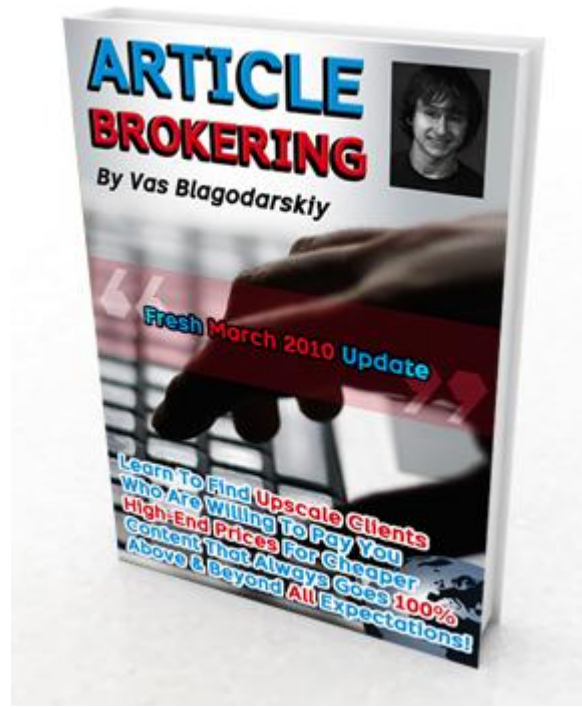


Article Brokering

This is a comprehensive 40-page guide authored by Vas Blagodarskiy on flipping content much in the same manner you would be flipping web-sites, cars, houses... you name it!



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INTRODUCTION

My name is Vas Blagodarskiy, I'm a Russian-born Business major at University of Maryland (College Park). My family moved to the US from Europe about a decade ago. Thanks to my Dad who has had a PayPal account for almost 10 years, I've been able to do business online since I was 14. When it all started, I was "that annoying kid" who would try to make money online any way he could. Due to my lack of experience in communication on professional forums, NamePros and WHT infraction points started adding up, until I got banned from those two. However, I did the smart thing and learned from my mistakes: I got the hang of online etiquette, starting checking twice if I'm posting in the right forum or not, and overall treated others with a lot more respect than I used to. While I was 14-15-16, I learned HTML rather quickly, moved on up to basics in PHP, quickly mastered Photoshop, and was able to make \$150-\$250 a month working from home. Not bad at all for an average teenager, making money from his computer, right?



Now that I'm an adult, I have all-grown-up responsibilities: rent, food, gas, not to mention about \$10k a year in tuition. A part time job isn't enough to make ends meet. I knew that High School was coming to an end and College would start sooner than I could blink, so I got started on content creation a few years ago.



I began the way most content writers start out on DigitalPoint: \$1.00 per 100 words. Then I realized how hard it is to actually come up with content – I had high standards of my final products, because I wanted to get a good reputation on DP. I soon had to start charging \$1.50, then \$1.75, then \$2.00 per 100 words. As my feedback score (formerly called "iTrader points") racked up, people realized that I'm serious about my work ethic, and that I'm actually fluent in English (imagine that! On a forum full of foreign writers who are happy with making \$2-\$3 a day).

Soon I discovered the unique reality of how things are on DigitalPoint:

There is a never-ending demand for high quality content, and there seems to be little supply of it. Most cheap writers speak poor English, can't write a correct sentence to save their life, and therefore charge as low as \$2-\$3 per 500-600 word article.

Before I start, let's define two crucial terms that I will be using throughout the book:

Client – an interested *customer* who wants your article writing services

Supplier – the *writer* whom you pay to actually create content for your client

The secret to flipping content is **to find reliable English speaking writers who do not charge an arm and a leg**. Then, you build your own brand, charge a marked-up price, and keep the profit! The concept of content brokering is very similar to flipping domain names, sites, houses, cars – you name it. It's very simple, and very profitable, because it allows you to spend less time to work with more clients simultaneously. Here is how it works:

1) *You find a customer who needs specific content written*

- a. You get all the details from them
- b. You quote the total price
- c. You receive the payment up front

2) *You find a content writer who will write it for less*

- a. You forward the details from your client to your supplier
- b. You send them their payment
- c. You remind them about due dates, help them with finding relevant sources, etc

3) *You keep the profit*

- a. Your profit is the difference between what was paid to you, and what you paid to the writer
- b. Your job is to be that “middleman”
- c. You can earn up to \$200 / hr doing this

3 steps. That's it.

To see what it's been doing to me, check out my emergency checking account:

Free Checking

 **HELP**

Related Links: [Transfers & Loan Payments](#) | [Upcoming Transactions \(\\$0.00\)](#)
[View Statements & Checks](#) | [Export Data](#) | [Order New Checks](#)

Account 70 **Total Balance** \$1,326.29
Available Balance \$1,326.29

Show - or - **View** [View Calendar](#) [View Calendar](#)
From **To** **GO**

▼Date	Transaction Description	Credits/Debits	Total Balance
02/23/2010	ATM ENV-DEP S	\$1,351.49	\$1,342.29
02/23/2010	WEB XFER TO SAV	-\$200.00	-\$9.20
01/25/2010	ATM ENV-DEP S	\$200.00	\$236.73
01/19/2010	WEB XFER TO SAV	-\$200.00	\$386.01
01/14/2010	ATM ENV-DEP S	\$60.00	\$586.01
01/11/2010	ATM ENV-DEP S	\$312.01	\$546.01
12/29/2009	ATM ENV-DEP S	\$50.00	\$386.75

I've been making over \$500 a month on and off doing this. It's a great source of emergency cash (for instance, I've paid for 2 unexpected car problems that cost me \$650 and \$900 with this method). You'll also notice the \$200 withdrawals are to an attached savings account so I can put money away for any long-term goals! Look:

Relationship Savings



Related Links: [Transfers & Loan Payments](#) | [Upcoming Transactions \(\\$0.00\)](#)
[View Statements & Checks](#) | [Export Data](#) | [Order New Checks](#)

Account **Total Balance** \$3,051.71
Available Balance \$3,051.71

Show - or - **View** [View Calendar](#) [View Calendar](#)
From **To**

<u>Post</u> <u>Date</u>	<u>Transaction Description</u>	<u>Credits</u> / <u>Debits</u>	<u>Total Balance</u>
02/23/2010	WEB XFER FROM CHK 00009841077770	\$200.00	\$3,051.71
02/08/2010	INTEREST PAYMENT	\$0.12	\$2,851.71
01/19/2010	WEB XFER FROM CHK 00009841077770	\$200.00	\$2,851.59

This eBook will elaborate on this concept, providing you with invaluable insight that 3 years of hands-on experience can bring to your own office table.

CHAPTER 1

“The Big Idea”

In this chapter, I will summarize the basics of what you’re doing with this method of making money online.

First (and foremost):

Keep an eye out for con artists who want to either **A)** get paid and not deliver your content, or **B)** accept content from you and not pay for it. This is why you want to get paid first, and then pay your supplier upon delivery. Doing this is easier if you have a higher feedback score like me, because people will trust you more. If you’re new to DP, no problem: invest \$20-\$30 in 5-10 low-cost items that you can buy from other members, and ask to exchange feedback scores. Doing this isn’t required to get started, but will help you get the ball rolling in the right direction by making yourself look more legit. Because exchanging feedbacks and reputation points is a mutual benefit, most users will be more than happy to do this with you.

Second:

Like I explained before, you want to buy low and sell high. You want to get the payment from your client as soon as possible, and you want to pay your supplier in a timely manner, but preferably upon delivery. The later – the better; the more time you have the money, the more you can do with it. Your best judgment about a client OR a supplier can be made by analyzing a user’s reputation and feedback scores – or a similar scale if you’re on other discussion boards. These scores speak for months or even years of their prior business conduct in the marketplace. Another thing you can look at is the quality of their previous posts: are they professional and concise, or inaccurate and wordy? Make it clear to your suppliers that you need specific content, and that you will not pay for fluff and “filler” words. That way if there are any issues with your client, then your supplier will have to revise the article until it’s up to the specification (if they don’t, they don’t get paid). The big idea, however, is to make a profit, as with all businesses. For instance, my personal markup is 60%: I sell my services for \$2.50 per 100 words,

and I buy content at \$1.00 per 100 words. Your markups can be different, but I suggest making it no less than 25-35% in order to stay on the safe side in case you get scammed. I have already found a private network of solid writers who are doing this work for me, and we're very happy with each other. There are three reasons as to why I'm not giving you the contact info of these specific suppliers of mine:

1. They already have a busy workload from content projects that I supply them with, they couldn't physically handle any more work – there's simply not enough free time on their schedule;
2. Finding your own writers will ensure that the issue above doesn't happen to you;
3. You will learn valuable skills and develop special, personal relationships by locating your own writers and clients.

(Even if the first two reasons didn't exist, I asked my suppliers and they would like to remain anonymous; I must respect their wishes.)

Third:

Because you're charging your clients a lot in comparison to what you're paying your suppliers, you need to build a brand. This brand will be your competitive edge over the people who are still charging low (but essentially, the end result is the same thing; you're just the middleman for the client). You need a name that will be recognized; a name that buyers will want to come back to. Don't have the budget of AOL to market yourself? No problems – just start out slow. 3 most visible parts of building a brand name – especially on a discussion forum board – are your **username, profile avatar, and signature**. Your picture can be anything you want, but make it professional and friendly. For example, my login is vip-ip, and my avatar is a lemon. You will recognize this as my theme for my portfolio, www.vip-ip.net.



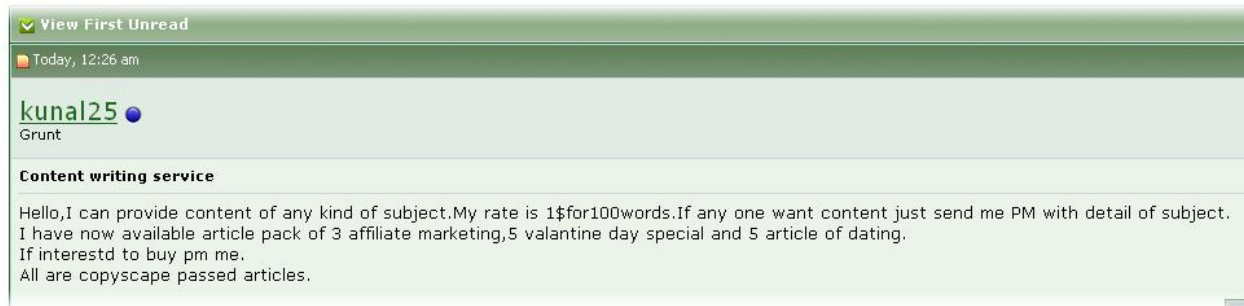
As you begin to get orders and post more and more content online, more and more people will see your "identity" and the better recognized you'll become. As with other

things, that means the processes in the rest of the chapters will become a lot easier as time goes on – for example, like exercising or dieting.

CHAPTER 2

“How To Find Clients”

How many times have you seen forum posts like these?



[This is what you DON'T want to do.](#)

Before you aimlessly start posting threads online, get your information straight. Half of the “writers” don’t even bother to do so, and web-masters who need content know this. If you can’t write a forum thread, how the hell can a buyer expect a coherent article from you? This is the one most important thing that your potential clients see before ordering from you, so if you mess this up, you’re not going to have a clientele, therefore you’re not going to make any money at all. It’s sort of a “public relations” type of thing: you want to appear professional, courteous, and make the client WANT to do business with you. It’s all sales skills, and if you have none, follow my method and you’ll soon develop a personal “flavor” when it comes to writing your pitch to others.

There are 4 ways which you can use to find customers, at no cost. These are free and require minimal effort on your behalf. I only use 1 of them (the first one); if business ever gets slow there, I go on to method 2, then 3. If for some reason I have no success with those – which has never occurred before – I go on to method 4. They’re simple, and with practice you will master your own ways of selling your services:

1. DigitalPoint – <http://forums.digitalpoint.com> – post in the [Content Creation](#) section
2. NamePros – <http://namepros.com> – post in the [Web Development](#) section
3. Craigslist – <http://craigslist.org> – post in the **writing / editing** section
4. Elance - <http://www.elance.com/> - you can get started for free

Once you start making money, you can branch out to other paid services which may help you find new clientele. These tend to have a better targeted audience, but there's also a lot of competition on there so don't just go right ahead and invest into it with no prior experience. Get your feet in the water before plunging:

- SitePoint – <http://www.sitepoint.com/forums/> - free to browse the “[Looking to hire](#)” section, but costs \$10 to [Advertise Your Services](#).
- Freelancer - <http://www.freelancer.com/> - you will pay a set commission rate per completed project.
- Project4Hire - <http://www.project4hire.com/> - 5% commission on the final project bid up-front; if the transaction falls through, you get a refund.
- <http://www.guru.com/> - 5% to 10% commission on the final project price.



So there are your 8 sources of where you can try to build your clientele. There are tons of sites that can help you to get started if anything's confusing – from those sites' FAQ and Help sections, to resources like <http://www.freelancewritinggigs.com/> that offer free advice to newbies and professionals alike.

You've got the tools, now all it takes is actually getting started 😊

CHAPTER 3

“How To Approach Clients”

There are three main ways with which I approach my customers, and this is where you can get creative. These three main ways are: 1) Posting your own ads; 2) Replying to other people’s requests; 3) Promoting your online portfolio. I would suggest mastering these tactics before experimenting with your own, but if you have experience in other things, then by all means, please feel free to adapt them to your array of sales techniques.

To diversify your potential for making sales, I suggest employing a combination of all three. That way you can leverage your time in the same sense as “not putting all your eggs in one basket.” What I mean by that is that if one way doesn’t work for you, you have 2 other backups doing business for you somewhere in the pipeline. Before I get into specifics, the following things must always be obeyed no matter which tactic you pick:

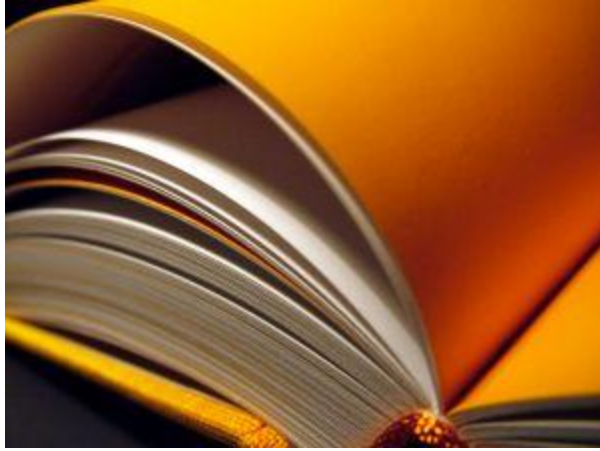
- **Professional attitude** – act as if you work for a Fortune 500 company. Your buyers want to deal with someone who’s on point, and doesn’t take their job half-assedly.
- **Proofread EVERYTHING.** It doesn’t matter if you’re writing a sales thread or a helpful post. Even if you’re replying to an unrelated thread on a forum board. Think: *you’re a writer*. Syntax and spelling errors in ANY forum threads are NOT acceptable.
- **Get in the habit of frequently checking your email.** By communicating quickly and replying to emails and Private Messages on time, you instantly add value to your services.



One thing that you need to understand about sales if you have no sales experience:

IT’S ALL ABOUT VOLUME.

Not the dial on your stereo – I’m talking about the amount of work you try to take on! You **NEED** to work with high volumes of prospects, and what I mean by that is you need to go out of your way to offer your services to as many people as possible. There are some ways that will work for you better than others, but the general idea is that the more offers you make, the more likely you are to find your next client. Think: if you contact 10 people a day about 10 of their different writing assignments... that’s 300



potential sales per month! I average at about 10% success rate of orders out of contacts. For every 100 prospects that I contact, about 10 will order something from me. It wasn't like that always, and you will NOT be as successful right off the bat, I can tell you that much. But, if I could do it – anyone could 😊 Could you imagine how much potential that is for long-term projects down the road? Once you have the volume coming in, the rest can be tweaked (your

sales pitch, your word choice – heck, even your array of services and pricing). So without further ado, let's take a close look at three ways that I make 95% of my money:

1) ***Posting Your Own Ads***

Your ad can be short or long, but make it no more than 650 words in any case. Anything above 500 words and you're going to bore your reader with useless stuff; sometime you need the extra ~150 words to describe details of your services. Do what others DON'T do: tell them, *what makes you – YOU?* Make sure your ad readers see everything they NEED to know *BEFORE* approaching. Important aspects to mention are:



- Your native language (English only; never say it's any other language)
- Your country of origin (US, England, Australia or Canada)
- Your turnaround (the quicker you can get 10 articles written, the better)
- Your preferred niches (for instance, health / finance / real estate / electronics)
- A list of services offered (ex, writing / rewriting / copywriting / article spinning)
- A list of acceptable payment methods (PayPal is a must!)
- A brief bio (optional)

A word of advice: proofread your ad as many times as possible!!! Here's a sample of a short ad of mine:

If you're a believer in QUALITY over QUANTITY, you know how much it matters to have better articles that make sense. It gives you a competitive edge over other publishers who want to publish *more-more-more*, as opposed to putting time into their writing.

I will not bore you with long sales pitches or special offers. The bottom line is, I'm a business major, and my goal is to go above and beyond your expectations. My rate is **\$2.50 per 100 words**. If you would like to see some samples of my writing, [click here](#), or just look up my iTrader. I always put in about an hour into polishing each article, which is why the final result reads smoothly, and thus brings more people back to your site/blog/directory/landing page, or whatever else you have.

PM me if you're interested; let me know what kind of content you need, and we can discuss your niche, as well as what I can do to help you make more money.

Don't go overboard with formatting, but if you have a good Feedback Score (formerly known as iTrader rating), mention it! TELL people to GO AND LOOK at it to make sure you're credible. Watch out, though: whatever you write in here MUST be your hiring standard for writers down the road. Otherwise, your reputation is put on stake. So, if you're from England and your English is not that good but you swear that you're a US writer who has experience writing on the topic of "Cancer" then you *better* find a qualified writer whose content sounds intelligent! Or else.



Using a blend of a personal approach and a professional attitude, you should soon find your own balance. However informal you choose to get, never get side-tracked. Certain things should never have to come up. You should NOT list things like:

- How old you are if you're younger than 18 (don't embarrass yourself)
- Where you have lived before (unless it's critical to your niche)
- Anything else unrelated to the topic.

Here's a sample of a longer ad that I use for marketing my copywriting services (I actually personally focus on and write these Sales Copies while the article creation runs on autopilot using my brokering model) that I also advertise in my signature under every post that I make:

Hi there,

My name is Vas Blagodarskiy, I'm a business major at University of Maryland (College Park) and I've been writing content for various webmasters for a good 2 or 3 years. I've sold a lot of content here on DP, and it has really helped me develop a number of good, long term relationships with people from all around the world. My previous experience is a true blessing, and I now want to divulge into a slightly different field.

I would like to offer my sales copy writing services to **DP members only**.

My online nickname is *vip-ip*, and you will not find this thread on any other forum; I am running this event until Next Monday, February 15th, at which point I will hike my price up, because what I'm offering you could make you your next autopilot income stream.

FACT: A good Sales Copy takes at least 5 hours of non-stop work.

FACT: 80% of Sales Copies are half-a##'d.

You want your product to be the *best*. You want your product to sell, and to **sell well**. You're looking at a chance to give your ebook, guide, manual, software, or any other electronic good or tool - call it what you want - a superior edge over the competition! This deal is an investment in your own success down the road; go with the wrong guy, and your investment might as well have been toilet paper.

Cutting right to the chase, here is what I am offering as part of this deal:

- Original, 100% fresh sales copy writing
- Eye-catching, action-driving headlines
- Two proof reads for every single word I write
- Unlimited revisions until my work is to your specification
- HTML integration

I know what you want to see: **samples**. After all, when it comes to business, money talks and BS walks, am I right? Please see samples of my work here:

[Domain Flipping Profits](#)

[Killer Traffic Secrets](#)

[PayPal Domination](#)

[Investor Planet](#)

[Tweeter's Guide](#)

[MaxMight Male Enhancement Product](#)

As you can see, I'm very flexible in terms of different niches and how well I can promote any product. I've also written a number of relevant documents and advertising materials, such as ebooks, privacy policies, and Russian translations that have helped me solidify my copy writing know-how. For example, check out this [Privacy Policy](#).

My iTrader speaks for my work ethic, and I don't want to bore you, so I'll sum it up for you: I'm precise with deadlines, I like to communicate things well to have an exact understanding, and I will work until you're 100% happy.

So you need a sales copy, and you need it NOW. I suggest you don't compromise your success by settling for less than the best, and I wish you good luck looking for a writer as reliable, skilled, and prompt as myself. That being said, you're probably wondering about the price...

Sales copy writing - \$150 flat (up to 2,000 words, then only \$5 for each 100 words extra)

Headlines & Graphics - FREE

Unlimited Edits & Revisions - FREE

2 Final Proofreads - FREE

HTML Integration - FREE

Your content will be delivered 100% fresh - no copy>>pasting, no rewriting; you're paying for totally original content, and you will get totally original content.

Another Special Offer:

For DP members with 5 feedbacks or more, I will only ask for a 50% up-front payment;

10 feedbacks or more - just 25%;

20 feedbacks or more - no up-front payment!

(You must be a member of DP for at least 3 months and have a 100% positive reputation within the past year to qualify)

Looking for orders now! Please drop me a line over PM, or via email at admin@vip-ip.net if you're interested! If you're serious about a project, I would like to discuss it over the phone or on Skype, if you wish.

*Best Regards,
vip-ip.*

If anyone complains about your high charge, again, don't be defensive about it. Instead, assert your professionalism and don't settle to lower your rate significantly – especially if it's not for a bulk assignment. Using a bit of humor to add a personal touch shouldn't hurt, either. Here's a good way to reject someone who may be trying to hijack your thread:

***Just for the record:** yes, I know that "most" writers here can do articles for \$1-\$2 per 100 words. Yes, I know you can find a newbie writer who can do it for just dollars per article. I'm not saying you should stay away from them - by all means, go ahead and contact them. When you get a message back in the sense of what DPL said ("yes sir can do work now plz send money 2 myaddy@paypal.com thank you yes") - I'll look forward to your message.*

My hourly rate is \$20 - it's what I'm worth, it's what I can get paid, and people are very happy with that. I wouldn't say this if I didn't have an iTrader record to prove it. In 60 minutes, I can research, compile, and edit a killer 800 word article. You and I can do multiplication, just do the math - I estimate my rate for 100 words to be \$2.50, but in 100% of the cases you get more than what you pay for (ex: one of my clients orders 10 articles at a time, 500 words each, I average 540-560 words per article). I never underdeliver.

*Best Regards,
vip-ip.*

2) *Replying To Other People's Requests*


Just like forums are full of people promoting their services, there are also ads *looking* for freelancers. As an article broker, your job is to bridge that connection. Writing is a big field, and there is tough competition out there when you respond to these requests. If you want to see what it's like, post an ad looking for a content writer on some general topic (for instance, stocks). See how many private messages and responses you get to get a feel for what kind of market you're working with, what your competition is like, and to understand what you're up against.

Like I mentioned before, to be on the safe side, you always want the payment up-front. The more cash you have on hand, the more you know about your profit margins and what you can afford on expenses. People aren't perfect, and even those who have had a good track record with you might promise a payment by tomorrow, but what good is that promise until you have their money on hand?

The danger in replying to other people's requests for content lies in scammers. Many of those posts are fraudulent in a sense that the original poster has no intent on ever paying you. They may be good with *social engineering*, which is a fancy term for "they can talk you into providing services or sending them goods up-front with no payment." Although most people warn that forum members – even those with hard-earned, good reputations – can be dishonest. I have not had any unpleasant experiences with high-scoring members myself, but theoretically it isn't improbable. Be careful and exercise caution – that's why requesting at least a 50% deposit up-front is a must for me.

Today 3:55 pm

#1



Recruitment Nick ◦
Hand of A'dal

Join Date: **Aug 2008**
Location: **London**
Posts: **417**
Feedback Score: **60 (100%)**

Regular content at \$0.005 a word
I am in need of another regular content writer for a couple of personal projects.
I will be looking at ordering about 3000 words a week, in sets of 300 word articles, ideally with a short turn around time.
Budget is \$0.005 a word maximum (half a cent a word)
If you are interested pm me with how quickly you can get a trial 1200 words (4 x 300 word articles) done and you MUST include examples of previous work
To prove you have read this post all the way through please title the PM 'Heavyweight of the Year'

Niche Site Creation. Keyword research, content, the site itself, everything! **Only \$37**
VERY Cheap Squidoo Lens Creation <-- **as little as \$7** for lens and 750 words!

★ ▲

Reply | Reply With Quote | +

This is what a typical ad looking for a writer will look like. In this particular case, the rate that the buyer is looking to pay is too low. Price is just one of the considerations to look at. Other things that should be red flags to you as far as fitting the article brokering model include:

- Does the member ask for work up-front without even offering a down-payment?
- Does he have many Feedback Score ratings? If so, how recent are they? If he or she is under 100%, what were their negative comments for, and from whom?
- Does their previous post / thread history look sketchy?

However, here's an ad that I replied to (and that I successfully sold, as opposed to over 30+ other writers who also contacted the poster – probably with lower rates, too!):

<http://forums.digitalpoint.com/showthread.php?t=1495460>

The ad asked for “someone who can provide me with content on a DJ site (mostly dj mixer reviews and anything DJ related) as well as for a processors website.” The ad mentioned an unpleasant experience with a previous rip-off, and exactly what the buyer needed from the writer.



When replying to an ad, take extra time to read the original poster's EXACT instructions. For instance, they may specify that they don't want to know your hourly rate, but an overall total for a certain project instead. Or, while your instinct tells you to private-message the OP, they may specify to email them instead. Follow their wishes carefully. Why? Because 80% of people don't. You want to automatically become one of the few to be chosen from. Adding a personal touch where you extend your grievance for the person's damaged financials associated with the previous rip-off. You have to assure them that this will not happen with you. This is where you earn their trust; do what you can to help them make the decisions that you want them to make. That's called Sales, and the decision you want them to make is A) ignore all the other writers applying for this project, B) choose and trust me, C) send me an up-front payment.

Do work.

3) *Promoting Your Online Portfolio*

This one goes along with all of the other techniques, because you can easily incorporate it in both your sales letters and replies to others' requests. I highly suggest getting your own dot-com (or I chose a dot-net back in 2004 and it works fine for me) and a hosting account. If you don't know much about web design, there are wonderful templates available online. Here's what my basic layout looks like (and it does wonders):

Vas Blagodarskiy
 E-mail: admin@vip-ip.net
 Skype: vas.b92
 Phone: (443) 745-9845

Home About Me Content Writing Graphic Design

Unique Article Creation
 - 100% Original, Copyscape Passed
 - Unique, Fresh, Twice Proofread
 - Fully edited & Revised To Your Liking
\$3.50
 per 100 words

Article Spinning / Rewriting
 - Will Fit Content To Your Needs
 - Pull Information From Various Sources
 - Fluent Ideas Of An American Writer
\$2.00
 per 100 words

Copywriting / Sales Letter
 - Catchy Headlines Mean Higher Conversions
 - Calls To Action: Request! Buy! Subscribe!
 - Proven Sales Methods Utilized
\$6.00
 per 100 words

Quick on deadlines
 FREE graphics
 FREE any keyword density
 FREE seo friendly style
 FREE html integration

Previous Writing Samples:
[Domain Flipping Profits](#)
[Killer Traffic Secrets](#)
[PayPal Domination](#)
[Investor Planet](#)
[Tweeter's Guide](#)
[MaxMight Male Enhancement](#)

Request A Free Quote!

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This guide isn't about getting a site up: figure it out. The point is, having a portfolio with a neat layout helps reinforce your message of professionalism by allowing your prospective clients go through an organized list of your services, previous samples, pricing, history, and it helps you get in touch with those prospects.

Things to keep in mind when you sell your content creation skills:

- Don't be afraid to embark upon an unfamiliar topic. If your rate is high enough, you WILL find a writer with expertise in just about any niche. For example, I took on a project about windshield replacements knowing nothing about the topic! Most of the research has already been done for you; it's out there, you just have to look it up. Worst comes to worst – spend 10-15 minutes doing research on that niche, and provide your most adequate writer with this information.
- After making your sales pitch in an ad, make a link to it from your signature. My link over at DigitalPoint looks like this:

Want rich, 100% original, high quality content? Looking for orders now: contact me *today!*

[Article Writing Services Starting At \\$2.50 / 100 words](#)

[Copywriting Services Starting At \\$150 Per Copy](#)

If a signature has a limit on the total amount of characters, try to shorten it by fitting longer URLs in. A good way is to shorten your thread URLs with a free service like www.bit.ly. Modify your signature to fit your style and taste, and tweak it from time to time for maximum results.

- To raise your status on a discussion board, post a number of regular no-sales threads that help the overall community. It generates discussions, discussions make lasting impressions, and lasting impressions are a good public relations aspect. Check out some of the ones I've made:

[My Own Formula For Outstanding Copywriting](#)

[An Expert's 3 Tips Of Proofreading Your Sales Copy](#)

[The BIG Idea In Making Money - No Matter Your Occupation, Niche, Etc.](#)

The better your post, the more reputation points you might gain (or “stars” to stick it to the top of the forum, or whatever else it might be). If you'd like, write some unique content in your spare time and post it on EzineArticles or ArticlesBase. By branching out to different topics in specific threads, you accomplish numerous things:

- Publicize your brand and make it more recognizable
- Establish a sense of being an expert at writing
- Potentially find new customers who may take a look at your signature

Most forums require you to achieve a certain post count or be a member of a forum board for an X amount of days before you can start doing business there. Instead of doing what most writers do and just flood useless topics with nonsense and fluff (“yeah I agree with that idea completely, thanks OP” and “very interesting post, I learned a lot”)



turn this obstacle into a competitive edge. Yes, you might have to wait until you start doing sales in a particular webmaster community, but so did everyone else. Take this time to introduce yourself and make a contribution to the board first. You want to establish an image of professionalism and an “I don't mess around with stupidity, I'm much too busy for that” type of attitude. At

least that could be your image, but tailor it to your actual personality. If you're naturally courteous and informative, and an overall asset to a community, then being yourself will earn you brownie points with clients later. Do it now, and you'll be that much better off down the road.

Armed with this knowledge, it's time to go online and find yourself some business! Start by making a rough draft of your sales thread, edit it endlessly, and even sleep on it before posting it (by "sleeping" on a draft I mean edit it at night, then go to sleep, then proofread it again in the morning; I guarantee you will find something you could improve!) – wait 72 hours to see if you get any inquiries.

Remember: **VOLUME!**

CHAPTER 4

"How To Find Suppliers"

This section will primarily deal with hiring people on DigitalPoint, however these strategies can be applied to virtually any marketplace. Do not be turned off by my reference to just one particular board - simply put, it's where I get the large majority of my writers. The point of this chapter is to go over how to find the right people to do your expensive work for a smaller fee. They will be doing the actual work, which makes you sort of like a manager. But I like to call it "broker" - simply because the model is similar to real estate and even car dealing. For instance, my rate is \$2.50 per 100 words so I try to find someone who will do this for me for \$1.00, \$1.25, \$1.50 per 100 words. The lesser their fee, the higher my profit margin. And the profit margin is the reason why we're in business!



The problem is that 90% of members on DigitalPoint who want to sell their services for that low are foreign, and their English is poor at best. For you, this means crappy content that you're going to spend an hour fixing. One time I ordered a 500-word article from a foreign writer and ended up spending 20 minutes fixing it! At this rate, I might as well have written it myself. Therein lies the difficulty: how do you locate people who are competent enough to do this work for you, and how do you keep them on task once they're hired?



One way is to post WTB (want to buy) ads. If you're wondering if my "90% of writers are foreign" claim is true, go ahead and try it for yourself. On DigitalPoint, they're free to post, and you will get a lot of responses. Make sure you post your threads in the right places, or else they will get moved or deleted, and you are likely going to get infraction points. Infraction points look bad on your account. Depending on your wording, you might get 30+ responses, or you can get 3-4 responses. Make it easy to

be interpreted loosely, and the whole Asian continent will be blasting your Private Messages; make it specific, and you will hear from a higher percentage of really qualified people. The response will be based on what you post, when you post it, and which particular writers (ballsy vs. shy) happen to read it. Here is an ad that I posted recently, with successful results, so try to model around it:

Title: Need Technology Article Rewrites From A 30+ iTrader DP Writer

"Here's the deal: I have about 10 articles related to technology - memory cards, flash drives, VGA adapters, USB-3, etc - that need to be rewritten. Right now they're 500 words each and full of fluff and unnecessary repeats. I need someone who:

- Has an iTrader of 30+
- Can show me previous samples on TECHNOLOGY articles
- Speaks native English - UK, US, Canada and Australian writers only please
- Can get these 500-word rewrites done for a fair price within 48 hours

This is more of a fixer-upper type of job rather than just changing words around - I will need unique content, but it's very specific. So if you do not qualify for at least the first 3 out of 4 requirements, then don't even bother PMing me because I will not reply to you. Just keep in mind that if your normal tactic is to write fluff, this is exactly what I DON'T want and CAN'T afford: I need someone who can get to the nitty-gritty detail of encryption processes, 256-bit algorithms, etc. etc. This is why proof of previous experience is a must!

PM me with your rates - I have money ready for you **now**!"

Ballsy writers from other countries might contact you even if you specify to not message you unless they're from the US, UK or Australia; in some cases it can be good, in some cases it can be bad. Obviously, if they can't word 2 sentences about themselves and what their rates are, you should delete their message indefinitely. However, if they make intelligently logical sense, keep them on file. One writer that I hired after a response to this ad was from India, which is usually against what I do, but their content was very low-priced, and sounded like it came from a graduate college student, so I was very satisfied.

Another way is to reply to WTS (want to sell) ads. You can find these in appropriate business services sections of a marketplace. Draft up a project template that you will "sell" to your new connection – the WTS original ad poster. Keep in mind that you're looking for an outstanding supplier who will be able to live up to your expensive expectations! After all, you're charging others \$2.50 per 100 words – they better get some unique content for their money! You have to package your response to a WTS ad attractively, but it will be along the lines of the WTB ad above. The key here is to customize it to your potential supplier's WTS ad to make it personal. For instance, here is one ad I replied to that a content writer posted:



Looking for quality content? Well, then you have come to the right place. That is something we strongly believe in delivering to our clients.

Worried about the bulk of work? Don't worry, we are experts when it comes to managing bulk projects. Our effective and efficient team of about 15 content writers can easily manage over 50 articles of 500 words every day. And there is no single day we take off. 🍷

In other words, Weaving Thoughts is a pool of talented content writers and aims at providing high quality yet affordable content writing solutions in the global market.

SERVICES

Website Content

SEO/Blog/Article Writing

Reviews

Technical Articles

Medical Articles

Press Releases

Sales Copies

How is our content?

Grammatically correct

Well researched

Well structured

And most of all, copyscape passed

Our biggest USP?

Supreme content quality

Flexible turnaround time and working schedule

Reasonable price

What are our rates?

Upto 1000 words \$7.5/ 500 words

Upto 10000 words \$4.5/ 500 words

Upto 50000 words \$4/ 500 words

Above 50000 words \$3.75/ 500 words

We also deal in sales letters and press releases but they do cost more. Please PM us for samples and customized quotations. However, reviews are available for the same price.

We offer an ezine-acceptance guarantee for an additional 25% price.

TESTIMONIALS

 Originally Posted by **kanip**

My Review

Very impressive and SEO optimized content... I am getting an article about mesothelioma symptoms.. And the result.. It's literally writhed.. Focus on mesothelioma symptoms. It's kind of deep content not only SEO optimized content, and of course, copyscape passed

 Originally Posted by **runnerrunner**

My review:

The content is all unique and the sentences generally make sense. It is well optimized for the keyword I gave him, although the article as a whole isn't very strong. He delivered the article very fast.

 Originally Posted by **Duff1000**

My review:


I asked WeavingThoughts to make me a product review, not only that the review was fanatstic it took him a very small amount of time to deliver it to me. The review was written perfectly- no spelling mistakes what so ever, right to the point, a quality content! I advice you to choose WeavingThoughts to be your writer, he is one of the best writers I worked with, will sure to be order more reviews in the future! The rate is very low and the content is very good!


No one is perfect so may rating is 9.6-10 For his wonderful review he made!

 Originally Posted by **ameshen**

My review:

He delivered very fast. I've checked the article and it passed copyscape. The article is all good.

Thank you. 

 Originally Posted by **Dennis Wilson**

my review:

nice work. wrote a good informative article that only needed small minor corrections. gave a

good overview of the topic I asked for in three hundred words. Article had a nice flow to it.

👍👍 Originally Posted by **lovefcb**

Good articles was writter from WeavingThoughts.

👍👍 Originally Posted by **chemicalinck**

good articles.....amazing writer.....recommended

👍👍 Originally Posted by **pickled**

just got my reviews and they are nice. recommended. thanks!

👍👍 Originally Posted by **aPRentice**

My article was delivered pretty quick. On purpose didn't give any reference URLs for where to find info on the subject - the stuff / research was good - With just a little edit could post it to my site!

Preparing my next order!

👍👍 Originally Posted by **ichkoguy**

I just got my review copy. It was great. I like the research works done at their side. I highly recommend this writer. All the best.

👍👍 Originally Posted by **digitalphantom05**

Hmm. I just bought a few articles from these folks. Nice job so far.

👍👍 Originally Posted by **abhijit**

I have ordered a few articles from these guys and I am satisfied with the quality...

We look forward to working with new clients.

Aakshey.

I appreciate a forum user who can compose such a clear, well-put sales letter. Personally, I think it shows an edge of professionalism, and that's exactly what I look for when I hire someone to do my content. In addition, by the poster's actual feedback score under his username, I knew he was serious. As a side note, I didn't like the 2-page testimonial recital, but that's OK – I'm sold. However, I was leery of the name signing it: Aakshey. There's no real "politically correct" game here, it's just how it is – I do NOT feel comfortable with foreign writers. However, I addressed the issue to Aakshey and used honesty to my advantage. Here is how I tailored my response and project quote request to their sales copy:

Hello Aakshkey,

I was very impressed with your sales copy, and wanted to spark up some new business that I hope will grow into a long term relationship.

What I have is 10 articles of about 550 words each. The niche is technology - HDMI cables, memory cards, etc. These 10 articles are actually all done, but a lot of the content in them is fluff. Basically, I had a crappy writer make them for me and now my client is pissed that they don't make sense. What I need you to do for me is take the fluff out and replace it with meaningful, specific content. I will pay you \$45 for the entire project, because about 3/4 of the content will remain intact. I just need a little bit of fresh research per article. So, this is over \$0.75 per 100 words overall. Do you accept?

Best Regards,
vip-ip.

Notice that I 1) addressed Aakshley by name, and 2) formatted my message nicely. A sloppy email or private message simply doesn't look professional! This is an actual project that I needed done by the end of the week. More details were sent over the email, but that was basically the breakdown of finding writers. I needed to get this particular job done on time, and gave Aakshey a try. Like always, I did not pay up front, so I had nothing to lose. When he delivered the content, it indeed was of the quality that I expected. The deal went smoothly, we exchanged feedback scores, and I sent him more work after a while.

Aakshey is one of dozens of writers that I approach every month. I have projects going in, and projects going out. The point in being an *article broker* is to manage the process more efficiently. Your art is to find ways to save time and cut corners while maintaining high standards and increasing productivity.



As a side note: Don't expect to do a lot of business around the holidays.

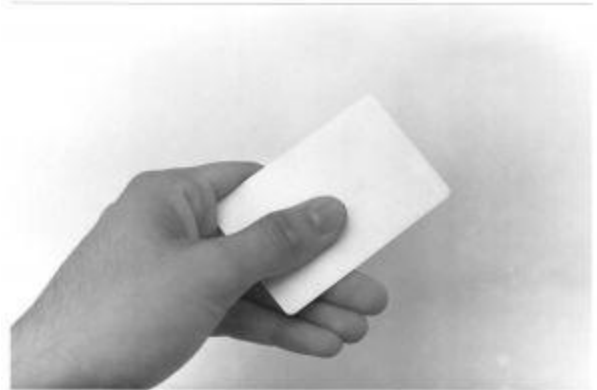
All writers are still people – they, too, want to enjoy their birthdays, Thanksgiving dinners and Christmas activities. Weekends can be the busiest for writers that are doing this to make some extra cash, so pay particular attention to your B2B communications on Fridays, Saturdays and

Sundays. But more on how to actually approach writers – in the next chapter.

CHAPTER 5

“How To Approach Suppliers”

The reality is, just because you found a writer doesn't mean that they can write a competent article about a particular topic. Just because you tell them that there's money for them to be made doesn't automatically mean that they'll accept. Vice versa, you should not become interested at every single ad posted on a forum. As far as how to actually pitch a sale to your writers, there are **5** points that I want to cover.



1 ■ Typically, if you tell your supplier EXACTLY how much you got paid, they can get greedy and ask for 70-80% of that amount. You can do one of two things:

- a. Tell them that the overall amount that you got paid is 3/4 of what you actually received. So if you get a \$100 project, tell your writer you got \$75, so when they get greedy they'll offer you that \$50-\$60 quote, which is what you should expect to pay;
- b. If a writer asks you for a higher rate, be honest with them and explain it how it is. Say something like, "To be honest with you, I'm being paid \$100 to do this, so at the MOST, I can cut you \$60 because I will need time to integrate that content into my client's website. You look like a solid writer, so if all goes well, we will do a lot of bulk work in the future, so I really am looking for a long-term relationship here."

I suggest avoiding telling them information that they don't NEED to know. They need to know what they need to write, how much they're getting paid, and when; that's it. Keep it simple and that way you'll free up your time as well as save everyone from confusion later – yourself included.

2 ■ Before contacting a writer, figure out your total budget. For example, I rarely ever plan to spend over \$50 for every \$100 assignment that I get. My writer - my supplier - doesn't HAVE to know how much I'm getting, so what they don't know can't hurt them.

3. Use your writers to leverage your time: if you have a two-part assignment, you can use a writer to "buy time" for yourself. While one thing's getting done (*project 1*), it appears as if you're hard at work doing it, meaning you can focus on another job (*project 2*).

4. Offer ~50% of what you're being paid. The less you pay the better, but it shouldn't be more than 50-60% of your total revenue.

5. Using a little bit of a scare tactic can't hurt, and tells the supplier that you're serious. "I have a network of about 20 content creators. If your rates are higher than what I'm offering, and if you're not looking for long-term work, I totally understand - just let me know, and I'll contact one of my associates. If none of my other writers are available right now for some reason, I might reconsider my rates." It's half-bluff, half-serious. It's a bluff because you might not have 20 content creators, but it's serious because their saying "No" doesn't hurt you - you can just move on to the next writing job seeker.

Once you have regular work coming and going, sitting in the pipeline and moving right along, an interesting thing happens: all of those 40-50-60 percents of the clients' totals start adding up. If you're doing everything right, then at the same time, you begin to realize that you deal more and more with the same exact clients, because they keep coming back for more. **That's when you know that you have a valuable brand that people like and find useful!**



As far as accounting for your sales... feel free to use any system that you'd like, but a simple balance sheet will give you an overview of your finances. Here's how my Excel spreadsheet looks like, and you could do something like that, or whatever else works for you. It's an actual snapshot of how things worked out for me between

1/17/2010 and 2/17/2010 (I removed all non-article brokering related transactions to make the total amount most reflective of just this business model). The purpose of such a balance sheet is to account for all monies, to have a client history profile handy, and to be used as a source document for tax references. As you can see, at the beginning of the period (from middle till end of January) I wasn't outsourcing much. The first project that I outsourced was on 2/7/2010. Take a look:

	A	B	C
1	1/17/2010	First half payment for articles, Kris Saelen 97G7837783352353X	\$45.00
2	1/17/2010	First half payment for articles, Kris Saelen 97G7837783352353X fee	(\$2.06)
3	1/25/2010	Alexander Felix 5VF16792NJ6491247	\$61.00
4	1/25/2010	Alexander Felix 5VF16792NJ6491247 fee	(\$2.07)
5	1/29/2010	Russian Translation 95V3943891574291M	\$23.00
6	1/29/2010	Russian Translation 95V3943891574291M fee	(\$1.20)
7	2/2/2010	EmergencyGlassRepair 87Y04274V42730918	\$37.50
8	2/2/2010	EmergencyGlassRepair 87Y04274V42730918 fee	(\$1.39)
9	2/2/2010	Second half payment for articles, Kris Saelen	\$53.93
10	2/2/2010	Second half payment for articles, Kris Saelen fee	(\$2.40)
11	2/2/2010	Max Benedict articles 973951421W5860225	\$25.00
12	2/2/2010	Max Benedict articles 973951421W5860225 fee	\$0.00
13	2/3/2010	Cerrado Limited first half for tech articles, 5YS03220C32000930	\$130.00
14	2/3/2010	Cerrado Limited first half for tech articles, 5YS03220C32000930 fee	(\$5.37)
15	2/5/2010	Reload Consulting article 13848269SE121223C	\$8.35
16	2/5/2010	Reload Consulting article 13848269SE121223C fee	\$0.00
17	2/6/2010	Template 03M15893WG279715K	(\$35.00)
18	2/7/2010	Cerrado Limited second half for tech articles, 58G38501PK082013U	\$190.00
19	2/7/2010	Cerrado Limited second half for tech articles, 58G38501PK082013U fee	(\$7.71)
20	2/7/2010	dpbuisness@gmail.com - 5 articles 2X353443D59947435	(\$15.00)
21	2/8/2010	Article from writertohire, 3B635693JH8219240	(\$7.00)
22	2/8/2010	2 articles, Wanda Fraser 7A282322N0127283X	(\$10.00)
23	2/10/2010	10 articles, 2VR50948301550542	\$150.00
24	2/10/2010	10 articles, 2VR50948301550542 fee	(\$4.65)
25	2/10/2010	First half for Adsensecomet sales page, 6AX33916S2813404A	\$50.00
26	2/10/2010	First half for Adsensecomet sales page, 6AX33916S2813404A fee	(\$2.25)
27	2/11/2010	nucleus99 - 3 articles for techdna.co.uk - 40H50038SS671101X	(\$13.13)
28	2/11/2010	lil_chick60@yahoo.com 5KA62861G02308736	(\$50.00)
29	2/12/2010	First half, Norm Newsome 48 car auto glass articles 2Y0464608D4589219	\$120.00
30	2/12/2010	First half, Norm Newsome 48 car auto glass articles 2Y0464608D4589219 fee	(\$3.78)
31	2/12/2010	Wanda Fraser 48 car auto glass articles for Norm Newsome 2/12, 7K0911723X4927146	(\$50.00)
32	2/15/2010	Doremi Lodunga (Jimi San) - 45E133108E353922W	\$170.00
33	2/15/2010	Doremi Lodunga (Jimi San) - 45E133108E353922W fee	(\$6.93)
34	2/16/2010	3 articles lil_chick60@yahoo.com 60368597FG0128730	(\$15.00)
35	2/17/2010	Second half for Adsensecomet sales page, 4KX698868M863424C	\$50.00
36	2/17/2010	Second half for Adsensecomet sales page, 4KX698868M863424C fee	(\$2.25)
37	TOTAL:		\$876.59

By my calculations, that's nearly \$30 a day. In my opinion, that's not bad at all for something that 1) only takes me an hour a day or less, 2) that helps me build clientele for business down the road, and 3) that continuously strengthens my online reputation!

When you deal with this volume of work, you can frequently find yourself lost or confused. What this ultimately leads to are things like: you send an email to one person but accidentally address it to another; you forget to pay a writer; you get content from your supplier, but forget to forward it on to your client; etc etc. To deal with these issues, I've established certain policies that work for me. You may adjust these, but from my experience, these particular rules work.

- 1) When a writer sends you content, SAVE it, PROOFREAD it, FIX it if needed, and SEND IT OFF to your client *right away*.
- 2) To establish a good reputation, pay your writers ASAP. They fronted you the work, so they're nervous about getting ripped off. Being on the edge of your seat is not a good feeling, so help your writer get these hassles and worries off their backs by paying them promptly.



- 3) If you feel like you're too busy to take on any more work, there's no shame in delaying the deal. It might actually do the opposite, and play to your advantage by making you look extremely busy and focused on your current assignment(s).

As far as keeping records, I just scribble notes that I understand and keep them in a folder. They're not going to be published anywhere, and they're just for my reference, so they look like chicken scratch. But that's OK – as long as I understand who ordered what, how much content they want and what kind, which keywords and densities they desire, etc.

An important thing to note – especially when dealing with bulk work – is to keep track of who among my suppliers is charging me the lowest rate to do that particular work. Imagine having 4 assignments and not knowing which 4 of your 30 writers are working on them! Don't count on "I'll write it down in a few hours, it's OK I'll remember." You

might not, and then it's back to digging through emails and forum boards. Why waste your own time? Pen, pencil, sharpie, highlighter, hell – crayon – use whatever you have to jot down important details like contact email addresses, expected turnaround time, and most importantly the person's name! Nothing is more embarrassing than forgetting a person's name and/or calling them the wrong name the following day! The next few pages have actual copies of what my "insider" notes look like, so just check them out:

in practice if you have previous skills pertaining to content management. If you want to build a legitimate brand, however, you need to either be A) extremely tricky about this, B) not use it very often at all, or C) not use it at all, which is what I recommend.

What this method consists of is asking for as many revisions as possible, meaning you get "spun" content at no extra charge. For instance, imagine that a writer quoted you \$1 per 100 words, and you make an order for 10 articles of 500 words each. That's \$50 worth of content for 10 articles. Now, assume you get your content, and it sounds nice. What you do then is dig through their writing and find as many flaws as you possibly can. No paper will be 100% perfect, so you can look for things like:

- Incorrect word usage
- Spelling errors or irrelevant fluff
- Run-ons, pointless repetitions

And so on and so on. Then you point these out to the writer, and politely ask for a rewrite. What's the result? If it doesn't work and your writer abandons you, then the best case scenario is that you will not have to pay them (remember: only pay upon completion!) More likely than not, they will fix it for you. If you're unlucky, you will get a rejection in response. If you're lucky, you get... 10 more corrected articles. Now you're up to 20 articles, also ~500 words each, and you don't have to pay a dime more for them. If you get ballsy and dare to ask for more revisions, you can get 30, 40, 50 uniquely spun articles - all for the same price.

What this does is this:

- *You spend more time communicating your "needed" revisions to your supplier*
- *Your per-100-words price that you pay decreases dramatically*
- *You get more content which you can later resell for more profits*
- *You SERIOUSLY piss off your supplier*

Don't tell me I didn't warn you: Use revision requests with caution!!!

In the end, you save a bit of change, but you may lose a valuable relationship with a writer who probably won't want to take on any more work from you. If they're a good supplier who satisfies your business needs, I strongly suggest NEVER doing this. Plus, I'm a believer in karma, and I'm certain that what goes around comes around. This is why I think it's nice to have writers who are willing to do revisions, but you shouldn't abuse this bonus, and only use it when your original client is truly unsatisfied with the work that you send them.

At this very moment, it is March 4th, 2010 as I'm writing this very sentence. Since February 17th, exactly half a month has gone by (16 days to be precise). This is what my current balance is looking like – no black-hat, no gimmicks, strictly legit business:

C78		=SUM(C54:C76)	
	A	B	C
53			
54	2/21/2010	3 articles for Andrew Knight (Reload Consulting) - 1L144079T4247910A	32.5
55	2/21/2010	3 articles for Andrew Knight (Reload Consulting) - 1L144079T4247910A FEE	
56	2/21/2010	Second half, Norm Newsome 48 car auto glass articles - 09U80000KU472103H	125
57	2/21/2010	Second half, Norm Newsome 48 car auto glass articles - 09U80000KU472103H fee	
58	2/22/2010	Second half for Wanda Fraiser wandafraserwriting@hotmail.com 8SU67246BR257530H	-50
59	2/22/2010	Mineralife 5US511709P5012238	100
60	2/22/2010	Mineralife 5US511709P5012238 fee	
61	2/24/2010	Norman Newsome 20,000 words rewritten (FULL PMT FOR GROUP 2/3) - 48W5208331861503J	300
62	2/24/2010	Norman Newsome 20,000 words rewritten (FULL PMT FOR GROUP 2/3) - 48W5208331861503J FEE	
63	2/24/2010	Wanda Fraiser 10,000 words (1st half for group 2/3) - wandafraserwriting@hotmail.com 3L718938TW007935X	-80
64	2/26/2010	3 (400 words) for Andrew Knight's order on 2/17 + 400 word "Good Year Tire Coupon," 4RY80297LF781853F	-16
65	2/26/2010	3 (400 words) for Andrew Knight's order on 2/17 + 400 word "Good Year Tire Coupon," 4RY80297LF781853F FEE	
66	2/28/2010	WinADay.com 400 word article 4NA85811456040223	10
67	2/28/2010	WinADay.com 400 word article 4NA85811456040223 FEE	
68	3/1/2010	Good Year Tire Coupon - 2PJ5321177169041S	10
69	3/1/2010	Good Year Tire Coupon - 2PJ5321177169041S FEE	
70	3/3/2010	Justin: \$170 for 11 ~400 word articles and 12 ~250 word blogs - 0BV82138T22737744	170
71	3/3/2010	Justin: \$170 for 11 ~400 word articles and 12 ~250 word blogs - 0BV82138T22737744 FEE	
72	3/3/2010	Kostadin Popazov 2 email templates (300 words) + 3 articles (800 words) 4B763162UM745410B	35
73	3/3/2010	Kostadin Popazov 2 email templates (300 words) + 3 articles (800 words) 4B763162UM745410B FEE	
74	3/4/2010	Brandon Ray for Kostadin Popazov's 3 articles of 800 words - 4B5443779A2776240	-10
75	3/4/2010	Joseph Newsome 9LR54724UW4056943	180
76	3/4/2010	Joseph Newsome 9LR54724UW4056943 FEE	
77			
78	TOTAL:		806.5

It's a balance sheet in progress – clearly it's not finished, but it is what it is right now. In case you're wondering what the blank dollar amount fields are for, that's because I compute all PayPal fees in at the end of the period. Still, I am expecting a \$250 payment tomorrow. At that point, I will have doubled my monthly income in the last pay period in just over half a month – even after I pay all suppliers. **Business is growing!**

If I can do it, hell – anyone can do it. All you seriously have to do is **get started.**

CHAPTER 6

“The Art Of Article Brokering”

There are certain troubles that come with article brokering. In a way, you’re constantly in debt to your clients, but if you know what you’re doing then it’s OK. My opinion on this calculated risk is that plain statistics make perfect sense, so stick with me for a second.



In my experience, about **1 in 5** sales has some sort of problem with it (for instance, my client needs a rewrite and the supplier already got the payment and isn’t responding), and about **1 in 15** requires serious rework (mostly happens when I deal with large projects). My average assignment is ~\$90, and with 50% of that being pure profit, that means I make round numbers \$40 (per sale) after fees. If 1 in 5 has a minor issue that requires me to spend some cash, I’m up \$200, of which I might spend \$20-\$40 for paid revisions. For major rewrites, I’m up \$600, because I made 15 sales. So even if I spend another \$100 extra to get as much as 10,000 words or more completely rewritten, I’m still in the positive. The most important thing is to stay courteous, remain professional, and handle the issue to the customer’s satisfaction. That’s where hands-on general business management practice will occur. If you know that problems may happen (and probably will at some point), you have time to prepare, which means you’ll know how to take care of them. In this chapter, I will discuss those problems, suggesting my hands-on ways to deal with them.

Your Supplier Delivers Crap Instead Of Sentences.

You WILL find one of these; they have good ratings on a forum, they seem professional over PM, but once they get to “writing...” all hell breaks loose. In this case, you can no longer benefit from them, so you need to end anything going on between the two of you. Asking for a partial discount on future orders is useless; the guy/girl won’t speak any

better English next week, so all you can do in this case is ditch the user and blacklist them as one of your suppliers.

Your best bet would be politely asking for your money back. Promise not to use any content that they've sent you, explaining that it's not up to your expected standards, and that you do not wish to complete the transaction. This is why you want to make sure to ask about the author's refund guarantee BEFORE initiating the project!

Your Supplier Doesn't Refund Your Money

Keep asking your supplier for a refund; in some cases, they might simply be on a weekend vacation or have computer issues. If it was a large \$\$\$ transaction and no refund comes after 4-5 messages, email them a few more times and then file a PayPal dispute. If you're lucky, you might get your money back.

You can decrease the chances of burning out on suppliers who don't refund you on crappy deliveries by doing any combination of these 3 things:

- Increasing your profit margins
- Staying away from sending any project money up-front to a writer
- Buying from writers with higher reputation / iTrader points (higher score doesn't guarantee a ROI, but is a lot more promising than a forum newbie who might be out to scam you)



Your Buyers Don't Want To Pay You Up-Front

These buyers pose a high risk. Anyone can professionally sweet-talk you into writing content and sending it to them ahead of time. If you have money to spare and get a good vibe from a potential client, you may risk it, but then this becomes (in part) gambling rather than business. Personally, I'm in this to make money, not see if I get

lucky with it, so I would advise against it. In time, you'll have enough work to not stress over these, as you'll be busy with pre-paid assignments.

Your Buyer Complains That The Content Isn't Up To Agreed Specifications

Look over your prompt to see if maybe you really did mess up, and had a writer compile an article on the wrong topic. For example, it might be the style (informal vs. formal) that your client needs changed. In cases like this, you can do two things:

- Ask the supplier of that article to change it – most times they will. Say you need it within 24 hours (or other reasonable amount of time proportional to the volume) to get them to hurry up.
- If you get a NO: edit the content yourself; this is where you redeem yourself for that profit margin. It's all part of customer service, but luckily it doesn't happen a lot.
- If you get no reply: perfect – since you're paying on delivery, you get to hold their money until they email you back. If it takes them a significant amount of time to write back (I consider this 5-7 days), you can say that they can keep the article because you do not need it. In reality, it will be edited by then, and it'll pass any Copyscape or Google quote test. Plagiarism? Maybe. In theory, it's not even catchable, so don't worry about copyright infringements and such.



Worst cases are when you seem to follow all the steps specified, but the client won't stop complaining. In most English speaking countries, "The Customer Is Always Right," so see what you can do to help the situation. Sometimes I offer them to let me hire a 3rd party editor to proof the content as per their specifications. In this case, you can still pay less than the total of your profit margin, and thus at least not lose any money on the deal.

The Supplier You Relied On Isn't Responding To Communication

It might happen that a supplier says “OK, I’m starting on this job now, I will be done with this set of articles tonight” and then go silent for the next 3 days. Because you haven’t sent them any money yet, you didn’t lose anything but a few days of time. What you then need to do is apologize to your client for the delay (if you feel evil... you may lie



and tell them you were out of town, or your Internet was down. You can be creative with it, but this isn’t quite honest, so make sure there’s no way they can find out [like other sites including your Facebook statuses, Twitter updates, etc] about your white lie). Tell them you will have the content sent to them soon, although you were unable to do it yet. If it’s been very long, offer them a

discount off of their next order. That way you’ll resolve a problem before it comes up, keep the customer, and possibly even get another business project from them later. It’s needless to mention, you need to ditch this supplier, because they’re of no use if they promise to write you content for which you will pay them, but then stop communicating.

TIP: link your email account to your cell phone if it has such capabilities. If not, see if you can get online to check your webmail. I, myself, have the Motorola Droid from Verizon – terrible phone, but it’s perfect for messaging, and decent on the web, which are my two main mobile activities. If you know when to make an effort to get on the computer when you’re away, you’ll maximize time doing other things by getting to an actual computer only when needed.

As time goes on and you have more relationships with different writers, chances of this happening are minimal. It’s common sense: you’re more likely to run into problems with people you just met as



compared to people you've already done business with. To prevent this issue from happening, you might want to ask your suppliers for a contact phone number. Most prefer email communications, but what have you got to lose? Doing so is good for two reasons:

- It will verify their permanent country of residence (i.e., a user who claims he lives in US won't have a phone number from India);
- It will give you a way to contact the writer if your emails to them go unanswered for a long time.

At least ask the supplier; the worst they can do is say no.