

Outsourcing Scripts

Introduction

Outsourcing sounds great in theory, but sometimes the results aren't always what you envision. Often this happens because a project or brief uploaded to a freelancing site such as upwork.com simply isn't detailed enough to attract the right bidders and get great results.

That's where these 50 templates come in. Simply copy them, modify them to suit your needs, and start posting them to outsourcing platforms as soon as today. You're sure to attract the right freelancers who'll deliver great results!

Take a look...

1. Craft an Autoresponder Series.

Wanted: a talented writer to create a five-part autoresponder series on the topic of [insert topic]. This autoresponder series is for new prospects, and it's designed to sell a [type of product]. Thus, each email will include part content (tips and how-to information) and part pitch for [the product you're selling].

Here are the details...

Each email will be roughly 500 words, for a total of 2500 words for this project.

Working title of the series: [insert working title].

Here is an outline for the five emails:

[Insert your working title for each email, along with a description of the content of each email. E.G. "Email #1 will describe the first secret of fat loss, which is to reduce carbohydrates. This email should include a description of good carbs versus bad carbs, plus a list of slow-burning carbs. This email should end with a pitch for {product}."]

I'm looking for someone with the following qualifications:

- Excellent writer. English must be your first language. You should have an excellent grasp of how to create engaging yet grammatically correct content.
- Established freelancer. You should have a verifiable record of creating great content for others for at least one year.
- Someone with experience writing about [topic]. Please link to a portfolio that includes samples of other content you've written on this topic.
- A writer who understands marketing. You need to be able to craft emails that sell products.

Budget for this project: [Insert your budget range].

Deadline: Please deliver by [date].

If this project sounds like a good fit for you, please bid now.

2. Create a Tripwire Product.

In search of a talented, experienced writer who understands how to craft engaging, useful content.

This report needs to [solve some specific problem] for readers. It needs to be a highly useful report that satisfies the customers who paid for it.

Secondly, this report also needs to sell a [type of] product on the backend. As such, you need to have a good grasp of how to create content that presells offers.

Here are the details of this writing project...

Topic: [insert topic]

Working title: [insert working title]

Length: [insert a word count range, e.g., 20,000 to 25,000 words].

Outline: [Insert your rough outline that lists each chapter/section, along with a description. E.G., "Chapter 1 is about profiling a target market, and it should include a step-by-step process for gathering demographic information and doing customer surveys in order to learn more about the ideal customer."]

Special notes:

- This report should include plenty of tips and examples. Please use bulleted lists instead of long paragraphs, where applicable.
- The report should be written in an engaging, conversational style.
- The finished product should be formatted in 12-pt Tahoma, single space, no paragraph indents. Chapter titles should be in 16-pt Tahoma.
- Please include three alternative titles/sub-titles.

Budget for this project: [insert your budget range].

Deadline: Please deliver by [date].

If you have experience writing about [topic], and you know how to create useful content that readers enjoy, then please bid on this project.

3. Do Graphic Design for a Cheat Sheet.

Wanted: a graphic designer and layout specialist who's able to create a high-impact design for a one-page cheat sheet.

Here are the specs:

The topic of the cheat sheet is [topic]. Whenever possible, the icons and graphics should reflect this topic. For example, [provide an example... e.g., "Instead of bullet points, use paw prints in bulleted lists."]

Colors: [insert the colors you want for the cheat sheet, e.g., "All font should be black on a white background, but the overall design should be red and white."]

Columns: [insert how many columns you want, e.g., "A clean, two-column design."]

General feel: [Insert description of the overall feeling of the cheat sheet – e.g., professional, whimsical, humorous, etc.].

Branding: Your design should also incorporate my branding logo in the header of the cheat sheet. [Insert graphic of your branding or description of branding, if you're unable to insert graphics.]

I would like the final product delivered in this format: [insert your preferred format or formats]. Please be sure that the final product is easily editable, as I may use this cheat sheet as a template for future cheat sheets.

Budget: [insert your budget range].

Deadline: Please deliver by [date].

If you're skilled designer who can create the project above, please send me a link to your portfolio when you bid on this project.

4. Write Blog Posts.

Wanted: a skilled, experienced writer to create [number] blog posts on the topic of [topic].

I've just started a [type of/topic] blog, and I need [number] high-quality blog posts to populate the blog. Here are the details:

Number of posts: [insert number needed. Also note if these are part of a blog series, or if they're standalone posts].

Length of each post: [insert length, such as "700 words per post." If they are different length posts, be sure to make a note of that here. E.G., "ranging from 300 to 700 words – see details below."]

Topics: [Insert a description/outline for each post. E.G., "Post 1 should provide a step-by-step overview of how to set up a hydroponic garden. This post doesn't need to be detailed, as each subsequent post will provide more details about each of the steps. Here are the five steps you'll cover in this post..."]

Purpose: [describe purpose of these posts, e.g., "The purpose of these posts is to provide a lot of value and information for readers, while also soft-selling related products and services at the end of the post."]

Target audience: [Insert description of who'll be reading these posts, such as "target audience primarily includes women age 30-50 who've always done some backyard or patio gardening, but they're now looking to try their hand at hydroponic gardening"]

Overall formatting and notes: Please ensure the content is engaging and easy-to-read, with short sentences and paragraphs. Please deliver the finished posts in one document in [type of format, such as .doc].

Budget for this project: [insert your budget range].

Deadline: Please deliver by [date].

If you're a skilled writer with English as a first language, then please bid on this project now. Please also be prepared to send a link to your portfolio.

5. Craft a Sales Letter.

Wanted: a skilled copywriter who has a track record of creating high-converting sales copy.

Project: a sales letter to sell a [\$ price] [type of product or service]. I expect the sales letter will be approximately [give an estimated word count range], but I'll leave the exact length up to you.

Audience: The target audience for this product consists mainly of [age range and gender] who want to [get some specific results]. Here are some of the demographics and characteristics of this audience:

- Age:
- Gender:
- Location:
- Education level:
- Income:
- Problems they experience in the niche:
- What they're looking for in a solution:
- Their fears with regards to the niche/their problems:
- Their hopes/desires:
- Jargon they may use:

The ideal customer is someone who [describe].

Product: This product is designed to [explain what problem it solves and how it solves it in a few sentences]. [Be sure to describe the product length and format, e.g., "This is a 400-page PDF ebook."]

Here are the main features and benefits of the product:

Features: Benefits:
[Insert features and associated benefits.]

Here's a screenshot of the product: [Include an ecover graphic, as well as a screenshot of the table of contents.]

The winning bidder for this project will receive a link to the product so you can fully review it.

Price for the product: [Insert price, being sure to be clear about whether this is the regular price or special pricing, such as introductory pricing.]

Bonuses included: [Describe any bonuses offered.]

Guarantee: [Describe your guarantee.]

Special notes: [Include any other notes, such as how you'd like the letter formatted, or if you want the copywriter to have experience in this particular niche].

Budget: [insert your budget range for this project].

Deadline: Please deliver by [date].

If you're a highly skilled copywriter who could do a great job with this sales letter, please bid.

6. Write a Press Release.

Wanted: a skilled writer who has experience creating effective press releases, especially those in the [niche/industry] field.

Overview: The purpose of this press release is to introduce a new product, [name of product], which [describe briefly what the product does].

Audience: [Describe the ideal customer for this product. E.G., "This product is aimed at college-educated men age 25-35 who're looking to start their own online businesses."]

Angle: I'm looking for an experienced press release writer who can create a clever angle for this release. For example, [give an example of one angle that would make this particular topic more "newsy" rather than promotional].

Other details: [Describe information what will help the writer create the release, such as more information about you and your qualifications to create the product, interesting details about how the product came about, etc. This should be something that helps the writer craft that interesting angle.]

Quotes: Please include one or more of the following quotes in the release:
[insert quotes you'd like included].

This release should fit the formatting guidelines for submission to PRWeb.com, as well as fitting general press release requirements/formatting so that I can submit it to my local media.

Budget for this project is [budget range].

Deadline: Please deliver by [date].

Please submit a proposal for an angle as well as your bid. Thank you!

7. Design a Website.

Wanted: a skilled, experienced designer to create a custom website in the [type of industry] industry.

Specifics: I need a [number] page website that includes the following pages:
[insert your pages such as the home page, about page, a sales page, etc.].
The content is ready to go, so you'll need to design the pages and then upload the content.

You'll also need to have minimal [technical skills such as "script"] customization skills, as I'll need to install [type of script, form or button, such as a "contact form"]. I intend to use [describe the script you'll be using so that designers know if they have the skills to customize it]. Prefer someone who has experience customizing [this particular script].

Color: The overall design should include [insert the colors]. These colors should match the logo. [Insert your branding graphics, if possible.]

Graphics media: [Describe whether you need custom graphics, or if you've already prepared some graphics for your designer to use. Also describe if you need the designer to insert any multimedia, such as videos.]

Purpose of the website: [Describe the purpose, such as getting people to join your mailing list or to purchase a product.]

Important Note: What I'm looking for is a CUSTOM design that you create from scratch. No templates, no WordPress, no other content management systems, etc.

Please send me a link to your portfolio when you bid. The budget for this project is [budget range]. I'm also looking for someone who can provide a monthly maintenance contract for at least six months.

Deadline: Please deliver by [date].

8. Install and Customize a WordPress Script.

Wanted: Professional WordPress developer to securely install and customize WordPress on my [type of/industry] site. No dashboard installations – please do this manually to ensure top security.

Your qualifications: You should have a well-established record installing and customizing WordPress, including [type of themes, such as "Genesis/Studio Press framework and themes]. You also need the skills to [customize specific types of plugins].

Site specifications: This is going to be set up as a [number] page website, which includes [list the pages and sections, such as "About," a blog section, etc.].

Please note that the purpose of this site is to [name your site's main purpose], and the audience includes [describe your audience in a sentence or two]. As such, the WP website needs to be designed in a way that's appealing [to this particular audience].

Theme: I've chosen the following theme for the site: [insert the theme]. You'll need to customize the theme in the following ways: [explain how you want it customized, such as changing the font, inserting a logo, changing the width of a column, etc.].

Plugins: I'd like the following plugins installed: [insert names of plugins where applicable].

Other coding: The site should also include [some specific functionality]. No plugins – I'd like this hand-coded directly into the theme.

Budget: [Insert budget range for this project.]

Deadline: Please deliver by [date].

Please submit a link to your portfolio and a description of your qualifications along with your bid. Thank you!

9. Do Interior Design for an Ebook.

Wanted: a layout and design specialist to create a design for an ebook. Ideally, this should be a template that I can tweak and reuse in the future.

Format: I'll send you the ebook in Microsoft Word document (.docx) format, and you'll send me back two things:

1. The PDF version of the ebook. You'll need to format the document (font, font sizes, colors where appropriate, etc.), and then insert the formatted document into the template you design. Then convert the whole thing to PDF.
2. The Word template that I can use for future ebooks.

Details: I'm looking for someone with experience creating crisp, clean, minimalist interior designs for ebooks. This includes creating a template with a header and footer, plus formatting a document for easy readability.

No proofing or editing needed – you just need to format to make it look professional. Specifically:

- Create Johnson Boxes for the "idea" sections of the document.
- Insert appropriate icons in lieu of bullets in bulleted lists.
- [Describe other formatting you'd like done.]

The template should include [describe colors, graphics or any other notes your designer needs in order to create your template]. Please note that this should be a CUSTOM template (not a template from a third party that you've tweaked).

Budget: [insert budget range].

Deadline: Please deliver by [date].

Please send me your qualifications when you send me your bid. Thank you!

10. Create a Video.

Wanted: an experienced video production specialist to create [briefly describe length and type of video, e.g., "a three-minute explainer video using a whiteboard/doodle style"].

Purpose of the video: [describe the purpose, such as "Introduce new website visitors to my business" or "Sell a product."]

Audience: [describe your audience, e.g., "middle-aged, college educated women who want to learn how to write their very first novel."]

I've already created a [number of words]-word script for this video, which you'll get if you win this project. Here's what you need to do:

- Create a doodle/whiteboard video to go along with the script.
- Provide the voice-over narration.
- Provide background music to go along with the video.
- Create an intro and outro (including title, graphics, etc.).
- Provide the finished product to me in [type of format, such as ".MP4 format"].

Here's an example of the type of video I'd like created: [include one or more examples, along with what you like about these examples – e.g., "I like the pacing and enthusiastic, energizing narration" or "I like the way the doodles transition."]

You'll need to be creative, as you're in charge of crafting the visuals for this video based on the script I provided. Please send me a storyboard before you begin work.

You need to have experience creating [specific type of] videos, voice-overs, and producing a polished finish product. Please send me a link to other similar videos you've created.

Budget: [include budget range].

Delivery date: [include when you'd like video delivered].

11. Create a Slide-Share Presentation.

Wanted: Someone who's experienced creating professional, high-impact slide-share presentations for [some specific purpose, such as to upload to Slideshare.net, or to use as a presentation at a meeting].

Specifics: This is a [number of slides]-slide presentation on the topic of [insert topic]. The primary goal of this slide-share presentation is to [insert goal, such as "teach viewers how to plot a novel."]. In addition, [list secondary goal, such as preselling an offer at the end of slide-share, encouraging viewers to join a mailing list, etc.].

I've created the content for the [number] slides. Here's what you need to do:

- Create an overall template for the slides which reflect my branding, which you can see here: [insert link or graphic].
- Do the formatting/design/layout for each slide. This includes choosing the right font and layout so that the slide-share is engaging, easy to read and professional.

- Provide custom graphics for the slides, where appropriate. I estimate that you'll need to create [number or range] of graphics, such as [give an example of the type of graphic you're referring to. E.G., "Such as an illustration of someone performing a bench press."]

Here are examples of the types of slide-shares I'm looking for: [insert examples, being sure to explain what it is you like about these examples – e.g., "the clean design"].

The budget for this project is [insert budget range].

Delivery: [insert deadline]. Please don't bid if you can't complete the project on or before the deadline.

12. Optimize Sales Page Conversions.

Wanted: an experienced conversion-optimization expert to test, track and tweak a sales letter to bring up the response rate.

Details: This is a sales letter that sells [name of product], which is [describe what the product is and what it does].

The audience for this product includes [describe the intended audience].

Currently the product is priced at [price], and the sales letter converts at [current conversions] with [describe the type of traffic that is something in, such as "warm affiliate traffic" or "pay per click traffic," etc.]. Our goal is to get the conversions to [target percentage].

Here are the items we're willing to change in order for you to bring up the conversion rate:

- The price: we're willing to price it anywhere between [minimum price] and [maximum price]. If you'd like to test prices outside of this range, please submit a justification.

- The overall offer. Currently the offer includes [describe what all is included in the offer]. You're free to change the offer by [describe how the offer might be changed, such as adding or removing bonuses].
- The web design.
- The overall sales letter. All the usual stuff, such as headline and call to action.

You can see the current offer here: [link to current sales page].

If you think you can bring up our conversions to the targeted [percentage], then drop us a line with your qualifications and bid.

The budget for this project is [\$ amount].

The targeted start date is [date], with a goal to wrap up the testing by [projected end date].

13. Optimize a Blog.

Wanted: a conversion and optimization specialist to help increase profits from a blog.

Background: I have a blog that's been up and running since [date launched]. This blog [describe the blog – what type of content is posted and who the intended audience is].

You can see the blog here: [link].

Currently, it gets [amount of traffic] monthly visitors, mainly from [describe where you get the traffic]. The blog is monetized using these strategies [describe the overall strategy, such as paid ads, affiliate offers, building a mailing list, or however else you're monetizing the blog].

At present, the blog makes [amount of money] from this strategy. The offers convert at an average of [insert conversion rate]. My goal is to up the

conversions to [target rate], or to employ other monetization methods to get the monthly income to [target amount].

What I'm looking for is an experienced marketing consultant and optimization specialist to help me hit my targets. Here's what I need from you:

- Recommendations for how to tweak existing monetization methods to boost revenue.
- Recommendations for a new monetization strategy (can scrap the existing strategy entirely, or merely tweak parts of it).
- Testing and tracking to start optimization existing and new monetization methods (based on your recommendations that I've agreed to).

You'll need to be free to start this project on [date], and I expect it will take approximately [length of time, such as "six weeks"] to complete.

The budget for your fees for this project: [insert how much you're willing to pay consultant].

I've also budgeted [\$ amount] for [advertising, resources, etc.] so that you have what you need to do conversion testing.

Please submit your qualifications along with your bid.

14. Research a Market.

Wanted: an experienced marketer to complete market research, identify competitors, identify challenges and opportunities, and identify popular products within these markets.

I'll give you a list of three markets to research, along with a worksheet for you to complete for each market. This worksheet includes:

- The three most popular types of products in each market.

- A profile of the ideal customer for each market.
- The amount of money customers spend in this market each year.
- Top 10 competitors in each market.
- The challenges of each of these markets.
- The opportunities you see in each market.
- The top advertising methods to reach these markets.

You should be an experienced consultant, so that you can offer me recommendations about the best market to pursue and why. Being able to plan an advertising strategy is a plus.

The budget for this project is [budget].

The delivery deadline is [deadline date].

Please submit a description of your background and qualifications along with your bid.

15. Do Product Research.

Wanted: an experienced market researcher to do product research, especially for digital products (ebooks, videos, apps, membership sites and similar).

Specifics: I'm setting up a new information product business in [niche market], and I need an experienced researcher to prepare a report for me. This report will include:

- A list of the top 10 bestselling products on popular platforms such as Amazon, ClickBank, and similar.
- A list of the top 10 [niche] websites found searching Google with niche keywords, along with the types of products they're selling. (I'll provide a list of five keywords, and I'll expect you to expand your search by additional 5-10 searches.)
- A list of 5-10 sponsored ads appearing alongside each of those searches.

- The types of products being sold in niche publications, including [list publications].
- Additional product research – you’re the expert, so please bring any additional information to me that you can find.

For each product that appears on your list, you’ll need to include the following:

- Link to the product.
- Title.
- Price.
- Offer (e.g., what sort of bonuses are included).
- Notes about the product, e.g., is it a bestseller? What sort of reviews does it get?

The budget for this project is [budget].

The delivery deadline is [date].

Please submit your experience and qualifications for this project along with your bid.

16. Design a Logo.

Wanted: an experienced branding specialist to develop a logo for a [type of] business.

Specifics: We’ve developed our brand, and now we need a high-impact visual representation of this brand. That’s where you come in. Here are the details that will help you develop this logo:

Name of business: [insert your business name].

What we do: [list what problems you solve, the types of products you sell, etc.].

Target audience: [Describe your ideal customers in terms of demographics and other characteristics – age, gender, challenges they’re facing, what they want from their experience with your business, etc.]

Brand emotion: [insert the emotion you want the logo to reflect].

Colors: [insert your brand’s color and include specifics, such as the HTML color codes or RBG values so that your designer can be exact.

Ideas: [insert ideas about what you visualize for a logo – if you have ideas or requirements, be very specific, as that will help you get a better end result. Provide examples of logos you like along with what it is you like about them so that your designer can visualize what you want.]

What I need from you are three different draft logos that I can choose from. After I pick the logo I like the best, you may be required to make tweaks to the logo to complete it. These tweaks should be included in your bid.

Budget: [budget range for this project].

Deadline: I’ll need the first three draft logos by [date]. I’ll pick a winner and submit my tweaks to you by [date], and I expect the finished logo to be done by [date].

Please provide a link to your logo portfolio along with your bid. Thank you!

17. Create a Slogan.

Do you have a way with words? Can you turn a unique selling proposition into a catchy slogan? If so, then you’re going to want to bid on this project!

What we’re looking for is an experienced marketing specialist with a knack for creating succinct, high-impact slogans. You should have a track record of helping other companies create their brands and especially their slogans.

Here’s more about us to help you complete this project:

We're a [type of company] company that works with [target audience] to help them [solve some problem].

Our products include [describe the types of products you sell].

Our audience includes [describe your audience in terms of demographics such as gender, age, etc.].

Our branding is built on [describe your overall branding strategy]. You can see our logo here: [link to logo].

Our overall unique selling proposition is [insert your USP – if you haven't developed this yet, then offer ideas of what your USP might be based on]. We'd like our customers to feel [describe how you want customers to feel] when they're using our product.

Our mission statement is: [insert your mission statement].

[Insert anything else that will help a specialist design your slogan, such as notes about your overall company culture, your vision statement, etc.].

What we want from you is a slogan that captures our brand essence and separates us from the competitors. The winning bidder will get a list of our top [number] competitors, along with notes about their branding strategies, their slogans and a link to their websites. The slogan you develop needs to set us apart in the marketplace.

Do you have a creative mind, strong marketing skills and a proven track record helping people develop their USPs and branding strategies? If so, please bid on this project.

We'll expect three draft slogans from you, along with recommendations about which one you suggest we use. Please include your consultation fees (two 30-minute meetings) in your bid.

Deadline for slogan competition: [date].

Budget: [your budget range].

18. Create an Advertisement.

Wanted: an experienced copywriter to create a high-converting advertisement for [insert description of what you're selling].

This ad will be a [text ad? Graphic and text?], and it will primarily be used [describe how it will be used – e.g., an ad appearing in the sidebar of a blog, an ad appearing within a newsletter, etc.].

The purpose of this ad is to [describe purpose, such as to get people to request a free lead magnet, or to get people to click through to a sales page].

Here are the requirements: [Insert the ad requirements, such as number of characters or lines that can be used, the limitations on graphics where applicable, etc. If this is an ad for a specific platform – such as a Google AdWords ad – then mention it and link to the requirements.]

[Note: if this ad requires graphics, be sure to note whether you'll supply the graphics and design, or whether you expect the copywriter to supply them. For best result, have the copywriter work with a designer to create the graphics.]

Please submit [number] distinct ads for us to test.

The budget for this project is [\$ amount]. Your bid should be for all three ads.

Delivery to complete these ads: [delivery date].

Please submit your qualifications (such as successful campaigns you've worked on) along with a link to your copywriting portfolio when you bid. Thank you!

19. Launch a Facebook Ad Campaign.

Do you have a good track record of creating high-converting Facebook ad campaigns, especially [in some specific niche or industry]? If so, then we want you to bid on this project!

What we're looking for is someone to create, launch and optimize a Facebook ad campaign. Here's what you'll be responsible for:

- Using the platform to choose a narrowly targeted audience.
- Creating the content for the ad.
- Working with our graphic designer to create the graphics for the ad.
- Optimizing the campaign (target conversion rate = [x%]).
- Managing an ad budget of [\$x amount] per month for [number] months.

Preferably, we also want someone who can work with us to optimize the landing page as needed.

The goal of the ad campaign is to [describe goal – get subscribers? Generate sales? Etc.].

Here's more about our business: [describe what your business does, what sort of products you sell].

Our target market includes [describe demographics of the market along with what this market is looking for with regards to the niche].

If you have experience creating effective Facebook ads, especially [in this particular niche], please bid on this project.

Budget: [insert your budget amount].

We'd like to get the first ad up and running by [deadline].

We look forward to hearing from you!

20. Design a Banner Graphic.

Are you an ad designer with a proven track record of creating high-converting banner ads? Then read on...

What we're looking for is someone to create three different banner ads for us to test [describe where you'll test them – e.g., on a niche forum, on social media, in a blog header, etc.].

The purpose of the ad is [describe purpose, such as sell a product or get subscribers].

Our company [describe what your company does]. Specifically, this ad [describe the specifics of this ad, such as selling a certain type of product].

Our audience [describe your audience demographics, and what your product does for the audience].

What we're looking for is a standard banner ad [describe overall feel of the ad – is it serious/professional? Humorous? Heart-warming? Etc.]. We'll provide the sales copy. You need to create the overall layout/design and graphics for the ad.

What we envision is [describe any ideas you have for the ad – images, colors, etc.].

Do you have some great ideas and a knack for creating attention-getting ads? Then please submit your bid.

The budget for this project is [list your budget range].

The deadline for delivery is [your deadline date].

21. Create a Rebrandable Report.

Wanted: an experienced content writer to create a rebrandable report on the topic of [topic].

The purpose of this report is to sell a backend product, [name of product], which [describe the product and what it does]. We'll give this report to our affiliates for distribution.

Here are the specifications and requirements for this report:

Working title: [insert title].

Length: [insert word count].

Overview of the report: [Describe the report in a sentence or two. E.G., "This report will teach people a five-step strategy for improving the conversion rates of any sales letter."]

Outline for the report: [Insert an outline for the report which details every step. E.G., "The first step will cover how to write a great headline, and it should include information about creating benefit-driven headlines, using trigger words, and arousing curiosity. This section will be about 1500 words."]

The budget for this report is [insert your budget range].

The delivery deadline is [insert deadline].

If you're a great writer who understands how to create content that naturally leads to a paid offer, then we want you to bid on this project! Please send a link to your portfolio. You should have experience writing about [topic/niche].

22. Do Voiceover Narration

Wanted: a [male/female ... or if it doesn't matter, then just say "voiceover artist"] to do voiceover narration for [Describe what you're doing – is it a promo clip? A podcast? An explainer video? Be specific here, because different voiceover artists are suitable for different types of content.]

The script is [number of words] words, so we expect you'll do approximately [low range of minutes] to [higher range of minutes] minutes' worth of narration.

What we're looking for is someone with the following qualifications:

- Someone who can [describe the type of narration you're seeking, such as "Someone who can produce an enthusiastic 30-second promo."]
- An experienced professional who doesn't need in-depth instruction about how to read the script.
- An artist who has no problem meeting deadlines.
- Someone who can deliver the finished product as a [type of file, such as .MP3].

To bid on this job, please provide the following:

- A link to your portfolio with sample clips of your work.
- A description of your work history (e.g., how long have you been a voiceover artist?).

We look forward to hearing from you!

23. Research Social Media Hashtags and Content

Wanted: an experienced social media researcher and consultant to help us learn more about:

- The best social media platforms for us to focus on in order to reach our market.
- What sort of content our audience is responding to.
- What hashtags are trending in our niche, and which ones are popular yet evergreen.

- What our competitors are doing on social media.

In short, we need a good analysis of the best ways to use social media to reach our market.

Here's a little more about us: We are a [type of] company which [describe what your business does]. We primarily sell [list the types of products or services you sell].

Our audience consists of [describe who your audience is in terms of demographics. E.G., "Young men age 18-30 who're looking to lose weight to start feeling better about their physical appearance. These are primarily college-educated, professional men who are interested in bodybuilding and clean eating to achieve their goals.]

Our goal is to focus on the top two or three social media platforms where our audience already has a good presence.

The first thing we need you to do is research our audience and research social media platforms (such as Facebook, Twitter, YouTube, Instagram, LinkedIn, etc.) to determine which platforms we should focus on.

Secondly, we need a report from you that tells us about the top three to five competitors on these platforms – how many followers they have, how active these followers are, how often the competitor posts, and which types of posts get the most interaction (likes, shares, comments).

Third, we need an analysis of trending content in our niche on the top two or three platforms. Tell us what is trending now, as well as the content and hashtags that have enduring popularity.

Finally, we'd like to hear your recommendations based on your research. Specifically, what type of content do you suggest we post? How often do you suggest that we post? Any insight you can give would be much appreciated.

The budget for this research and consultation project is: [insert your budget].

The deadline for completing the report and analysis is [insert your deadline].

If you're an experienced researcher and consultant who understands both [niche] and social media, then we definitely want to hear from you!

24. Grow Social Media Followers

Wanted: a social media marketing expert to help us grow our network of [number] of [type of – e.g., Facebook] followers to [target number] of engaged followers.

Who we are: We're a company that specializes in [solving some specific type of problem] for [a niche audience]. Our target market primarily includes [describe your target market demographics and what these members want].

Our goal on social media is to [list your primary goals and, where applicable, your secondary goals – e.g., raise brand awareness, build your mailing list, generate leads, etc.] That's why we're looking to build our following.

This is where you come in...

We need a social media specialist with experience in [specific niche] to help us develop and then implement a social media strategy. Here's what we expect from you:

- A detailed plan for growing our social media followers through things like contests, viral content, paid ads and similar.
- A plan for interacting on social media to raise our brand awareness.
- A detailed content marketing strategy which will include what type of content to post, when to post it, etc.
- A detailed plan for how to use our blog and other platforms to build our social media following.

- And any other activities that you deem necessary to help us achieve our goals. That may include vetoing some of the ideas listed above, and/or adding new ideas not mentioned here. You're the expert.

NOTE: If you prize quantity over quality, don't bother to apply. We're not looking for unresponsive followers or bots to pump up our follower numbers. We're looking for highly targeted followers who're interested in what we're selling and wanting to interact with us.

The budget for this project is: [insert your budget].

We'd like to receive your first set of plans by [date], and to begin executing the plans by [date]. We expect to need your planning and executing the strategy for approximately [duration – e.g., "two months"].

Please send us information about your qualifications for this job along with your bid.

25. Launch and Manage a Contest

Wanted: a viral marketing expert to plan and launch a contest across our social media channels.

Our goal with this contest is to [describe your main goal here, such as build your subscriber list, build brand awareness, introduce a product to the market, etc.].

Our business [explain what your business does and who it does it for (e.g., describe the target market in a couple sentences)].

Here's how our contest works: [Explain the type of contest you're holding... e.g., a photo contest where people submit photos of their pets and the photo with the highest number of "votes" (likes) wins.].

Here's what we're looking for:

- An expert who can help refine our contest idea to make it more effective.
- Someone who can create all the necessary content for the contest, such as the content for the contest page, social media blurbs, and so on.
- Someone who can launch the contest and drive traffic to the contest page.
- Someone who can manage the entire contest, field inquiries, and distribute prizes at the end.

The budget for this project is: [insert your budget range].

We'd like to start the contest by [date] and complete it [some time period, such as "one week later"].

If you have experience launching and managing viral contests, then we want to hear from you. Please send us your bid, along with your qualifications and experiences with running successful contests.

26. Craft a Lead Page

Wanted: a highly skilled copywriter to create a compelling lead page to help us build our mailing list.

What we're looking for is a short-form lead page which includes a headline, a compelling opener, a bulleted list of benefit statements, and a strong call to action. We estimate the copy will be 500-750 words long, although since you're the expert we'll leave the exact details up to you.

Background: we're a small online business in the [niche/field/specialty] that [solves some specific problem]. Our audience includes [describe your niche market demographics, e.g., "Stay at home mothers age 25-40 who're looking to start an online business."].

What we're offering this market is [describe your lead magnet in a sentence or two – e.g., "An ebook that gives our market an overview of how to select a niche, set up a website, and start an online information product business]. The lead magnet is called [title of lead magnet].

Here are the features and benefits of [title of this lead magnet]:

[Insert the features/benefits so that your copywriter can create the lead page. E.G., "This ebook includes a niche-selection worksheet – by the time readers complete this worksheet, they'll know exactly how to choose a profitable niche!]

If you're selected for this job, you'll receive access to this [number of pages]-page ebook. This ebook is valued at [\$ dollar amount], but prospects get it free when they sign up for our [name of newsletter] newsletter list.

Budget: [insert your range].

Delivery deadline: [insert date].

If you have a good track record creating high-converting copy, please bid!

27. Edit/Proof Content

Wanted: a highly skilled editor/proofreader with an eagle-eye for catching (and correcting) mistakes. You must have English as a first language, and have extensive experience or training in editing.

The product is a [number of words]-word [type of product, e.g., ebook, report, etc.] on the topic of [list the topic]. Knowledge of [topic] is not necessary to do the editing and proofing work, but it's a plus if you do have experience on this topic.

Here's what we expect from you:

- Correct spelling mistakes.
- Correct grammar mistakes.

- Fix sentences that aren't necessarily wrong, but are awkward or could be written better.
- Offer other suggestions (e.g., perhaps you think a section in the middle of the book is better placed nearer the beginning of the book).

We'll give you the document as a Microsoft Word .docx. Please send it back using standard Word markups.

The budget for this job is [budget range].

The delivery deadline is [date].

Please send your qualifications along with your bid.

28. Edit a Video.

Wanted: an experienced video production specialist who can edit a [type of video – e.g., slide-share video created using Camtasia, a talking head video, etc. Be specific, as the video editor may have the skills and equipment to edit one kind of video but not another].

This vide is currently [number] minutes long. This includes all the raw footage and multiple takes. We want the finished video to be approximately [number of minutes or a range of minutes] long.

What we need is someone who can do the following:

- Choose the best takes from each of [number] [sections/scenes].
- Edit the takes to remove “ums and ahs” or other mistakes whenever possible.
- Piece together the [number] [scenes/sections] to create one cohesive video (e.g., insert transitions, etc.).
- Create a finished video with an engaging pace. Here are examples of videos where we like the pacing: [insert your examples].

- Create an intro and outro for the video.

In short, we have the rough product – we want you to polish it to create the diamond.

Budget for this project is [insert your budget].

Delivery deadline is [date].

You have the skills, experience and equipment necessary to create a polished video, please bid on this project. When you bid, please send a link to your portfolio with similar videos you've created.

29. Tweak PLR Content.

Wanted: a skilled writer who has experience editing and rewriting content to create something unique. You should also be very familiar with [topic].

The details: We have [describe what sort of content you have, such as "a set of ten 500-word articles," or "a 20,000-word ebook"] on the topic of [describe what it's about]. We've obtained the private label rights to this content, which means we can modify this content in any way we choose.

That's where you come in. Here are the following changes we'd like a skilled writer to make to this content:

- Create an entirely new introduction.
- Create an entirely new conclusion.
- Insert a call to action in the conclusion that [describe what the CTA does – e.g., that points towards a lead page and encourages people to join mailing list].
- Rewrite approximately [percentage, such as "40%"] of the content so that it's more unique.

- Tweak the content so that it matches the writing style found in these examples: [insert examples of your own writing, such as blog posts other content].
- Insert tips and examples [describe exactly where you want tips and examples – e.g., “on page 30 in the section about choosing an appropriately sized dog kennel”].
- [Describe any other changes you want – be specific.]

The budget for this project is: [insert your budget range].

The deadline for delivery is: [insert deadline].

Please send a note about your qualifications, along with a link to your writing portfolio when you bid. We look forward to working with you!

30. Transcribe Multimedia Content.

Wanted: An experienced transcriber to create the transcription for a webinar and then edit the transcription to make it more readable.

Details: We have a [number of minutes]-minute long webinar on the topic of [topic]. [Describe the webinar – how many speakers? One? Two? More? Do audience members ask questions at the end? You need to be specific, because creating a transcript with multiple speakers is slightly more difficult than transcribing an audio with one speaker, so a transcriptionist may charge different rates.]

We need two documents from a transcriptionist who’s also a skilled editor:

1. The exact word-for-word transcription. The only thing you don’t need to include in the transcriptions are the “ums,” “ahs” and other fillers. Otherwise, the transcription should match the audio for the webinar.
2. An edited version of the transcription that makes the transcript more readable. As you know, the way people talk doesn’t always make for easy reading. As such, we’d prefer a transcriptionist who also has the

editing capabilities to turn the raw transcription into something that's easy and engaging to read. For example, you'll need to restructure sentences, remove redundant information and similar tasks.

You can listen to a sample of the webinar here: [insert a sample here or even link to the entire webinar – your transcription will need this to determine how difficult it will be to transcribe.]

The budget for this project is: [insert budget].

The delivery deadline is [date].

Please send a description of your qualifications and experiences with projects like this when you bid. Thank you!

31. Convert an Ebook into a Kindle Book

Wanted: An experienced person to turn a Microsoft Word .docx document into a Kindle book. This includes formatting the Word document according to Amazon's specifications, and then converting the .docx file into a .mobi file that's ready to upload to the Kindle platform.

Details: This is a [number]-page ([number]-word) ebook that's currently in document file. This file has not been formatted for the Kindle. As such, we're looking for someone who knows and understands how Kindle requires their books to be formatted, so that you can make the necessary tweaks to this document.

We need two versions of the document once the formatting is complete:

- The .docx format.
- The .mobi format, which is ready to upload to Kindle.

If you have experience formatting books for the Kindle platform, please send us more information about your background and experience along with your bid.

The budget for this project is: [budget range].

The delivery deadline is [delivery date].

We look forward to receiving your bid!

32. Turn a Digital Book Into a Physical Book

Wanted: someone who is very familiar with the CreateSpace.com platform to turn our ebook into a physical book.

Details: we have a document that's currently a Microsoft Word .docx document with the following formatting [insert formatting specs, such as spacing, fonts and indent].

What we want to do is turn this document into a physical book using Create Space. If you're already familiar and have experience with formatting documents, then we'd like to hear from you.

The final trim size for the book will be: [insert trim size].

As such, we need you to format the gutter margins, outside margins, paper size, indentations, spacing and other specs to create a great end product.

Finally, we'll need the finished .docx file converted into a format suitable for uploading to CreateSpace.

We're not looking for someone to read the Create Space formatting specs and learn how to do this project on the fly. Instead, we're looking for someone who already understands the requirements and understands how to format the document in a way that will translate into a beautiful physical book.

If you have the skills and requirements to do this, then we want to hear from you. Please submit your bid along with a note about your qualifications/experiences with projects like this.

The budget for this project is [budget].

The delivery deadline is [date].

We look forward to hearing from you!

33. Design Cover Graphics

Wanted: an experienced designer who can create cover graphics for a Create Space book cover.

Details: This [genre] book is about [give a synopsis of the book so that the cover designer can get an overall idea of the “feel” of the book]. This book is aimed at [describe the audience – e.g., “young adult girls and women age 16-24 who enjoy science fiction].

The title of the book is: [insert title of the book].

The author of the book is [insert author name].

We like title and author fonts such as [insert the font names of fonts you like... if you don’t know the font names, then link to other covers that have the same fonts].

Here are the predominant colors we envision for the cover: [insert the colors you want included – be specific].

The overall feel of the cover should be [insert some specific feeling/style]. This may include elements such as [give examples of specific cover elements].

Here’s what we envision for the cover: [insert a detailed description of what you imagine the cover to look like. Be very specific about whether you want illustrations, photos, or something else. E.G., “A drawing of a young girl, about 15 years old, with long brunette hair in pig tails; round, dark glasses; wearing a powder-blue dress and matching shoes...”]

The cover needs to be created according to Create Space’s requirements and specifications. You should have experience creating these types of covers.

You also need to be an excellent designer who's skilled at [whatever specific skill you need, such as drawing/illustration].

What we need from you are three draft covers. We'll select the one we like the best, and then ask for the final tweaks.

The budget for this project is: [budget range].

The deadline for the three draft covers is [date]. We'll send our feedback within three business days. The final cover is then due [date].

Please send a link to your cover and design portfolio, along with a description of your experiences creating Create Space covers. We look forward to receiving your bid!

34. Develop an App/Software/Plugin

Wanted: an experienced [app/software/WordPress plugin] developer to code and create [insert a description of the software]. You must be able to speak and write English well enough that we can communicate easily about this project.

Here are the details...

This [app/software/plugin] is designed to help [type of person] [do some specific thing]. [Describe how this item is used – installed as a WordPress plugin? Downloaded and installed on the user's computer? On their Android phone? iPhone? Or is this a web-based app that you install on your server for people to use?]

It works like this...

When the user [takes some specific action], then the [app/software/plugin] [delivers some result].

If the user [takes some other action/inputs something else], then the [app/software/plugin] [delivers some other result].

The [app/software/plugin] should also [describe any other input/output action].

The user interface should [describe what the user interface should look like – be specific in terms of colors, fonts, and any graphics or illustrations. Be sure to describe EACH screen of the user interface. For example, if you’re creating a mortgage calculator, then describe what the input form looks like, and describe exactly what the output will look like.]

Here’s a mock up of the user interface: [insert drawings/mock ups of what each screen of the user interface will look like].

Once the [software/ app / plugin] is complete, we’ll need to retain your services for three months in order to beta test, fix bugs, and possibly tweak the product before a public release.

The deadlines are as follows:

Deadline for delivery of [software/ app / plugin]: [date]

At that point we’ll review and test the item for one month. We’ll then ask you to make additional tweaks/changes/bug fixes. The deadline for delivering this improved version is [date].

The budget for this project is [budget range].

Please submit your bid along with your qualifications, which should include a link to similar projects.

35. Set Up an Ecommerce Platform

Wanted: Someone with experience with Shopify to set up the platform and upload our products.

Background: we have a [niche/type of] site that [describe what you do and who you do it for]. As part of our business model, we’d like to set up a Shopify store to sell a wide variety of products.

We have the photos and sales copy ready to go for the products. Here's what we need from you:

- Set up the Shopify platform on our website and integrate it with our autoresponder and payment processor.
- Upload [some specific theme/design] to our storefront, and tweak this design to include our logo, [your chosen brand colors], and [any other design tweaks such as different fonts – be specific and detailed].
- Tweak the store to [describe how you want it tweaked in forms of the function of the store. E.G., how would you like it to handle shipping? Are there certain places you won't ship to?].
- Install [describe any plugins you want installed. As always, be specific about what you want].
- Create [number] of shopping categories, including: [list the exact categories you want created. Be specific, such as "Women's Shoes"].
- Upload our [number of products] products to the appropriate category. We supply the product photos and sales copy, along with information about sizing, pricing, etc.

If you have the technical skills and experienced required to help use create a beautiful Shopify storefront, then please bid on this project.

The budget for this project is: [budget].

The deadline for completing the storefront is [deadline].

We look forward to hearing from you!

36. Do a Website Audit and Usability Testing

Wanted: someone who can do a website audit (including usability testing) on our [number]-page website.

We have a website that [describes what your business does]. Our primary audience includes [describe demographics and other characteristics about your audience – be specific here, as the usability testing will require the auditor to find people from your niche audience].

What we need is someone who can audit and test our website for common problems, including:

- SEO problems.
- Broken links.
- Broken forms/scripts/payment buttons.
- Bad HTML code.
- [List whatever else you want audited.]

Secondly, we also need someone who has experience with usability to test our website and offer suggestions. This means you'll need to recruit three people from our niche and have them test the following:

- The ease of navigating around the site.
- How well the search function works.
- The ease of signing up for the mailing list.
- The usability of our help desk.
- The ordering process for a single product.
- The ordering process for multiple products.

You'll complete the usability testing with three subjects, and then report your findings to us directly. Your report should include a description of what happened during each usability test. Providing video is a plus. You should also provide a list of suggestions about how to improve the form and function of our website based on your tests.

The budget for this project is: [budget range]. This includes [amount] that's set aside for advertising and paying for usability testing participants.

The deadline is [delivery date].

Please submit your qualifications along with your bid!

37. Create Guest Articles

Wanted: an experienced and skilled ghostwriter to create a set of articles that I can use for guest blogging opportunities.

Here's what I need: [number] [niche/topic] article that range from [minimum word count] to [maximum word count].

The audience consists primarily of [describe who'll be reading the articles].

The goal of these articles is to [describe goal, such as send traffic back to your own lead page to build your list].

Here are the article titles and synopsis for each article:

Article 1: [Working Title].

Number of words: [insert word count or range for this article].

Article summary: [Insert what the article should be about/what it should teach. E.G., "This article should teach people the proper way to structure a press release."].

Here are the [steps/points/tips/ways/etc.] to include in the article: [provide an outline for the article].

Call to action: The article should [explain the goal of the article, and what action you want readers to take at the end. Be sure to include a link, where applicable.]

[Insert similar detailed, specific instructions for the remaining articles.]

All articles should include a compelling title, as well as tips and examples where appropriate.

Articles should be well-written, well-researched, and delivered [describe format you want them delivered, such as .docx file].

Budget: [insert budget range].

Deadline delivery: [insert date].

Please submit your bid along with a link to your writing portfolio. Thank you!

38. Find/Submit to Guest Blogging Opportunities

Wanted: A good researcher who can find suitable guest blogging opportunities for our company and submit content and/or inquiries to these opportunities. We already have the content created – you just need to find places to submit it to.

Details: We're a [type of company] who specializes in [describe what your business does and in what niche]. Our target market includes [describe your target market].

In order to grow, we're looking for guest blogging opportunities in our niche. This includes blogs that cover topics such as:

[Insert a bulleted list of appropriate blog topics, such as "houstraining a puppy, socializing a puppy," etc.].

You can find these opportunities in two ways:

- Search for blogs that are actively soliciting guest content. These are blogs that have their submission guidelines posted (which you need read and follow, so attention to detail is a must).
- Search for blogs in the niche, and then directly approach them about publishing guest content (even if their sites don't specifically list these opportunities).

You'll focus primarily on searching for blogs that actively solicit content. If you do well with this task, we may rehire you to submit to other blogs.

We want to make sure we're submitting to quality blogs only. As such, you'll need to research each blog to determine:

- How much traffic it gets each month.
- How active this traffic is on the blog (commenting, sharing on social media).
- How the blog owner acquires this traffic.
- Whether the blog owner has other platforms where he or she promotes blog content (such as a Facebook page or newsletter).
- Whether the blog publishes other high-quality content.

You'll be responsible for finding and submitting to at least [number] blogs. Here are the [number] articles we have ready for submission: [insert list or link to the articles].

The budget is: [insert budget].

The deadline for completing this task is [date].

If you're a great researcher with keen attention to detail, then please submit your bid!

39. Find and/or Recruit JV Partners

Wanted: an experienced [niche/type of] marketer to find and recruit JV partners in [specific niche]. Experience and contacts in this niche are preferred.

Details: We're a [type of business] who [solves some specific problem]. Our customers typically include [describe your audience demographics].

What we're looking to do is grow our business by recruiting at least [number] JV partners to [describe what sort of joint ventures you're seeking – e.g., do co-endorsements, create webinars together, or even just seeking marketing partners to join your affiliate program].

We need someone with contacts in the niche to find, approach and recruit these JV partners. You'll get paid [explain how they'll get paid – a flat fee? A flat fee plus commissions on everything the JV partner sells? Commissions only?].

You'll be responsible for:

- Finding potential partners (with big platforms).
- Doing due diligence to be sure these potential partners are effective, high-quality business owners who are well-respected in the niche.
- Contacting these partners to persuade them to [do whatever it is you want them to do].

You'll start this project by [date], with a goal to recruit at least [number] partners by [date].

If you have contacts in the niche, this is an easy way for you to make money. Bid now!

40. Plan Overall Marketing/Advertising Strategy

Wanted: a marketing strategist/specialist to help us plan our overall advertising strategy.

Details: We're a [type of/niche] company that specializes in [solving some specific problem]. Our target market includes [describe the demographics and characteristics of your target market].

Currently, we get about [number of monthly visitors] per month primarily through [describe how you get those visitors]. Our goal is to increase this to [target number of visitors] high-quality visitors.

This is where you come in. You're a marketing and advertising specialist with experience in [the specific niche]. What you'll do is help us hit our [target number of visitors] by [date].

We want high-quality, engaged visitors. To that end, we'll be sending visitors to our lead page, which currently converts at [percentage]. As such, we expect to increase our subscriber number by [number] to correspond with [number] new visitors.

Your job is to create an advertising strategy to help us achieve the goal. The paid advertising budget is [dollar amount] per month. We can also allocate [number of hours] hours per month for our team to implement your plan.

The budget for this project is [budget].

If you've got a great track record with planning effective advertising strategies to grow businesses – especially those in [your specific niche/industry] – then please bid and get in touch today.

41. Set Up a Membership Site

Wanted: a tech guy or gal who can set up a membership site using [list your specific plugin or script here, such as aMember or your chosen platform].

This is a [type of membership, such as monthly membership site] that [briefly describes who the site is for].

Here's what we need you to do:

- Install the script securely on our domain at [domain]. Username and password will be provided to you so that you'll have full access to the hosting dashboard and FT.
- Integrate the script with [your payment processor]. Our membership levels include [list your multiple membership levels, where applicable] which are priced at [list the price levels, where applicable], respectively.
- Integrate the script with [any other platforms, such as your autoresponder].

- Customize the script to [describe any customizations you need – be sure whatever script you’re using allows these specific types of customizations].

The budget for this project is [budget range].

The deadline to complete installation and customization is [date].

If you’ve installed and customized [specific script] before, then we definitely want to hear from you. Please send us a note about your qualifications and experience with this script when you bid.

42. Stock a Membership Site With Content

Wanted: a skilled and reliable ghostwriter to create a set of related products to be included in a “vault” membership site. You should have a good amount of experience creating [niche] content on topics such as [list three or four different topics that will appear in the site].

This is a large project, but we want one person to do it so that the content is congruent across the different pieces. What we’re seeking is someone who can create approximately [number] words worth of content across [number] different products in the [niche] niche. We also need you to create the outlines for these pieces of content.

Here is the list of content we need:

Ebooks and reports: [List each ebook or report separately, along with word count, working title and summary.]

Articles: [List each article separately, along with word count, working title and summary.]

Worksheets: [List each worksheet separately, along with word count, working title and summary.]

Checklists: [List each checklist separately, along with word count, working title and summary.]

Cheat sheets: [List each cheat sheet separately, along with word count, working title and summary.]

[Insert any other content you plan to include.]

As mentioned, you'll need to create the outlines for each of these pieces and send them to me by [deadline date]. I'll review them and modify them if needed by [date].

You'll then create the pieces in these stages:

[List delivery deadlines for the content – such as 25% of the content due by a certain date, the next 25% due by another date, and so on.]

The budget for this project is [budget range].

Please send a link to your writing samples/portfolio along with your bid.

43. Plan a Sales Funnel

Wanted: a marketing expert/product specialist to plan a sales funnel.

Background: We're a [type of/niche] company that [solves a specific problem]. Our customers include [list your audience demographics and characteristics].

We've just started our business, so at this point our products include [list any products you have, free or paid]. Our business model [describe your model so that the specialist better understands your goals].

What we need is someone to help us plan the sales funnel from the ground up. This includes:

- Researching the market to determine demand and opportunities.

- Planning a sales funnel that includes the following pieces at a minimum: a free lead magnet, tripwire, core offer, an upsell for the core offer, bonus products for core offer, at least three backend offers.
- Pricing for all products.
- Market positioning for these products.
- A strategy for cross-promoting offers throughout the sales funnel.
- A specific email strategy for promoting products to both the prospect and customer list.

At each step, you need to offer detailed plans and instructions. For example, when you tell us about the lead magnet, you'll detail the topic, offer a rough outline, and let us know the format (e.g., report? Video? Etc.).

The budget for this project is [insert your budget].

The deadline for completing your research, analysis and report is: [date].

When you submit your bid, please be sure to send us a note about your qualifications and experiences with creating successful sales funnels. We look forward to hearing from you!

44. Provide Keyword Research

Wanted: A search engine optimization specialist to do our keyword research.

Background: We're an online business that [describe what you do/what problem you solve and in what niche]. Our customers include [describe your customer demographics and other characteristics].

We're in the process of expanding our content marketing strategy to include search engine optimized content on our blog and other pages of our website.

Our experienced SEO writer is standing by to create the content, but we need to determine what words to target.

That's where you come in. What we need from you is thorough keyword research that fits our needs.

Our goal is to get [number] of additional visitors per month with our SEO efforts.

We do not have the extensive resources or knowledge needed to tackle the most competitive keywords. As such, we'd like you to provide a mix of keywords that range from easy to moderately difficult to rank for in the search engines.

Your report should include the following:

- At least [number] keywords in our niche. These words should be divided this way: [percent] easy, with the rest of them in the "moderately difficult" in terms of ranking.
- Your report should include the number of competitors for each keyword (exact match and without quotes), as well as your analysis of the difficulty of beating this competition.
- Any suggestions you can offer to help us rank for these keywords.

The budget is [budget].

The delivery deadline is [date].

Please detail your SEO keyword research experiences when you submit your bid. Thank you!

45. Do SEO

Wanted: an experienced SEO specialist to optimize our [niche] website for the search engines.

Details: We're a [niche/type] of company that [solves some problem] by [selling some type of product or service]. Our target market includes [describe your audience demographics and characteristic].

Our goal is to get [number] of targeted, high-quality visitors to our site through search engine optimization.

Currently we have a [number]-page website that hasn't been optimized at all. The site is fairly new, so we're open to completely restructuring it as needed.

Here's what we need from you:

- Do keyword research for our niche.
- Create the navigation and structure that's optimized for the search engines.
- Optimize all pages (page titles, page links, etc.).
- Optimize our WordPress blog (e.g., install an effective SEO plugin).
- Create a plan for optimize blog content on an ongoing basis.

Note: This is NOT an ongoing contract. What we need is someone to optimize the existing pages, and then create a PLAN for optimizing future content. We'll take care of that future content based on the plan you present to us.

The budget for this project is [budget].

The delivery deadline for competing the onsite optimization and developing a plan for future optimization is [date].

Please send us information about your background, skills and experiences with SEO when you send us your bid. We look forward to working with you!

46. Participate in Communities

Wanted: a customer service rep or writer who's familiar with [niche] to participate in online communities as the face of our company.

Details: We're a [type of/niche] company that specializes in [solving some problem] for [some specific niche]. Our audience consists of [describe demographics and characteristics of the audience].

Part of our marketing strategy includes participating in online communities [if this is for a short duration – such as in advance of a product launch – be sure to note that here]. We'd like to hire someone with strong customer service and writing skills to participate in these communities on our behalf.

Here are the communities we participate in: [create a bulleted list of communities, being very specific about how many you participate in. E.G., "We participate regularly in three communities, including our online discussion group on Facebook, our regular Facebook Page, and our blog. We also post once a week to an additional five communities..."]

Here's what we'd expect of the person selected for this job:

- Daily Posts: Post [number of posts/comments] comments approximately [number of words] words long each day for [number of days] days.
- Occasional Posts: Post [number of posts/comments] comments approximately [number of words] words long [number of times per week] per week for [length of time].

In all, you'll create [number] comments for a total of [word count number] words per week for [length of time]. These posts will generally vary in length, and will include answering questions, starting discussions, and reply to comments.

Currently, it takes us about [number] hours per week to complete this task. Keep this timeframe in mind when you bid.

Budget: [insert budget]

Please send information about your skills and experiences with [niche], customer service and writing when you bid.

47. Find and Land Guest Interviews

Wanted: A good researcher with people skills who can find and land guest interview opportunities for us.

Details: We're a [type of/niche] company who [provides some specific product/service/solution]. Our audience primarily consists of [describe your audience demographics and characteristics].

Part of our marketing strategy includes [name who will be doing the interviews, e.g., "Our founder"] doing interviews on platforms where we can get more exposure for our company. These interviews include:

- Webinars.
- Podcasts.
- Other online interviews or panel appearances.
- Talk radio.
- TV.
- Text interviews.

What we need is someone who can do the following for us:

- Find a variety of interview opportunities, especially [note if you have a preference for any particular type of interview].
- Research these interview opportunities to be sure they're with reputable hosts/companies. In addition, we're looking for highly targeted, high-traffic opportunities.
- Approach the interviewer to offer [name of person from your company] as an interviewee by stating the benefits, showing clips of past interviews, etc. (You should have experience doing this, as no training will be provided.)

- Follow up with the interviewer and our team to arrange the interview.

We can do interviews on the following topics:

- [Insert a bulleted list of the topics that fall in your area of expertise.]

You can see and hear examples of our interviews here: [provide two or three clips].

Our goal is to land at least [number] interviews over the next [number] [weeks/months].

The budget for this project is [budget].

Having connections in [your niche/industry] with those who do interviews is a big plus. Share your qualifications for this project, along with a note about any connections you have in the niche, when you submit your bid.

48. Provide Reporting

Wanted: an experienced marketing specialist to create detailed traffic reports, analyze them, and offer suggestions for improvement.

Details: We're a [type of/niche] company that specializes in [solving a specific problem]. Currently, we get our traffic from these sources:

- [Insert a bulleted list of exactly where you get your traffic.]

We get approximately [number of visitors] visitors per month from these traffic sources. However, here's what we need to know:

- Exactly how much traffic we get from each of those sources.
- Which traffic sources produce the best results (e.g., mailing list opt-ins).

- Suggestions for ways to increase our traffic.
- Suggestions for ways to increase our conversions.

The budget for this project is [budget].

We'd like [number of months] months' worth of reporting, so this project should begin on [date] and end on [date].

Please send your qualifications and experiences with marketing, reporting and conversions when you submit your bid. Thank you!

49. Create Documentation for a Help Desk

Wanted: Someone to create the FAQ and other documentation for our help desk. You must understand [niche] and have experience with [any technical or other experience needed to create this content]. You must also be a great writer who's capable of explaining information clearly and concisely.

This project entails creating a total of [number] pieces of content for a total of [total number of words]. The pieces include:

- [Create a bulleted list of documents you want included, along with the word counts for each of them. E.G., A Frequently Asked Questions list with 20 questions, approximately 3500 to 5000 words total.]

Here are the outlines for this content:

[Insert your outlines for each piece of content. For example, list all the questions for the FAQ, along with notes about exactly what you want included in the answer to each question.]

The budget for this project is: [insert budget range].

The delivery deadline is [date].

Please send your qualifications with regards to [your specific niche] along with your bid. Please also send a link to your writing portfolio. Thank you!

50. Create the Content for an Udemy Course

Wanted: a skilled writer to create the content (video script) for a multi-module Udemy course.

Details: We're a [type of/niche] company that [briefly explain what sort of solutions you provide and to what type of audience].

What we'd like to do is develop a [number] module Udemy video training course on the topic of [topic]. What we need is a writer who has experience with two things:

1. Creating content [in your specific niche].
2. Creating video scripts, as this is slightly different than regular writing.

Each module will be about [number of minutes] minutes long. At an average rate of 125 words spoken per minute, we're looking for modules that are about [word count number] words long. As such, the total word count for this project is [number of words for all modules added up].

Here are the topics for the [number] modules:

[Insert working title for topic]: [Provide summary of topic.]
[Provide detailed outline for this module – e.g., each step you'd like included, what information to cover in each step, what tips/examples to include in each step, etc. Be thorough and specific so your writer doesn't need to guess about what all you want included in this module.]

[Insert the rest of the module outlines in the same manner as above.]

The budget for this project is [budget].

Please deliver the first module by [date]. We'll review it and provide feedback by [date] to help you write the remaining modules.

The delivery deadline for creating the video scripts for all [number] modules is [date].

Please send a link to your portfolio, along with your qualifications and experiences creating video scripts, as well as your qualifications and experiences in this niche.

Conclusion

You just received 50 templates that you can use to create projects and briefs for some of the most common business tasks. Copy them, tweak them, and start uploading them as soon as possible in order to start seeing results!



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