

The Well-Fed Writer:

*NOT a
Revised Edition
95% New
Content!*

Back For Seconds



*A Second Helping of
“How-To” For Any
Writer Dreaming
of Great Bucks
and Exceptional
Quality of Life*



**A Companion Volume to
*The Well-Fed Writer***

P e t e r B o w e r m a n

“When I wrote *Secrets of a Freelance Writer*, it was the first and only book on making six figures as a commercial freelancer. Of the dozen-plus books written on the subject since then, this book is by far the most comprehensive, useful and valuable.”

Bob Bly, Author (50+ books)
Secrets of a Freelance Writer, The Copywriter's Handbook

“Peter Bowerman has done it again! *Back for Seconds* is packed with useful tips and resources, along with advice from top professionals in the field. If you've been afraid to tackle corporate writing because you think you don't know enough about “business,” this book has everything you need to get you started.”

Moira Allen, Author
Starting Your Career as a Freelance Writer
Editor, www.Writing-World.com

“Over the years, I've urged dozens of people to buy *The Well-Fed Writer* for ideas on building a writing business from scratch with no experience and no contacts. Now, I'll be recommending the sequel as well. Its case studies, small-market business building tips, cold-calling script and myriad resources are unbeatable.”

Marcia Yudkin, Author
6 Steps to Free Publicity (and 10 other books)
www.yudkin.com

“The writing community has been eagerly awaiting Bowerman's next book. They won't be disappointed. This second helping of advice tackles the psychological roadblocks of the business beautifully, and the specific examples of what works (and doesn't) are excellent.”

Jenna Glatzer, Author
Make a Real Living as a Freelance Writer
Editor-in-chief, www.AbsoluteWrite.com

“This book is enormously needed. As a publisher who hires freelancers, I've learned most writers absolutely stink at marketing themselves. The real-life stories and practical checklists will inspire you and keep you moving in the right direction.”

Anne Holland, Publisher
MarketingSherpa Newsletter
www.marketingsherpa.com

“I absolutely loved this book and couldn't put it down. If you want to PROFIT handsomely from your writing, get it. Bowerman drives home the point that selling anything—including writing services—is all about relationship building and as such, nothing to fear.”

Joan Stewart, *The Publicity Hound*
www.PublicityHound.com

“Presenting a smorgasbord of information on how to snag new writing clients, squelch your marketing fears, supercharge your networking plan and further sharpen your professional image, Bowerman offers a tried-and-true recipe for freelance success!”

Bev Walton-Porter, Editor/Publisher, *Scribe & Quill*
www.scribecuill.com

“If you want to succeed as a freelance writer, buy this book and read it cover to cover. Then read it again. This is the real stuff, told by a great writer and a relentless marketer.”

John Clausen, Editor, www.writingformoney.com; Author
*Too Lazy to Work, Too Nervous to Steal:
How to Have a Great Life as a Freelance Writer*

“A feast of practical, down-to-earth advice on running your own writing business—from building your portfolio and getting clients to say ‘Yes’ to transitioning from journalism and academia and running the business in smaller markets. Highly recommended!”

Gary McLaren, Author
The Freelancer's Guide To Finding Writer's Markets
Editor, www.WorldwideFreelance.com

“This is the smartest, most useful guide to freelance writing I’ve ever read. If you want to turn your words into income, get this book and follow its savvy advice.”

Daniel H. Pink, Author
Free Agent Nation: The Future of Working For Yourself
www.freeagentnation.com

“Peter Bowerman’s books have what other “how-to-write-for-a-living books” sadly lack—practical, real-world advice on how you can really make it happen.”

Cameron Foote, Author
The Business Side of Creativity
Editor, *Creative Business* newsletter—www.creativebusiness.com

“I’m a huge fan of *The Well-Fed Writer*. That’s why I’m back for seconds! I love the way Bowerman demystifies sales, marketing and prospecting. This book is just what writers today need to get more and better clients.”

Steve Slaunwhite, Copywriter & Author,
Start & Run a Copywriting Business

“Marketing skills are as important as good writing skills to today’s aspiring freelancer. This book helps writers change their attitudes about selling themselves and their work while providing plenty of specific strategies to crack the lucrative business writing market.”

Kelly James-Enger, Author
Ready, Aim, Specialize! Create your own Writing Specialty and Make More Money
www.kellyjamesenger.com

“Most self-employed writers work at home and thus we’ve come to share their needs. Peter Bowerman’s books offer easily digested insights and techniques for making it in today’s changing markets.”

Paul and Sarah Edwards, Authors (16 books)
*Working From Home:
Everything You Need to Know About Living and Working Under the Same Roof*

“Ideas and solutions galore to overcome the most common freelance obstacle: marketing, marketing, marketing! And by helpfully demystifying ‘hidden’ opportunities, this great resource can help both beginners and veterans earn more with better-targeted efforts.”

Lucy V. Parker, Author
How to Start a Home-Based Writing Business

“Bowerman packs a powerful punch with clear step-by-step methods for earning a six-figure income as a copywriter, even if it’s new territory for you. Jam-packed with valuable tips and insider techniques, it’s an interactive seminar disguised a book.”

Marisa D’Vari, Author
Building Buzz (and four others), www.BuildingBuzz.com

“If writing is a piece of cake but selling gives you indigestion, this is the book for you.”

Jennie L. Phipps, Editor/Publisher
www.FreelanceSuccess.com

“A superb companion to *The Well-Fed Writer*—especially for moms who want to work from home. As an entrepreneur and at-home mom, I found invaluable information and resources in both books. Thanks for continuing to ease the path to home-employment for moms!”

Tammy Harrison, Independent Creative Representative
Home-Based Working Moms (www.HBWM.com)

“Offers dozens of proven, easy-to-follow strategies for anyone interesting in thriving as a freelance writer. Bowerman shows exactly how you too can have the same success so many of the readers of *The Well-Fed Writer* are enjoying.”

Katie Yeakle, Executive Director
American Writers & Artists Institute

“Bowerman’s book isn’t the usual pie-in-the-sky, ‘tap your inner creative guru’ junk. It’s simple nuts and bolts stuff on how to make money as a writer and keep the ‘free’ out of freelancer.”

Luke Sullivan, Author
Hey Whipple, Squeeze This: A Guide to Creating Great Ads

“With more companies outsourcing and more people starting freelance careers, this is the essential resource for newbies and pros to be successful and profitable as freelance writers.”

Brian Konradt, Freelancer & Founder
www.FreelanceWriting.com

“Delightful, engaging, humorous and filled with inspiring success stories from readers of *The Well-Fed Writer*. If you want to have a successful writing business, you need this book.”

Cheryl Demas, Editor, www.WAHM.com—The Online Magazine for Work-at-Home Moms
Author, *It's a Jungle Out There and a Zoo in Here: Run Your Home Business Without Letting it Overrun You*

The Well-Fed Writer:

Back for Seconds

*A Second Helping of "How-To" For
Any Writer Dreaming of Great Bucks
and Exceptional Quality of Life*

Peter Bowerman

Fanove Publishing—Atlanta, Georgia
2005

Dedication

To my contributors.
Without you, this book would never have happened.

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Introduction

There's no scarcity of opportunity to make a living at what you love. There is only a scarcity of resolve to make it happen.

Wayne Dyer

Welcome back. A lot has happened in the four years since *The Well-Fed Writer* came out. Little did I know what I'd unleash. In that time, most importantly, I've learned that there are a lot of roads to well-fed writing. And that's the key. I've never been interested in ways to simply eke out a living as a freelance writer. You can find that anywhere.

My ongoing goal is to show that you can be a writer for a living *and* pay all your bills, buy a house, amply fund a retirement account and take a few nice vacations a year. And in the process, have a quality of life most of the world can only imagine—one where you call the shots, determine your schedule and live life on *your* terms.

And all that's possible because you're earning more. In Well-Fed World, you won't find lists of new markets paying five cents a word. Or the latest online job site where you can bid with dozens of other writers fighting over *The Amazing Shrinking Fee* (Watch It Get Smaller Before Your Very Eyes!). My approach has always been to give you the tools and ideas you need to make a handsome full-time living as a commercial writer.

By definition, my experience was limited: big city location, sales background, full-time startup (*and* by cold calling), a generalist, etc. Over the past few years, however, I've heard from thousands of people with vastly different stories, circumstances, strategies, backgrounds and geographic settings. Many had questions I couldn't answer:

How can I build this in a remote area or small town?

Given that I work 9 to 5, Monday through Friday, how can I make the transition to this part-time?

Have you used e-mail marketing to build a business and if so, how does it work?

What other arenas of commercial writing are there besides the ones in your book?

Is cold calling the only way to build the business?

Different Situations, Different Answers

To these inquiries, I could offer a reasonably educated opinion, but in most cases, not much more than that. But then, to the rescue, came writers from all over with answers—or evolving answers—to these questions and many more.

In May 2002, I launched THE WELL-FED E-PUB, my monthly e-zine, which accelerated the process of sharing new ideas, often told through some pretty cool and inspirational success stories. When I had enough good stories, I decided to write another book.

An All-Star Parade

You'll find dozens of accounts and reflections from well-fed writers of every description. There's the guy—married, children, active in his church and community—who built a nicely profitable side business in Kansas City in less than six months, doing it *very* part-time while continuing to hold down a full-time job.

There's the ex-publishing company employee, who moved to Austin, Texas, not knowing a soul and in the midst of a high-tech recession. Surrounded by armies of gloomy out-of-work technical writers, she began cold calling on September 11, 2001. In six months, she'd doubled her past income, doing mostly high-tech work—a subject she knew nothing about when she started.

You'll meet a 29 year-old African-American woman, who moved from Philadelphia back home to small market—and predominantly white—Ft. Myers, Florida. With a combination of aggressive marketing, resourceful ingenuity and an unbeatably optimistic attitude, she's got lessons for folks twice her age.

You'll hear from a single mom in California who gradually made the transition from journalism to commercial writing, leaving behind a ton of stress, a long commute, guilt over endless daycare and a far lower quality of life.

Many Paths, Common Goal

You'll hear from people building the business in small towns and rural areas. Doing it part-time. Working in interesting niches. Like the woman in Santa Fe who focuses exclusively on company case studies. Or the guy who serves the death care industry, writing for funeral homes across the country. Or the gentleman who works primarily with school districts. And so many more.

They all have one thing in common: they're quietly exploding the stereotype of the starving writer and making handsome livings with their words in this vast and profitable zone between poverty and seven-figure novel advances. And their accounts are filled with great ideas for *anyone, anywhere, in any situation*.

Just because you're a fearless cold caller doesn't mean there's nothing worth reading in the cold-calling chapter. Just because you built or can build your business full-time doesn't mean you should skip the chapter on part-time start-up. Just because you're building the business in a major metro doesn't mean the chapter on small town/remote area startup won't hold any value for you. Trust me, the part-timers and smaller market/rural area folks are tough, smart and resourceful.

Much More Marketing

And speaking of cold calling, I'm offering up dramatically expanded marketing and cold calling chapters. If your many e-mails are any indication, you creative types just fear and loathe *sales* and *marketing*. Well, we'll demystify (and declaw) the whole marketing process. Cold calling may never make it onto your *My Favorite Things* list, but I'm guessing it won't be quite so dark and scary anymore. We'll cover some cornerstone principles of sales, which for many of you will prove to be revelations *and* gateways to more effective marketing of your own and your clients' businesses.

We'll look at direct mail, e-mail prospecting, fax marketing and creating Web sites. We'll explore starting, building and running a writers group, while maximizing its potential. I've even got a chapter called, "*Let Me Clarify...*" where I set the record straight on a variety of questions, myths and preconceptions about this business.

The Well-Fed Writer Revisited

I've devoted Appendix A to summarizing *The Well-Fed Writer*. This will serve as a quick review for most of you. For those who never got around to reading the first book, it'll get you up to speed, so read it first. Appendix B serves up a dozen profiles of successful commercial freelancers of all descriptions, backgrounds, specialties and circumstances. Appendix C delivers a detailed case study of a one particular project, and in response to many requests, Appendix D covers business structures, taxes, investing and insurance for the self-employed.

Appendix E offers a tasty array of writing resources and in Appendix F, I discuss another arena of “well-fed writing” near and dear to my heart: self-publishing. You’ll hear a bit about my successful journey as a preface for my next effort, *The Well-Fed Self-Publisher*, due in the 2005/2006 timeframe.

My books are, at best, a few chapters in the big juicy story of “well-fed” writing. While this book will reveal even more new, different and exciting writing directions, I want you to keep asking, *What other writing opportunities might be right under my nose?* Like the first book, this one doesn’t have all the answers. But, I think it’s got a lot of good ideas. We writers like good ideas—especially ones that can make us a lot of money.

A Looser Structure

Think of this book as one big potluck dinner party—and you know how potlucks are. Some dishes are meatier than others. Maybe there are two or three pasta salads. Some dishes are “quick prep,” others more involved. But, put it all together and you won’t leave hungry.

Compared to its predecessor, *Back for Seconds* is much looser. And because it’s full of information that fleshes out and supports the overarching processes and systems laid out in the first book, it’s less structured and less sequential. But, in many ways, it’s a much richer and juicier book precisely because there are so many more voices chiming in. You’ll realize that there are no hard and fast rules about how to approach the business, just a lot of different strategies worth exploring.

Okay, since marketing and sales are such foreign and frightening concepts to many, I think that’s a wonderful place to start. So, grab a plate and let’s dig in...



NOTE: *Throughout the book, you’ll see several abbreviated references:*

TWFW: *The Well-Fed Writer*

FLCW: *Freelance Commercial Writer (how I refer to those in our field)*

E-PUB: *THE WELL-FED-E-PUB (my monthly e-zine)*

(Subscribe at www.wellfedwriter.com, then “Free Ezine Signup”)

The Well-Fed E-Pub:

THE ***(mini)*** ***BANQUET*** ***(part 2)***

A Baker's Half-Dozen (7) Issues of
THE WELL-FED E-PUB (November 2002 – May 2003),
the Critically Acclaimed E-Newsletter AND
Companion Publication To *The Well-Fed Writer*.

Written and Compiled by
Peter Bowerman
AND
A Crowd of "Well-Fed" Friends Around the World...

The Menu

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...Serving up food for thought and tasty tips for the prospering writer...Come on in, sit anywhere and bring your appetite!

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Sonya Carmichael-Jones – Seattle, WA

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