



ALL THINGS FREELANCE WRITING
Real writers, real advice.

MEDIA KIT

ALL THINGS FREELANCE WRITING

A COMMUNITY HELPING
FREELANCE WRITERS BUILD THEIR
IDEAL BUSINESSES.

2023

WWW.ALLTHINGSFREELANCEWRITING.COM

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ABOUT US

ATFW

Founded in February of 2022, All Things Freelance Writing is a brand that supports the freelance writing community. Through our job board, blog, social channels, forum, podcast, workshops, and directory of vetted freelance writers and coaches, we help writers build their ideal businesses. We believe in the power of community and in learning from each other's mistakes/successes. Freelancing can be a lonely journey, but you don't have to go at it alone. ATFW is happy to have a global community of writers from over 100 countries! The majority currently join us from the US, the UK, Canada, and India.

ABOUT THE FOUNDER

Hi! I'm Jessica Walrack. I started freelance writing over 10 years ago after leaving a career in retail sales and management. I fell in love with writing finance content and have been doing it ever since. I regularly write for industry-leading publications including Investopedia, USA Today, CBS News, and US News and World. I also help small- to medium-sized businesses on a case-by-case basis. Freelance writing has changed my life and inspired me to start this community in hopes of helping others find more freedom through writing.



STATISTICS

3K+

FOLLOWERS ON
LI COMPANY
PAGE

1K+

EMAIL
SUBSCRIBERS

700

FOLLOWERS ON
IG COMPANY
PAGE

26K+

FOUNDER'S
SOCIAL
FOLLOWING

2023



SPONSORSHIP OPPORTUNITIES

ALL THINGS FREELANCE WRITING JOB BOARD AND JOBS EMAIL

Every week, we hunt around LinkedIn, Twitter, Facebook, and the internet to find open calls for freelance writers (from reputable companies and individuals). At least 20 opportunities are shared every Friday on our job board. We also send out the ATFW jobs email every Friday morning at 8 AM EST — it reminds our subscribers about the new gigs, highlights five top picks, and shares other helpful resources.

STATISTICS

6.8K

JOB BOARD
PAGE VIEWS
IN 2023

30K+

TOTAL
AUDIENCE SIZE

1.03K

SUBSCRIBERS
TO JOB EMAIL

20

WEEKS RUNNING

39.8%

CLICK-
THROUGH
RATE

.06%

HARD
BOUNCES

46.6%

OPEN RATE

0.26%

UNSUBSCRIBE RATE


2023





SPONSORSHIP OPPORTUNITIES

ATFW JOB BOARD AND JOBS EMAIL


WHAT SUBSCRIBERS ARE SAYING...


 **Abby McCoy RN BSN** · 1st · 4m ...
Health Content Writer ■ RN ■ SEO and v...
I love getting that email!!
Love · ❤️ 1 | Reply


 **Donna G. Pittman** (She/Her) · 2nd · 1mon ...
CTE Accountability Support Specialist | Free...
I always appreciate your emails in my inbox!
Love · ❤️ 1 | Reply · 1 reply

 **Mahnoor Adnan** (Content Writer) · 1st · 1h ...
Copywriter for startups | Freelance content...
One of the best job boards I know
Love · ❤️ 1 | Reply · 1 reply


 **Yash Pumbhadiya** · 1st · 1mon ...
Founder And Ceo at HEATBLAST DIGITAL M...
you're like a fairy godmother for freelance writers, bringing them a treasure trove of new opportunities!
Funny · 🗨️ 2 | Reply · 1 reply


 **Cyrus Vanover** · 1st · 12m ...
Freelance Finance Writer ■ Banking ■ FinTe...
I recently landed a client from this list!
Celebrate · 🎉 1 | Reply · 1 reply

 **Blair Sharp** 🍷 · 1st · 2mon ...
Relatable Writing on LinkedIn · Freelance W...
Such a great resource [Jessica!](#) I share it with everyone!
Love · ❤️ 1 | Reply · 1 reply

 **Prachi Jha** (She/Her) · 1st · 1mon ...
B2B Saas Content Writer | Helping B2B bran...
One of the best newsletters ever for finding writing opportunities [Jessica Walrack](#)
I absolutely love it! Keep em' coming!
Love · ❤️ 1 | Reply · 1 reply

 **Allison Ditmer** (She/Her) · 1st · 1m ...
Freelance Digital Content Writer ✍️ An intro...
This offering is packed with value, [Jessica Walrack](#) 🙌
Love · ❤️ 1 | Reply · 1 reply

 **Nick Baird** · 2nd · 1mon ...
SEO Strategist & Tactician for finance firms...
Why, yes, I would like to have leads appear in my inbox...
Celebrate · 🎉 1 | Reply · 1 reply

 **Rachel Honeyman** 🍷👉 · 1st · 56m ...
Content Magician By Day, Martial Artist By...
Such a great resource! Thanks for all your hard work on this every week, [Jessica!](#)
Love · ❤️ 1 | Reply · 1 reply



SPONSORSHIP OPPORTUNITIES

ATFW JOB BOARD AND EMAIL

If you'd like to sponsor the ATFW job board and jobs email, here's our primary sponsorship program.

BECOME A PRIMARY SPONSOR

As a primary sponsor, your brand will be featured at the top of the All Things Freelance Writing Job Board and weekly newsletter. The ad space includes an image and up to 100 words of text. Plus, each week that you're the primary sponsor, you'll also get mentioned in a social media post promoting the job board.

SINGLE-WEEK SPONSOR: \$375

4-WEEK SPONSOR: \$1,350

JOB BOARD AD PLACEMENT

Freelance writing jobs week of 6/9/2023

YOUR AD GOES HERE

1. Popular Mechanics is hiring a freelance journalist

Popular Mechanics is an American print and online magazine that publishes articles on home improvement, automobile maintenance, and new advancements in technology and science.

Job: Write explainers about home DIY such as HVAC and remodeling.

Requirements: Not mentioned.

Rate: Discuss with Courtney.

Apply: Message Courtney on LI.

EMAIL AD PLACEMENT



Hey Jess,

Happy June!

Time for longer, sunnier days. ☀️

Per the usual, we tracked down 20 companies hiring freelance writers this week...

We hope you find at least one that's a fit!

YOUR AD GOES HERE

1. Antonym Studio is hiring a

SOCIAL PROMO EXAMPLE



Jessica Walrack • You
Freelance Finance Writer and Journalist | Business and ...
1mo • Edited •

When you apply for a "freelance writing position" and then realize it was a ploy to get you to sign up for a work platform. 😏

Yeahhh saw a few of those out there this week.

Anyhoo 20 new freelance writing opportunities are going out tomorrow morning at 8 am EST and not a single one is a job platform ploy! 🙄

This week, find calls for freelance writers in health, sustainability, tech, finance, SaaS, and more.

See ya there: <https://lnkd.in/g/rvE5JaG>

#AllThingsFreelanceWriting #FreelanceWritingJobs #FreelanceWriting

54 comments · 4 reposts

Like Comment Repost Send

6,569 impressions

[View analytics](#)



SPONSORSHIP OPPORTUNITIES

ATFW JOB BOARD AND EMAIL

Want to sponsor at a lower level? Consider becoming a Friend of ATFW sponsor.

FRIENDS OF ATFW SPONSORSHIP

Your brand will be featured via a photo and text ad (up to 50 words) in our jobs email in the "Friends of ATFW" section. The section is located under the week's freelance writing jobs. We feature three helpful resources each week and you can be one of them!

SINGLE-WEEK SPONSOR: \$50

4-WEEK SPONSOR: \$170

FRIENDS OF ATFW AD PLACEMENT

More from All Things Freelance Writing & friends...

Want more places to find gigs? Georgie Darling of The Freedom Route created the amazing resource below and it's free!

Find [25 pages](#) of the Facebook groups, Twitter hashtags, Slack channels, newsletters, and more that Georgie has used to find \$1 per word writing assignments and \$300 per hour copywriting clients.



FRIENDS OF ATFW AD PLACEMENT

Surfer SEO is dropping its starter price!

Surfer SEO is a super helpful tool for optimizing content so it'll top the SERPs. However, its starter package had been a bit pricey at \$59. But on March 17th, they're dropping it to just \$29 per month. Woo woo! This is what the new pricing plans will look like.

LITE	ESSENTIAL	ADVANCED	MAX
\$29	\$89	\$179	\$299
USD per month, billed monthly	USD per month, billed monthly	USD per month, billed monthly	USD per month, billed monthly
For the hobbyist just getting started	For individuals and small teams	For experts and medium teams	For agencies
Choose Lite	Choose Essential	Choose Advanced	Choose Max
3 articles included	7 articles included	25 articles included	50 articles included
\$8 per each additional article	\$5 per each additional article	\$3 per each additional article	\$3 per each additional article
	2 organization seats	5 organization seats	10 organization seats
	All features included	All features included	All features included
More	More	More	More



SPONSORSHIP OPPORTUNITIES

SPONSOR A LINKEDIN POST FROM OUR FOUNDER

Want to reach an engaged audience of freelance writers, marketers, and solopreneurs? Our founder, Jessica Walrack, has over 25,000 followers on LinkedIn and has been posting consistently since 2020. As a freelance writer of 10+ years and the founder of All Things Freelance Writing, she talks about the ins and outs of running a freelance business, freelance writing, and content marketing.

A note from Jessica: "I only post about things I believe in or think will be beneficial for my LI community. if you'd like to partner, I'd love to chat to see if we're a fit!"

See the next page for post examples and pricing.



JESSICA'S LINKEDIN STATISTICS

25K+

LINKEDIN FOLLOWERS

22K+

ENGAGEMENTS IN PAST 365 DAYS

838K+

IMPRESSIONS IN PAST 365 DAYS

4K+

AVG. IMPRESSIONS PER POST

2023



SPONSORSHIP OPPORTUNITIES

SPONSOR A LINKEDIN POST: \$250

Jessica Walrack • You
Freelance Finance Writer and Journalist | Business and ...
2mo • Edited

While writing content over the last decade, I've learned a few little things that make a big difference in a finished piece.

Let's talk about the "little things" in writing.

ALL THINGS FREELANCE WRITING
Real writers, real advice.

David Gardner, MS, EMBA and 127 others
43 comments • 7 reposts

5,988 impressions

Jessica Walrack • You
Freelance Finance Writer and Journalist | Business and Personal ...
4mo

I don't know who needs to hear this but your dream full-time writing business is only about 4-6 clients away.

Out of about 8 billion people on the planet, you need around 5 who are a good match for you and want your services on a monthly basis.

You've got this!

#AllThingsFreelanceWriting #writing #freelancewriter #freelancewriting

Sajal Ahsan and 685 others
175 comments • 16 reposts

Reactions

Like Comment Repost Send

31,155 impressions

Jessica Walrack • You
Freelance Finance Writer and Journalist | Business and ...
1mo • Edited

So much of success/survival as a freelancer comes down to protecting yourself against risks.

It's wild out there.

Darion Rae and 129 others
89 comments • 4 reposts

7,839 impressions

Jessica Walrack • You
Freelance Finance Writer and Journalist | Business and ...
3mo • Edited

Warning: Spoiler Alert

Ranking at the top of the SERPs is about more than the writer that's hired.

Yes, of course, the writing itself matters.

The content has to provide a damn good answer to the targeted search query and tick all the SEO boxes.

But winning the #1 spot is also going to depend on a site's:

- Domain age
- Social signals
- Backlink quantity and quality
- Subject matter expertise
- Mobile friendliness
- Page speed
- And overall domain authority

You can have the best blog on a topic in the world, but it's not typically going to immediately jump to the top without some other things in place.

It's not just about the content itself, it's about where it's coming from and if that source is trustworthy/reputable.

That said, skilled writers can help sites build up domain authority over time so the #1 spot is easier to secure again and again.

Would love to hear from writers, editors, strategists, and SEO pros...how do you help to fast track the process to the #1 spot?

#AllThingsFreelanceWriting #SEO #FreelanceWriting #writing

Hardik Lashkari and 114 others
63 comments • 8 reposts

8,612 impressions

JESSICA'S LINKEDIN STATISTICS

25K+

LINKEDIN FOLLOWERS

22K+

ENGAGEMENTS IN PAST 365 DAYS

838K+

IMPRESSIONS IN PAST 365 DAYS

4K+

AVG. IMPRESSIONS PER POST

2023



SPONSORSHIP OPPORTUNITIES

ALL THINGS FREELANCE BLOG

The All Things Freelance Writing blog is a treasure trove of information for new, intermediate, and well-seasoned freelance writers. We cover writing tips, business tips, freelance health topics, tutorials, tool reviews, and more.

Top ATFW posts in 2023:

1. 28 Legit Ways to Find Freelance Writing Jobs in 2023
2. A Punctuation Guide for Writers (Em dashes, semicolons, Oxford commas, + 9 more)
3. AI Writing Detectors: How They Work, Accuracy Ratings, Top Tools, and More - All Things Freelance Writing

SPONSOR A BLOG POST:

When you sponsor a blog post, we will write a post about a topic relevant to our audience that promotes your brand. We'll also mention your brand across our social channels when promoting the post.

STANDARD LENGTH (800 TO 1,200 WORDS): \$400

LONG-FORM (2K TO 2.5K WORDS): \$750

BLOG STATISTICS

22K+

VIEWS IN
2023

1.1K

ORGANIC KEYWORDS
RANKING IN TOP 100
OF GOOGLE

10K+

VISITORS IN
2023

93

BACKLINKS

2023



TAKE THE NEXT STEPS...

WANT TO MOVE AHEAD WITH A SPONSORSHIP?

Get in touch!

You can do so by filling out this form (<https://forms.gle/DrV8K1FSTQQKbFgv5>) or by emailing us at info@allthingsfreelancewriting.com.

If you go the email route, please send:

- Your name
- The sponsorship package you'd like
- A bit about your company and how it helps freelance writers
- Links to your company's website and social profiles
- When you'd like the sponsorship to take place

We'll get back to you within 2 business days. If we're a match, we'll send the invoice and contract, schedule your sponsorship, request the ad creative, and then feature it on the agreed-upon date!



THANK YOU FOR
YOUR INTEREST!

