

3 Ways To Find the Best Writer For Your Outsourced Content

If you're thinking of augmenting your content marketing by outsourcing some of your content creation efforts, you may be wondering how to find the best possible writer in the content marketplace. Having been on both the buying and writing side of content, here are a few useful tips I'd recommend to make sure you have the optimal writer aligned to your content needs:

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- **Search Writers' Profiles** - searching a set of writers' profiles for a keyword like 'B2B' or 'HIPAA' will help you quickly hone in on writers that have the specific expertise you are seeking.
- **Post 3-5 Content Orders at Once** – rather than posting one order and waiting for one writer to complete it, it's more efficient to submit more orders and get exposure to a wider range of writers. You might like one writer's work product better than others and you'll also have the option of quickly assembling a content development team.
- **Instructions, Instructions, Instructions** - without clear objectives and an understanding of the target audience, even the best writers won't be effective. The more detailed, contextual information you can provide to writers, the better off you will be.

Some content providers, like [Zerys](#), also offer the option of having a **writer call you** directly to discuss your needs. Content outsourcing can offer a boost to your marketing mix. Having the best writers for your content is a key ingredient.

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