

Outsourcing Your Article Writing

A Step By Step Guide

By Kevin Brown

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Background

My name is Kevin Brown and I've been building websites for just over a year now. In that short time I have achieved great success and currently have 15 websites that I now maintain.

One of the biggest challenges that I encountered early on was being able to write all the articles that were required for a successful site.

Although I spent many months churning out my own articles, it soon became clear to me that I could get the job done much faster if I hired it out to professional writers.

And boy was I right... I could get hundreds of quality articles written in a fraction of the time it would take me to do it myself. Since I started outsourcing my article writing, the number of articles I have added to my sites is well into the thousands.

In this report, I will explain the process I use to outsource my article writing. For simplicity sake, this report will deal specifically with www.RentACoder.com but you can easily modify it in order to use www.ElanceOnline.com or any other freelance service you want.

Getting Started

The first thing you will want to do is sign up for an account at www.RentACoder.com. Once you have signed up and have your username and password, log into your account and have a look around. Spend some time checking out the different links, reading up on their policies and procedures and just get accustomed to moving around inside the site. You can even have a peek at all the different projects that are posted (you will see a lot of programming projects but don't worry, there are lots of writers just waiting for you to post your project).

Once you feel comfortable with the Rent A Coder website, you are ready to start posting your writing projects!

Here is a brief overview of the process:

1. Post your project.
2. A Rent A Coder facilitator reviews your project.
3. Once accepted, your project is posted and writers start to bid.
4. As bids come in, you are notified by email.
5. Log in and review the bids.
6. Check out writers' qualifications and ratings.
7. Select 2 or 3 writers for your short list.
8. "Interview" your short list.
9. Accept a bid.
10. Deliver keywords to your writer.
11. Receive completed project.
12. Check for plagiarism.
13. Pay your writer.

Post Your Project

Once logged into Rent A Coder, click on “Request Bids”. This will take you through a setup wizard where you will describe and post your project.

The first screen will have the following fields to be filled in:

Title: Enter a descriptive title for your project (i.e. 20 Short Cell Phone Articles)

Project Type: Select the “budget” for your project. I usually figure on about \$5 per article, so for 20 articles I would select “Very Small Business Project: under \$100” from the available options.

Bidding Type: Select “Open Auction”, this will allow everyone to see and bid on your project.

'Non-Disclosure Agreement' (NDA) Protection: Leave this check box unchecked unless you are working on some top secret project :-)

Click on the “Next” button to proceed to the next screen.

On this screen you will have the following fields to fill in:

Description: This is where you enter the description of your project. There is no need to provide complete details here. Once you have your short list, you can go into more detail. Here is a sample of what I use (feel free to add or modify to suit your needs):

=====

Hi,
I am looking for someone to write 20 quality articles based on a list of keyword phrases related to cell phones.

Each article must be a minimum of 200 words and up to 300+ words in length and use the keyword density rules supplied by me.

The goal is to create relevant articles that readers feel are informative that also do well in the search engines.

All content you provide must be original and publishable by me with no fear of infringing on someone’s copyright. Articles that are borrowed, copied or compiled from other sources will not be accepted. No copy and paste material.

Please include a sample of your writing with your bid.

If we work well together you can expect a lot more work from me.

Thanks,
Kevin

=====

Deliverables: This section is a detailed list of everything you need before you will pay. Here is what I use (feel free to add or modify to suit your needs):

- =====
1. Articles must be original content and publishable with my name as the author.
 2. Articles must be submitted as text files with no formatting. Just line breaks between the description, headline and paragraphs.
 3. Each article must be submitted as an individual text file.
 4. The files must be named after the keyword with dashes instead of spaces. Example: cell-phone-plans.txt
 5. Please check spelling and grammar before submitting. If an article doesn't meet my satisfaction I may ask you to edit the article until I'm satisfied with the final work.
 6. Please, fluent English writers only.
 7. All deliverables will be considered "work for hire" under U.S. Copyright law. I will receive exclusive and complete copyrights to all work purchased.
- =====

Other Files: This is not required.

Platform: Text files.

Click on the “Next” button to proceed to the next screen.

On this screen you will have the following fields to fill in:

Delivery required in: Enter the number of days you are giving the writer to complete the project. (I use 7 to 14 days depending on the number of articles)

Maximum Bid: Enter the most you are willing to pay for the whole project. Writers can bid up to this amount but not over. I simply multiply the number of articles in my project by \$5 and enter that number.

Bidding Close Date: Decide how long you want to keep the bidding open. Enter the date when you want the bidding to end. (I use 5 to 10 days)

Graphic: Not required.

Terms and Conditions: Read the terms and select the check box if you agree to them.

Click on the “Next” button to proceed to the next screen.

On this screen you select the category where your project will be posted:

Click on “more specific” next to “Documentation / Writing”, and then select the check box next to “Content Writing”.

Click on the “Next” button to complete your bid request.

You will receive an email stating that a facilitator will review your bid request. Once accepted, it will be posted for everyone to bid on.

Once Bids Start To Arrive

Once you start getting some bids, you can log into your account and click on “**My Bid Requests**” to review the bids. Simply browse through the bids received and get a feel for each individual writer.

Check Out The Writers’ Qualifications And Ratings

When you find a writer that looks promising, click on their name to bring up their profile. You can check out their qualifications and the ratings they have received from previous projects. I personally look for writers with mostly 10s and the odd 9 here and there. I also read the comments that they received.

Select 2 Or 3 Writers For Your Short List

Using the sample articles you received, what the writer said in their bid, along with their qualifications and ratings, select 2 or 3 potential writers for your short list.

Interview Your Short List

Once you have several potential writers, start a dialog with each one using the message board from within your bid request. At this time you can send them a more detailed description of your project that includes your keyword density rules and any more details about how you want your articles written. Ask them if they are able to write using your keyword rules and guidelines (I do this to make sure that they understand exactly what my expectations are).

Accept Bid

Usually after a short dialog, you will get a feel for which of the writers from your short list will work best for you.

Accept their bid and proceed to escrow the funds for the project. This puts the money into an account so that your writer knows you have the money to pay for the work. It also keeps the money there until you receive the completed articles AND are happy with them. You only release the money to the writer once you are completely satisfied.

Deliver Keywords To The Winning Bidder

After accepting the bid, deliver your keywords to them so that they can get started.

Receive Completed Project

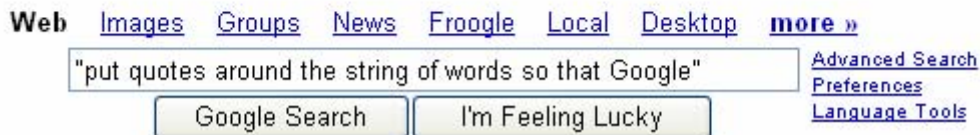
Once the writer completes the project, you will be notified by email. Log into your account and download the completed project.

Check For Plagiarism

This is a very important step. It is well worth your time to thoroughly check your articles for any plagiarism.

I do this by selecting a string of about 8 to 10 words from an article and searching for them on Google. It is important to put quotes around the string of words so that Google looks for exact matches only.

Example:



With a new writer (one I have never used before), I usually do 2 or 3 searches per article and sometimes will even use Yahoo or MSN for additional security.

Tip: Select strings of text that seem as though they would be unique to your article.

Pay Your Writer

Once you have checked your articles for plagiarism and are completely happy with them, you can pay your writer by releasing the escrowed funds to them.

You will then have an opportunity to leave a rating and comment about your writer. I highly recommend you do this as it is helpful for others when deciding on a writer for their project.

...and that's all there is to it!

About the Author

Kevin Brown is a successful author and publisher of many informative websites. He is also the creator of a new software product called [EZ Article Publisher](#). It was created to help those webmasters who either outsource their article writing or who write their own articles but don't want to waste their valuable time formatting and publishing them to their sites. Find out more about EZ Article Publisher here: www.ezarticlepublisher.com