

Where To Find A Professional Blogger



Would you like
your business
to be heard?

A guide to help you find the absolute best professional blogger for your business

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Introduction: Why We Are Giving Away This Information

As a professional blogger from thewritebloggers.com, I want to be the right blogger for your job. However, you will note on my FAQs page that I will not write on certain topics, like gambling or adult niches. I know that I cannot and will not write about anything and everything. I would be termed a generalist writer, meaning that I would never spend enough time to become an expert in a particular niche. Since I cannot be the right blogger for everyone, my aim is to help you find the best blogger for your business.

Of course, you can type “professional blogger” into Google and choose someone from the results. You can even search more specific keywords, like “professional financial blogger” or “professional fashion blogger”. Odds are these searches will not produce a large pool of writers from which to choose. You will overlook several professional bloggers if you rely solely on search engines.

Therefore, this free report outlines three basic options to finding a professional blogger. These are by no means ground-breaking methods, but for those new to social media, these pointers will aid you in your search. The three methods are: bidding websites, online classifieds and the search for an expert.

Each section is laid out the same way. You can read examples of the types of sites to find bloggers, the general amount of time it will take you to find a blogger, the amount of money you can expect to spend on the search process and on the writer’s fees and the general quality of writing you will get.

No matter which search method you choose, you can ensure you are getting the highest quality for the money and time you are willing to spend. When you search for a professional blogger, look for the following information:

- A portfolio of a writer’s past work
- A professional website/blog outlining services
- At least one blog (How can a person call him/herself a professional blogger without a blog?)
- Testimonials and/or feedback
- Payment policies
- Turnaround time
- Possibly, one or two references for you to contact
- Possibly, rates if you need them

Bidding Websites

Overview: Bidding websites are an easy, cost-effective way to find a blogger. A business exec can post details on a job, an hourly or fixed wage for the work and then watch the bids pour in. Bidding websites are fast and simple to use.

Examples: freelancer.com, elance.com, ifreelance.com, guru.com

Time: 15 minutes to post a professional blogging position. As to the amount of time it will take you to find a writer, it can take anywhere from one day to one month. You will be able to create a date when bidding for your project will close. If you find a professional blogger before your close date, you can close the bidding.

Budget: This can range from a free trial to \$100. The Websites ifreelance.com and elance.com are completely free. Most writers expect to be paid less than \$0.01 per word.

Quality: These writers will range from bottom fishers, who will write for pennies, thus producing work worth pennies, to fairly talented bloggers. Realize that on sites like freelancer.com, oftentimes people who speak English as a second language or people looking to earn a little extra cash bid. The majority of these writers are generalists, meaning they will write about every topic under the sun, so you won't get an expert in any particular field. However, some bidding websites, such as elance.com, require its writers pass advanced screening and give them a rating based on their results. Therefore, you can expect to find a more professional blogger on elance.com. In short, the quality of work you find on bidding websites can be a risk.

Conclusion: If you don't have a lot of time or money and you're willing to gamble on a writer's quality, bidding sites are the way to go. Realize, however, that some professional bloggers steer clear of certain bidding sites. If you would like to invest a little money and a little more time to find a more professional blogger, read on.

The Classifieds

Overview: When I say the classifieds, I'm referring to online classifieds, websites that cater to listing available employment. You can go about searching for a professional blogger one of two ways or both. You can either list your available job directly on these sites, of which I'm going to go into more detail. Or, you can look through possible candidates' resumes, examine their qualifications, employment history and education and contact them directly about the job without listing.

Examples: craigslist.org, careerbuilder.com, monster.com, journalismjobs.com

Time: 15 minutes to post a professional blogging position. As to the amount of time it will take you to find a blogger, it can be anywhere from a few days to several weeks. These websites usually post a job for one month or longer, and then the ad is automatically deleted. You can re-list a job, if necessary. When you find the appropriate writer, you can delete your ad.

Budget: Free to search resumes, but costs anywhere from \$25 to \$400 on classified sites, depending on the ad's run time. Professional bloggers generally are paid anywhere from \$15 per post to \$50 per post.

Quality: The quality of writers your ad will attract will vary greatly. Expect to sift through low level writers. In contrast, top notch, experienced bloggers also post resumes and respond to classified ads.

Conclusion: You have a high chance of easily finding an appropriate blogger for your business with classified sites. You can hand pick a professional blogger through resume searches or allow writers to contact you with their qualifications and background.

Search For An Expert

Overview: The search for an expert option is the most tailored to your niche. Basically, you spend time hanging around places professional bloggers congregate. You view their work and visibility and choose an expert in a particular field. This isn't a hard, fast rule, but most often, you do not pick a writer that accepts jobs on any topic. You are searching for an expert!

Examples: Writing blogs like problogger.com and allfreelancewriting.com, social networking sites like Twitter and LinkedIn, various niche-related forums and blogs

Time: One week to several months. The amount of time it takes for you to locate an expert blogger depends on your familiarity with the example sites listed above.

Budget: Free. It doesn't cost anything to join social networking sites or to comment on blogs and forums. These first-rate bloggers are paid \$70 to \$150 per post.

Quality: First-class writers. You have no choice but to expect the absolute best blogger for your job.

Conclusion: The most time-consuming of the bunch, the search for an expert will pay off with a high quality, professional blogger. You will pay the most amount of money for an expert writer, but you will not have to bring posts back to an expert for several edits. You will not need to search for a new blogger after working with a bottom fisher. You will have already done your homework and be confident that you started a long-lasting business relationship.

Conclusion: Where to Go From Here

Now what? Now that you are aware of your choices, sit down and write down how much time you would like to spend searching for a professional blogger, how much you would like to pay a writer and the quality level you are looking for in a writer. Be as specific as you can be. For instance, you could write:

Time: One week, no more than two weeks

Budget: \$25 and will pay \$25 per post minimum and \$40 per post maximum

Quality: Decent writer who can keep my attention from start to finish, but not necessarily an expert

Now, rank each of the previous points in levels of importance. So, let's say your list looks like this:

(1) Budget

(2) Quality

(3) Time

You decide to use craigslist.org because it costs \$25 to post an ad, and you can sift through a large variety of responders. You also decide to browse through writers who post their services on craigslist.org, careerbuilder.com, etc. Since time is the least of your worries, you are sure to review writers' employment history and skills and search for these qualifications in resumes.

Feel free to utilize a combination of these three methods or others I might not have listed. The more thorough a search you make, the more likely you are to find a truly professional blogger.