
Four Constant-Content.com Strategies that Work

By Celeste Stewart

Summary:

Constant-Content.com is an online marketplace where writers sell their articles to webmasters and publishers. This unique site allows writers to submit articles, set their own prices, and work with customers on both public and private requests. With so many options, a variety of strategies exist. Celeste Stewart, one of the site's top-selling writers, explains four Constant-Content.com strategies that work.

Introduction

As one of Constant-Content.com's top-selling writers, I've found a strategy that works well for me. However, my strategy may not be the right strategy for you. In fact, it may not even appeal to you. For example, what if you don't want to write five hours a day, five days per week? What if you don't want to be told what to write about from clients expecting regular content on topics of their choice? What if you don't want to offer full rights to your articles? While my strategy works for me, I realize that it's not the only strategy available.

Looking at the list of top-selling writers on the site, it's apparent that there are many ways to find success on Constant-Content.com. With that in mind, let's explore the different strategies that have been used by other writers on the Constant-Content.com site. If you look at the top ten lists found in [Constant-Content.com's Freelancers Hall of Fame](#), you'll see two different "top ten" categories (most prolific writers and top selling writers) along with different sales figures representing numbers of sales by license type.

Each writer listed has been recognized for finding success on Constant-Content.com. However, when you look at the numbers, it's clear that many of the top writers have chosen different paths to the top. By analyzing the strategies used by others, you may be able to replicate their successes. On the other hand, you might want to use bits and pieces of each strategy to come up with your own unique way to get the most out of selling your articles on Constant-Content.com.

Another option is to just do your own thing and create a strategy that's unlike any we've seen so far! Who knows, maybe someday someone will be analyzing your success?

Take a look at the screenshots below.

Freelance Writers Hall of Fame			
Most Prolific Freelance Writers			
Author	documents	Viewable	Sold and Archived
1. beconrad	3632	1722	1910
2. Word Gypsy	3564	934	2630
3. Dr. Kristie	3355	3284	71
4. Celeste Stewart	2720	165	2555
5. J. A. Young	1117	210	907
6. Mary M. Alward	1044	431	613
7. audrabianca	806	465	341
8. nichewriter	585	234	351
9. candicep	452	274	178
10. Sarah81	432	177	265

Top Selling Freelance Writers				
Author	Usage	Unique	Full Rights	Total
1. Word Gypsy	412	77	2498	2987
2. Celeste Stewart	71	22	2448	2541
3. beconrad	490	191	1728	2409
4. Dr. Kristie	1557	12	61	1630
5. J. A. Young	101	105	783	989
6. Mary M. Alward	172	285	325	782
7. audrabianca	169	16	326	511
8. nichewriter	35	24	327	386
9. mattsterrr	33	56	292	381
10. Sarah81	91	47	206	344

You'll notice that the top-sellers have one thing in common: They are prolific, each with sales numbering in the hundreds or thousands of articles.

Now look at how the numbers vary by license type. If you look at my numbers in the second screenshot, you'll see that I sell very few usage and unique licenses. Most of my sales are for full rights articles. In contrast, another writer sells very few full rights articles but has sold over 1500 usage articles. In theory, these 1500 sales can happen over and over again. Both strategies are valid, but they are completely different.

Before we dig deeper, take a few minutes to think about your expectations. Are you looking for extra spending money? Do you want to earn as much as possible? Are you looking for residual income rather than immediate cash flow? How much time do you plan on spending?

Next, realize that while the "top ten" lists are neat and show you how the site's top performers are doing, they aren't the sole measurement of success. If your goal is to sell ten articles per year on Constant-Content.com, you'll never be recognized on these lists; however, if you meet your personal goal, then you're no less successful than these individuals. Decide what you want to get out of the site, employ a strategy that will help you reach your goal, and enjoy your successes!

The "Write it and Customers will Buy it" Strategy

Remember the movie *A Field of Dreams* and its famous line of "Build it and they will come"? Constant-Content.com is a marketplace of dreams and the strategy of "write it and customers will buy it" is the one universal strategy used by every writer listed in those screenshots as well as many other writers doing well on the site.

We all know that there are no guarantees that any article will sell at all. Just as you can't expect baseball fans to flock to your cornfield, you can't count on every word you write being a winner. However, articles DO sell all the time.

In 2009, Constant-Content.com did a detailed analysis of sales. David Kool, manager of Constant-Content.com, announced the findings in the Constant-Content.com forum saying, “Perhaps the most important stat that we discovered in our analysis was that accepted articles on the site have a statistical average of selling 70% of the time. If you submit five or more articles you have a 97% chance of making at least one sale! Now obviously this isn't as earth shattering as say the invention of cooked food, but it certainly is a buoy to those who work hard on articles and worry about all that work being for naught. If you write it, they will buy it. And if you write lots they will almost CERTAINLY buy it.”

I keep a spreadsheet tracking all of my submissions and sales and my own experiences are similar to Mr. Kool's 70 percent figure. In fact, here are my sales percentages from the past four years:

Private Requests – 100%
Public Requests – 74%
Non-Requested Articles – 58%

Using my past sales experiences, I know that if I write it, customers will buy it. If I write 100 articles, I'll sell at least 58 of them. Granted, these articles aren't necessarily going to sell overnight, but if I keep writing articles and adding to my inventory, I'll keep selling. I also know that public request articles have a higher likelihood of selling in general as well as a greater chance of selling quickly (because there's a customer interested in this topic right now). Even articles that the public requester declines eventually sell to other customers. Regularly writing articles for public requests is a strategy that works. It works for me 74 percent of the time and it works for the general pool of Constant-Content.com writers at a similar level. Write it and they will buy it.

The “Get the Money Upfront” Strategy

In addition to being prolific, I also use the “Get the Money Upfront” strategy. As you can see from my sales numbers, my focus is on full rights sales. I rarely sell articles for usage rights. Why? Part of this has to do with my opinion that it's rare to sell a single article on Constant-Content multiple times and that it's just as hard to sell an article for usage as it is to sell it for full rights. In both cases, you need a customer wanting that particular article. This takes time. In the case of a usage article, not only do you need one customer, you need many of them. I'd rather find one customer than five.

For example, usage articles are generally priced dramatically lower than full rights articles. Let's say you are offering an article for sale for \$20 usage and \$60 full rights. If you sell it for usage, you'll need to sell it two more times to get your \$60 price. Since the majority of customers buying content on Constant-Content.com are looking for full rights licenses, you have a much smaller pool of potential customers looking for a usage license. I find it's easier to sell a \$60 full rights license once than it is to sell a single \$20 usage article (much less two additional sales to break even).

Sure, it's possible that the article could sell several times beyond my full rights price. In fact, this has happened to me a few times, but not often. The "Get the Money Upfront" strategy means that you sell your article for its face value and be done with it. You won't earn "residual income" but you won't have to wait for the article to sell several times over just to break even and "possibly" sell a few more times.

Because I prefer to sell my articles for full rights, I price my usage rates high. I often price them at the same rate as my full rights license. This ensures that my articles aren't sold for usage once, never to be sold again.

The "Sell it Over and Over" Strategy

That said, the "Sell it Over and Over" Strategy does work for some. With this strategy, articles are often offered only for usage. Unique and full rights licenses may not even be possible. For example, let's say you wrote a blog post for your personal blog or an article for your personal newsletter and realized that it would make a great article to sell on Constant-Content.com. You can submit the article for usage rights only. Since you have already written the article, it doesn't take but a few minutes to upload it to Constant-Content.com. Even if the article sells for a low price, that's extra money for work that you already did and already benefitted from. Now, what if this same article sells again? Nice! And again? Really nice!

This strategy can get even sweeter. What if you also take that original article and post it on other sites such as Associated Content or Bukisa using a non-exclusive or display only license? Now you can earn a few additional dollars based on page views.

While I'm not a fan of writing original content and selling it on Constant-Content.com for usage rights, I do see the value of selling articles that you've already created and used for usage rights and then spreading the article around on other sites for additional income.

Another part of the "Sell it Over and Over" strategy kicks in when an article that you have posted for sale for usage, unique, or full rights ends up selling for usage rights only. When this happens, the article can never be sold for unique or full rights as it is no longer "unique." When one of your articles sells for usage, go ahead and post it on one, or more, of the revenue share sites. If you have other uses for the article, such as in your personal ezine or newsletter, by all means, use it.

The "Best of Both Worlds" Strategy

Take another look at the Constant-Content.com screenshots. Do you see any writers who are selling a mix of usage and full rights articles? Sure you do. These writers are taking advantage of the "Best of Both Worlds" strategy. This strategy may or may not be a conscious strategy. My guess is that the usage sales just happened rather than being targeted. Or perhaps the writers with a nice mix of sales also put up a mix of license types. For example, I can imagine submitting

several original articles each week as well as one or two recycled articles for usage. With this strategy, you're getting the best of both worlds. You're getting your money right away when your original content sells for full price as well as earning residual income on usage articles that you have repurposed for Constant-Content.

These four strategies do work. Of course, other nuances come into play including pricing, word count, topic, and even whether a full or partial sample of the article is displayed. Take some time to explore the profiles of each of the writers listed in the Freelancers Hall of Fame to get a better idea of what they are doing. However, don't limit your exploration to these writers only. Pay attention to fresh submissions and current sales. Other writers are regularly submitting and selling articles. Watch and learn and join us as we all find success on Constant-Content.com!



Celeste Stewart

Freelance writer, at your service...



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