

# How to Do Content Writing in 8 Hours a Week (or Less)

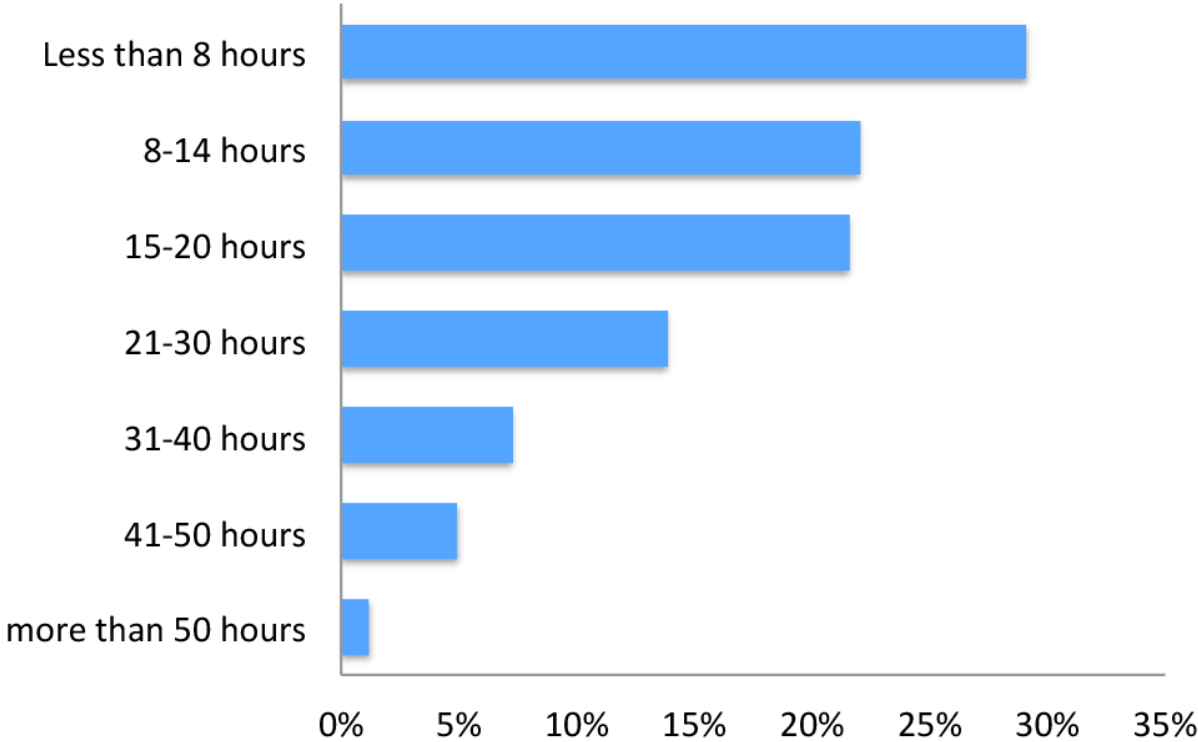
**A plan for the time-challenged**  
**SUMMARY VERSION**

One of the most common questions I get asked about freelance writing is if it can be done part-time - like in eight hours a week or so.

The answer is yes... but it's a qualified yes.

Many freelance writers actually write eight hours or less per week. In my survey of 1,300 freelance writers, I learned that MOST writers write eight hours or less per week:

### About how many hours a week do you spend doing paid writing? (Not on your business, just on writing)



Content Wonk 2018 Freelance Writers' Survey

<https://contentwonk.com/freelance-writers-survey/>

So it's actually totally normal to only write eight hours or less.

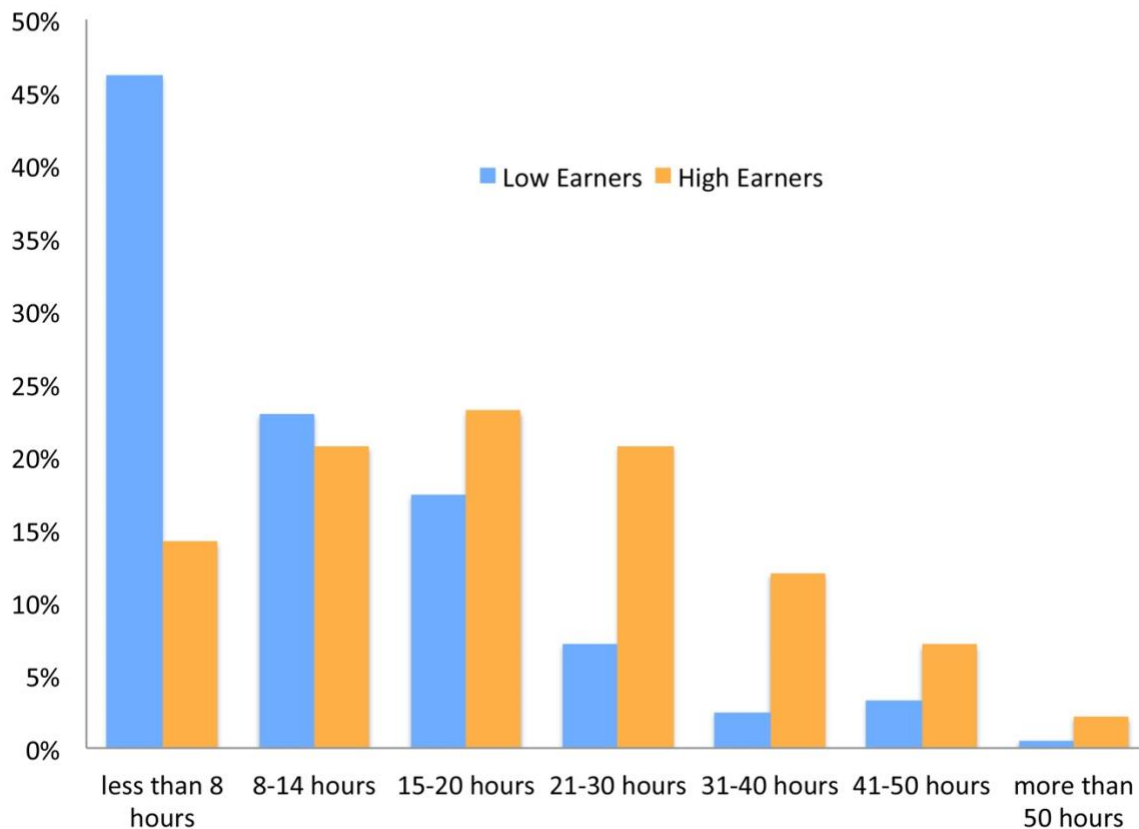
That's the good news. The bad news is...

# Writing fewer hours each week may hurt your earnings

Unfortunately, the survey I did also showed something else: Freelance writers working less than eight hours a week were about three times more likely to earn \$15 or less per hour.

The more hours freelance writers worked every week, the more likely they were to do well (“well” as in they earned \$45+ per hour).

## How many hours a week do you spend doing paid writing?



"low earners" = \$15 an hour or less

"high earners" = \$45+ per hour

So how many hours you work *is* likely to affect how much you earn. But that doesn't mean you're necessarily stuck with less than \$15 per hour.

As that chart shows, about 15% of the freelance writers who worked eight hours or less *did* earn \$45 per hour or more. So some people are pulling this off. Not many, but a few. So it can be done.

Getting to even eight hours a week is quite achievable, too. If you put in two hours on three weeknights every week (like Monday, Wednesday, and Thursday) and two hours on Saturdays, you'd be at eight hours a week.

<b>MONDAY</b> 2 hours	TUESDAY	<b>WEDNESDAY</b> 2 hours	THURSDAY	<b>FRIDAY</b> 2 hours	<b>SATURDAY</b> 2 hours	SUNDAY
--------------------------	---------	-----------------------------	----------	--------------------------	----------------------------	--------

If you have a plan, and you stay focused, it's possible to get quite a lot done in a two-hour block.

## If you already have a job...

Writers often want to know if it's possible to do content writing in eight hours a week or less because they already have a full-time job or other full-time responsibilities.

The good news is having a full-time job can actually work for you.

Why? Because it takes the panic out of the client hunt. Too many writers take on terrible clients because they need money now.

As a writer with a full-time job, you'd actually have an advantage over them by being a bit more financially stable and a bit less desperate.

## The only real difference between writing full-time and writing 8 hours a week or less is...

If you manage your business well, the only significant difference between writing eight hours a

week and writing thirty hours a week comes down to how many clients you can manage.

A full-time writer, working about twenty or more hours a week, can manage about four or five clients. A writer working about eight hours a week can manage maybe just two clients, or just one very active client.

Keep in mind: The average blog post takes about four hours to write (per Orbit Media's 2020 Blogging Survey of 1,300 bloggers).

So if you've got two recurring clients, and you write one blog post per week for each of them, that fits neatly into your eight-hour allotted writing time.

So that's the first thing to expect as a part-time freelance content writer: You'll want to aim for just one or two clients.

Having just one or two clients is actually an excellent way to start with freelance writing. It lets you to build up your confidence, get your writing routine under control, and not get overworked or overwhelmed.

But there is a secret to getting this to work: Recurring work.

## Recurring work can save a content writer hundreds of hours every year

Here's the dirty secret of freelance writing and content writing: It can take A LOT of time to find work. And all the time you spend looking for work is unpaid. This is one of the top reasons most freelance writers or freelance content writers earn so little.

Say you have 32 hours a month on your content writing – 8 hours a week. And say you have a friend who also has 32 hours a month to do their content writing.

**Want to be a part-time content writer? No problem. Just aim for one or two recurring clients.**

Here's how your time and earnings would work out if you have one recurring client, and your friend has to spend even four hours to find a client, then does one blog post for that new client, then has to go out and spend 4 hours to find their next client.

YOU	YOUR FRIEND
<ul style="list-style-type: none"> <li>- 32 hours a month to do content writing</li> <li>- Can write a \$300 blog post in 4 hours</li> <li>- Has two recurring clients that they write two blog posts for each week</li> </ul> <p>WEEK ONE: Writes 2 blog posts. Earns \$600.</p> <p>WEEK TWO: Writes 2 blog posts. Earns \$600. \$1,200 earned for the month.</p> <p>WEEK THREE: Writes 2 blog posts. Earns \$600. \$1,800 earned for the month.</p> <p>WEEK TWO: Writes 2 blog posts. Earns \$600. \$2,400 earned for the month.</p>	<ul style="list-style-type: none"> <li>- 32 hours a month to do content writing</li> <li>- Can write a \$300 blog post in 4 hours</li> <li>- Has no recurring clients</li> </ul> <p>WEEK ONE: Spends 4 hours finding a client. Writes 1 blog post. Earns \$300.</p> <p>WEEK TWO: Spends 4 hours finding a client. Writes 1 blog post. Earns \$300. \$600 earned for the month.</p> <p>WEEK THREE: Spends 4 hours finding a client. Writes 1 blog post. Earns \$300. \$900 earned for the month.</p> <p>WEEK FOUR: Spends 4 hours finding a client. Writes 1 blog post. Earns \$300. \$1,200 earned for the month.</p>

Both of you work the same amount of time. But your friend spends half of their time looking for work. So you – the writer with recurring work – end up earning twice as much as your friend.

Recurring work is the best type of work to have. This is why I particularly like writing blog posts, but newsletter writing and other types of writing can also work well.

So as a time-challenged content writer, your priority should be to find recurring work. You're your ticket to keeping your content writing business contained to eight hours a week while allowing you to still earn a respectable side income.

So that's what our plan is going to focus on: Getting you your first recurring client. Once you're comfortable with that one recurring client, then you can go out and find one other really great recurring client.

But to be successful as a brand new freelance writer, you'll also need to be very strategic about

how you use your time. It may take some careful management to get your freelance writing business up and running.

Even with two recurring clients, eight hours is enough to write one blog post per week for each client. That is based on data from Orbit Media's 2020 Blogging Survey, which found that the average blog post takes about four hours to write and is about 1,200 words long.

The question now is how to spend your precious eight hours a week when you're brand new to freelance content writing. You need a plan for what to do when you don't have any clients, and you don't have any clips (writing samples) or a website or any kind of a platform for your business.

Fortunately, this isn't all that hard to do. Here's a high-level, week-by-week plan for how to get started with freelance content writing even if you only have eight hours a week to do it.

# The 12-Week Plan to Launch a Content Writing Business in 8 Hours a Week or Less

**Week 1:** Choose a niche. Confirm there are enough businesses who do content marketing to support you in that niche. Make a list of the companies you come across while you do this and read some of their content to understand what they publish. Aim for 25 companies.

**Week 2:** Write a blog post to use as a clip/writing sample for your new niche. Make the post similar to what you read on your target client's site. Publish this post on LinkedIn.

**Week 3:** Write a second blog post to use as a clip/writing sample that's about a different aspect of your industry/niche. Also publish this on LinkedIn.

**Week 4:** Optimize your LinkedIn profile for the niche and keywords you want to be found for. If you have extra time, follow some of the companies on your research list from Week One.

**Week 5:** Follow the firms you identified in Week One on LinkedIn. Determine which person in the company is most likely to hire writers. Follow them. Try to find their email address.

**Week 6:** Write a third blog post about a different aspect of your industry/niche. Find a high-quality site in your niche that takes guest posts. Get your first guest post published. Link back to your LinkedIn profile in the author bio of the post.

**Week 7:** Like and comment on the posts of the people and companies you follow on LinkedIn. Build your connections as much as you can. Queue up a few posts of your own to share, including articles you've written. Start publishing those 1-3 times a week.

**Week 8:** Keep sending connection requests on LinkedIn. Find 25 more companies with content engines that you want to write for. Write and send your first 25 cold emails.

**Week 9:** Endorse your LinkedIn connections for a skill and like/comment on their posts. Message them that you welcome referrals if they know of anyone who needs a writer. Ask who their ideal client/customer is so you can refer people to them. Write and send 25 cold emails.

**Week 10:** Find another 50-70 people or companies to follow and connect with on LinkedIn. Start working on your second guest blog post.

**Week 11:** Finish your second guest blog and promote it with Quuu Promote.

**Week 12:** Reach out to at least 10 ad agencies or content marketing services/agencies that specialize in your niche. Send 25 more cold emails.



Rinse and repeat. If your writing samples are good and your connection work is genuine, you will pick up \*at least\* one client by week twelve. You may pick up more than one if you get your guest post published on a really good site.

By week 12, you will have:

1. In-depth knowledge of your subject area, your industry, and who the major players are.
2. A small but viable network within your subject area.
3. An optimized LinkedIn profile.
4. Several writing samples to demonstrate your writing skills and your knowledge of your industry.
5. Two guest posts published.
6. Confidence and experience with networking, asking for referrals, and finding clients.

## Want step-by-step instructions and support for how to do everything mentioned in this plan – and a whole lot more?

Then [sign up for my course, Profitable Content Writing](#) (previously called “The Sought-After Freelance Writer”).

The course will show you exactly how to get started, and then how to grow your content writing business, making it more profitable, and helping you attract your ideal clients.

There’s group support to help you celebrate your wins, and to cheer you on through any tough spots.

Keep an eye out for emails about the course in your inbox, including the link to the replay. Enrollment is only available for a limited time.

[Click here to launch yourself into Profitable Content Writing.](#)