How to Hire Excellent Content Writers

Hiring really good content writers can be difficult and time-consuming. Use this checklist to help you find great writers for your company or brand.



CHOOSE YOUR CONTENT WRITER HIRING PLATFORM

- [ ] Upwork
- [ ] Problogger
- [ ] Content Beast
- [ ] Linked In
- [ ] Fivver
- [ ] Your company website

SET UP YOUR COMPANY/BRAND BLOG JOB DESCRIPTION

- [ ] Make sure you job ad is friendly and engaging
- [ ] Create a section to showcase your company

  Include the following information to showcase your company.

  A summary/history of your business

  Your target market

  Information about your product or services

- [ ] Include your content strategy

  Walk potential writers through your blog vision.

  Include the types of content you are looking for

Include your writing style

Include your company tone

Include your goals for your blog

Include a few blog topics you want to focus on

Include average blog post length

- [ ] Include writers roles and responsibilities and project details
- [ ] Include salary range
- [ ] Include project length
- [ ] Include that part of the interview process is a paid writing test

This setup is good for two reasons.

One, if the writer passes the test, then they get paid and will join your team and start your project.

Two, if the writer doesn't pass the test, they have a piece of content that they can use however they wish to move forward.

- [ ] Include how writers should apply

BEGIN WRITING TEST/ONBOARDING PROCESS

STEP 1: EMAIL THE WRITING TEST AND INCLUDE THE FOLLOWING;

- [ ] Include some writing samples or a link to your blog

Include a few links to your favorite blog posts from your blog or others you to show writers what you like.

- [ ] Include a few interview questions in email that writer can submit back to you
- [ ] Pitch a blog topic, along with a short description
- [ ] Include your blog content strategy (create a checklist that they can easily follow)
- [ ] If they submit content back that you find is a good fit or you continue to step 2

STEP 2: ONBOARDING PROCESS

- [ ] Set up a call or zoom to go over the project in more details
- [ ] Send writer your company onboarding documents

You should have documents created that walk your writers through your process.

Your onboarding should include things like;

How much content they will be responsible for

Due dates

Communications methods

Check-in process

Blog strategy and process

Payment

- [ ] Have writer sign contract (if this makes sense for your company/brand)

STEP 3: ASSIGN PROJECT

- [ ] Give writer all project details
- [ ] Make sure they understand deadlines and writing process
- [ ] Set up a call to review give feedback on first article

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