

## C3: CONTENT CASH MACHINES & TEMPLATES

The best way to immediately start taking advantage of your new BLACKBEAR content production capabilities is to write content for others and to setup your “Cash Machines” with profiles on Fiverr.com and Upwork.

### Here’s what you do:

1.) Setup a Fiverr.com profile.

2.) Setup multiple Fiverr postings for similar writing services using a template similar to what you see below. For example, post several jobs and use headlines like this:

- Write Keyword-Optimized Articles For Your Blog
- Write 1,500 Word SEO Articles
- Write 2,500 Word Reports on any topic
- etc.

Take a look at what other services that writers are selling and offering in their headlines, and create your own post offering those services. Try to divert all of your customers who reach out for custom work to just **one** Fiverr.com listing so you can build up your feedback on a single post to start. (Your profile will show all of your feedback, but it’s smart to get one listing that is rated well.)

3.) Setup an Upwork profile.

4.) Apply to at least 5-10 jobs a day on Upwork. The more, the better. Don’t pay to boost your posts or applications.

5.) Keep an eye on Fiverr’s “Gig Requests,” as people often are looking for proactive writers to offer them writing work instead of seeking it out themselves.

6.) Post on SEO, webmaster, make money, marketing and content development forums (e.g., [Warrior Forum](#)) and Facebook groups and become an active member to attract clients.

7.) Post on Craigslist and advertise to start attracting new clients to your services.

8.) Directly reach out to prospective clients with “cold e-mail” to build up your profile of services.

9.) Post free press releases advertising your gigs, your Upwork posts, achievements, new additions to your website, etc. using the press release resources and templates included.

10.) As you grow, use the monthly retainer template to get paid monthly for your work from long-term clients, and then have others do the clicking and new client recruitment steps for you.

**11.)** As you grow, create a website that advertises your portfolio and that you can use as a “home base” to talk about your services and advertise on Google, Bing, etc.

BLACKBEAR makes it a lot easier for you to create all the content you could ever need to help your clients and get paid, but let me be clear. Despite that...

**50%** or more won't even start this process at all.

When you first get started, it seems like you don't have any success at first, after doing some of the steps. (**35%** give up here: “this isn't working!”)

Then, finally, you'll have a breakthrough, and you'll start getting trickles of work. (**10%** give up here: “this isn't working well enough!”)

Then more work will come, but it takes up more time than you expect, or you get distracted by a bright shiny object that seems easier. (**4%** give up here: “this is too hard! not fun!”)

The remaining **1%**, the really smart ones, start scaling up their services by getting others to do the work for them. Even clicking the buttons in BLACKBEAR and quickly applying to jobs can and should be outsourced and automated, as you grow. Those are the people who do really, **really** well.

**We want you to be one of those 1% winners.**

That's when 4-Hour Outsourcing comes into play - which is included in your BLACKBEAR Member's Area as well. Be sure to take a look at that after reading through these C3 materials.

Let's break down some of the steps to make it easier.

You can **advertise your writing services** on popular places such as Craigslist, Fiverr, and Upwork, or by reaching out directly to people looking for content development work. **Being proactive** about advertising your services to build up your profile is highly effective.

Use a template like this to post on Craigslist, Fiverr and Upwork - feel free to modify as you please to suit your purposes:

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Hello, my name is **NAME** with **YOUR BRAND NAME**. We've just expanded our freelance content development business and we are now temporarily accepting new clients.

Our expertise lies in:

- General article writing and research
- Long-form content development (e.g., reports)
- SEO-optimized and keyword-targeted web article writing
- Website content development of all types

We currently have specials available with large discounts on our writing services due to the fact that we are looking to further establish ourselves and get more client feedback on [Fiverr/Upwork/Craigslist](#).

We can adjust our tone and style to meet the requirements of your brand. You will also find that our work is also completely unique, high-quality, and 100% plagiarism free. After completion, we encourage you to check our work with tools such as Copyscape.

Please reach out to us and we'd be happy to provide you with portfolio samples. We are also happy to provide you with a custom quote before you make any purchase, as our experience has shown that the requirements for every piece of content is different.

We are certain we can provide a boost to your content development strategy, as we are available for long-term writing work in whatever capacity that you need.

Looking forward to hearing from you!

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**Note:** For Craigslist posts, you will want to include an image that is related to the city that you are targeting. For example, one tactic that worked well for us was including a picture of the New York City skyline (for instance) with large words on the image: "Need quality content for your website? We can help! Specials available for New York City customers."

You can then post to several different cities following the same guideline, but changing the picture each time. In addition, you may want to make a mention of the city in the actual post template above.

For Fiverr and Upwork profile pictures and posts, **pictures of your portfolio samples** are the best thing to include.

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Once people respond to your Craigslist posts, you can then **divert them** to your Fiverr.com posts, or to Upwork (whichever you want to build up first) to **boost your feedback**.

**Do not** try to cross-promote between Upwork and Fiverr.com, however, as they are competitors and you will get banned. Keep any messages and requests you receive within those same ecosystems. However, you can definitely divert your Craigslist posts, or posts you make on

forums to advertise your services (and so on) to either Upwork or Fiverr, your choice.

Generally speaking, Upwork may be the better place to start building your profile as many jobs there are **higher paying and the feedback there will serve you when applying to writing jobs**. Fiverr tends to be more “passive” in attracting work, but be sure to leverage both.

Once you are top-rated on Fiverr.com and/or Upwork, you’ll be far more competitive and be able to demand higher bids.

**Don’t worry about having no or low feedback at first.** Everyone starts from zero, and most employers and contractors recognize that. We’ve personally hired many writers and developers with no feedback, but that had strong portfolios, as they said they were new on the platform.

You can just offer your content at a lower price than some of the premium providers on the website, and then tell people that you’re offering such a low price to build up your feedback. Just be honest and transparent about why you’re offering a lower price.

**Hint:** You will need to do a bit of extra heavy lifting to get over the initial hurdle and get your first jobs. The smart way to do that is to reach out to companies directly that are posting on digital marketing forums or directly via their websites. To boost your sales and get attention to your profiles, reach out in the direct way that you see in this template.

Again, feel free to modify this to suit your needs:

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Hello,

I’m reaching out to discuss your content development workflow and take a look at ways that I can improve your web content development initiatives at **ABC Corp**. I noticed that you have several articles on the topics of A, B and C, which overlaps with my expertise.

I’m a Content Development Specialist and I’m confident that my services can deliver higher quality, targeted content for you at a lower price than what you’re paying for your content now.

I currently offer my freelancing services through [fiverr.com/upwork.com](https://www.fiverr.com/upwork.com) which allows you to leverage my services in a way that’s both flexible and cost effective for your organization without risk.

My portfolio and service gigs can be found at this link:

**[fiverr or upwork link]**

Looking forward to working with you or answering any questions you have.

Thank you for your time!

- [your name]

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As you scale up, you'll find clients that want to hire you for the long-term. You'll want to use the simple **client retainer template** we provide below. To work with them, the best way is to either:

- 1.) Create a payment button on Paypal that charges a monthly fee automatically.
- 2.) Manually invoice your clients via Paypal at the same time every month.

Generally speaking, we've found that Paypal is the best way to do this, but there are several other services that can help you with this task as well (such as QuickBooks invoicing, etc.)

As long as you're able to collect cash from your clients, there is no wrong way to do it.

Here is a template you can follow to get an agreement from your customers. It's simple but it works just fine - modify it to change the terms of your contract to meet your client's needs:

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Hello,

Thank you for your interest in contracting our long-term content development services.

As we discussed, here are the terms:

- We will **research and write 1 new blog post per week** with a minimum length of **1,500 words**.
- We will post that blog article to your website every **Monday, no later than 5pm ET**.
- All **blog posts** will be completely unique and plagiarism-free. If any rewrites are needed, please request them no later than 48 hours after posting.
- We will be paid **\$250 per month** from you for this content development service.
- Each month will be paid in advance, and work will begin immediately upon initial payment.

If you agree to these terms, simply respond with "I agree" and we will send you an invoice to get this work started for you right away. If you have any questions, please let us know.

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**Note:** You can also provide a direct purchase link in this template from Paypal, if you so choose.

## **Create a “Web” of Client-Attracting Posts, Templates and Networks!**

As you can no doubt tell, these guidelines are all about helping you build an entire network of marketing and client-attraction devices that help **attract buyers of content to you**.

The ultimate step is to create a simple website that advertises your portfolio and sells your services. Use A2Hosting, Bluehost, Hostgator or any other “shared” web hosting to get started, and use Wordpress (free, self-hosted, and uploaded automatically via cPanel) to create and manage your website.

This is very simple to do, cheap, takes only a few clicks, and there are several tutorials on YouTube that will help you get started with this. Many great Wordpress themes are also free that make your website look great and can be modified simply.

You can then directly advertise that website and your services using advertising platforms like Google Adwords, Bing, etc. - after all, keep in mind that getting just one long-term client can be incredibly lucrative for you and pays for many, many clicks.

You can also create **your own** blog posts that target writing and content development keywords and try to get ranked in Google. Every single press release and link will contribute to your rankings, both directly on your Upwork and Fiverr profiles, and for your website!

You can also use that website to continue building your Fiverr, Upwork and other freelancing website profiles. Every single step that you follow will build your “web” of client attracting magnets.

There are many different ways to build these cash machines. Mix-and-match all of the steps and optimize them. Focus on what works best for YOU.

Then, **keep doing more of what works**.

Of course, if you have any questions as you build your client-getting machines, just let us know...we're here to help you succeed and we can even review your progress as you build.