

The Well-Fed Writer:
Breaking into the Lucrative Field of Commercial Freelancing
2012 Non-Fiction Writers Conference; Speaker: Peter Bowerman
Thursday, May 12, 2012; 1:00 p.m. – 1:50 p.m. PST

I. Commercial Writing: Introduction

- Great way to finance your self-publishing journey (which is what I did!)
- 1/94 – Started biz with NO Contacts, NO Paid Writing Exp. or Background

II. Why Be a Freelance Commercial Writer (FLCW)?

- Business Downsizing has led to Serious “Outsourcing”
- Eternal Demand for Good, Creative, Strategically-Minded Writers
- Minimal Investment; neither labor- nor capital-intensive
- Healthy Income (hourly rates of \$50-125+)
- Variety of Work

III. Key Determiners of Success...

- Solid Writing Ability (brilliance not required...)
- Ability to Market Oneself (via phone, email, direct mail, web site, social media)
- (Ideal) “Leverageable” Background/Education

- Persistence/Determination
- Client-Focused Mindset (you write what THEY want you to write)

IV. Getting Ready For Self-Employment

- Step One: New Attitude About Money
- **Niche?** Leverage any significant industry-specific career/educational background
- Strategies for Creating a Portfolio: Start-ups, Pro Bono, Resources

V. Where's The Business?

END USERS (EUs):

- Corporate America
- The BIG Small-Medium-Sized Business Market
- Universities/Non-Profits
- Who to Contact:

MIDDLEMEN (MMs):

- Graphic Designers (and Web Designers)
- Ad Agencies
- PR Firms
- Marketing Companies
- Who to Contact:

VI. Marketing Your Business (Phone, Direct Mail, Email Marketing, Web Sites)

- Phone Prospecting: The Process & List Generation

- Direct Mail Campaigns
 - Resources: www.modernpostcards.com; www.overnightprints.com

- Email Marketing – Guidelines

- Build Web Site with Good Samples
 - DIY (www.godaddy.com; www.homestead.com)

- Networking (In-Person, “Grapevine” & Social Media)
 - In-Person: Business Orgs; Chambers; BNI (www.bni.com)
 - Shoot for events with few/no other writers

 - “Grapevine”: Tap professional network for more “warm calls”

 - Social Media (LinkedIn is best, FB/Twitter less important)

- Combination of several/all of the above is ideal!

VII. How Much Do I Charge?

- Know Your Hourly Rate, But Quote by the Project

- Hourly Rates (Min. \$50 to \$125+)

XI. Q&A - Open Discussion

Peter Bowerman Bio

Background

In 1993, Peter Bowerman leveraged a 15-year sales/marketing career into a full-time living as a freelance commercial writer. With NO paid professional writing experience, NO writing training, and NO industry contacts, he was paying all his bills in under four months – using the techniques outlined in his books and seminars. He has published over 250 columns and articles and leads seminars on writing.

Commercial Writing Client List (partial)

Holiday Inn	American Express
Coca-Cola	BellSouth
UPS	IBM
Cingular Wireless	DuPont
Mercedes-Benz Credit Corporation	The St. Vincent de Paul Society
Georgia-Pacific	The Cartoon Network
The American Heart Association	Centers For Disease Control (CDC)
NationsBank	Junior Achievement of Georgia

Publishing Success

In 2000, building on his success, Bowerman wrote and self-published **The Well-Fed Writer**, an eventual award-winning *Book-of-the-Month Club* selection. In 2005, he followed it up with its companion and triple-award finalist, **TWWF: Back For Seconds**.

In 2007, chronicling his self-publishing success (at the time, **52,000 copies of his first two books in print, and a full-time living since 2001**; now, 70,000 copies), he released *The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living*, a recipient of an IPPY Award and *Georgia Author of the Year* honors. (www.wellfedsp.com)

In 2010, he released the heavily updated edition of *The Well-Fed Writer*, combining the content of the original two *WFW* titles. The book has received four awards: an IPPY, and honors from the *ForeWord Magazine Book of the Year*, *INDIE Excellence* and *Axiom Business Books* competitions.

Business Coaching/Specialty Services

Since 2002, Bowerman has been a business coach for commercial writing startups and self-publishing ventures (visit “Mentoring” at www.wellfedwriter.com). In 2010, he launched *The Title Tailor*, a successful spinoff from his self-publishing coaching – offering book titling, subtitling and back cover copywriting services to publishers and self-publishing authors (www.titletailor.com).

Speaker/(Tele)Seminar Leader

Bowerman is a popular, sought-after speaker at writing and publishing conferences, workshops, and teleseminars – and is known for his solid, practical content and engaging delivery. He speaks regularly on commercial freelancing, self-publishing, marketing for writers and other subjects. For more information on his speaking services, visit the “Need a Speaker?” link at www.wellfedwriter.com.

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