

Tips from 10 Freelance Writers Who Doubled Their Income (Or More!)

Edited by Carol Tice

Would you like to earn a whole lot more from your freelance writing? I meet many writers who can't believe they could really earn double—or more—what they're currently bringing in.

But I know you can, because I coach writers to double their earnings in my [Freelance Writers Den 2X Income Accelerator](#) mastermind program. I thought it'd be inspiring for writers to get tips from my Den 2X grads, writers who've recently completed the journey to doubling what they earn (and in some cases, even more).

I reached out to my Den 2X Grads, and many responded with background on what this program did for their income. I asked them each for a top tip for writers looking to earn more.

These writers are based in the U.S. and elsewhere, longtime freelancers and relative newbies, even writers freelancing on the side—really, every type of freelance writer. What they have in common is they all wanted to at least double their income, and they made it happen.

I hope these varied stories and tips from successful freelance writers help you grow your own freelance writing income! —Carol Tice, Den Mother

1. An Easy Leap to Full-time Freelance

My story: I came into Den 2X wanting to grow my income to leave my full-time job. The Mindset Reset was invaluable to me, where we replace negative self-talk with positive statements. Gaining confidence to double my rates and go after bigger clients was a huge factor in my being able to leave my job in early 2018, to freelance full time.

Also, the concrete marketing ideas were fantastic. As a marketing manager who only knew how to implement tactics that worked for multi-million dollar companies, I didn't know what tactics to use as a freelancer with a tiny marketing budget! **I now have a reliable set of tactics** that I can count on to deliver new work.



Not only have I left my job as of the beginning of 2018, Den 2X is the best money I've ever spent on my business, and I'm not exaggerating.

I earned about \$50,000 freelance in 2017, so my goal was to double my freelance income to replace my day-job salary. I'm on track to do it—I made just over \$25,000 in my first three months of full-time freelancing!

TOP TIP: Experiment and test your marketing tactics. Try several different tactics to learn what works for you and your market, then iterate on the two or three things that perform best to improve your results. For example, if you find that LOIs do well for you, start testing different subject lines, lengths, forms of social proof, etc. As you iterate, your success will just keep going up.

Laura MacPherson, ideallymarketing.com

2. Starting Over in a New Country—and Earning Big

My story: My husband was diagnosed with (ultimately fatal) cancer one week after I joined Den 2X. I ended up taking nearly 1.5 years off work to care for him and our daughter, who was born two months before he died. I used the 2X principles when I was ready to get back to work.



Before joining Den 2X, I was struggling, making about \$2,000 a month as a freelance journalist. After relaunching my writing business and implementing Carol's advice, **my income has quadrupled from \$5,000 per quarter, up to \$20,000 last quarter.** I should also mention that at no point during the past year have I worked more than 20 hours per week!

Den 2X gave me the confidence to market to (and land) clients in new, more profitable industries, to charge rates higher than I would have otherwise and confidently branch into new types of writing. Just the feedback about pricing has been invaluable—I've increased pricing on several projects after getting advice from other Den members, which means I've gotten **thousands of dollars more for the same work than I would have otherwise.** The extra income has helped me relocate to another country, where I wanted to raise my daughter.

TOP TIP: Let go of irrational anxieties about whether or not your work is 'good enough,' or if you can charge pro rates, even though you've never done a particular content type. You can!

Emily Omier, emilyomier.com

3. Niche Focus = 60% Growth

My story: I increased my income about 60% from 2016 to 2017. The reasons: thanks to Den 2X, more consistent marketing and a decision to focus on niches (manufacturing, health care and case studies). I have more direction in what I'm doing. **I've figured out what I want my freelance copywriting business to be when it grows up.**



TOP TIP: Learn to market, even when you're busy with client work. This is my greatest weakness, but I'm getting better at it. I now schedule marketing into my week. I schedule time for research and qualifying leads. And I schedule time to send out LOIs, by email and direct mail.

Gary Schenkel, Garyschenkel.com

4. Working the Levers—to Triple Income

My story: In Den2x, I learned what all the different levers are in my business and how I can impact them. It's a lot of the things we all know we should do, but Carol really hammers it home. A couple key examples are building and maintaining a professional writer website, creating a robust LinkedIn profile, creating structured contracts that provide a clear framework for client relationships, and regular outbound marketing activities.



I worked with a designer to build my website, beefed up my LinkedIn profile with Carol's help, drastically overhauled my contracts (and how I communicate with clients), and created a 3-month marketing plan based on warm LOIs and introduction requests. **I put myself out there a lot more than I otherwise would have.** And I got a lot more practice working with clients, which has helped me get more comfortable faster.

The main result for me was deciding to focus on Software-as-a-Service (SaaS) businesses as my main niche. I work with all industries within that niche, but that's the key common factor amongst all my clients.

My income grew 3X from 2016 to 2017, from \$15,000 to \$45,000.

TOP TIP: Get out of the vacuum of working solo! One other important thing Den 2X provides is a community of writers. You can't put a price on that. When you aren't sure what to charge, have an unruly client you don't know how to handle, or are having trouble getting paid, leverage the community of writers who are right there with you. The great advice of other writers in Den2x has helped me handle numerous difficult scenarios and let me know that I'm not alone.

Amy Hardison White, amyhardisonwhite.com

5. Mastering the Pitch – For 2.5x More

My story: When I came into Den 2X, I was really struggling to bring in enough income and avoid feast-or-famine problems. What helped me the most in Den 2X? Learning to write letters of introduction (LOIs). When I figured out that I needed to send out as many as I could in as short a time span as possible, I started sending out LOIs in boatloads. And the business came pouring in. In one year, my business grew by 2.5X. I'd say that's a pretty big win!



TOP TIP: Quit writing for whoever, and about whatever. Pick a specialty. Narrow your niche and become the best person to write for a specific type of client—but make sure there's a big enough market to support your specialization.

Allen Taylor, tayloredcontent.com

6. Bought a House with Cash

My story: When I joined Den 2X I was making \$100K/year, but I was working way too many hours and on way too many small projects. Carol tells it like it is and doesn't sugarcoat things. Her job is not to make you feel better, but to make you a better businessperson--and she does that. She'll call you out on your fears and your excuses, and I really needed that!



I listened to and implemented Carol's advice about "raising the floor," going after bigger clients and increasing my fees. Being based in India, I felt scared at first, to go after bigger U.S. companies! But that helped me clock \$150K, while working fewer hours. My business continues to grow... Most recently, my husband and I closed the year at \$210K, and I can only see it increasing further. We recently bought our second house--with no mortgage!

Top tip: Show up and do the work. Implement, implement, implement. Do whatever Carol tells you to do even if (especially if!) it scares you. That is the ONE thing that really helped me double my income when working with Carol and the Den2X community.

Prerna Malik, Conversion Copywriter, Content Bistro, contentbistro.com

7. Goodbye Low Payers: Hello, \$20K Per Quarter



My story: For me, more than tripling my income definitely came by dropping my lowest payers, asking for raises, and executing/experimenting with consistent marketing plans.

I'd thought about dropping my lowest-paying clients, but never did it because I liked the income. Through Den 2X, I learned that hanging on to low payers meant I was missing out on finding higher-echelon clients. I was getting paid half of what I could get somewhere else, for the same article or blog post or content marketing package! Working for low-payers also meant I'd get referred more low-payers. When I dropped my low payers, I had more time to market. I also set higher project minimums.

Asking for a raise was more difficult. It took a while to feel comfortable asking for more money. But after doing it a few times, I realized that no editor or client would ever get upset or never work with me again, just for asking. This was a huge relief, and another confidence boost.

I was typically pitching a lot of trade publications, instead of sending LOIs to businesses and bigger magazines. I wasn't marketing all the time—now I'm marketing every month. I was worried about marketing to businesses because I got so comfortable with magazines, but then I realized if I wanted a six-figure business, I had to differentiate. With the help of my 2X accountability buddy, we've been conquering marketing to businesses. I got two new clients and feel a lot more comfortable marketing to businesses now. Executing my marketing plan over several months and then examining the results helped me see how far I'd come and helped me keep putting more irons in the fire.

I learned a secret here in Den 2X: nobody knows everything about freelancing. I always had it in my head that I was 'behind.' But the truth is, everyone is trying new things all the time and learning from those experiences.

P.S. I've made half of what I made in all of 2017, in just the first quarter of 2018! I'm tracking to more than double my income—again.

TOP TIP: Once you've conquered a market or pay scale, raise the bar. If you've been working for clients at \$250 per blog post, tell the next new client it's \$300. Once you've managed to get in with certain publications at \$0.50 or \$0.75 per word, start pitching \$1 per word and up. This not only raises your income, but keeps you learning, growing, and blows up your confidence. Keep growing by conquering new clients, niches, or pay rates.

Mandy Ellis, mandyellis.com

8. Connect to Your ‘Why’—and Watch Income Multiply

My story: I had my doubts about joining Den 2x. Sigh and a face palm! But it paid off—I’m projecting that by the end of my six months in Den 2X, my income will have doubled. And if all goes well with one new prospect I’m meeting up with soon, I’ll triple my income.



Carol’s first one-on-one coaching session helped me sort out where I was missing the mark on how I was qualifying my prospects. In our first Den 2X mastermind, Carol took the dread out of qualifying prospects for me. Before this, my goal was 15 warm emails a day—and it would take me 4-5 *hours*. The mastermind showed me how to generate and qualify a 15-company list quickly, and how to send out those emails in more like 90 minutes! Den 2x made me more confident in my writing, too, which in turn, makes me a better writer.

TOP TIP: Look at your income as a ‘want,’ rather than a need. Then, find your most significant ‘why’ (why you need to earn more) and you’ll chase after it with a new mindset. You’ll always make what you need, but when it’s a mega-purposeful ‘want,’ distraction doesn’t stand a chance. I want to make \$X, so I can [insert your why here]. Write it out, say it, believe it. Manifest it.

Finally, if you ‘want’ to get better clients consistently, you have to make marketing a habit. You *have* to market yourself every day, until for you, it’s automatic. Even when you think you have enough clients, you don’t—so get hooked on marketing!

John Makohen, johnmakohen.com

9. Big Changes—in 2 Weeks

My Story: I’m happy to report my Den 2X results came in super-fast! After learning how to upsell existing clients in the program, I got an early win with an upsell to a longer-term client. **Just 2 weeks in, I also negotiated a much higher fee** than I normally would have. I got the project, meaning I made back all of my 2X enrollment investment (plus a profit!) in one fell swoop.



The jump in my income from 2016 to 2017 was 73%, and I’m on track to double my income by November 2018. I’m super happy with the results. And most importantly, it’s handed me the confidence and know-how to rule my business like a boss.

TOP TIP: Pay attention to low-hanging fruit opportunities with your current connections. You’ll get a quick income and confidence boost!

Chanoa Tarle, chanoatarle.com

10. Double Income—with 2 Months' Vacation



My story: Even after 10 years in business, I didn't believe I deserved to double my income. But by the end of the Den 2X, I was quoting projects based on the value of my work and expertise. For example, I pitched \$3,000 for a highly creative job that only took 6 hours. A year ago, I would never have had the chutzpah to ask for so much money. I would've thought "Hrm, 6 hours at \$120 an hour, that's..." Now I only consider the value of my work when pricing projects. Rather than feeling icky, pitching is now fun—I even play a game with myself to see how high I can go.

The second breakthrough came from profiling my dream client. With a clearer niche and target market, I now know who to pitch and how to do it. This has helped hone my focus, rather than taking on whatever lands in my lap. It's made it a lot easier to turn down gigs that aren't right for my business and make the most from my marketing. I emerged from the Den a happier, more confident and in-charge freelancer. I've fallen back in love with my business, and truly believe in my work. Den 2X transformed my freelance business and my sense of self-worth. And that makes the course invaluable.

The year before 2X, I made \$28,000 gross. In the year I participated in Den 2X, I made \$63,000. So that's just over double the income—and I took two big breaks—a month off over Christmas, and a month off when I went to Australia. :smile: I'm bet I'll be tripling, or maybe even quadrupling, my income in the year ahead!

TOP TIP: Begin with changing your mindset. As freelancers, we often let ingrained negative self-talk hold us back from growth. That's what helped me most in Den 2X.

Katherine Tate, merakiwriters.com

Did you find that inspiring?

I hope so! As you can see, it's definitely possible to earn more as a writer than you do today.

Interested in getting better freelance writing jobs? I reveal the exact strategies writers use to earn more in this free training:

[How Freelance Writers Double Their Income](#)

HOW FREELANCE WRITERS
DOUBLE THEIR INCOME

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