或者线下社区) Step 3: know what your writers want (money, experience, creative freedom, etc) 第三步: 明 白你的写手想要什么(金 1. Know your niches 钱,经验,创作自由,等 (know means>=0.5 等) expert) 了解你的细分市场 (至少半个专家) Step 4: send your pitch (job ads, email outreaches, community threads, etc.) 第四步了解 你的招牌需求 (招聘广告, 邮件联系, 社区发帖, 等 等。) Step 5: filter those qualified applications and give candidates a few paid test articles. 第五 1. The "know-how" I 步:筛选合格的简历,给求 职者几篇测试过的文章(付 believe 我相信的那些诀窍 Step 6: decide whom to work with for the long term. 第六步: 决定与哪些 写手长久合作。 Step 1: have a proper process that makes their writings easier. Do not waste their time, let them focus on doing more what they are good at, I.e. writing content! 第一步: 拥有一个清晰的写作流程, 别浪费写手们的时间,让他 2. Know how to write for 们做他们擅长的事情-写 internet users - Not writing a thesis or school Step 2: get them the assignment, go for basic set-up/items they storytelling and conversational blogging. need to create quality 知道怎么为互联网用户而 articles. 2.为写手提供必要 如何雇佣写手并维护关系 Outline (概要) 写, 而不是写论文或学校作 的工作,协助他们的文章创 SEO实战派John 业,而是讲故事和对话式的 作。 写作。 Step 3: slightly talk about life with them, if they are open. This helps build a personal relationship and increase mutual trust. 3. Good writers value creative 如果他们愿意对你开放,可 freedom more than the rate you 以适度聊聊生活,这有助于 建立个人关系,提高相互信 Hiring platforms come and go, there's no perfect ones. Referrals from your network are 2. What makes a good much more efficient than online writer? 好写手有哪些诀窍 1. When they are not in Write your job ads well, because creative mode, do not you're competing with other A few takeaways (几点心得) "empolyers". push them, instead, give Craft detailed outlines for the paid them a break but check in test articles. once in a while. 当他们不 Evaluate whether writers are detail-想写作的时候, 不要催他 oriented. 们,给他们一点时间,但记 Skype/offline meetings are good, but not necessary. 得时不时问问。 3. How to hire writers? 怎 Most writers are introverts. 样留住写手? 2. When they are in Good writers like to work with financial crisis, help them. employers who are organized. 当他们经济困难的时候,帮 助他们。 3. show your respect to their work, they will be more motivated. 尊重他们 的工作,他们会被激励。 1. Keeping good writer is much more challenging than finding them. 1. 留住 写手比招聘写手更有挑战 2. There's NO such golden rules to follow on how to manage writers, you need to find your own management/leadership that best fits. 管理写手, 没有完整的黄金法则。你需 4. Final words 最后几句话 要找到自己的管理/领导风 3. Treat writers like people like us, NOT article generating machines. 好好对待写手, 别把他们当成文章生产机 器。 4. Race doesn't matter, we are global citizens on earth. 肤色或国籍都无所 谓,都是地球人。

深圳SEO大会 好学的Jack

整理

Step 1: know what you

want (niche, budget,

native speaker, etc.) 第一

步: 明白你要什么(所处细

分市场,写作预算,是否本

地写手,等等)

Step 2: know where your

target writers are

(upwork, problogger, or

offline communities) 第二

步:知道你的目标写手在哪

里 (upwork, problogger