

# Are There Too Many Writers in the Copywriting Market?

*By Steve Coombes*



Do you dream of a life filled with freedom, fulfillment, and financial independence?

Every writer envisions *the writer's life* in a different and personal way. Some look toward an idyllic life writing on their back deck overlooking a peaceful lake. Others prefer urban excitement and international travel.

Yet looking around the huge Marriott Delray Beach Ballroom packed full of people at an event like [Bootcamp](#) might give an aspiring copywriter pause.

Is there really enough high-paying work left for new writers to make good money in the writing market?

After all, looking at 400 fellow copywriters in one room may seem like a lot of competition.

I assure you, it's not.

But don't take my word for it ... Let's look at some numbers ...

According to the most recent statistics available from the U.S. Census Bureau, there are now 28 million businesses in the United States.

**Every one of them needs copy.**

Websites. Sales letters. Emails. Social Media posts. Video scripts. Landing pages. White papers. Case studies. Pay-Per-Click ads. Brochures. And much, much more. The internet has created a ravenous monster that marketers have to feed — constantly.

Yet the Bureau of Labor Statistics could find only 95,080 writers in the entire country.

That's all writers, authors, and technical writers — from the lowest-paid small newspaper staff writer to well-known novelists like James Patterson.

Simple math shows that's more than 290 potential business clients for *each* writer in the United States. (And of course, most of those authors and technical writers aren't interested or trained in copywriting work!)

And that's not all.

Most businesses of any size need far more copy than any *one* writer can deliver. Most of my clients hire multiple writers at any given time — there's just so much work to go around!

For instance, I received an email from a new potential client who represents no fewer than 10 companies. They're all growing. Fast.

But he has a big problem preventing even faster growth. In his words, "One of the biggest bottlenecks is COPY."

I want to help him. I really do. But my schedule is already jammed full.

Which leads me to share one of the big open secrets in the industry — and one you can take to heart if your goal is to be a well-paid writer ...

## The demand for good writers is insatiable.

Your services as a writer are desperately needed.

Which means, if you want to control your own destiny and use freelance writing as the means to do it, there's never been a better time to get started than right now.

Today, grin as you open your inbox and find numerous emails and autoresponders ... perk up when your mailbox has more "junk mail" ... and pay closer attention when you're searching online and see all the web pages and banner ads.

These are all signs of the enormous and well-paying untapped potential available to you as a writer.

So, are there too many writers in the copywriting market right now? You now know there's *more* than enough work to go around.

Then, the next question you may have as an aspiring writer is ... There may be a lot of businesses who need copywriters, but how do I find my ideal clients?

Well, let me share how to not only find clients — or help them find you — but also a secret that will help you get paid well.

It all boils down to the principle of specialization.

## How to Become an Overnight Expert

Just like a neurosurgeon earns more than a general practitioner, a writer with a specialty can command higher rates for targeted clients.

You may be a competent copywriter perfectly capable of writing sales letters that sell a variety of business products or services to consumers.

That's a generalist.

But select a single niche, market, or industry to write for and suddenly you're a specialist. And, in the eyes of many prospects, an automatic expert.

And experts *a/ways* get paid more than generalists.

Put yourself in your client's shoes.

You're an international travel website editor looking for a writer who can put together a popular blog on top restaurants around the world.

Are you more likely to hire the generalist who offers articles as one of many services? Or will you be somewhat biased toward hiring the travel writer specializing in blog posts and diverse cuisines?

Here's another example.

You're now a marketing director at Private Pilots Inc. who needs to sell more private pilot services to owners of private jets.

Comparing two writers, who do you think you'll call first? The writer promoting a variety of general copywriting services or the one with a specialty in aviation, marketing to the affluent, or better yet, both?

This is a two-pronged secret:

1. The tighter you focus your niche, the easier it is to get hired — at higher rates — because of your perceived expertise.
2. The more you write in that niche, the greater your depth of knowledge and more productive and effective your writing becomes.

What's not to love?

Obviously, you should know something about the niche you select and dedicate yourself to continually improving your knowledge of that market.

Now, if you haven't selected a niche yet ... Consider what excites you to talk to others about. Often, there's a market you can focus on right there.

The best niches are growing markets with enough financial interest to support your writing services. If there are multiple strong competitors, magazines, websites, and trade associations serving that market, you've probably found one.

What's important is that you [find a niche](#) you'll enjoy working in, and where you can market your services as a specialist. You'll earn professional fees, you'll always be in big demand, and you'll be able to choose which businesses YOU want to work with.

So, your services as a copywriter are desperately needed in the market ... and if you want to earn even more money, specialize.

Do you have any questions about how to get started as a writer and selecting your ideal niche? Please share in the comments below so we can point you in the right direction.

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## 9 Responses to "Are There Too Many Writers in the Copywriting Market?"

I want to focus on B2B. My passions are travel, wine and food. I'm a former attorney, but I am burned out in the legal arena. Is there a B2B niche market for my passions? I am registered for Bootcamp in May. Will I meet potential clients in my niche there? Thank you!

*MedellinWendy* – over a year ago

\*candle making as a new hobby with a view to selling handmade candles;

\*write material to be used by teachers in the Catholic Church PREP classes

\*

*Guest (Sue)* – over a year ago

Would Christian financial teacher for children be a nich?

I am really enjoying working on Budget Brainicas! The new special idea is a Bible based website like FAMZOO.com

*Christine H* – over a year ago

I want to write about art/crafts and beginning small farms. I'm not sure these are areas people will pay money for.

*Laura P* – over a year ago

**Wendy,**

**B2B of all types is HUGE. Travel, wine, food are all big as well - just witness the multiple TV channels and myriad magazines on these topics. Many are lapping up all this stuff, right?! Which makes them each terrific B2C niches.**

**Finding B2B clients in these areas means looking at what companies supply or service the ones selling to the end consumers. Dig in a little to discover what it requires to run these types of businesses and you'll find good ways to specialize your services and find great prospects.**

**Look for publications targeting the owners of these businesses. The ads will show who markets to them - that's YOUR potential market. Also look at webinars, conferences, trade organizations, etc. That's just for starters.**

**Steve**

*Steve Coombes* – over a year ago

**Sue,**

**How large are these audiences? Would enough businesses / hobbyists selling handmade candles be interested in your copywriting services to market their candles? Or perhaps this would be better suited for an info product you'd write and sell yourself? You could use Clickbank or your own website.**

**For the PREP classes, would that be a single-client business or would you have opportunity to write for multiple smaller clients? Determine your personal writing and business goals and whether these niches fit those.**

**Steve**

*Steve Coombes* – over a year ago

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**Christine,**

**It sounds like you're considering a business idea rather than a writing niche. And that's perfectly ok! Do your due diligence in creating a product and how to market it.**

**If there's enough companies selling products of this nature, it could be a niche. You'll have to investigate whether or not there are.**

**Or, consider reaching out to companies like FamZoo to gauge their interest in hiring new writers - whether as employees or freelance (either is fine as long as it fits your goals).**

**Steve**

*Steve Coombes* – over a year ago

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**Laura,**

**Both areas have large audiences. Arts and crafts may be large enough to consider specializing even further. Painting, needlework, pottery, scrapbooking, etc all may be large enough to support specialization in each - do you have a preferred area of arts and crafts to write for?**

**Small farms / homesteading is also a large niche with a number of potential sub-niches: gardening / seeds, livestock, alternative energy sources (big in homesteading), etc.**

**For each niche, consider your interests and how specialized you may want to become. Higher specialization reduces number of prospects but increases perceived and eventually actual expertise.**

**Steve**

*Steve Coombes* – over a year ago

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Hello. I am new to Copy and I see what you say about generalist. I am a jack of all trades but I most knowledge in auto detailing. Is that good? Had my own auto detail business over 10+ yrs.

*Guest (Joseph)* – over a year ago

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