

ATLANTA, GA, September 25, 2013 **/24-7PressRelease/** -- As an entrepreneur who acknowledges the pros, cons and various trends of freelance writing,

[Michael Pilney](#)

promotes a current

[article](#)

featured in Business 2 Community that highlights 2014 trends in freelance writing and what every freelancer should know. According to the article, "There has never been a better time to become a freelance writer. The opportunities for those with experience - and newbies too! - are greater than ever." Michael Pilney concurs, noting that the future is bright for budding freelance writers.

"It may be a great time for freelancers to become self-employed, but they still have to showcase their writing and prove their abilities," said Michael Pilney. "And that is an intimidating process for some." The article also adds, "While full-time staff positions may require a college degree, usually in the arts [eg, English], all most freelancers have to prove is that they can write." Other skills required of this profession that the report mentions is excellent computer, research and organizational skills.

According to the U.S. Department of Labor, the demand for writers and authors is projected to grow six percent from 2010 to 2020, and there is expected to be strong competition for full-time, salaried writing jobs simply because so many are attracted to the profession. The report states that content marketing will drive demand for freelance writers, as it has in many ways grown by leaps and bounds. Michael Pilney also states that the demand for qualified SEO writers will grow, as search engine optimization (SEO) is how web surfers find information online.

The article states, "Content marketing has created a need for writers who understand how to put together full-blown content marketing strategies. Once companies start to fully integrate content marketing into their overall marketing initiatives, there will be a need for it to become more fluid and regimented. Hence, the need for planners - writers who can plan content out days, weeks and months in advance, much like any other marketing initiative."

Pilney believes understanding the importance of content marketing is crucial for any freelance writer who hopes to succeed in his or her future writing career. He dwells on the other skill sets freelancers must master to thrive in the coming years. "Freelance writers should know how to handle multiple clients and challenging projects at once," he said.

"They should also come up with services that set them apart, as freelancing is becoming more and more popular and competitive every year." Time management is another vital skill that

Michael Pilney Opines on Freelance Writing Trends

Written by Australian Business

Pilney believes every self-employed professional must possess. "Successful freelancers typically share one characteristic in common, and that's the ability to effectively manage time," he said. Michael Pilney encourages aspiring freelancers to tune out the distractions and focus on what's important - honing their skills according to the upcoming and current trends on the market.

ABOUT:

Michael Pilney hails from Atlanta, Georgia, where he writes and works full-time as a professional entertainment media critic. His hobby for critiquing and reviewing movies, books and video games turned into a full-blown career that he finds extremely rewarding. Pilney encourages other budding freelancers, helping them establish a better understanding of what it is like to become a full-time writer. Pilney launched his career from his private blog.