

Five Great Reasons to Hire a Professional Writer

As reprinted from an article by Christine Hierlmaier Nelson.

One of the most frequent confessions I hear from clients, who hire me for everything from cover letters to business plans, is that it would take them hours to accomplish what I can do for them in minutes, and they would rather spend their time more productively.

Maybe your firm is large enough to have a communications department. Maybe you are an office of one. Regardless of size, every company can gain tremendous value from the expertise of a professional writer. Here are just five of the best reasons to keep one in your contact database.

Tips on Hiring a Writer

1. Professional writing fees will vary by writer, but can be as low as \$30 per hour. More experienced writers in the Midwest metro markets will charge close to \$100 per hour. (In this industry, you get what you pay for.)
2. Provide the writer with a short summary of your project and ask for an estimate. Experienced writers will estimate their time, offer hourly and flat fee options and/or negotiate on unexpected overtime.
3. Ask for references of past clients.
4. Don't limit yourself to writers knowledgeable of your particular field; many are highly adaptable and could provide a new perspective on the project.
5. Design a written contract so you and the writer understand the project parameters and responsibilities.

Professional Writers Are Economical

Because these professionals are trained to be writers, often with journalism or English degrees, they have a strong grasp of language and composition. The value comes from their ability to complete well-written pieces, speeches and editing projects quickly...especially on a tight deadline.

With contract writers, you don't pay employment taxes or benefits. You don't provide office space or business supplies and equipment. Most of all, you increase the productivity of your office by adding a professional resource to oversee or support communications needs. And you, your marketing director, executive assistant or business partner can spend more time supporting new business.

Contract writers also allow you to expand or contract your team as business dictates: no tedious hiring procedures, difficult layoffs, or unemployment expenses.

Professional Writers Are Versatile

A professional writer's depth of experience with different clients and projects automatically adds to the depth of expertise and productivity in your company...often with minimal orientation.

Writers can “float” between different teams and projects in the same company. They may assist with a marketing campaign one month, a conference the next. When you hire a professional writer, you bring someone to the table with a breadth of knowledge and adaptability to many teams.

Professional Writers Are Objective

Sometimes it takes an outside perspective to communicate a clear and concise message. Professional writers are experts at discerning how to write to the audience. They catch on quickly to industry lingo where appropriate, but also can write for the general public.

In addition, professional writers have a creative streak, making them a great asset for new ideas and project vision. They are another source of inspiration, and their work often takes your project on a difference and better path than it would have without their input.

Professional Writers Are Loyal

These days, an employee's loyalty to one company is tarnished by technology, downsizing and competition for skilled workers. Because professional writers consider you *a client*, that sense of loyalty and best practices is restored. They rely on your satisfaction to build their reputation as preferred vendors. A sense of ethics, confidentiality and adherence to deadlines are tantamount to their success.

Again, these are just some of the reasons to consider adding a professional writer to your company resources. Refer to the tips section on how to find the *right* writer for you.