

## Writing Short Copy can Earn Extra Cash

Writing short copy is often overlooked as a way to supplement your writing income. Besides striving to write the next great novel or feature article, try writing shorter copy to break up longer assignments and earn some quick cash. Writing snappy, engaging copy also helps to keep your creativity at its peak. This works especially well if you are suffering from a brief bout of writer's block on a longer assignment. Writing shorter pieces let's you shift gears, regroup and most importantly keeps you writing. Here are some examples of shorter copy to write:

- **Greeting Cards** – a great resource for more information on this ever-growing industry is [www.greetingcard.org](http://www.greetingcard.org). Greeting card companies are always on the look out for sentimental verse and witty, snappy verse. Greetingcard.org has a great list of greeting card companies you can contact. But don't send blindly - be sure to ask for their guidelines and submission policies first!
- **Tips, hints, recipes and puzzles** - Many magazines often have a need for filler material. If you can design a puzzle or have a great tip or recipe to share, contact the magazine for their guidelines and submit your idea.
- **Bumper stickers, magnets, t-shirts and buttons** - These items are typically one line, witty slogans and can pay quite well for your sense of humor.
- **Resume writing** – Earn some extra cash writing resumes for college students and business professionals. With plenty of job seekers these days, you may find resume writing in high demand.
- **Book Reviews** – Love to read books and can provide a brief narrative? Then writing book reviews on your favorite subjects can put some extra cash in your wallet.
- **Catalogs** – Print and online Catalogs need descriptions that anywhere from 30 to 100 words plus. Descriptions must be compelling and sales oriented to draw the customer in and make the sale. There are thousands of catalogs on line. Choose your favorite category: home décor, sports, apparel, etc and approach the Creative Director with a phone call or well-crafted email.

Writing short copy can be a lucrative way to bring extra cash to your income. Some writers prefer writing the shorter “fun stuff”. It provides a quicker turn around time, varied topics, and keeps the creative juices flowing.

ABOUT THE AUTHOR:

Can't seem to find the right words to promote your product? Denise McGill is a freelance copywriter specializing in catalog product description, copy makeovers, landing pages, promotional materials, and more. Visit her website at <http://mcgillcopywriting.com> for more information and free online newsletter.