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Goal: Steady writing / editing work for up to 20-30 hour/week

Summary

Successful freelance writer for over two decades, generally working remotely from my fully equipped home office, now with a 5G internet connection. Experience ranges from ghostwriting books, through blogging in tech, high-end commercial blogs, real estate information and more. I also create detailed proposals for self and others, all with a solid understanding of the importance and proper use of SEO technique.

Skills

Business, creative and marketing writing, for print and online readers. Excellent blogger in short form, middle length, and long forms. Practiced at interviewing and translating the interview into an interesting and informative article. Have mastered integrating SEO with good writing. Comfortable with WordPress and other CMS systems. Reputation for meeting deadlines and managing others.

Forums and Meetings Video Conferencing

After cutting my teeth on leading a forum for writers at About.com, I created my own forum which I ran for at least 5 years. That included design, including rule setting and generally keeping members happy. I've also run weekly video meetings with both Zoom and Free Conference Call's video conferencing tool – 3 years+ on each and continue to use both.

Experience

Dec. 2021 – June 2022 - SEO Writing for [Matador](#), receiving assignments of up to 30, 500-word articles weel, FAQs, blog posts, listicles etc. Wrote between 22 and 34 posts each week.

Sept. 2018 – current: Lead Writer at [DemocracyCounts.org](#), a high tech nonprofit and nonpartisan start up developing tools and processes to help citizens independently audit elections. My job includes web writing, including SEO research, newsletters, content, articles, and rough drafts for the CEO. This job also includes using Word, SEO tools, Google Docs, Sheets and more.

Writing at Medium since Dec. of 2019 - See at:

<https://medium.com/search?q=Anne+Wayman> - which includes both articles I've written and comments I've made on other writer's articles. (Link can be slow to respond.) Mostly essays aimed at teaching something. My process there is to draft onsite, add royalty free pictures, edit, then publish in the CMS they provide. Then I take advantage of the marketing automation they offer.

Ghostwriting – books, articles, and blogs. My professional site,

<https://aboutfreelancewriting.com> will give you an overview of my ghostwriting abilities. My first ghostwriting a book was in the late 1980s. Details on other books on request.

Online marketing writing

- **Creation of email campaigns:** weekly or more often email newsletters with an average 8% open and a .78 click rate, for my own list and for clients. I joined [Get Response](#) in the late 1990s and have used it and other auto responders for myself and clients. Also create things like newsletter, event, etc. signup forms using graphics.
- Before the **Yoast SEO tool**, I did my own SEO – I understand SEO writing and keyword research. I always use Yoast before I publish.
- **WordPress** – I've been using it successfully for 16 years for my own blogs and for clients.
- Comfortable with **Google Analytics** which I've been using off and on for more than a decade.
- **Blogger for iHOUSEweb Blog**, writing marketing and web tips for real estate agents creating 5 posts a month for several years between 2011 and 2013. Self-directed assignments included SEO, and a WordPress-like CMS. It appears it's no longer possible to search on my name there, I have found at least some by searching on for *ihouse anne wayman*.
- [Ghost Blogger for Tanglewood Conservatories](#) from 1996 through 1998. Ghosted article for the President and his assistant. Responsibilities included writing, SEO and publishing with WordPress.
- [SWZC.org](#), a zen meditation center near San Diego, co-wrote several successful fundraising letters as part of a committee between 1997 and 2012.
- Former **About.com's Guide to Freelance Writing**, 1997-2006, including weekly features, newsletters, chats, maintained links, etc. Created and maintained over 1,000 posts averaging 500-700 words, including SEO for over 5+ years. Also managed a forum there. The company [is here](#).

- **Indigogo.com, when it was a travel site** – original articles from my own sailing in the south Pacific plus research: "**Sailing in Fiji**" and "**Sailing in Tonga**," 1985.
- **Leisureplanet.com** – overview of San Diego for visitors, 1986.
- **Match.com** – part of the founding team. Contributions included creation of a twice-monthly newsletter, content, creating a Q. & A. weekly column about online romance, and more, 1995-1997.
- **[A Solopreneur Partnership: Joining Forces One Hour at a Time](#)** – article for Nation1099.

MARKETING | BUSINESS WRITING

- Direct Marketing letters for Sheila Rosen of Sprint.
- Direct Marketing copy for Self-it Badges.
- Multiple assignments from Copywriting.net.
- **[Galilee Harbor Prospectus](#)** - Co-author of this 500+ page document used for successful lobbying.
- Electric Classifieds Business Plan - contributor.
- Match.Com Advertising Plan - author
- Writer, producer of a wide variety of newsletters, marketing letters, and other materials including telephone sales scripts, internet marketing concepts, back of jacket copy, radio advertising scripts for a variety of employers.

Ebooks | books | reports | booklets

- *How to Bum Your Way Around the World on a Boat* – Dream Jobs to Go Series – out of print.
- ***Powerfully Recovered*** – both ebook and paperback, available at [Amazon](#).
- The 12 Step Series - a group of ebooklets, some of which have been purchased for print.
- A selection of ebooks about writing – currently bringing these back.

Book – Ghosted/Edited

Note, most projects are under NDA; some will allow me to discuss them with potential clients which follow.

- **[The Entrepreneur's Voyage](#)** – (ghostwriter for [author Eliot Tubis in 2010](#)) *Here's what he says about me:*

"I found Anne Wayman to be an exceptional listener. As a result she was able to capture not only my writing voice but to help pull out of me the nuances I

wanted in my book. She was easy to work with, kept to deadlines and generally made the process of getting a book written, if not easy at least understandable and even, at times, enjoyable. I'm glad I found her and am happy to recommend her."

- ***Best Seller publishing project*** - 6 interviews with Chiropractors resulting in one article ghost written for each (approx. 1,500 words) as part of a book.
- **[What You Think of Me is None of My Business](#)**, (ghost writer for author Terry Cole-Whittaker, 1988).

Print articles

Over time I've written for a wide variety of consumer and special interest publications, including InfoWorld, AppleTalk, Profiles, Latitude 38, Ocean Navigator, Winner's Circle, The Open Gate, Recovery, Medium and Alcoholism at About.com.

References

Excellent references on request.