

The "Gold Rush Secret" to Making Money as a Freelance Copywriter



- **Secret to long-lasting success**
- **The Levi Strauss fortune**
- **Information marketers need copywriters**
- **Working with a team makes a difference**
- **Surround yourself with like-minded writers**

Savvy, successful entrepreneurs — and you're an entrepreneur when you achieve *the writer's life* — understand the secret to long-lasting success is to go where the money is.

Let me give you a quick example from history.

Think back to what you know about the California Gold Rush. Who made the most money from gold in the California Hills?

You'd have trouble naming just one miner who made a fortune.

But even if you didn't know his name was associated with the Gold Rush, I know you've heard of Levi Strauss.

Strauss made his fortune supplying sturdy clothing to miners.

And consider John Studebaker. He was lured to California when he heard about the Gold Rush. When he got there, he decided instead of toiling in the dirt and muck, he'd manufacture wheelbarrows for miners.

Another fortune made.

Other savvy entrepreneurs made their fortunes by going "where the money is" as well. Henry Wells. William Fargo. Mark Hopkins. Leland Stanford.

These entrepreneurs made millions because they had the foresight to know that fortunes are made by providing others with what they need.

So, what do people need these days? Information.

A study done by the University of California-San Diego, under Roger Bon, found that people are every day inundated with the equivalent amount of 34 Gb (gigabytes) of information, a sufficient quantity to overload a laptop within a week.

We get all of that information from a variety of sources too. That includes mobile phones, the Internet, email, television, radio, newspapers, books, etc.

The study also found that on average, people receive every day about 105,000 words or 23 words per second in a 12-hour clip.

If those savvy Gold Rush entrepreneurs were alive today, they would've found the best way to exploit all of this information and build their wealth from it.

We don't refer to the people behind the push for information as gold rush entrepreneurs, but instead as information marketers and publishers.

Information marketers provide the desired and needed information to people who are actively looking for it. And they make good money doing it.

As a freelance copywriter, you can make good money, too. Because demand for copywriters is continually increasing.

Information products come in a wide range of subjects ... and in a wide range of niches.

The types of products published are quite diverse too and include e-books, newsletters, blogs, video or audio courses, e-courses, DVDs, workshops ... and so much more.

You can work as a freelancer-for-hire where information-related clients are begging for good, trained copywriters.

While some mega-corporations have their own staff of writers and marketers, most companies — large, medium, and small — have found it's more cost-effective to hire freelancers like you.

When you write for other clients, they provide you much of the background information. They direct and guide you in how to present the information.

You'll probably have to do some research, but you're working as a team, which takes a lot of pressure off you. You'll be surrounding yourself with like-minded people, which is one more way to further your skills and knowledge.

Your takeaway: By paying attention to the needs and wants of prospective clients (like information publishers), you could have a steady flow of projects and income.

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