

## **New book on freelance writing says success is still possible – with hard work**

Submitted by: The Marketing Room (Passionate Media Relations)

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Hard work and realism are the keys to unlocking a successful freelance writing career according to a new book offering straight-talking advice on sustaining a profitable income.

Author and journalist Linda Jones has written *Freelance Writing, Straightforward Advice from a Woman who Knows*, five years after an earlier book met critical acclaim and was dubbed 'the freelancers' bible' by one reviewer.

Those years have seen turbulent times for freelance writers, with lucrative markets shrinking as publications continue to close or freeze freelance budgets. For many, the best advice for wannabe freelance writers may be 'don't bother.'

But according to *Freelance Writing*, it's still possible to carve out a successful living in freelance writing, so long as you have a strong work ethic, businesslike approach, can deliver and are willing to adapt.

In her introduction, Linda says: "I'd also say don't bother – don't bother that is unless you are prepared to work hard, market yourself and set yourself apart from the competition, learning new skills along the way. If you are good at what you do, meet deadlines, supply excellent copy and build strong relationships with your editors, then you still have a chance.

"You need an endless supply of timely ideas, an old fashioned nose for a story and a strong work ethic. You also need to be ready to adapt and continue to learn, be inspired by innovative writers and editors, fully exploring the potential of newer media practises and new ways of investigating, reporting and reading."

Media coach Joanne Mallon says in her foreword: "It's not all bad, the huge explosion in online publishing has meant that there are now more outlets for your writing than ever before. And a writer can find themselves doing jobs that didn't even exist ten years ago, such as writing a blog for a client or getting hired to tweet."

*Freelance Writing, Straightforward Advice From a Woman Who Knows* includes advice on social media writers from Linda, herself an award-winning blogger, as well as influential online commentators.

Sound guidance on pitching editors comes from regular contributors to national newspapers and magazines and detailed pointers on how to win and keep commercial writing work comes from award-winning businesswoman Carol Garrington, Linda's fellow director at Midlands agency, The Marketing Room.

Established writers and freelance journalists offering their advice in the book include:

- Alex Gazzola: Health journalist, author and writing tutor.

- Anne Wollenberg: Freelance journalist and sub editor
- Kelly Rose Bradford: Contributing editor, freelance journalist and short story author
- Nick Daws: Author, freelance writer and tutor
- Tara Cain Leading UK blogger and former features editor

Chapters included are:

- Getting Started
- Advice from the Professionals
- The Business of Freelancing
- Writing for Newspapers and Magazines
- Real Life Stories and Travel Writing
- Research and Interview Skills
- Writing for the Internet
- Social Media for Writers
- Other Types of Writing
- Commercial Writing Work
- Doing Your Own PR

About Freelance Writing, Straightforward Advice from a Woman Who Knows  
Published by Greatest Guides

Foreword by media coach Joanne Mallon

256 pages, 11 chapters, ISBN 978-1-907906-20-6, Price £9.99

Available from all good bookshops including: Amazon, Waterstones, WH Smiths  
<http://www.greatestguides.com/>

About Linda Jones (Married name Linda Aitchison)

Linda is an agency director, freelance journalist, author and trainer based in the West Midlands. These days she spends much of her time training and mentoring writers. She began her career at the Wolverhampton Express & Star in 1990 and has since worked as an editor in Russia, news editor on UK regional newspapers, online editor and regular contributor to national, regional and specialist titles. She blogs at <http://www.freelancewritingtips.com>.

Praise for Linda Jones' first book on freelance writing:

"Newcomers to the trade of professional writing would be wise to invest in this book if only to avoid some of the more common pitfalls that can happen to the inexperienced. But even the most seasoned hacks should find enough in here to inspire them, remind them or encourage them." Louise Bolotin

The author has tips not just on magazine and newspaper markets, but also on Internet and commercial opportunities, and even has advice on the gentle art of getting paid. She says that her book aims to

'offer realistic advice to those at the start of a freelance writing career'. It certainly does that.

Richard Bell, Writing magazine

Linda is generous with her advice, but at the same time she doesn't mollycoddle and that's what I liked the most about this book. Yes, it's encouraging and enlightening, but it's also realistic about your chances of making it as a freelancer, which, as I know from experience, will be vastly increased by learning from Linda." Keris Stainton, Trashionista "

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