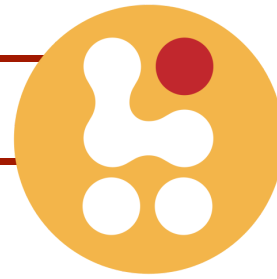


EARN EXTRA INCOME WRITING CONTENT ONLINE

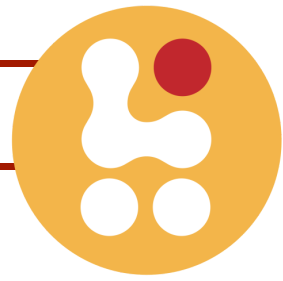


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**FREE WORKSHOP**

# **ONLINE CONTENT WRITING**

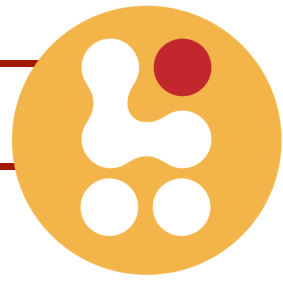
**OPENHUB CO-WORKING SPACE | PRESENTED BY DERICK SULLIVAN LOBGA**



## A QUICK

# OVERVIEW

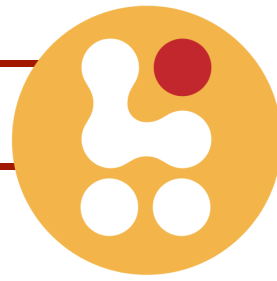
- Preparing Yourself for Online Writing
- Creating Content for Websites
- Find a Profitable Niche or Writing Service
- Create Samples Around Your Niche
- Grow Your Social Media Presence
- Figure out Your Ideal Client



# INTRO

## WHO IS AN ONLINE CONTENT WRITER?

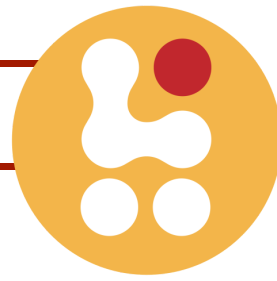
- Someone who provides relevant content for websites
- - Websites have a target audience
- - Each audience requires different content
- - Content has to have keywords that are related to the business



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## WHAT DO ONLINE CONTENT WRITERS DO?

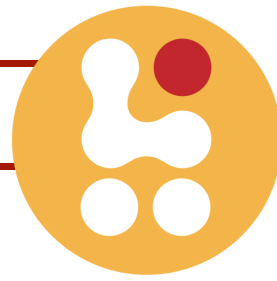
- - Develop & write content as per business concept
- - Keyword generation & research
- - Create or copy edit to promote, inform or sell company image, product or service described in websites
- - Create content to entice & educate visitors so they stay on the site.
- - Creates content with keywords (SEO)



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## VARIOUS FORMS OF CONTENT

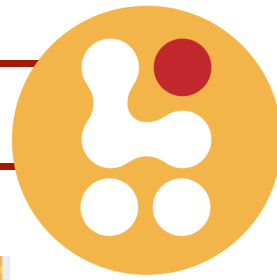
- - Blogging,
- - e-Books
- - Newsletters
- - Email marketing
- - Social media
- - Brochures
- - Flyers



---

## APPEALS TO THOSE

- - Who want to work from home
- - Who want to work at their convenience
- - Who want to avoid daily 8-5 jobs
- NB: Businesses online depend on content to earn higher revenue



**WORKING ALONE  
SUCKS**

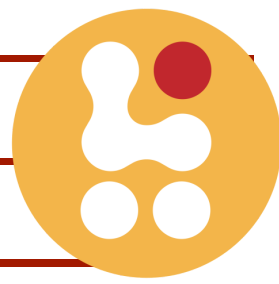


**try  
coworking**

**1 Day Free Trial | Wifi | Coffee**

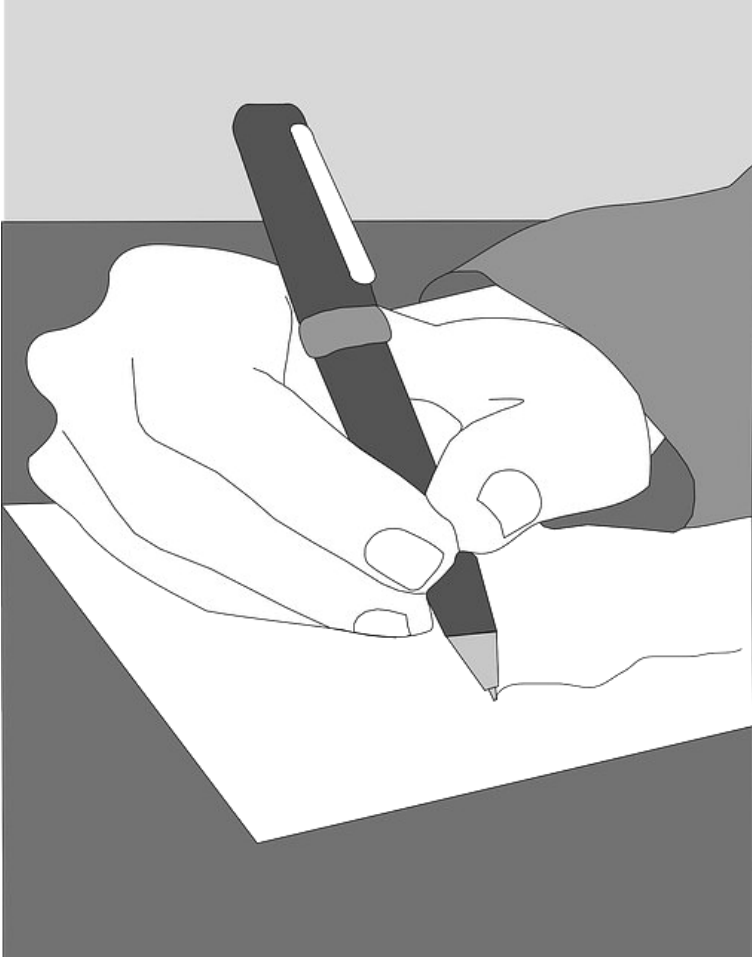
 **OpenHub  
Coworking**

Located at  
Hotel Le Nde, Akwa- Douala  
237 699 421 947 | [info@openhub.site](mailto:info@openhub.site)



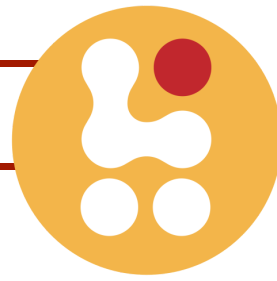
# **PART 1**

## **PREPARING YOURSELF FOR ONLINE WRITING**



- Tailor your writing for each site
- Start a blog
- Having an active social media presence
- Join websites that advertise freelance writing jobs

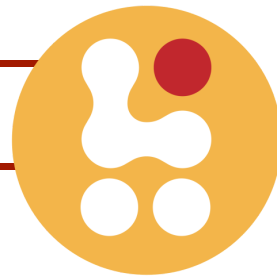


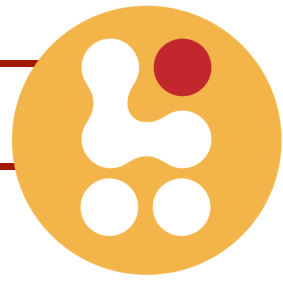


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## **TAILOR YOUR WRITING FOR EACH SITE:**

- There are general rules, but all should be geared towards the expectations of your target audience
- Make it brief: 300-1000 words - There can be exceptions
- Your intro should be spectacular
- Use bullets and numbers to break up points – headings and subheadings (appeals to the eyes and ease reading)

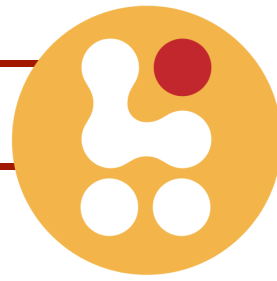




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## START A BLOG

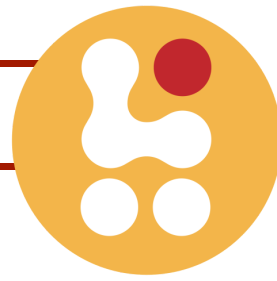
- Blogging is one of the best ways to perfect & expose your writing skills
- Make sure blog covers your niche
- Proof read your blog to make sure it's neat, clear and void of errors
- You can make money with your blog from adverts in the case you have many followers



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## BE PRESENT ON SOCIAL MEDIA

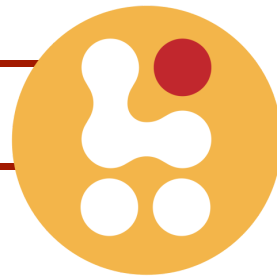
- Being active on social media is a way of self-promotion. Be present on all major social media sites especially LinkedIn



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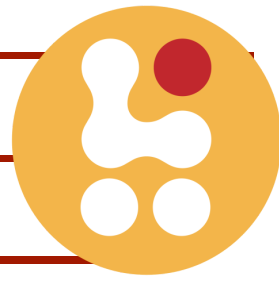
## JOIN FREELANCE WRITING JOB FORUMS OR SITES

- Some charge fees, while others are free



 **OPENHUB** **la** **Plus Grande**  
**Offre**  
**Spéciale**  
**40 % off**  
**sur l'achat d'un Nom**  
**de Domain**  
**@ 10,000FCFA**  
**Hébergement**  
**Gratuit**

info@openhub.site  
699421947

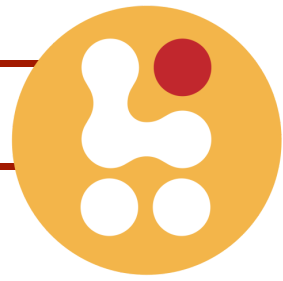


## **PART 2**

### **CREATING CONTENT FOR WEBSITES**

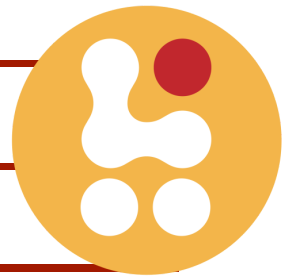


- Write for a how-to site
- Submit articles to a travel site
- Submit reviews
- Ghostwrite for bloggers



- 
- Write for a how-to site: They look for experts in a field that can edit and publish new articles. You may need to just a research skill to write for such sites.
  - Submit articles to a travel site: If you love traveling in exotic and domestic locations then travel-writing can be good for you.
  - Submit reviews: websites pay for reviews of products, music, and videos. You can start a review website and make money from it.
  - Ghostwrite for bloggers: Note that ghostwriters do not get credit for their work. You won't build a portfolio ghost-writing





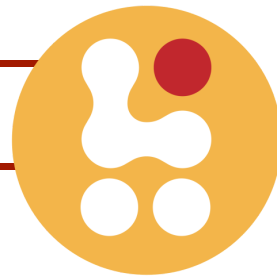
## **PART 3**



### **FIND A PROFITABLE NICHE OR WRITING SERVICE**

- Get a profitable niche of your choice  
Note that not every niche is high paying.
- As a newbie, it can be difficult to know where to start
- How can you start with no samples or experience?
- Create Samples Around Your Niche

Furtunately for you, OpenHub has blogs that are running. You can test yourself in any of the niches available and later choose yours

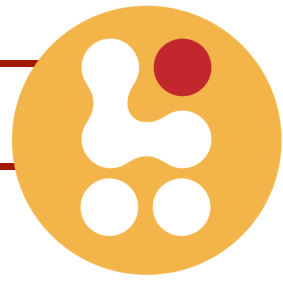


**Free Course**

# MAKE A LIVING WRITING

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Learn How to Get Paid to  
Write Online, Make Good  
Money, and Work From  
Anywhere.



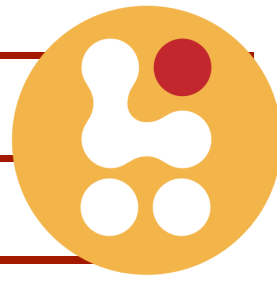
New writers find it difficult to know where to start

High paying niche examples

- Parenting / Children niche
- Weight loss
- Female clothing
- Travel, business.

When developing a niche, don't only think of what you enjoy to write about, passions or hobby, but how you can monetize it

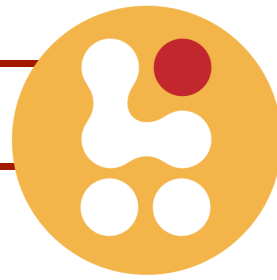
# PART 5



## GROW YOUR SOCIAL MEDIA PRESENCE



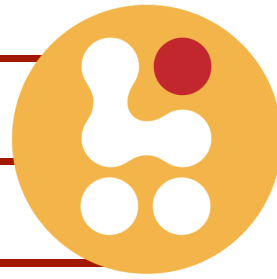
- Start Small
- Work on Your Copy
- Find a Nice Headshot to Represent Your Brand
- Be a Bit Personal and Share That
- Create Your Brand and Online Identity
- Start Following Others in Your Niche
- Start Sharing



**HIRE WRITERS FOR YOUR  
WEBSITE OR BLOG**

*Hire Now ->*





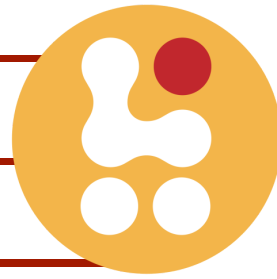
## **PART 6**

### **FIGURE OUT YOUR IDEAL CLIENT**

WHO DO YOU WANT TO WORK FOR?

- Tech companies
- Start-ups
- Small businesses
- Brands
- Non profits
- B2B companies
- For Yourself (if you have a product or service offer)





## **PART 7**

### **ARE YOU READY TO RIDE ON**

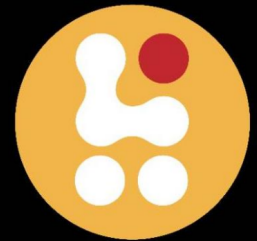
- We are ready for you. You just need to keep in touch with us if you want to get this done!
- Visit our sites and checkout the various niches:
- <http://openhub.site> (Business | Entrepreneurial | Entertainment)
- <http://afristartup.com> (Green | Recycling | Environment | How-to-do)
- <http://africa24/7.info> (News | Politics | Entertainment | Business)
- <http://coffeeguru.pro> (Coffee | Agriculture)
- <http://derina.pro> (Education | Parenting | Children)
- And many more with domain names ready. This sites will be used for practice and portfolio building

EARN EXTRA INCOME WRITING CONTENT ONLINE

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ONLINE CONTENT WRITING WORKSHOP

**THANK  
YOU!**



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