

FOR IMMEDIATE RELEASE

Date: March 12, 2007
CONTACT: Travis Heermann, The Write Line
405 Chateau Drive, Suite 15
Bellevue, NE 68005
(402) 830-0913
travis@travisheermann.com
Web: www.travisheermann.com

NEW PUBLICATION HELPS WITH DECISION TO HIRE A FREELANCER

Six Questions to Ask Before You Hire a Freelance Writer ... and the Answers

A tight deadline is already looming over you, when suddenly a new project pops up, with another aggressive deadline.

The staff copywriter in your office brings you some copy that is too run-of-the-mill.

Your boss is on the phone with yet another project, and she wants something fresh, eye-catching, and new, not the same old stuff.

This is a familiar situation for many advertising, marketing, and PR firms. If this sounds familiar to you, you might be thinking about engaging the services of a freelance copywriter. But is it right for you? There might be several available. Whom do you choose? Before you decide, there is new booklet that might help.

Travis Heermann, owner of The Write Line, an Omaha-based freelance writing business, has published a free booklet to help PR firms, ad agencies, marketing organizations, and direct mail companies with making the decision to hire a freelance writer.

“Six Questions to Ask Before You Hire a Freelance Writer ... and the Answers” is an eight-page pamphlet that helps businesses separate the good from the bad when hiring freelancers. It is available free to anyone who contacts Mr. Heermann, by mail, phone, email, or through the online form on The Write Line website.

“For many companies, freelance writers are a great way to hire fresh, first-class talent,” the pamphlet begins. “In today’s global economy, there are even websites dedicated to hooking up freelance writers with employers with a hot project. But be careful, especially online. As you look for a qualified, talented copywriter, you’re likely to meet a full spectrum of people ranging from third-world copy sweatshops, to college students, to unemployed video gamers, to down-and-out novelists.”

“Worst of all,” the booklet continues, “many of these folks will lure you in with copy written for rates that are too good to be true. The problem is, with writing, you get what you pay for. Experienced, qualified, copywriters can and do make respectable rates, and people willing to work for rock-bottom rates most often deliver rock-bottom quality.”

But knowing what questions to ask gives clients an edge to make sure they hire the right freelancer for the right price. The pamphlet even supplies a table of current nationwide rates on a variety of project types, so that the client knows how much he should be paying.

“The field of advertising and marketing has evolved tremendously in the last ten years,” Mr. Heermann said recently. “Companies are looking for new ways to stretch their advertising dollars, through new media like the internet, or by finding new ways to leverage old media. Finding the right freelancer can give companies a real edge to put the best face on their marketing campaigns. I hope my booklet will give clients some useful hints to help them find the best freelancer for the job.”