

**BECOME**  
**A**  
**CONTENT**  
**WRITER**

in

**30 DAYS**



a complete  
**GUIDE.**



## ABOUT THE AUTHOR

**S**aloni Srivastava, the founder of Hustlepost Academy is your quintessential businesswoman who runs multiple online ventures while enjoying her bowl of freshly made Korean Ramen.

She has been featured in *YourStory*, *The Times of India*, and on the cover of *Failing It Up Magazine*.

Saloni is also a well-known YouTuber with 400,000 followers, a TEDx speaker, and the co-founder of India's first influencer-run ed-tech platform built especially for side hustlers.

She also mentors multiple aspiring YouTubers and content creators all around the world.



# HAVE YOU HEARD THAT **CONTENT WRITING** is not a well paying career option?

It's something that people have been telling aspiring writers. Because of the competition in the market, according to people, content writers are paid very less than they deserve. But guess what? This is actually a myth. Don't believe us? See for yourself.

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So if you too want results like these, make sure you finish reading this e-book till the end. And we promise that you'll find all your answers here. :)





# ***BECOME*** ***A*** ***CONTENT*** ***WRITER*** *in* ***30 DAYS***

**D**oes becoming a content writer in 30 days sound like click-bait? Well, it is actually possible to become a content writer in 30 days, and here is a guide that can help you achieve that.

Content writing is one of the growing career fields in which you can achieve success and earn money with no prior experience. And despite the competition, your chances of starting just now and still succeeding as a writer are significantly higher. In content writing, competition in a specific industry means it is paying and you can earn well.

So, without further ado, let's dive right into the content writing guide, shall we?



# DIFFERENT TYPES OF CONTENT WRITING:

**L**et's start by discussing the different types of content writing. While you can choose to work with every type of content writing that we are going to discuss here, it is recommended to stick to just one as that will improve your performance and generate more, and quality leads for you.

## DIFFERENT TYPES OF CONTENT WRITING ARE:

- COPYWRITING
- GHOSTWRITING
- WEBSITE CONTENT WRITING
- TECHNICAL WRITING
- LONG-FORM CONTENT WRITING
- B2B WRITING
- B2C WRITING
- EMAIL WRITING
- SCRIPT WRITING
- SOCIAL MEDIA WRITING
- ACADEMIC WRITING



# Copywriting

One of the most popular and widely sought-after types of content writing is copywriting. The importance of copywriting is known to almost everyone in every industry one can imagine.

Copywriting, in simplest words, can be described as content written to persuade people into taking action that is in the best interest of the business.

It is one of the highest-paying types of content writing, because the business makes a significant profit through copywriting. And subsequently, it is one of the most difficult types of content writing as well. Because the writer is supposed to describe the business and add an effective call to action with restricted words.



# Ghost Writing

**G**hostwriting, as the name suggests, is writing for someone else and not expecting any credits, except financial benefits of course! As a ghostwriter, you can be writing for anyone and anything. From businesses to authors and blogs to books, the content options are limitless for ghostwriters. And so is the earning potential.

There is a debate on whether or not ghostwriting is right for newbie writers. Because of course with no credits (and sometimes NDAs), you can't call your work your own so there's no proof of your experience and success. But, for writers who aim at earning through content writing and don't mind writing without their names, ghostwriting is amazing.



# Website Writing

**W**eb site content plays a significant role in the success of a business. For a business to generate leads online, having a decent home and landing page is extremely important. And that's what content writers specialising in website content writing help the businesses with.

Writing website content is not much different from copywriting, except it is a little longer and more informative, but equally persuasive.





# Technical Writing

**T**echnical writing is slightly different from other forms of content writing because, unlike other types, it is not creative. The primary focus of technical writing is to educate and guide the customer.

Technical writing is in huge demand because of the IT sector of course. Fields like chemistry, biotechnology, information technology, robotics, finance, and medical require technical writers. And a prior knowledge of the field is usually prerequisite for becoming a technical writer.

But with experience, getting into technical writing is not difficult. Moreover, because of high demand, technical writers are paid quite well (which means usually higher than other content writers).

User manuals, standard operating procedures, guides, case studies, white papers, blogs and articles, legal disclaimers, and press releases are a few examples of technical writing.



# Long Form Content Writing

**L**ong-form content includes books, e-books, and guides. The long-form content's primary purpose is to provide information. For someone who can write factually correct and engaging informative content, long-form content writing is one of the easiest ways to make a career in writing. No doubt, a long-form content writer will be making a decent income through each project.

However, it is important to note that long-form content does not mean fluff. You can't write anything in the name of content just to meet the word count requirement.



# B2B Writing

**B**2B is an abbreviation for “business to business”. Basically, companies that target other businesses as their customers are called B2B companies. Here, you will not be selling to the public but to very specific organisations that shall benefit from your product and services. For instance, a digital marketing firm that targets startups and helps them grow online in their respective markets comes under B2B firms.

B2B writing is considered comparatively more difficult than B2C writing, and that’s why the writers are paid comparatively more.



# B2C Writing

**B**2C is abbreviated for “Business to Consumer”. Here the target audience is people like you and me, regular, common people. B2C writing is comparatively easier than B2B writing because the content is more generalised as the audience is the general public.

It is also relatively easier to generate leads and persuade consumers or the target audience to purchase your product or services. Ecommerce stores are the biggest example of B2C writing.



# Email Writing

**E**mail writing, of course, includes email marketing. Content writing is an integral part of digital marketing. A content writer can easily get into email marketing and writing. The idea is to write emails in such a way that they have a high opening and reading rate and generate more leads for the business.

Email marketing has a comparatively higher ROI than any other marketing technique, especially for B2B businesses. That means for a content writer that specialises in email writing and marketing, working with B2B companies can prove to be more profitable and effective.



# Script Writing

**E**very video and audio content that one comes across requires a script. While everyone knows that scripts are written for plays and movies, not a lot are aware that even YouTubers, standup comedians, podcasters, and content creators hire script writers. Script writing is a type of creative content writing.

A script writer has to be both creative as well as persuasive with their writing because the aim of script writing is to entertain the audience and get them to follow the call to action. Different content creators can have a different CTA and keeping that in mind, a script has to be written.



# Social Media Writing

**S**ocial media writing involves writing captions and social media marketing content. Social media marketing is another type of digital marketing that requires decent content writing skills.

A content writer can gain expertise in social media management and marketing and primarily focus on social media content.

One thing that you need to keep in mind here is that social media is not restricted to Instagram as a lot of you may presume. LinkedIn, Twitter, Facebook, and Reddit are all social media platforms that can be used to generate leads for businesses. To understand the role of a content writer in social media marketing better, consider checking the social media accounts of Swiggy, Zomato, and OYO.



# Academic Writing

**F**inally, there is academic writing. An academic writer usually writes content at the college or school level. The content that an academic writer creates includes essays, dissertations, thesis, chapters, presentations, and journals. Yes, for becoming an academic writer you need to have decent knowledge and experience. If you hold a graduate degree you can become an academic writer.





Your 4-WEEK plan  
to becoming a

# CONTENT WRITER.

**SCHEDULE**  
Learn your plan, set it, and consider applying it.

| WEEK   | WORK YOU NEED TO DO   |
|--------|---|
| WEEK 1 | Learn, Pursue HPA's Content Writing Course, and Pick Your Niche |
| WEEK 2 | Write Samples, Proofread, Improve, and Create Your Portfolio    |
| WEEK 3 | Reach Out and Get Your Content Published as a Guest Writer      |
| WEEK 4 | Send Cold Emails and Messages to Potential Clients              |



Now that you are familiar with the different types of content writing, it's time to pick one that intrigues you the most and start working on becoming a content writer.

Here's your 4-week plan to become a content writer in 30 days:

## THE FOCUS IS ON LEARNING

### week 1

For the first week, your focus should be on learning and planning.

Learn what content writing is, pursue courses that can help you become a highly paid freelance content writer, and familiarise yourself with SEO (Search Engine Optimisation), content marketing, and techniques that can improve your writing style. You can pursue the course offered by the Hustlepost Academy and learn everything all at once in a small budget.

After learning, start penning down the skills, knowledge, and interests you have. This will help you choose your niche and make the process of starting and finding clients a lot easier for you.





START PRACTICING AND CREATING SAMPLES

## week 2

Now that you have your niche and content writing skills, it's time to test them. Start writing. Your second week should be all about finding topics and writing on them. Proofread, edit, and improve your writing. There you have the samples that will help you build your portfolio.

Yes, now is the time to build a portfolio and add these sample articles. You can easily create a portfolio on the last day of the week. Use at least 3 to 5 articles (your best work) in your portfolio. And make sure these samples are relevant to the niche you have chosen.



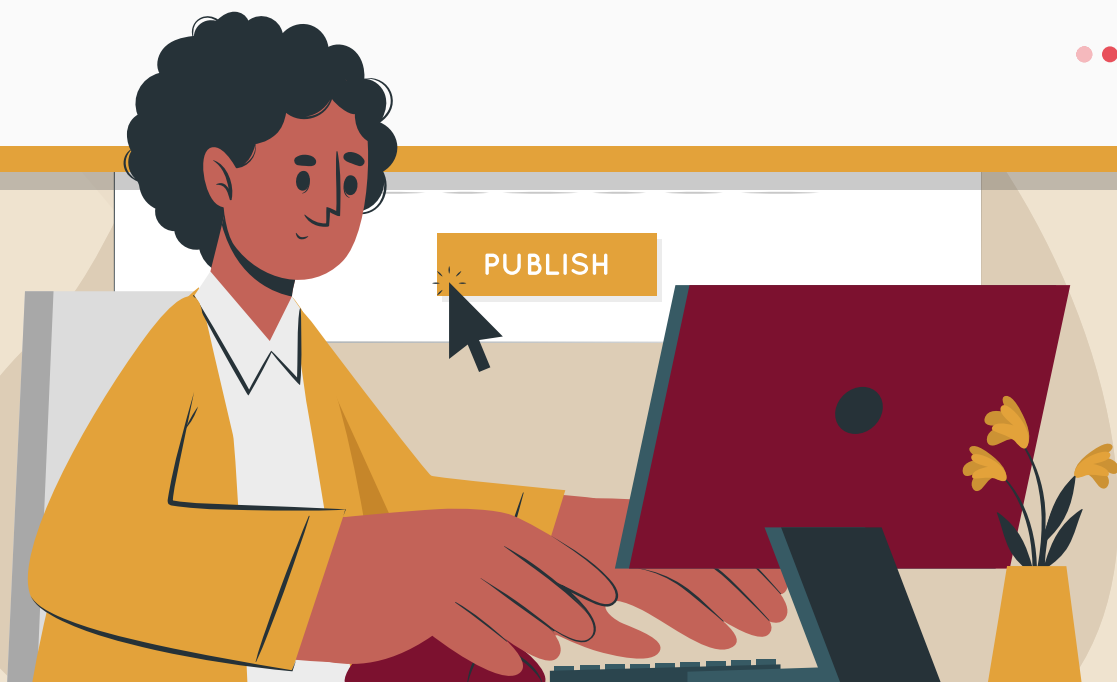


IT'S TIME TO GET PUBLISHED

## week 3

In the third week, you will be reaching out to magazines and websites that will let you write content for them, for free. Your primary focus will be to get your content published. Published content holds more authority and value than sample content. But sample content will help you get published.

You will be writing content for “bylines, author bio, and link to your portfolio” and not for money in your third week. There are chances that after you get published the same website will offer you paid opportunities (if you do a good job that is).





... LET'S MAKE SOME MONEY

## week 4

Now that you have everything sorted, it's time to start making money.

In your fourth week, you will be sending cold emails to your potential clients and reaching out to them for work.

When sending cold emails and texts make sure that you are telling your client how you can help them instead of asking for work.

You have to send cold emails every day for a week, only then you will land some decent leads. It is unlikely that you won't find any client after this unless you do something wrong. But if in case this happens, you should consider asking your friends to review your portfolio and pitch. Fresh perspective always helps.





# HOW TO MAKE SURE THAT YOU BECOME A **CONTENT WRITER** within thirty days?

**I**t is easy to have a 4-week plan but sticking to it can be extremely difficult. You are likely to fail if you are not able to stay focused and consistent.

Here are a few things that you can do to avoid failing in this 30-day plan of becoming a content writer:

## **Don't Be a Know It All**

A lot of people fail to become successful at something because they try to learn and know everything. Content writers are no different.

There is a chance that while learning about content writing you may feel like learning more about content marketing, digital marketing, social media marketing, and anything that is related to content writing. When you try to learn everything you realise that you are not aware of everything and that can make you feel inferior. It is very common and extremely important to avoid. Don't fall into the trap of "knowing everything". You don't need to know everything about the market to become a content writer.



# Starting and Improving is the Way to Success

Always remember that done is better than perfect. Start learning, practice what is preached, and enter the market as and when suggested. Don't delay the process and do not feel inferior or underconfident.

Simply start working and improve as you learn and grow. You can't be perfect or as good as people who are in this profession for the past so many years. Understand that even they learned with time and so will you.

## Have a Routine

Having a routine, even before and after these 30 days is very important. Remember when your mother used to tell you that waking up early can solve your problems? Yeah, it's time to take that seriously and implement her lessons in your daily routine. Wake up early, have a routine, focus on things that make you happy (include this 30-day challenge in the list), and take care of yourself.



## Be True to Your Aim

Your aim is to become a content writer in 30 days. Nothing more or less than that. Stay true to your aim and don't let anything else take your attention away from the aim. Take your time out to work on your aim every single day for 30 days. You can't work for 15 days and expect to get the results of 30 days. So, no matter how busy you are, just a few hours of your day should be dedicated to this aim for the next 30 days.

## Enjoy the Process

There is no point in forcing yourself into anything. If you wish to become a content writer, make sure you are enjoying the process of learning, improving, writing, and outreaching. If you fail to enjoy the process, you will be doing it halfheartedly and there are higher chances of you not fully dedicating yourself to the work and process. While working on becoming a content writer you may feel like this isn't something you wish to do, consider that a sign and leave but make sure you are not confusing procrastination and laziness with the lack of interest. If you wish to become a content writer and are still not able to focus, you are probably procrastinating. Figure out why exactly you are procrastinating to get over that feeling (in most cases, we procrastinate when we are not confident).





# ABOUT

## THE COURSE

For all the aspiring content writers who are yet to start their journey or are stuck at low income, learning how to become a highly paid content writer is essential. You need to learn about the market before you step into it so that you have an edge over other freelance writers right from the start.

Our content writing course effectively prepares you for the content writing industry. Once you get into the academy, you will learn the best, from the best, to be the best.

**Here's everything you will cover in the content writing course:**



## MODULE 1

What content writing is, and the common myths & misconceptions about the industry.

## MODULE 2

Types of content you can write, details about each type, and highest paying options.

## MODULE 3

Timeless writing tips that you can use to stand out from the competition.

## MODULE 4

In-depth training about how to price your services, various offers to create, and creating your final pricing list.

## MODULE 5

Steps to make your profile and a dedicated tutorial on how to build your ideal portfolio website.

## MODULE 6

A step by step tutorial on how to approach, convert, and onboard Indian and international clients.

Basically, everything you need to become a successful content writer will be offered to you under one roof, so that you never have to go looking for information anywhere else on the internet! :)



**ABOUT**

# HUSTLEPOST ACADEMY

**H**ustlepost Academy is an online school designed to help you escape a career that doesn't feel exciting.

It is easy to say that you would want to make a career out of your hobby but when it comes to actualising that dream, the lack of information often pulls you down and pushes you back to the beaten path of working on something you don't truly like.

We aim to put an end to that cycle. Here at Hustlepost Academy, we offer courses that will provide you with the information you need to convert your hobby into side hustles and your dreams into reality in no time.

We have over 7000 students inside the academy at the moment, many of whom have built massively profitable side hustles as freelancers, coaches, product creators, content creators, and more. You can be one of them.

**JOIN TODAY!**



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