

THE CHECKLIST FOR HIRING YOUR FIRST FREELANCE BLOGGER

A Guide to Find the Best Content Writer for Your Blog

1. Screening for potential freelancers

	Items	Pay attention to...
<input type="checkbox"/>	Knowledge	<ul style="list-style-type: none">• Writers with writing samples showing knowledge about your industry and/or hands-on experience in your line of business
<input type="checkbox"/>	Writing Style	<ul style="list-style-type: none">• Decide your blog's tones (objective, lighthearted, humorous, etc...), based on the target audience and your brand's personality. You can involve a content strategist to help with the decision if needed• Look for similar tones in the samples. Talented writers are often able to craft more than one tone, but if you mentioned your preferred style in the enquiry, serious applicants would send you samples with a similar style. Those are the ones you want.

2. Asking the right questions during the interview

	Questions	You want to hear...
<input type="checkbox"/>	What types of research they conduct?	<ul style="list-style-type: none">• Thorough desk research, including fact-based reports and reference cross-check• Interviews with industry influencers, subject matter experts, and customers. A bonus point for good connections in the industry.• The reputable sources for new trends in products and technology in your industry
<input type="checkbox"/>	Optimise content for search engine	<ul style="list-style-type: none">• Keyword search tools• Titles, headers, meta descriptions• Back links
<input type="checkbox"/>	How to format a blog post?	<ul style="list-style-type: none">• The use of images, visual breaks, formatting (number & bullet lists)• Content breaks up into sections with informative sub headlines• The inclusion of a Call To Action for each post

3. Setting ground rules before starting the work

	Rules	Make it clear about...
<input type="checkbox"/>	Working hours	<ul style="list-style-type: none">• How many hours the freelancer can commit to your blog• The flexibility for urgent content requests• An editorial calendar with due dates for each step of the content production process
<input type="checkbox"/>	Work Flow	<ul style="list-style-type: none">• Who involves in each step: from choosing a topic to making an outline, drafting the first version and revising• How many revisions that the freelancer is happy to perform