



What are the eight advantages of using a freelance writer? (So, so glad you asked.)

Consulting firm *McKinsey*, in one of its latest reports, reveals the freelance economy of on-demand talent is growing three times faster than the overall U.S. workforce. There is a reason for this. Freelancers and the businesses that use them are both benefiting from a relationship that simply — works.

Following are some direct advantages of using a freelance writer.

Instant Employment Savings

Every business leader is looking to maximize capacity and minimize costs. Right out of the gate, when you use a freelance writer, you are not paying for expenditures that are associated with hiring an employee. These costs can add up: Medicare, Social Security, health insurance, workers' compensation, paid vacation, office space and more.

An added bonus: freelancers use their own computers and provide their own tech support.

An experienced freelance writer knows how to approach and deliver a project swiftly and intelligently with little handholding.

The Flexibility to Staff Up (& Scale Down) as Needed

All companies have busy times. You may have numerous writing projects that just have to be done. Or maybe that one huge copy project landed in your lap at the worst possible time. The need is critical, but it doesn't warrant hiring a writer. The answer? You guessed it, engage a freelancer.

More Time For You to Do You

Independent freelance writers usually require a very low level of supervision. We've performed hundreds if not thousands of writing gigs, and we know how to approach

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and deliver a project swiftly and intelligently with little handholding. This can free you up for more important things, like leading your department, or attending that senior management conference in Hawaii.

Ad Agency Quality Without the Price

The first thing you'll notice is a cost-service equation that is clearly in your favor. Freelance writers don't have to charge rates to cover overhead like ad agencies do. We don't have to pay for...a front desk receptionist...a stocked employee cafeteria...conference room furniture...fancy art on the walls... You get the picture.

Immediate Experience & Productivity

The freelancer you engage most likely has more successful writing experience in more media than any new hire you could bring on board. That means you receive the expertise, insight and productivity of a senior-level professional — immediately. And when you don't need us, we go away, until you call us again. That's not the case with a full- or part-time hire.

More Than Writing

Yes, a freelance writer can create new concepts, write copy and produce content. But you can tap into other valuable services beyond those. For example:

- We can steward your *existing* marketing or advertising campaign, making sure the voice and messaging are effective and remain true.
- Most of us are also able to provide valuable ancillary services (graphic design, website development, etc.) through our professional affiliations and contacts.

New Eyes & Fresh Perspective

A freelance writer can often bring a fresh approach to surmounting an important challenge. The more eyes and brain cells on a key project — the better.

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We're Laser Focused on Your Needs & Deadlines

The business success of a freelance writer is predicated on the ability to complete exceptional work in a timely manner. No coincidentally, you have writing projects that need to be done, yesterday, and to exceptional standards. See how those two purposes match up? Freelancers are vested in solving your writing problems. That's how we stay in business.



About the author:

Dan Stech has more than 20 years of ad agency experience — serving as an award-winning copywriter, copy chief and creative director. Now as principal and owner of danwillwrite, Dan provides copy, concepts and content to a wide variety of clients. He also eats a healthy breakfast every day and regularly cleans his room.

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