

Why a Freelance Copywriter is One Resource Your Business Shouldn't Be Without

A white paper by Ayana Glaze – Freelance Copywriter

No matter what your organization's size, if you don't have a freelance copywriter on call, you're missing out on one valuable resource. Like a lawyer or an accountant, a freelance copywriter is a trained professional able to step in at a moment's notice and give you the specialized service and attention you need. They're consultants, invoking the power of the written word to sell, persuade, educate, and inform.

So, just what can a freelance copywriter do for you aside from giving you cleverly crafted words? How about *more time, more money, less stress, new and innovative ideas* and *convenience*?

A Freelance Copywriter Saves You Time

If you're not in the writing business, you really don't have time to write. Think about it. How much time have you wasted trying to put together a brochure, write a press release, draft a business letter or write content for your website? The time you waste writing is time you could put into running your business.

Case in Point:

Yvette Green, owner of YG Gourmet Cookies, was covered in cookie dough, preparing for a holiday festival when she realized she didn't have a leave-behind for booth visitors. Yvette knew the leave-behind was key to boosting holiday sales. But, if she shifted focus to work on a flier or brochure, she wouldn't get her cookies done in time. So, she hired a freelance copywriter. Yvette put me to work on her flier while she kept cooking. She saved time, booth visitors raved over her cookies and holiday orders soared.

A Freelance Copywriter Saves You Money

When you're a business owner or department manager, you've got to justify costs. It's easier to justify the cost of a freelance copywriter hired on an as-needed-basis than it is to justify hiring a fulltime staff writer. The bottom line is working with a freelance copywriter is less expensive. You save money on equipment, insurance, payroll and taxes.

For small businesses or independents, a freelance writer is a budget-smart alternative to hiring an agency on monthly retainer. Freelance copywriter fees are much less expensive in comparison. You save money and get more bang for your buck by simply hiring a copywriter only for the work you need and only when you need it.

A Freelance Copywriter Gives You Fresh Ideas

A freelance copywriter comes equipped with a fresh perspective. When your staff is burned out and ideas aren't coming as easy, a freelance copywriter steps in with fresh creativity and the innovative ideas you need to get your project back on track.

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If you need some creative marketing concepts but can't afford agency fees, a freelance copywriter is the solution for you. Many freelance copywriters also act as marketing communications consultants. Whether you need assistance with an advertising or publicity campaign or need help coming up with a business name or slogan, a freelance copywriter can help.

A Freelance Copywriter is Convenient

Staff writers take vacation, call in sick and resign unexpectedly. When a hot project is presented or a deadline suddenly is moved up, a freelance copywriter is available when your marketing staff isn't, waiting in the wings to step in at a moment's notice and pick up last minute, "can't wait until tomorrow" projects.

If you typically work with an agency but the project is out of the scope of your contract, a freelance copywriter saves you the hassle of renegotiating a prior agreement for a one-time, quickie project. A freelance copywriter is a convenient agency fill-in.

Even if you prefer to write your own business content, a freelance copywriter is a convenient resource to have, serving as a second set of eyes. Hire a freelance copywriter to proofread and edit all of your business literature before sending it to the printer or a prospective client. Securing your professional image by hiring a freelance copywriter to proof your writing before it leaves your office is one of the smartest business moves you'll make.

A Freelance Copywriter Reduces Stress

Stop stressing over deadlines, budgets, overworked staff or an understaffed team. If you're a small business owner, you're probably use to being all things to your business. You don't have to be! Let a freelance copywriter take the burden of writing off your shoulders.

Case in Point:

As the communications director of a busy ministry, Rita Jackson was buried in projects. Church leaders wanted publicity for ministry events and initiatives. She knew it was imperative that they see results soon. The stress of this new task on top of all the other projects she was swamped with could have overwhelmed her. Instead of succumbing to the pressure, Rita outsourced press release writing and press kit development to me. She continued working stress free while ministry leaders praised the results of her publicity efforts.

You simply can't go wrong with a freelance copywriter.

You've heard the benefits of working with a freelance copywriter. Now it's time to take action. There are many freelance copywriters out there, experienced in many different industries. Many of them specialize in niche industries or offer specialized copywriting

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services, including online communications, technical writing, website copywriting, proofreading and editing and direct mail copywriting. Once you find a few who interest you, give them a call and request samples or a quote or consultation.

Where to Find Freelance Copywriters

Freelance copywriters are easy to find. Once you find one, you'll find more. You'll easily build a pool of freelance copywriting talent.

Networking Events

Freelance copywriters frequent business and social networking events, including:

- Chamber of Commerce events
- Business association meetings
- Business mixers
- PTA – Many freelance copywriters are parents actively involved in education.
- Church

The Internet

Many also have their own websites. Use Google or Yahoo search engines and initiate a search using any of the following keywords:

- Freelance copywriter
- Freelance business writer
- Freelance website copywriter
- Online copywriter
- Freelance writer
- Freelance technical writer
- Contract technical writer
- Marketing communications consultant

Find freelance copywriters in your local area by adding your city or nearby metropolitan area to the keywords. For example, I'm a freelance copywriter in Atlanta, GA. To find my website, you would search "*freelance copywriter in Atlanta*" or "*Atlanta freelance copywriter*". Or, better yet, visit me at www.AyanaGlaze.com.

Other online sources include

- www.ItsWebRelated.com – Find copywriters specializing in online communications and Internet marketing.
- www.MarketingTool.com – Find copywriters in various specialties, in your state or city.
- Yahoo Groups (www.groups.yahoo.com) – Find copywriters chatting-it-up online.
- www.FreelanceForum.org – Find copywriters in metro Atlanta using the Find a Freelancer link.

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Business and Professional Organizations

- PRSA – Public Relations Society of America (www.PRSA.org)
- National Black Public Relations Society (www.NBPRS.org)
- International Association of Business Communicators (www.IABC.org)
- Association for Women in Communications (www.womcom.org)
- Chamber of Commerce

We're everywhere! Give a freelance copywriter a call for your next project. You'll be glad you did.

About Ayana Glaze

Ayana Glaze is a freelance copywriter in Atlanta, GA. She launched her freelance writing career in 1998 before she even knew what freelancing was. In 2000, she set out on her own and began her career as a fulltime freelance copywriter. She has written articles, marketing copy, business collateral and technical content for various clients and employers, including BellSouth, Panasonic, Fort Mountain Resort and Properties, Georgia Southwestern State University and the American Cancer Society. Ayana publishes a weekly electronic marketing and business communications newsletter, *The Copywriter's Closet*. She is also the author of an e-book, *75 Wacky Places to Flaunt Your Expertise for Maximum Exposure*, and several marketing articles appearing on Entrepreneur.com. Visit her online at www.AyanaGlaze.com.