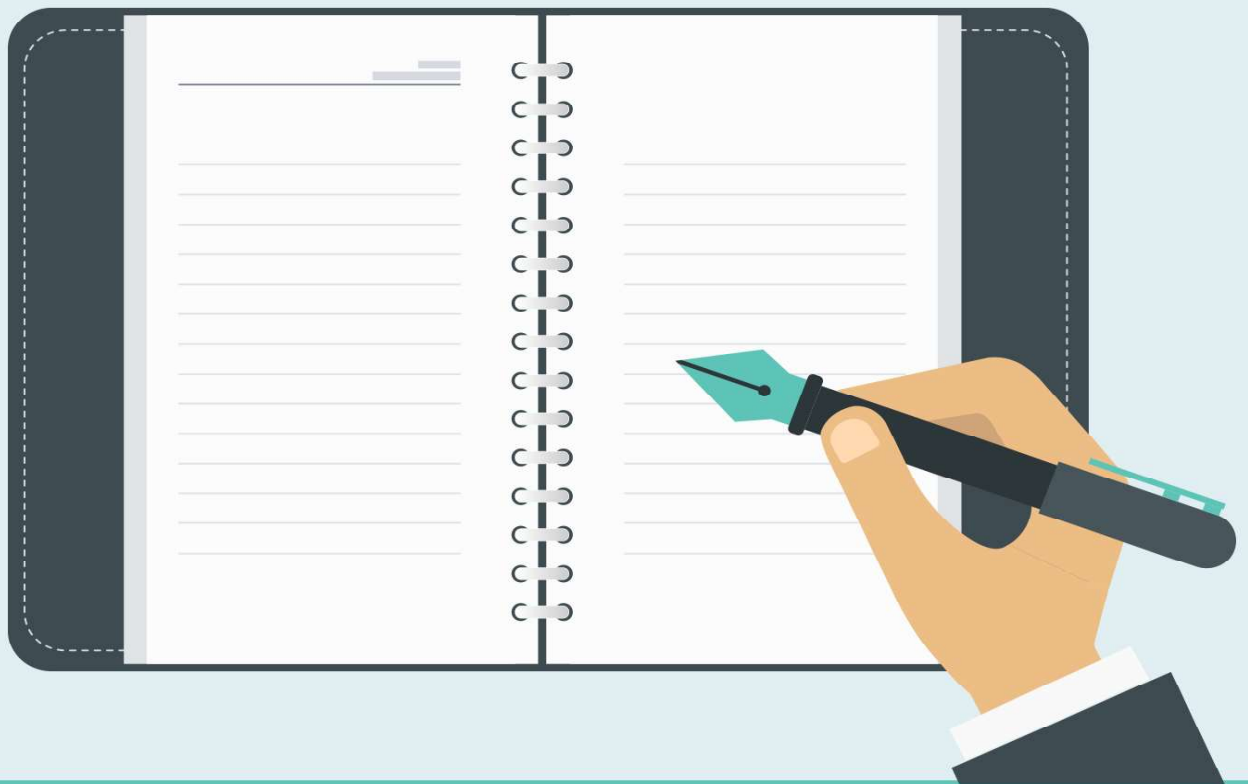


WRITING PROFIT DOMINANCE



START MAKING MONEY WRITING,
EVEN IF YOU HATE WRITING

Introduction

If you've read about the CASHFLOW Quadrant by world famous financial guru – Robert Kiyosaki, you will understand that everyone who wants to make money will fall into one of the following E,S,B, I quadrants.

The same will apply for a writer or for an entrepreneur dealing with writers.

When you take a closer look at the quadrant, you will get an idea where you stand and what you want to do with your business.

A writer in the 'E' quadrant

Writers in this quadrant are normally employed by someone else. They work in a 9-5 environment and their writing skills are mostly honed in-house by their company or by working on projects assigned by their company.

This type of writers, in my humble opinion is one of the lowest paid writers compared to the other three quadrants.

I'm not implying that these writers are poor because they could be earning a high salary with great benefits and a certain level of job security, but because there is limited vested interest in their writings and a non-scalable business model (trading time for money), you can earn a good income but not a great income.

However, if you want to monetize writing as an entrepreneur, then building a team of employed writers is one of the most cost effective (and lucrative) ways to build a writing force and get more bang for your buck! (See below for more information on entrepreneurship).

Examples of 'E' opportunities: Working full time at an Internet marketing company, contracted pay per post blogging (commit a number of blog posts a month to a blogger in exchange of a monthly salary)

Pros: Job security, steady income, good training, no need to tender for writing projects

Cons: No vested interest, non-scalable model, little time to left to monetize your writings, sometimes contracted solely to the employer (meaning the writer's work is exclusively for the employer only).

A writer in the 'S' quadrant

Those in the self-employed quadrant have the potential to earn LOTS of money online through freelancing.

As a writer, you can look into a number of opportunities without the commitment of being tied to one person or a company compared to the employed staff.

Freelance writers tender for writing jobs through e-mail, third party writing services or through referrals. These guys earn money for their services and the 'pay' is usually much higher compared to a company staff.

Examples of 'S' opportunities: freelance pay-per-post blogging, ghostwriting services, copywriting services, proof-reading services, rewriting services and many more.

Pros: Flexible schedule, no need to commit to a single client, set your own rates, work on projects that you like, the choice to 'fire' your client if things do not work well and lots of money to be made

Cons: The continuous need to tender for writing projects as the fate of your 'rice bowl' (a Chinese term synonymous to putting food on your table) depends on your clients. You will also need to build your reputation and deal with late payment issues occasionally.

A writer in the 'B' quadrant

A businessman or an entrepreneur in the 'B' outsources work to other writers or employs writers.