



90 Day Writing Challenge Outline

Welcome! I'm so glad you decided to join me and other members in the Just Add Hustle community as we build a freelance writing business in the next 90 days.

My goal is to share helpful tips, strategies, and results with you as I build a new freelance copywriting business from the ground up.

And I hope that by following along you'll be able to get a new writing business off the ground, or, grow your existing writing business.

This outline will give you an overview of the nine steps I used to build my first copywriting business.

We'll work our way through each of these nine steps during this 90 Day Writing Challenge. In the next couple of days I'll send you a timeline for when we plan to complete these steps.

I'll also be sending you regular updates and assignments via email, so make sure to keep an eye on your inbox.

And please feel free to email me at paul@justaddhustle.com with questions, thoughts, or comments.

It's going to be an intense and exciting 90 days. So let's get ready to hustle!

Step 1: Mindset

In my experience, having clearly defined goals and a positive mindset are prerequisites for success. So the first thing we're going to do is get crystal clear on both *what* we're trying to accomplish and *why*.

- Why are you starting a writing business? What is your big, bold vision?
- What do you hope to accomplish with your writing business?
- What will it mean for you to start making money (or more money) as a writer?

Step 2: Choose A Niche

You've got to know *who* you're writing for in order to build a successful writing business and that means choosing a niche. Will you focus on B2B? The pet industry? Software companies? By focusing on a niche you'll win clients and earn money faster than if you try to write for every client under the sun.

- What market(s) will you write for?
- What skills, hobbies, experiences, or work history do you have that you could translate to a writing business?
- What tools and resources exist to help you choose a profitable niche?

Step 3: Services & Fees

As you focus in on a niche it pays to focus on a handful of writing services, too. Do you want to write long, 5,000-word sales letters? Or do you prefer to write shorter pieces like emails and website content? And once you've narrowed down a few writing services you plan to offer, you need to decide how much you plan to charge for those writing services.

- What writing services will you offer? I.e. email marketing, blog posts, website content, etc.
- How much do you need to charge for your services in order to get a good return on the time you invest in your writing business?

Step 4: Create A Marketing Plan

You've chosen a niche and the writing services you plan to offer. Now it's time to find some real-life clients who'll pay you to write! But how? That's what we'll work on in this step.

- Who is your ideal client?
- What's the best way to market your writing business to potential clients? I.e. cold calling / emailing, inbound marketing, paid advertising, Upwork, etc.
- What are the highest ROI marketing activities you can do to build your writing business fast?
- How do you build an automated marketing funnel for your writing business?

Step 5: Your Information Kit

I don't know if Bob Bly invented the Information Kit, but he certainly popularized it. As you may know, an Information Kit tells clients who you are and what you can do for them. And it's probably the most important overall resource when it comes to marketing your writing business.

- What needs to be included in your Information Kit?
- How do you use your Information Kit when reaching out to and onboarding new clients?

P.S. -- If you haven't heard Bob Bly talk about how he built his own six-figure writing business, check out my interview with him on the very first episode of Just Add Hustle. [CLICK HERE to listen](#).

Step 6: Online Presence

Your potential clients will look for you online. And that means your website and LinkedIn profile need to be on point.

- What's the quickest, easiest way to build a website for your business?
- What pages does your writing website need?
- How do you use LinkedIn to build your online presence / reach out to potential clients?

Step 7: Marketing Activities

You've built the foundations of a great writing business. But, alas, unlike *Field of Dreams* just because you built it, doesn't necessarily mean clients will come to you. But that's okay! Because we're going to go out and get those clients.

- Create a daily marketing plan.
- What marketing activities create success for you?
- How will you track and measure the ROI of your marketing activities?

Step 8: Keeping Yourself Motivated

Spoiler alert: At some point over the next 90 days you'll probably feel frustrated and discouraged. But we'll grind it out together during the tough times, and the reward (more freedom and financial independence) will be worth it!

- Set realistic goals and expectations.
- How do you keep yourself motivated and moving forward?

Step 9: WORLD DOMINATION!!

And if not world domination, at least a writing business that's providing value to your clients and putting money in your pocket. :)

