOKS

The word eBook means “**electronic book**”. Also known as **digital book**, it is an electronic version of a printed book that can be read on a computer or handheld device. Sometimes, many eBooks do not have any printed equivalent.

The great advantage of an eBook is it allows instant access to a book by being able to download the book over the Internet.

The most important thing about an eBook is it is cost effective and you can carry a great number of eBooks on your laptop, mobile or other electronic devices while carrying printed books are not possible all the time.



An eBook can be found in several formats like plain text, word file, pdf file, images, rich text format etcetera.

The names of some free book download sites are **Google Books**, **Book Finder**, [FreeTechBooks](#) , [Project Gutenberg](#) , [O'Reilly Open Books](#) , [BookBooN](#) , [Wikibooks](#), [University for Free](#), [Free High School Science Texts](#) , [FreeBooks4Doctors](#) .

### *How to write a great eBook*

Writing an EBook can be a great source of income, or if you want to be a writer, the first big step in your writing career can be started with publishing an eBook.

The following may help you to write a great eBook: -

- Before writing, read a lot and research the topic
- Read similar books
- Be certain about facts and statistics
- Write an outline of topics of your eBook that helps you to write the first draft
- Engage your readers
- Use interesting stories or write in a humorous tone
- Try to write an eBook that your audience “needs”
- Write from the point of view of a writer, not the point of view of a publisher
- Only write when you love the topic
- Don't choose a topic that is hard for you
- Don't stop your writing
- Don't edit while you are writing
- After writing, check spelling, misspellings, missing words and clumsy or confusing sentences
- Finally, send it to a worthy proof-reader

## NOVELS

A lengthy fictional narrative in prose dealing with characters, incidents and settings that imitates those found in real life is called a novel. Usually, a novel is concerned with the depiction of middle-class and working-class characters.

The word novel derives from the Latin word “*novella*,” meaning ‘**tale, piece of news**’. It is now applied to a wide variety of writings whose only common attribute is that they are extended pieces of prose fiction.

The length of novels varies greatly and it is much debated. It is generally agreed that a novel should be between 60-70,000 words. A novel’s common features are: -

- A fictitious story, often a fictitious love story. The progress of the story follows a time sequence
- Characters of the story
- A location or settings of the story
- A plot
- A realistic picture of a particular society
- A world vision

A novel may be tragic or comic, general or regional, physiological, social or non-fiction.

## PRESS RELEASES

A **press release** is an official statement issued to newspapers that gives information on a particular matter. According to **Small Business Encyclopedia**, a press release is a “**brief, printed statements that outline the major facts of a news story in journalistic style**”.

It is a short, compelling news story written by a public relations professional and sent to targeted members of the media for the purpose of announcing something apparently newsworthy.

Basically, it is mailed, faxed or e-mailed to assignment editors and journalists at newspapers, magazines, radio stations, online media, television stations or television networks to attract or grab their interests.

A press release focuses on all the essential information (who? what? where? when? how? and most importantly why?) for the journalist so that the journalist can easily produce his own story.

## TRAVEL WRITING

As the name suggests, travel writing is about traveling. It is a form of literature where the writer encounters foreign places. It describes places, persons or things. It also tells us how to travel and when to travel.

In short, it guides us about traveling.

According to J.A. Cuddon ( in ***A Dictionary of Literary Terms and Literary Theory*** ) a **travel book** is “*a neglected and much varied genre of great antiquity to which many famous, more or less professional or ‘full-time’ writers have contributed, but which has also been enriched by a number of occasional writer . The genre subsumes works of exploration and adventure as well as guides and accounts of sojourns in foreign lands.*”

### *The importance of research in travel writing*

Being a travel writer is not just writing about your travelling experience. A good travel writer also focuses on others’ travel experiences.

A comparative study of *times* is necessary in travel writing. Just think about it – Jim Corbett visited India a long time ago. The present India is totally different from that time. However, it is necessary to know about both times.

It helps the reader to know the environmental and geographical information clearly. Apart from this, by doing research, a writer can be aware about the popular travel writing style.

They will also be alerted to the mistakes of others’ writing and can then make a need analysis of the audience. As a result, their new writing will be more informative, precise and interesting.

# BLOGGING

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## WHAT ARE BLOGS

Blogs, a type of online journals, are a regularly updated website or web page that is written in an informal or conversational style where a person can express himself or share his thoughts and passions to the world.

Basically it is run by an individual or small group. In blogs, there is always a personal touch and the language of the blog is comparatively easy than other types of writing genre like advertorials, news feed etcetera.

In the business world, a blog works as a tool for delivering timely messages and information about their products. For example, in an e-commerce blog site, customers will get all the new updates of the products. In short, blogging is the advanced, easy and fast way to share the news and views about your service.

## WHAT YOU MUST DO WHEN BLOGGING

Blogs are right up there with social media campaigns when it comes to marketing your business. It's important that your blogs are reachable, and have good structure and content that relate to your business, and what you want to achieve.

Blogs support search optimization. Because of their structure, blogs are search-friendly. You can enhance this by focusing each article on a specific keyword phrase and link to internal and external content. It's important to know your audience to make your content work for your business.

Build a Strong Blogging Foundation to Support Your Content Marketing, you can do this by incorporate your blog into your overall business website.

Have a bit of a Plan for what ongoing columns and related communications will refer to. Be original, be honest, and don't be afraid of a little controversy.



One of the most important things to remember is that people want to read your blog to learn something new, they don't want to read an ad. Don't oversell. Teach, too!

Optimise your Blog - Conduct keyword research using tools like Google's keyword generator that provides keywords used by actual Google users over the past 30 days. Place those keywords in headlines, sub heads and a few of them in your blog posts. Lastly, have fun.

### **WHAT NOT TO DO WHEN BLOGGING**

Blogging can be a very effective way to reach your audience for business, but there's a few things to steer clear of if you are just starting out. Here's a few tips for blogging's "What Not To Do" list.

Don't expect overnight results, your hard work will pay off if you do it right. It's like any form of marketing. It will work, but everything takes time. Be persistent.

Don't Ignore Your Readers - respond in a timely manner. Consider it this way – they could be your next biggest customer or client – failing to respond is like turning your business phone off, or not checking your emails every day – if they can't get a response, they aren't going to stay your customer or client for very long.

Don't Ignore SEO – Search Engine Optimisation is probably the most important factor of a blog. If you don't get it right, you will be lost somewhere on the back pages of google.

Don't expect success without promoting your blog – sure, SEO helps, and the correct content in a blog is very useful when it comes to getting the thing out there, but if you aren't going to promote it on your other socials, or your website, or to your clients via email list, then why are you even doing it?

Make your site navigable. If it's easier to click the little X in the top corner than it is to find where you want to go, 9/10 people will choose that option.

### HOW OFTEN SHOULD YOU BLOG

Updating your blog is one of the main elements of a good blog. But how often should you update your blog? This is a general and common question for new bloggers. Actually, there is no one rule of thumb that works for every blog when it comes to how often one should post. However, here are some basic guidelines to determine how often you should post new content:

At first, you need to post a blog in a timely manner as your reader will check for new updates of your blog. Posting regularly is very important, so try to post at the same time every week. The daily blog posts will give your readers a chance to check on your site each day. After a period of daily posting, you can change your posting schedule to weekly monthly or longer.

You will need to know the reactions of your readers so that you can make a 'needs and interest' analysis, then you make and post contents according to those interest and needs.

### WHY YOU NEED A GREAT HEADLINE

The most important part of writing is its headline. A reader at first looks at the headline or heading and then they go for the full content.

The majority of people choose headlines to decide whether or not to read the article. Whether you write good content or not, it is the headline that attracts the readers.

Apart from this, a well-written headline is a must for the following reasons: -

- A good headline grabs the attention of the search engines
- It helps to gain RSS readers' attention
- Boosts to acquire legal readers
- Helps to get attention in social bookmarking sites
- Helps in Search Engine Optimization
- A good headline helps you to build trust of your readers
- It helps to create an honest and safe reading environment and encourage people to come back to your site again and again.

### HOW TO WRITE A GREAT HEADLINE

An eye catching headline is like the presentation of foods. Before eating the food, people look at the decoration of food which is equally important as the cooking procedures. Similarly, before reading the whole text, people at first read the headlines. As a result, a catching headline is as important as the body content.

*“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.” – David Ogilvy*

To write a great headline, remember the following issues: -

- Use numbers and digits for example: 20 top listed attracted places in Dubai
- Write list words like reasons, principles, lessons, ways, tips, tricks, secrets, ideas, techniques, strategies, facts, methods, statistics.
- Define your topic like:
  - Good example: How to write a great headline
  - Bad example: write headline
- Keep it short
- Brainstorm the idea
- Address Readers in 2<sup>nd</sup> Person
- May use the 5Ws: Who, What, When, Where, Why
- Use strong and interesting adjectives like effortless, painstaking, fun, free, incredible, essential, absolute, strange
- Use keywords

### HOW TO WRITE A GREAT INTRODUCTION

First impressions last a long time. Writing a good introduction of your blog helps to grab the attention of the visitors.

To write a great introduction of your blog, remember the following: -



- Be personal in writing and address the reader like a friend
- Start with an interesting incident
- Use an anecdote, or a short punchy story, as it helps the audience to pay attention
- Share your personal experience
- You may be able to use related quotations from a famous personality
- Ask a worthwhile or thought provoking question
- Explain the 'why' of your post
- State facts
- Be short, precise and direct
- Finally, write a nice conclusion about the purpose of your blogging

### THE IMPORTANCE OF RESEARCH IN BLOG WRITING

Great blog writing starts with research. Without research, good writing is not possible. Research helps the writing in various ways.

It improves the quality of writing. By doing research, you will be able to know what other people think about your chosen topic.

The best way to incorporate various viewpoints on your topic is to draw inspiration from other writing. It not only helps you to clear your idea but also helps you to know the limitations of others writing.

As a result, you may fill up those limitations in your new writing. By judging others writing, you can come out with various topics that you may forget. So, before you start blogging, try to get into the habit of researching.



### WHAT ARE THE BEST BLOG IDEAS IF YOU CAN'T THINK OF ANY

Many bloggers have faced problems in choosing the best blog ideas. Blog ideas depend on the topic you choose for your site.

There are lots of structured blog ideas that a blogger may use. The following list presents some popular ideas, although the list is very big:

- A List post: Here you can make titles like - Must See Places, or Must Do list or a list of top ten....
- A Pros and cons post
- An A to Z post e.g. An A-Z guide or tips on travel, cooking, photography
- Comparative post that compares two or more related topics
- FAQ post where you can post the most frequently asked questions
- Survey post
- Quiz post
- A tutorial type post where you can post topics related to your skill
- A review post
- A survey post, an interview post etcetera



### WHERE TO FIND YOUR NEXT BLOG TOPIC ONLINE

Blogging is one of the best practices to increase your website's SEO. It also increases the traffic of your website through inbound links. As a result, keyword research or generating blog topic ideas to find appropriate and high paying keywords is necessary for every blogger.

If you're having trouble deciding on a new blog topic, the following is guaranteed to help:

1. HubSpot's Blog Topic Generator <http://www.hubspot.com/>
2. Portent's Content Idea Generator <https://www.portent.com/tools/title-maker>
3. Content Ideator <http://www.contentforest.com/ideator>
4. SEO Pressor <http://seopressor.com/blog-title-generator/>
5. Build Your Own Blog's Idea Generator <http://www.buildyourownblog.net/the-blog-post-ideas-generator/>
6. Blog Title Idea Generator <http://www.inboundnow.com/apps/kill-writers-block/>
7. Content Row <http://www.contentrow.com/tools/link-bait-title-generator>
8. Buzzsumo <http://buzzsumo.com/>

### WHY SHOULD YOU HAVE PHOTOS ON YOUR BLOG?

"A picture is worth a thousand words".

Why do we blog? Because we want to attract people to our site and to get their interest in the topics that interest us. So, why is it important we have images with our articles?

Having a related image is going to make your content more appealing to the readers. It will make your content simple, effective and easy to understand. If you're discussing a topic that is a little more complex, a photo can help explain it in ways words can't.

If you are not able to send your message clearly to your customers, your writing will be useless. A recent survey found visual content gets 94% more total views than no image.

A relevant and eye catching image not only helps the reader to understand the theme of the content but also gets their attention.

### **WHERE TO FIND FREE PHOTOS FOR YOUR BLOG**

A picture is worth a thousand words. A good and related picture not only holds the reader's attention but also describe the content of the website in a very easy and simple way.

As a result, photography has become an integral part of web design. The following lists show a great number of websites where you can find free photos for your site: -

1. StockSnap.io (<https://stocksnap.io/>)
2. Unsplash(<https://unsplash.com/>)
3. Gratisography (<http://www.gratisography.com/>)
4. <http://photopin.com/>
5. <http://www.freeimages.com/>
6. Pixabay
7. Flickr: Creative Commons
8. SplitShire
9. 1 Million Free Pictures
10. pdpics
11. Life of Pix
12. Skitterphoto
13. Gratisography
14. Photogen
15. Pickup Image
16. Free Range Stock
17. Public Domain Archive
18. Death to the Stock Photo
19. Foodie's Feed ( images of food)
20. Magdeleine

## **BEST MARKETING BLOGS ON THE NET**

There's millions of blogs out there, and it's really hard to find the ones to give you the information you need.

We've put together a list of our favourites.

[Hubspot.com](#) is probably the most famous of all, and we simply cannot start the list without it. HubSpot was founded in 2006 as a result of a simple observation: people have transformed how they live, work, shop, and buy, but businesses have not adapted.

[Quora Pay Per Click Blog](#) is specifically there to inform you of the best ways to pay for PPC Marketing.

[Convince and Convert](#) is led by Jay Baer. With 20+ years advising the world's most iconic brands, a New York Times best-selling author of 5 books, and the most retweeted person in the world among digital marketers... it's possibly the most valuable information available for free today.

[Smart Blog on Social Media](#) is (as titled) Social Media specific. It's got some of the best written blogs on the subject.

[Social Fresh](#) – is where the world's top social media marketers go to get inspired. No word of a lie.

[The Angel Blue Marketing Blog](#) – is a localised but informative blog based on all aspects of online marketing, copywriting and editing.

# SOCIAL MEDIA MARKETING

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## USING SOCIAL MEDIA FOR YOUR BUSINESS

Social Media plays an important role in developing marketing and promoting your business. A survey shows 84% of B2B marketers use social media for their business.

Some benefits of using social media for your business are:

1. Social Media posts can drive targeted customers for your business
2. It will increase traffic as a result your business will be promoted and your site's SEO will be boosted
3. Social media ads can reach the targeted and interested customers
4. You will find a great number of customers that you do not know exist
5. The cost per click rate (cpc rate) is also low in social media. For example, in Google Adwords , for a particular keyword you have to pay \$1 to \$50 while in social media like Facebook or Pinterest , for a single click you need to pay only \$0.12



## HOW OFTEN SHOULD YOU POST TO SOCIAL MEDIA

Social media frequency is one of the much talked about issues.

A common question for all the social media users is how often should I share my post? Or how many times per day should I post? Is it different for individuals versus companies?

A survey by [SumAll](#), one of the best social media analytics dashboard and reporting tools, answers the above question and presents the following statistics that shows the number of post per day:

- **Twitter – 3 times per day, or more**
- **Facebook – 2 times per day, at most**
- **LinkedIn – 1 time per day**
- **Google+ – 3 times per day, at most**
- **Pinterest – 5x per day, or more**
- **Instagram – 1.5 times per day, or more**
- **Blog – 2x per week**



### DIFFERENCE BETWEEN FACEBOOK POSTS VS TWITTER POSTS

Facebook and Twitter are two top social media networks.

The purpose of both social media is the same though there are some basic differences in Facebook posting and twitter posting: -

Facebook Posts	Twitter Posts
On Facebook, you post something to your family and real life friends	On Twitter, you post something to online friends interested in similar things
A Facebook post presents a longer time in people's timelines.	A Tweet has a shorter lifespan.
Facebook creates a far deeper connection than the following on Twitter.	A Twitter may create deeper relationship but not as much as Facebook.
Facebook posts appear to move a little bit slower.	Twitter conveys a message in a very fast way.
Your Facebook post can cross a thousand words.	The number of characters on twitters is less.
The most effective time for Facebook post is <b>around noon</b> and the best day for posting is <b>Sunday</b> (Study done by DanZarrella)	The most effective day for tweet is <b>Wednesday</b> (study done by DanZarrella)



## WHY YOU SHOULD USE HASHTAGS

Using hashtags in social media is very popular today but it's not just for show (or to annoy people who don't like them). Hashtags are supposed to be clicked and the more hashtags you use, the better chance your posts have of being seen!

Hashtags are used to link your post to related information or a news feed so interested readers can check out more information. It also helps to link a group of users discussing the same subject. For example, if you use the hashtag #writing, then click on that hashtag, you will see posts from all over the world with people talking about #writing – including your own post!

Hashtags have their own unique URL. As a result, it is easy for people to find out people's discussion on the desired topics, events or brand.

Marketers and consumers also have a great advantage using hashtags for product reviews and information: for example #Merrell will bring up a number of reviews of Merrell products, so if you're planning on buying, you can see what other people think in a simple and effective way!

You might just find them annoying, but using #hashtags in your social media writing can increase your clientbase and your profile.

Using the symbol “#” in front of a word or words without spaces, a hashtag can be made. On social media sites, hashtags are an important element and help you in a lot of ways. For example: -

- Using hashtag allows all the users to see your post
- Hashtag simplifies the searching process
- Hashtag helps you to be searched by many people
- Hashtags increase likes and comments
- Hashtags promote your brand or service

Finally, hashtag is a powerful research tool and helps the website developers to see what is trending and making waves on social networking websites.



## FACEBOOK

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### FACEBOOK'S LOCAL BUSINESS PROMOTIONS

Facebook's local business promotions are optimized for reach to deliver your ad to as many people as possible. This optimization means that your campaign will be efficient in making people aware of your business, which is the first step to increasing your sales.

#### Why Is Reach Important?

Maximizing your reach is important, as most people who see Facebook ads, that go on to purchase products in a store, don't click on ads. By focusing only on people who engage with ads, you'll only be reaching a small fraction of your potential customers.

Here are some questions to ask when deciding your advertising budget and technique.  
What do you want from Facebook advertising?

Essentially, the answer to this is increased sales. There are however a number of different ways to get different desired outcomes. Here's the Angel Blue Marketing guide to point you in the right direction, so we can achieve the best results tailored to your business.

Do you want to promote your Facebook page?

Promoting your Page is a way to create ads that will show in News Feed and on the right side of Facebook. If you have a solid Facebook following of users who already buy from your Facebook store, and want to build that customer base, promoting your Facebook page is a great way to go. You get to choose your audience, daily budget and the duration of your ad.

Do you want Direct Clicks to your website/online store?

Promoting your website from your Facebook Page is a way to create an ad for your website that will show in News Feed. This is a great way for new and existing customers to follow a single click to your online store, or any specific website page you desire them to go. You get to choose your audience, daily budget and the duration of your ad.

Do you want to boost a post?

Boosted posts appear higher in News Feed, so there's a better chance your audience will see them. This is a great way to advertise a weekly/daily/ upcoming special for your business. The cost to boost a post depends on how many people you want to reach. We can discuss post boost budget options, based on your target market. The best thing about boosting posts is that you can set a custom budget, based on reach.

### HOW TO GET LIKES ON FACEBOOK

Facebook is the most popular social media platform. The number of likes you get on your page, posts and status updates is one of the key measures of Facebook success. For getting more Facebook likes, you may follow the following procedures: -

- Write an eye catching post
- If possible, use images with your photos. A survey presents that photos get 53% more likes and 104% more comments
- Post short. A research shows that posts with 80 characters or less get 66% more engagement
- Post questions as research expresses that these posts get 100% more comments.
- Post often but not too often. Posting 1-2 times a day helps to get 40% more engagement
- Like other people's post.
- Use humour in your writing
- Avoid attention and sympathy seeking post
- Avoid controversial issues as it separates the followers and friends
- Finally, if needed buy some Facebook Likes!!!!

## TWITTER

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### BEST THINGS ABOUT TWITTER AND BUSINESS

Twitter can be an enormous benefit for your business, but you really need to know the best way to do it. Here is a few tips to keep the confusion levels low.

Compelling content will help you attract new followers and keep them engaged over time. Keep it short – your limit is 140 character – do you need to fit it all in? Make it short and sweet. Use visuals in your Tweets – attractive images are what catches your readers eyes on twitter. Make it simple but effective.

Incorporate relevant hashtags – be creative, search relevant #hashtags for your subject matter. Ask questions and run polls – this is an effective way to interact with your audience, bring readers into the conversation, and understand people's opinions.

Curate and connect with Retweets and replies - Retweeting relevant content and replying to Tweets are great ways to maintain a robust Twitter presence. Positive customer feedback, helpful articles, and messages that align with your business's authentic voice are all impactful content to Retweet.

When in doubt, remember this rule of thumb: your Retweets reflect back on your business and should align with your purpose and values.

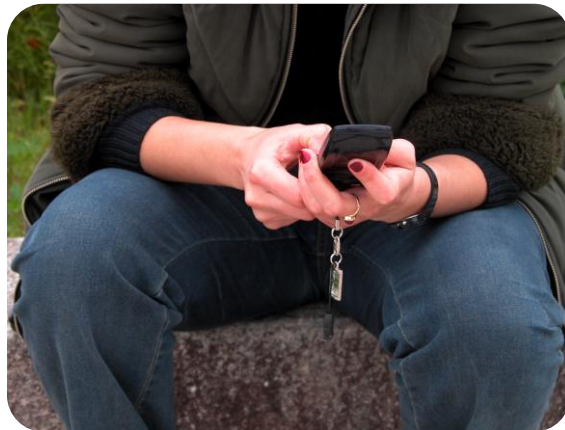


## HOW TO GET FOLLOWERS ON TWITTER

***"Truth be told, there are only two kinds of Twitter users: those that want more followers and those that lie."*** - Silicon Valley venture capitalist Guy Kawasaki

The writing presents some simple and easy ways to increase Twitter followers:

- Use a relevant logo, profile and cover photo and be honest
- Try to write a unique biography for your Twitter profile
- Tweet often but not too often
- Tweet with opinions and questions
- Write interesting, funny or thought-provoking tweets
- Use hashtags (#)
- Follow everyone who follows you
- Try to get some celebrities or famous people to follow you
- Follow people with the same interests and follow their followers
- Spread your twitter URL in other social media platform like Facebook, Google+ etcetera.



## INSTAGRAM

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### WHY WE LOVE @INSTAGRAM

Are you wondering how to use images and short video to enhance your customers' experience?

If you have considered creating a brand profile on Instagram to make your brand visible to a new market, here's some of the reasons we love it so much.

Instagram can be a highly-targeted, visual advertising channel for your brand. In fact, in a recent study it was discovered that Instagram provides brands with 25% more engagement over other social platforms. This means that Instagram is a prime channel to build your brand for your ecommerce business.

Like any social network out there, there are right ways to use it, wrong ways to use it, and clever ways to use it. Your goal on Instagram is to engage your current audience while also growing your following. Hash tagging your photos makes it easy for people to find your photos that are searching for those terms.

So which hashtags should you use? Here are the current top 10 hashtags on Instagram:

- 1.#love 546,312,756 posts
- 2.#instagood 252,226,047 posts
- 3.#me 238,166,943 posts
- 4.#follow 208,003,100 posts
- 5.#tbt 205,718,608 posts
- 6.#cute 203,174,797 posts
- 7.#like 193,577,034 posts
- 8.#photooftheday 189,818,506 posts
- 9.#followme 183,736,791 posts
- 10.#tagsforlikes 171,593,674 posts

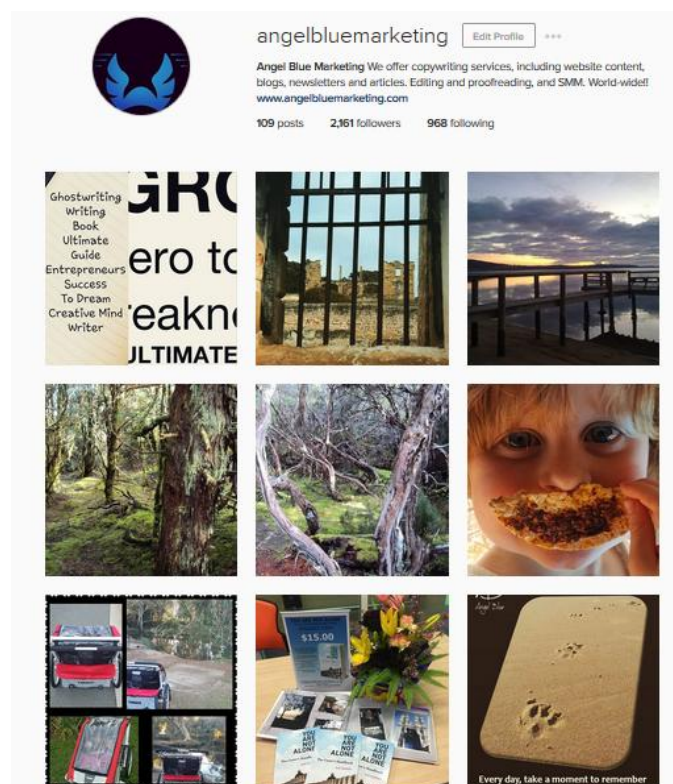
Creating the right content can be one of the most fun things you can do. Be creative, build your brand profile, and build your business through images.

## HOW MANY PEOPLE SHOULD YOU FOLLOW IN INSTAGRAM

Instagram is a social networking app that allows its users to share photos and videos from their smartphone. The more followers you have on Instagram, the more effective it becomes. However, there is a limit on the number of people you can follow on Instagram.

According to Instagram, in order to “reduce spam”, the number of people you can follow is 7500. So, while choosing people, be careful as there may be delinquent accounts or irrelevant accounts that you should stop following.

Sites like [IconoSquare](#) (previously Statigram) will help you to determine who you follow or who doesn't follow you back. In this way, you can unfollow some people and allow yourself to follow more new and worthy people.



## HOW TO GET FOLLOWERS ON INSTAGRAM

Instagram is a social networking app for iOS, Android, and Windows Phone devices that allows users to share and upload photos and videos. If you are in business and use the social media platform as a strategy to promote your business, you need more followers on Instagram.

Getting more followers is essential to increase your Instagram presence, but knowing where to start can be difficult. The following rules can help you to get more followers on Instagram: -

- Follow similar accounts and find people who are sharing similar posts and pictures
- Use hashtags (#) as it helps others to find your posts
- Promote your Instagram account on other social media platform like Facebook. That requires linking your other accounts
- Give some 'likes and comments' on other postings so that other people can know about your existence
- Use some popular hashtags like #love, #instagood, and #photooftheday so that your images can be found easily
- A survey shows that posting photos at 2am or 5pm helps to increase followers. So, post in this time
- Respond to the comments on your posts and photos
- Complete your Instagram profile
- Give captions on every photo
- Use the Mayfair filter



## YOU TUBE

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### BENEFITS OF YOUTUBE FOR BUSINESS

As a business owner, you might be right to say that YouTube is somewhat of a time wasting distraction, and may be inclined to block your employee's access at work, however it has many benefits for business, and is a great way to market your business and build an online profile for your products or service.

You can use it to build your business' reputation as an expert in a field with video tutorials or short video tips, as well as linking to other experts' videos that relate to their area of interest.

YouTube has a range of uses and benefits for business that can complement those offered by other platforms. It lets businesses show their products in action, so the buyer can see how it works before they buy, which is very useful if you have limited physical distribution channels.

YouTube is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively, so to tap into that constant flow of traffic, you need to stand out.

It's a great way to connect to your customers, share produce launches, event footage, video blogs and customer footage via video.





In our tech-driven world, the most beneficial outcome from having a solid YouTube presence is that it makes you more visible on Google, which at the end of the day, is how you get business.

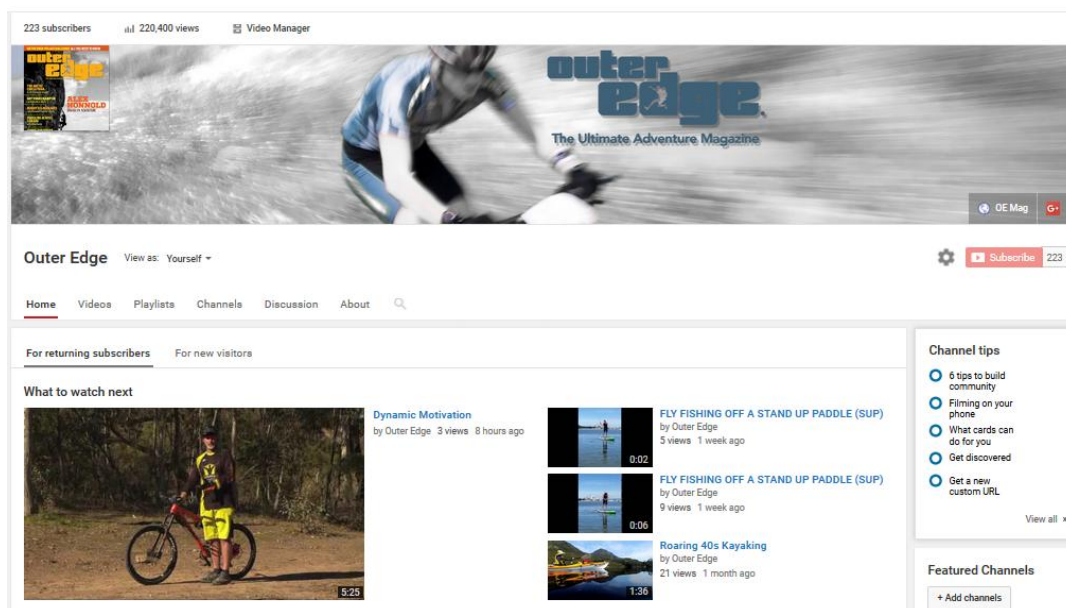
If your videos are being embedded on other people's websites, or being shared on social media, it builds your video profile "rating" and brings you higher up the visibility ladder.

Did you know that 65% of people are visual learners? If you have video that can teach people something new, then that's tapping into a pretty broad market right there.

With Google AdWords for Video, you can get laser-focused access to your audience by advertising on videos your audience are more likely to watch and search for.

The biggest advantage of AdWords for Video is that you'll only pay for engaged views.

We can set up your online profile, manage your advertising and marketing campaigns, and help you reach those long-term goals. Don't hesitate to see how we can help you.



# RESEARCH

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## WHY USE GOOGLE FOR RESEARCH?

When you're writing a blog, article or even website copy for someone (or yourself), using Google to confirm everything you are writing about is true and accurate, is imperative. Google is easy to use and helps you to find information about everything, and anything.

For example if you're looking for something specific, **Google Scholar** will help you to find e-journals, materials from institutional repositories and book chapters from various sources. While **Google books** provides easy access to millions of scanned books.

Aside from these, using Google is time and cost effective, particularly if you know what you're doing when it comes to keyword searches. Type in the right words and you are guaranteed to find the right information.

Here are 3 simple tips to follow for effective searching:

1. Use quotation marks: By using quotations around your keywords, you turn those words into a phrase, so Google only searches based on that phrase, not separate words. Eg. "property market Brisbane" will only bring up articles that have those words together in a sentence.
2. Use a hyphen if you want to take words out of the search. So if you're searching property market but don't want Brisbane results, type property market -Brisbane
3. Use OR to search for multiple phrases at one time. This is particularly useful if you want to search a variety of articles on the same topic, that might be listed under different wording. For example, type in "property market Brisbane" OR "houses Brisbane" and you'll get double the results compared to if you only typed one of these.

# EDITING

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## BENEFITS OF PROFESSIONAL EDITING SERVICES

Before submitting a book, blog or document for publication or printing, you need to ensure it is perfect to obtain a professional result.

Your documents should be well-written and free of errors in terms of spelling and grammar. The document vocabulary needs to be perfect, punctuation needs to be used correctly to clarify the meaning of sentences, and language use should be relevant and flawless.

Put simply, professional editors are experts in editing. Like you may be qualified in your industry, they are trained to find and correct errors in written work to enhance the quality of documents. They search for technical errors, and eliminate them.

Professional editors can edit your work quickly and professionally and save you time, will improve your own writing, and will help you to meet required standards for a grammatically perfect, sophisticated document.



# FREELANCING

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## SO, WHAT IS A FREELANCE COPYWRITER

A freelance copywriter is a person who writes for others.

They are entrepreneurs and generally write copy to make money.

The basic natures of freelance copywriters are: -

- writes word or copy
- writes for commercial purpose
- writes on a contract basis
- Freelance copywriters can work directly with clients, or through intermediaries such as agencies or online work exchanges or sub-contracts
- A freelance writer can write on any given topic like advertisements (print and broadcast), brochures, leaflets, press releases, product manuals, product packaging, online product descriptions, websites, articles, social-media content, sales letters, emails, telephone scripts, video scripts, interviews, FAQs (Frequently Asked Questions), how-to guides
- may also work as a ghost writer



## HOW TO FIND A GREAT FREELANCE WRITER

Getting a great freelance writer can be difficult. However, there are lots of platforms where you can find one.

For example:

- **Freelancer:** You will find a large number of jobs in various fields, including writing.
- **Upwork:** Like Freelancer, it also offers a wide variety of jobs including writing
- **ContentMart:** One of the perfect places for writing jobs. You will find a great number of writers here.
- **Squidoo:** A great community and writing system that allows anyone without a blog or website to start writing and making money online. You will find many writers on this site.
- **Constant-content:** One of the premier marketplaces for writers where you can get mature writers. However, the rate is higher than other platforms.
- **Zerys:** Here, you will get a great selection of writers and can post job or hire a writer directly.
- **Prologger**
- **Freelance Writing Gigs:** This is another perfect place for finding writers, editors, bloggers, publishers or any combination of those.
- **Journalism Jobs**
- **Online Writing Jobs**
- **Prologger Jobs**
- **RedGage**
- **Scribendi**
- **Task Army**
- **Triond**
- **Writer Bay**

Whenever you select a freelance writer, look at their profile and portfolio. And if possible judge the delivery time of their writing.

## ARE YOU A FREELANCER??? --- HOW TO GET FREELANCE JOBS

If you are looking for freedom in a job, or seeking more professional development opportunities, freelancing is the best option for you. Millions of people have found it worthwhile.

The following lists show a great number of freelancing marketplaces where you can get freelancing jobs: -

- **Upwork** (previously **oDesk**): It has over 1.5 million clients and you can find freelancing jobs in various categories like:
  - ✓ Web, Mobile & Software Development
  - ✓ IT & Networking
  - ✓ Data Science & Analytics
  - ✓ Engineering & Architecture
  - ✓ Design & Creative
  - ✓ Writing
  - ✓ Translation
  - ✓ Legal
  - ✓ Admin Support
  - ✓ Customer service
  - ✓ Sales & Marketing
  - ✓ Accounting & Consulting

Each category has several sub-categories.

You can choose the categories according to your skill. There are both short and long term projects. You can also get hourly and fixed jobs.

- **Freelancer:** One of the biggest marketplaces to find freelancing job. It is also divided in several categories like the following-
  - ✓ Website, It & Software
  - ✓ Writing & Content
  - ✓ Product sourcing & Manufacturing
  - ✓ Mobile phones & Computing
  - ✓ Data entry & Admin
  - ✓ Translation & Languages
  - ✓ Design, Media & Architecture
  - ✓ Sales & Marketing
  - ✓ Business services
  - ✓ Engineering & Science
  - ✓ Local Jobs & services
  - ✓ Others
- **Fiverr:** It is another great marketplace where you need to create different types of gigs on your skill. There are several levels- New Seller, level 1, level 2 and top level seller. As a new seller, you can make 7 different gigs or services.



### Marketplaces for Everyone:

- [Damongo](#)
- [Demand Studios](#)
- [Fourerr](#)
- [Findeavor](#)
- [FlexJobs](#)
- [Freelanced](#)
- [Genuine Jobs](#)
- [Gigblasters](#)
- [Gigbucks](#)
- [Gigbux](#)
- [Gigdollars](#)
- [Greatlance](#)
- [Guru](#)
- [Help Cove](#)
- [iFreelance](#)
- [IMGiGz](#)
- [Just Answer](#)
- [JobBoy](#)
- [Mechanical Turk](#)
- [Microworkers](#)
- [Minijobz](#)
- [People Per Hour](#)
- [RapidWorkers](#)
- [Short Task](#)
- [Smashing Jobs](#)
- [Staff](#)
- [Student Freelancing](#)
- [Taskr](#)
- [TenBux](#)
- [Tutor](#)
- [We Work Remotely](#)
- [Workhoppers](#)
- [YunoJuno](#)
- [Zeerk](#)



### For Writers and Editors:

- [Freelance Writing Gigs](#)
- [Freelance Writing Jobs](#) (Canadian)
- [Government Bids](#)
- [Journalism Jobs](#)
- [Online Writing Jobs](#)
- [Prologger Jobs](#)
- [RedGage](#)
- [Scribendi](#)
- [Task Army](#)
- [TextBroker](#)
- [Triond](#)
- [Writer Bay](#)

### For Designers and Programmers:

- [99Designs](#)
- [Art Wanted](#)
- [Authentic Jobs](#)
- [Behance](#)
- [Computer Assistant](#)
- [CrowdSpring](#)
- [Coroflot](#)
- [DesignCrowd](#)
- [Envato Studio](#)
- [Field Nation](#)
- [Geniuzz](#)
- [Get A Coder](#)
- [Hexi Design](#)
- [Joomlancers](#)
- [Programmer Meet Designer](#)
- [Project4Hire](#)
- [SEOClerks](#)
- [Smashing Jobs](#)
- [TopCoder](#)
- [Toptal](#)

The most important thing is to **be honest in your work and just love the work.**

*You will be successful.*



written by

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EDITED BY SUE DOWNEY