

10 Questions to Ask  
A Freelance Blogger  
You Hire BEFORE  
Them

# 10 QUESTIONS



## to Ask a Freelance Blogger BEFORE You Hire Them

### So, you're looking to hire a freelancer?

Congratulations on taking a step towards consistent, elevated content for your natural health website! Make sure to ask the following questions when you interview potential candidates. Let's get started!



# 1



### What is your knowledge of natural health? OR What makes you different from other writers?

A writer with a background in natural health and related sciences will be able to create quality content for your natural health business with efficiency and accuracy. A writer without this background will have to spend much more time educating themselves before they can write your content, and may inadvertently make mistakes.

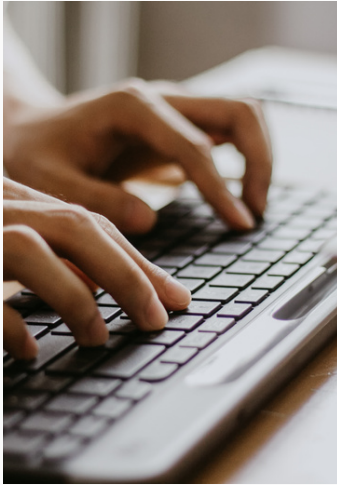
# 2

### Why did you decide to become a writer?

If their motivation is money or status, that may not align with your values. A passion to educate, share knowledge, and promote natural healing options provide the foundation for incredible collaboration!



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### What is your writing process like?

This question lets you know how your money will be spent, and how they will be to work with. Their explanation should include researching, writing, editing, and formatting. Bonus points if they include strategy!. Ask additional questions about their research process (to make sure reputable sources are used) and the revision process (turnaround time, number of revisions, etc.).

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### Can they use (or help you make) a Content Style Guide so their work is consistent with your brand?

The use of a Content Style Brand ensures a consistent tone, voice, and coherence for your business. This reinforces your clarity and professionalism.



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### What tools do you use to improve the quality of your work?

Some common tools include: Grammarly, Readable.io, Answer the Public, Yoast, Rank Math, and even Chat GPT.

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### How do you explain complex content to readers?

This is especially important when it comes to explaining complex health conditions, physiological processes, and specific treatment protocols. An excellent explanation increases understanding and compliance, leading to optimal results!



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## What's included in the cost of the service?

Make sure you're comfortable with what you're paying for. Some common items to ask about are:

- Topics and keywords - do they decide these or do you?
- Search Engine Optimization (SEO) - some bloggers will include limited SEO at no cost, such as title optimization, headers, meta description, and/or internal links.
- Length of the blog (500 - 2500 is common, up to 4000 is fantastic!
- Who will provide images? If they provide them, who pays for the images?
- Research - Is this included or is it an extra charge?
- Links or references - will these be provided?
- How and when will they be paid? - Invoices? PayPal? A third-party site such as Upwork?

**A survey by ProBlogger found that Bloggers who charge less than \$0.10 per word are more likely to produce low-quality content and miss deadlines!**

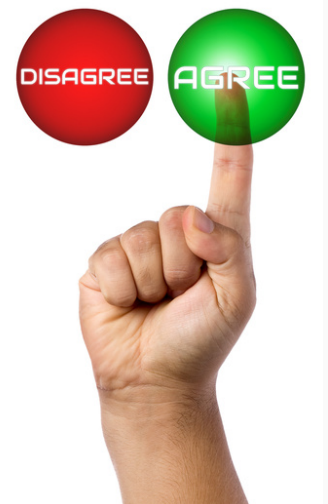
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## What about authorship and ownership?

Will the blog be posted under your name or the writer's name? This is known as authorship.

Ownership includes the rights to publication, syndication, and reproduction. You should own all of the content that is on your website.

However, it is common practice for writers to use work they've written for others as part of their portfolio. If you are opposed to this, make sure that is clearly stated.





## What would you do to improve our current content and why?

This question helps you determine if they've done their research into YOUR business and are prepared to work with you. It also provides insight into their creativity and industry knowledge.

**HubSpot has found that blogs that publish 16+ blog posts per month generate about 3.5 times more traffic than those that publish 0-4 posts per month!**

## 10 What is your schedule like?

Do they write full-time, or is this a part-time side hustle in addition to a full-time job? How many other clients do they have, and how much time will they be able to dedicate to your business during the week? Do they have children or other significant family obligations that will limit their time? Do they have any scheduled vacations coming up? Are there any other logistical issues that may interfere with the publication schedule?



I hope you've found these questions helpful in your quest to hire a freelance blogger for your natural health business! Turn the page for a **BONUS** interview form for you to start using ASAP!

If you'd like a collaborative partner to create high-quality natural health content, reach out today to schedule a complementary 15-minute Discovery Call!



## Freelance Blogger Interview Questions

**Name:**

**Date:**

**1. What is your knowledge of natural health? OR What makes you different from other writers?**

**2. Why did you decide to become a writer?**

**3. What is your writing process like?**

**4. Can they use (or help you make) a Content Style Guide so their work is consistent with your brand?**

**5. What tools do you use to improve the quality of your work?**

## Freelance Blogger Interview Questions

**6. How do you explain complex content to readers?**

**7. What's included in the cost of the service?**

**8. What about authorship and ownership?**

**9. What would you do to improve our current content and why?**

**10. What is your schedule like?**

**Internal Comments:**