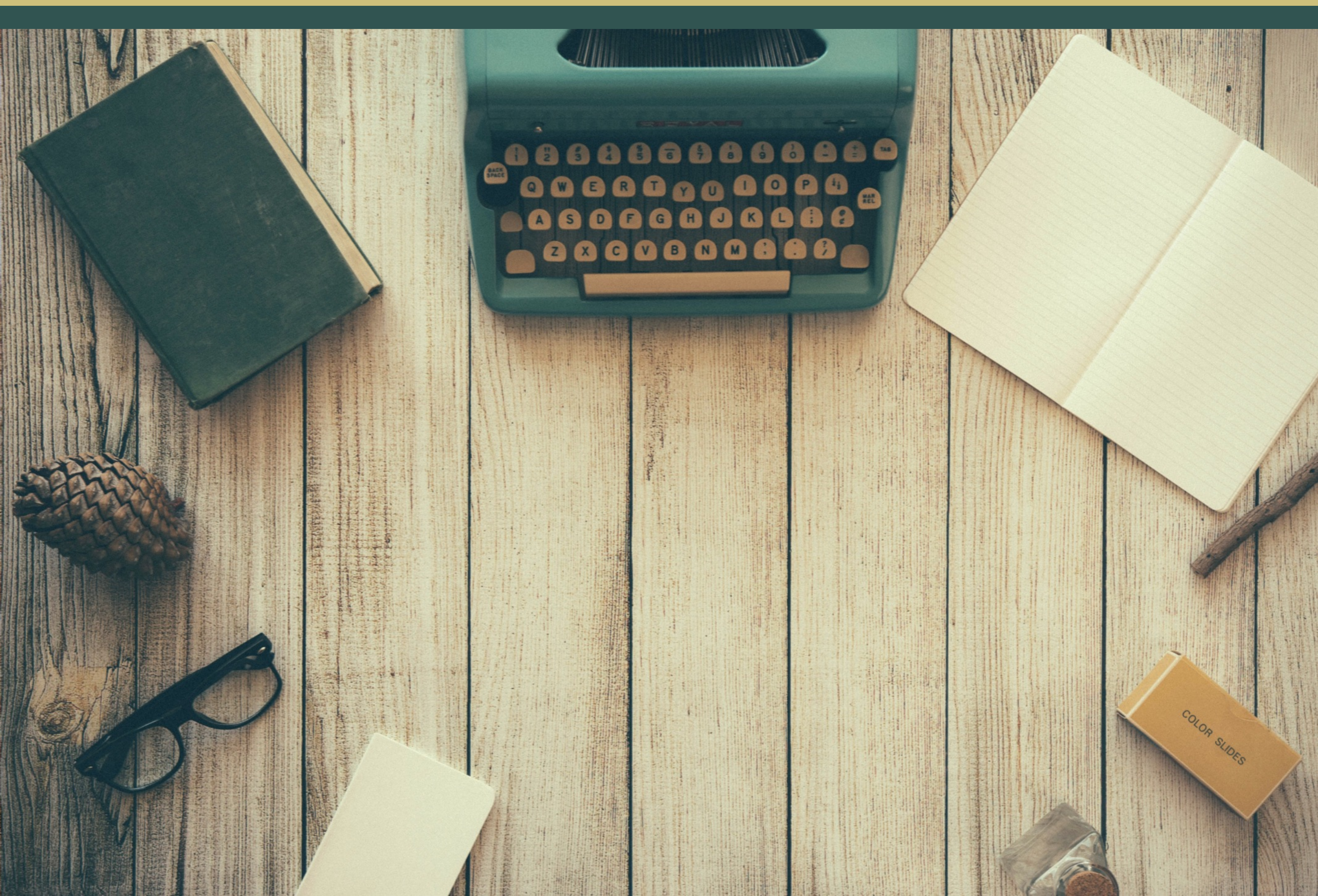


GROW & CONVERT

Hiring Writers

Options Cheatsheet



Hiring In House

Do this if:

- You're a larger company and can afford to pay for someone to just write full time.
- You need just one specific person with deep industry expertise

Watch out for:

- Trying to find a single person who can:
 - Write all different types of content
 - Has expertise in your niche
 - Is an analytics master
 - Is a promotion master
 - Is an email conversion specialist
 - Can write and manage email campaigns
- Scalability. One person generally won't be able to be great at all those things and do it at scale.

Using a Content Agency

Do this if:

- You're interested mostly in output consistency (often larger companies)

Watch out for:

- A lack of deep industry expertise
- A mis-alignment of interests where the agency is more focused on hitting output goals than quality
- A lack of care on promotion and distribution

Building a Freelance Team

Do this if:

- You want different writers with different expertise
- You want to be able to scale the efforts up and down
- You want your full time content marketing employee to be able to focus on strategy, promotion, and management.

Watch out for:

- Trying to find a unicorn freelancer (similar to the warning for a full time unicorn)
- Not properly vetting writers before hiring