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Expert Tips for Making a Career in Freelance Writing by [Elissa Joyce](#)

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Many people are keen to make an excellent career in freelance copywriting. This field is developing at an amazing speed and it has lots of scope in the future. It offers a lot for you to learn. It sharpens your skills in a perfect way, besides offering the chance to earn a handsome amount of money.

There are some tips that will help people go ahead in the field of freelance copywriting. These are particularly useful when you are starting this career and make you survive at least the initial months. These can be very effective to make a mark in this work-from-home option. These tips are

Try a website

The freelance advertising copywriters or website copywriters can begin by forking out for a site. The website has a huge value as when you cold call as well as email prospects you direct them to somewhere to give them more details. You should make your website a simple one and include the portfolio page. You should also add the samples of any copywriting work that you may have done earlier. Also mention the places where you've worked. Tell about the clients for whom you've written earlier.

Put any testimonials that you may have got. Do not forget to include your contact details and address. Placing a photo is also a good idea. Do not be worried if you do not have much experience, as it does not describe the complete picture. It would not even matter if you don't write anything. The writing about yourself needs the skills of subtlety. Even if you are lacking experience, but confident to do the task then you can describe yourself in a good way. Most people would read it in the way you describe.

Avoid agencies

If you are new to the career of website copywriter or advertising copywriter then you should not target the advertising agencies or web design agencies. This is because they are very clear about their needs. If you are lacking in portfolio, then you do not stand a good chance. Having an inexperienced copywriter to get quality services would need much time and this gives way to risk. Most of the agencies are very busy to provide unproven copywriters any kind of break despite their willingness towards the work on spec.

Use a jobs and contacts database

Despite being anywhere in the career of freelance copywriting, you require a database of jobs and contacts. The Customer Relationship Management or CRM tool proves very effective for this. You can use it for recording everything. These can particularly be names, phone numbers, or the details of any kind of correspondence (like phone calls).

Write some samples

In case you're targeting some specific industries or clients then you should not hesitate to write some samples for sending to them. These can be offered free of cost. Everyone would want to get something for free. Or you can also offer these at a discounted price. This could be used as an incentive for getting future work. These samples work as effectively as a good portfolio for most of the prospective clients.

You can use these tips to progress in the work-from-home career of freelance writing. This way you can achieve top heights in this career.

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The article focuses on the expert tips to make a career in freelance writing. It is one of the best options for a [work at home](#) professionals. The different aspects such as writing samples, jobs and contacts database etc. are covered in detail.

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