

What to Look for in a Content Writer

- ❑ **Decide What Type of Content You Need:** Are you looking for articles, email messages, reports, ebooks, etc? Not all writers will do all types of content, but many will.
- ❑ **Do You Need Copywriting?:** Also, realize that when hire a writer, you are generally just paying for content (i.e. information on a particular topic written in a digestible format). If you want your content piece to be designed to sell your product or service, you either need a content writer who also does copywriting or to modify the content yourself.
- ❑ **Ask for Referrals:** Talk to other business owners to see who they use. Finding someone who others enjoy working with is always one of the best ways to find help for your business.
- ❑ **Ask for Samples:** Due to privacy concerns, ghostwriters may not be able to provide a wide variety of samples they've done for clients, but they should have a portfolio for you to look at. Be sure to ask for samples.
- ❑ **Knowledge of Topic:** Many topics are easily researched and written about by skilled ghostwriters. If you require specialized knowledge, be sure to seek that out, but be prepared to pay a more premium price.
- ❑ **A Full Explanation of the Writing Process:** They should clarify what happens in each step of the process and how they allow for your feedback throughout the project.
- ❑ **What is the Project Turnaround Time?:** Find out how long it should take to complete your project and find out how they handle unexpected delays (i.e. They have a staff that can help, etc.)
- ❑ **Beware of Price :** It may be tempting to find inexpensive writers when you are looking for large amounts of content. Although it is not a universal statement, many cheap writing services include the following problems:
 - Writers that do not have a full command of the English language and this translates into choppy and often nonsensical content.
 - Writers that plagiarize other content by changing a few words or trying to use software to make the content appear original.
 - They show samples of work that is not their own and does not reflect the quality they can produce.

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- ❑ **What Will The Project Cost?:** Many content writers offer flat rates for projects. Find out how much your project will cost ahead of time. Also, find out if they have any bulk rates.

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