

Define Your Interests, Knowledge, and Areas of Expertise

So, if you had the experience this client is looking for, this might be a good job for you.

The writing seems pretty straightforward – “Ask an Expert” - involving advice-giving, troubleshooting, and familiarity with home repairs.

Just about anyone with the right kind of experience could do it, but, if you make sure you highlight your interest, experience, and passion for the subject, you will set yourself apart from other freelancers!

The “connection” you make with the job, and the client is your avenue to getting hired and becoming successful as an online freelance writer.



Finding Your “Connection” Checklist:

(We suggest you print this out and handwrite your answers.)

Personal “Connection” Assessment

There is no right or wrong answer, just answers that help you understand more about yourself and give you insight into which jobs might be best to bid online.

This systematic approach is suggested to reduce the chaos that you may be experiencing or feeling.

It’s designed to trigger your thinking and focus your job-hunt strategy.



What job skills do I possess?

First, list out your obvious skills. These are skills that you have been using in your current or past employment. Give this some thought and list out every skill you use currently or have used in the past. Make it an exhaustive list.

What are my talents?

Sometimes, we miss the obvious. What talents do you possess? These can be obvious talents or hidden talents. You might ask a trusted friend or family member to help you with this.

Your strengths are often recognized by others and also need to be considered when considering which jobs to bid online.

What have you been recognized for that is work-related?

What special interests do you have – outside of your career?

Write out any and all interests that you would enjoy making a part of your online freelance activities.

Working on jobs that are related to your passions is rewarding.

List your personal activities and passions. These may include sports, church activities, and/or charitable activities.

What have you been recognized for, that is personal, outside of a work environment?

List any awards you have received.

Reviewing your Notes and Creating Keywords

Go back and circle items or words that identify areas of strong interest or superior knowledge for you and that you would also enjoy working in online.

These will become your keywords that you will use to search for and propose for jobs online.

Later, we'll show you how to use these "keywords" to search for jobs online. This will save you time and help you find quality jobs that you would enjoy doing!



Narrowing the Scope

Once you've done the exercise above, go back and neatly make a line through items that you would not like to pursue online (at this time) – but make sure they are still legible.

You don't want to eliminate the possibility of working in these areas altogether because you may not know yet what kinds of opportunity are out there in those areas.

You will know and feel whether a job activity is good for you, but you also need to be prepared to explore other avenues that may not have the comfort factor of the skills and interests you choose to circle.

However, if in your daily job searches these words pop up frequently, you may want to consider them in the future.

