



When You Need Writing Help

Have you ever hired a freelance writer? If not, there are several reasons to consider it for your next writing project. Just like hiring a courier, trainer or graphic designer, hiring a writer for a specific project can save you time, make your job easier and improve your professional image.

Here are a few common writing projects ideal for a freelance writer.

Brochures A freelance writer won't get lost in the details of the program or project you need to feature in a brochure. The writer will stay focused on the big picture of the program, focusing on the most important information and describing it in an active, energetic style.

Newsletters Keeping in touch with your customers, employees or other stakeholders is important to maintaining rapport and conveying program information. An engaging newsletter will reinforce your relationship with supporters. But a newsletter can take up a big chunk of your time. When you hire a writer for this specific project you can stay focused on the most important aspects of your job while connecting with your audience.

Grant proposals Writing a grant proposal can be tricky. Professional grant writers know how to research funders and emphasize particular aspects of a program to craft a winning proposal. Hiring a writer is a small investment that improves your likelihood of receiving the grant and funding your important work.

Websites Writing for the Web requires a different writing technique than putting together a printed program brochure. A skilled writer will craft short, active sentences and bulleted lists for each page. The writer will give fresh eyes to your site identifying where more or less information is appropriate. With crisp, clear writing to draw in your audience, a good writer can make your site more engaging no matter what the topic.

Articles Writing an article can be very time-consuming. If your organization wants to submit an article to a key trade publication, journal or newsletter, a freelance writer will study the publication to understand the tone, guidelines and requirements. Rather than committing your work hours to a project like

this, it's a worthwhile investment to hire a writer so you can focus on what you do best.

If you don't want to hire a writer for the complete project, consider whether a freelance editor might help you improve your work by revising or proofreading it. A freelance writer or editor might find a muddled message or basic spelling, punctuation and grammar gaffes that you miss.

When it comes time to update your training curriculum, I have the experience to get it done efficiently and professionally. And if you need help with another writing project, let me know and I'll do my best to help you find the right writer for the job.

Karen DeYoung is principal of DeYoung Consulting Services, which provides quality learning experiences for individuals and groups. We develop training materials and activities that advance individual, team, and organizational learning. Our work is done with integrity, reliability, and accountability.

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