



# **13**

## **mistakes**

you can make when

## **working with content writers**

# Proven solutions to the mistakes every business makes with freelancer writers



Freelance writers



Marketplaces



Digital agencies



In-house writers



The reality is, well-written copy is essential to your business. But, finding good writers isn't always easy. By outsourcing your copywriting to a team of experienced content writers, your business can benefit from the expertise and skill of professional writers without the hassle of managing in-house staff.

Still, that doesn't mean you won't run into problems when working with writers. If you want your business to benefit from the efficient experience working with content writers should offer, there are a few common mistakes you'll want to be aware of.

Here's a run-down of the 13 potential problems you can make when working with freelance writers and what you can do to avoid them.

## 1 Spending too much time looking for a writer

Of course, you want the best writer for the project. The problem is, if you focus too much on finding the perfect writer by interviewing and trialing candidates, you could be wasting precious time and money.

Delaying a project because you can't find a writer can cost you the benefits of having the project completed, whether it's intended to increase website traffic, attract customers, or any other direct or indirect revenue-generating purpose.

### **Solution:** **Be flexible**

Don't fall into the trap of analysis paralysis when it comes to finding writers. Determine your project timeframe and stick to it. If your favorite writer isn't available within that timeframe, be flexible and go with another.

## 2 Relying on a single writer

It's tempting to only work with one or two writers. After all, once you've worked with them, they understand what you're looking for and you can count on them to be consistent.



### **Solution:** **Rely on a team**

Make a point of working with a pool of writers rather than relying on a single writer. That way, if they aren't available, you have other writers you can count on to complete your projects. Also, this makes it easier for you to scale – if your project demand increases, you want to have writers available to take on the work.

However, this approach introduces too much risk into the equation. Anything from an illness to a heavy workload from their other clients can put your projects on the backburner.



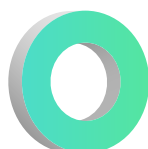
## 3 Delegating large projects to a single writer

For those large, time-consuming projects, you may think that sticking with a single writer is always best. It's not. Large projects take time. Because of the mental energy and creativity required to produce that fantastic copy you want, it's going to be difficult for one writer to handle it all within a modest timeframe.



### **Solution:** **Spread the workload**

Instead of risking your one freelancer burning out on a large project, delegate the larger tasks to multiple writers. This spreads out the workload so you're more likely to have all the writing completed on time and to your standards.



## 4 Hiring a non-native English speaker

This is one area where you don't want to cut corners. Non-native English speakers may be fluent in English but that doesn't mean they can write effective copy. The problem is, the writing won't flow for native-speaking readers and the writer will struggle to create copy that truly resonates with the target audience.



### **Solution:** **Prioritize writing skill**

Only work with vetted writers who aren't just fluent, but who are native speakers. That doesn't mean you can't work with writers who live around the globe – there are plenty of American, UK, and Australian freelance writers living in every corner of the world – but it pays to ensure they are true masters of the English language.

## 5 Not proofreading the copy

It doesn't matter how talented a writer is or how well they can express a topic – everyone makes mistakes. Even if you're working with the best, don't assume their writing will always be error-free.



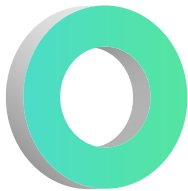
### **Solution:** **Doublecheck everything**

Don't assume. Always take the time to proofread the copy. Taking a few minutes to double-check for errors can ensure the writing is spotless.

Great writers may be able to go in-depth and really nail the writing style, but when it comes to typos and small errors, no one is immune.

## 6 Not having an editor review the copy

Without feedback from an editor, a writer is basically operating in the dark. They don't have the information they need to improve or to recognize where they may slip into poor writing habits.



### **Solution:** **Use an editor**

Make sure there is an experienced editor reviewing the copy. An editor can spot grammar issues and style problems. They can also ensure the writer is following the brief and help them improve the copy before you even see it. This saves time while ensuring a consistent level of quality.

## 7 Not keeping your writer on their toes

Let's face it, when a writer becomes familiar with project standards and keeps writing about the same subject area, they aren't going to be able to produce fresh, original copy forever.

If you always use the same writer, they may run out of ideas or they may become comfortable with the project to the point where they aren't putting in the effort they did at the beginning.

### **Solution:** **Create a feedback loop**

Find a way to evaluate the copy for quality periodically such, as with a rating system. Make sure the writer is getting this feedback so they are aware of where they can improve. Don't assume just because you're favorite writer produced it, it's always living up to the same standards.



## 8 Failing to create standards for research

Even if a writer is a subject matter expert, there will often be some degree of research required for a project.



### **Solution:** **Define your expectations**

Set a standard for what amount of research you expect. Ask for references and make it clear what sources are acceptable. Include research and links to sources if you want specific research included in your copy.

From staying on top of new industry trends to finding reliable sources for statistics and quotes to use to enrich their writing, researched copy is always going to add more value.



## 9 Overcomplicating writer workflow with too many tools

If your writer is spending their time sifting through project and brief info through email, chat, Google Docs, and other tools, things are going to be overlooked. And, your writer is going to be spending too much time figuring out what you want written before they can even start writing.



### **Solution:** **Keep communication simple**

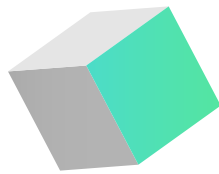
Make things simple with a single platform. If a tool or communication channel isn't necessary for content creation, consider leaving it out of the process altogether. This way, your writer can focus their time on producing high-level copy.



# 10

## Not setting deadlines

If you think you'll get better results from giving your writer weeks to do a project, think again. Freelance writers generally write for multiple clients, and they know how long a project will take them. If you give them unlimited time to complete a project, they may prioritize the clients that have set deadlines first, leaving you and your unclear deadlines waiting.



### **Solution:** **Be upfront with deadlines**

Set clear deadlines. This allows the writer to prioritize your project accordingly and to schedule their workflow. If something comes up such as an illness or another issue, encourage the writer to let you know so you can switch gears quickly to a different writer if you need to.

# 11

## Not testing new writers

Even if you've looked over their writing samples and they have the right experience, you aren't necessarily going to get the results you expect.



Using an untested writer can put your business at risk of wasting time and money.



### **Solution:** **Watch over new writers**

Trial a writer before hiring them to take on a lot of work. That way, you can ensure they are a good fit. This also gives you the chance to offer feedback to make sure everyone is on the same page when it comes to expectations.





## 12 Overlooking writer burnout

We all can get burned out at work, but writers are particularly vulnerable. Especially if your writer is working on a large project or produces copy for ongoing clients, they will at some point tire of the subject and need to step away from the task so they can come back with a fresh mind.

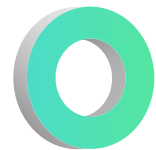


### **Solution:** **Strive for balance**

Factor writer burnout into the equation. Be ready to switch writers either temporarily or permanently. For ongoing work, consider starting out with a team of writers to divide the workload to help prevent burnout.

## 13 Risking your bottom line

When you pay for writing services, you probably have a purpose in mind for that copy. The problem is, if the writing isn't good enough or for some other reason it can't be used, your agency is out-of-pocket.



### **Solution:** **Expect the best**

To protect your bottom line, work with someone who provides a money-back guarantee. Don't work with a writer that doesn't respect your business's needs. A professional writer will be able to let you know if they can't produce what you're looking for before even agreeing to do the work. If they don't quite hit the mark, they'll be willing to revise it for you until it's right.

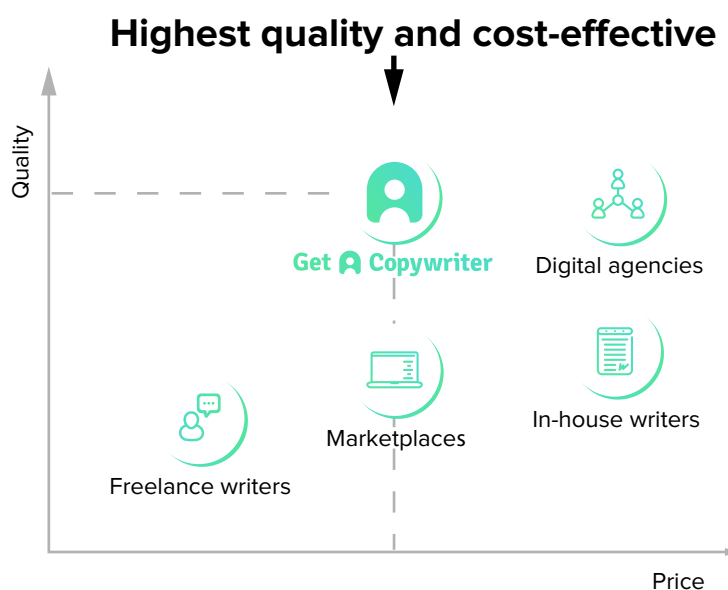


# The process of working with content writers made easy

The reality is, if you don't have the process nailed down, you can run into some expensive and frustrating issues when working with writers. But, you don't have to take on the risks of hiring freelancers – we can help.



Ultimately, you want to find a writing services solution that consistently offers top-quality work without the high price tag. This is how you'll create the most value for your business. And, when you order your writing projects from Get A Copywriter, it's what you can count on, always.



We've spent years perfecting a platform that makes the entire process of working with content writers simple for agencies and businesses looking for professional writing services.

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