

A 3-Step Guide to Hiring Quality Content Writers



Hire Awesome Writers

Quality writers aren't an accessory to your content marketing strategy, they're the heart of it.

Without good writers, a business can't have the ammunition to communicate their goals, beliefs, successes and more to prospects through content. Hiring great content writers isn't always easy though — there's a process, and it's a mix between being at the right stage of your content strategy and asking interviewees the hard questions. Writing is a skill, and it takes talented writers with the right knowledge to reach your audience and industry. In this eBook, you'll learn how to find your audience, establish your content goals and how to interview writers in the hiring process.

72%

of enterprise B2B companies outsource content creation.

64%

of outsourced content creation is writing.

1

Find Your Audience

It's important to have an understanding of who your audience is before hiring writers to execute a content strategy.

Understanding your audience is different than knowing your industry. As a content strategist, you should know what your audience cares about and who they are. Finding your audience can be a timely task, but fortunately in today's digital age it's a lot easier than it used to be.

Through real-time commenting and social media, writers, marketers and content creators have better insight into who they're communicating with than ever before. A few general practices to follow include:

Scripted Best Practices:

Listen.

Keep your finger on who's commenting on your blog and social media. Additionally, use keyword research to find what people are interested in learning about in your space.

Surveys.

It never hurts to just straight out ask your potential audience who they are and what they want to read about.

Engage on Social.

Leverage it to learn about the interests of who you're speaking to.

2 Create a Content Calendar

Now that you have identified your audience, it's time to establish a content plan and schedule before hiring writers.

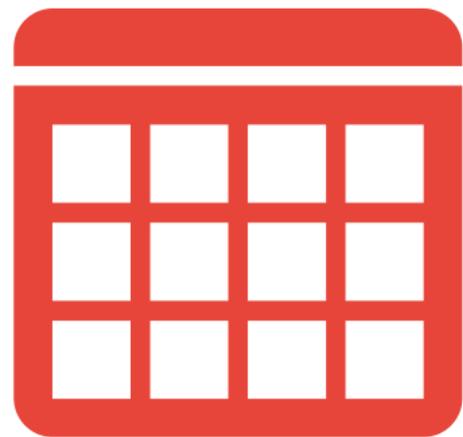
A content calendar can help you create a consistent rhythm of content, in addition to staying on top of industry conversation.

Decide How Often You Want to Publish

When planning your content calendar, you should also have an idea of how often you want to publish content. This will also help you determine how many writers you need. Whatever you decide, stick to it and hold your team accountable. A consistent publishing schedule builds trust with your readers.

Find the Right Tool

With so many content calendar apps available, it can be overwhelming to sift through and find the best one. Ask fellow content marketers what they use, like and dislike about each one; do your research. Kapost is a great tool to use if you're anticipating you'll have a lot of content to manage and anticipate hiring several content writers. On the flipside, if you're not ready to invest in a software, Google Calendar will do the job just fine.



3

Ask the Right Questions

Once you have an outline of your content strategy, you're at a good place to find writers and execute. Go ahead and develop a job posting that outlines your timing and background requirements. Depending on your budget, it's also a good idea to list how much you're willing to pay on your posting. This can help eliminate a few candidates who might not fit into your budget sooner rather than later. Once you have a strong list of candidates, go ahead and bring them in for an interview. If they're freelancing from a different city or state, schedule a Skype interview.

In the interview, it's vital to ask the right questions. Their answer will help you understand their writing process and knowledge of your space.

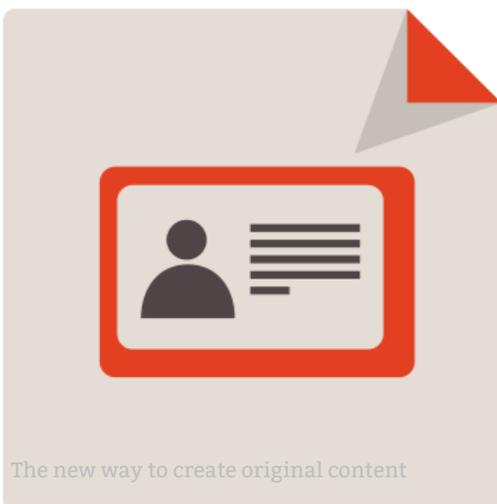
QUESTIONS TO ASK

1. Are You Comfortable in Your Writing Skills?

While reading previous work will give you great insight into their writing level (they need to know the difference between "there," "they're" and "their," for instance), also ask questions specific to online writing, such as "Can you explain technical content without using meaningless buzzwords?"

2. How Do You Define Credible Sources?

Attention to detail is important in all endeavors, including content writing. While blatantly making up facts, figures or sources is an obvious no-no, a content writer should also be cognizant that not every source is as credible as the next.



The new way to create original content

Scripted

3. How Do You Promote Your Writing?

Ask to see successful stats from the writer's previous clients. Promoting content is just as important as creating it.

4. Do You Have a Strong Work Ethic?

The best content writer in the world is of no use to you and your business if they can never meet a deadline. Some people might worry if a writer has a full-time job in addition to freelance writing gigs.

However, if the writer is skilled at time management or realistic in what they can and can't accomplish in the amount of time available, a full-time job shouldn't be an issue. Instead, ask about their process in completing jobs. Do they use the entire time available to them, or do they wait until the last few days to complete jobs. Have they ever turned work in late?

5. What Ideas Do You Have for Our Blog?

There's a reason you're hiring someone else - you want a different perspective, a different voice, right? This question can be answered by asking what blogs, books or magazines they read, who would play them in the movie version of their life, or what profession they would choose if they could start all over.

Hiring Writers Takes Time

When you find content writer candidates that meet your requirements, it's time to move forward, hire and execute your plan. You'll never truly know how a writer operates until you hire them. Like onboarding any employee, it takes about three months to adjust to working together and establish an efficient routine.

Scripted Knows Writers

Scripted has hired over 6,000 freelance writers and has reviewed over 35,000 applications. Writers have delivered content to thousands of businesses across 45 different industries.

Scripted writers are evaluated with many of the best practices that were discussed in this eBook. We focus on factors such as writing skill, accuracy, subject matter knowledge, timely delivery of work, and client satisfaction.



Want to learn more about Scripted's writers?

Visit [Scripted.com](https://www.scripted.com)