

## Praise for the Third Edition of *The Well-Fed Writer*!

“No other book continues to deliver proven ideas and inspiration for thriving as a freelance commercial writer. And this updated version of *TWFW* is brimming with new and practical tips and strategies from both Peter and dozens of successful freelancers at all levels of experience—the stuff that’s working right now! It’s an absolute must-read for anyone who wants to earn more in less time as a commercial writer.”

**Ed Gandia**, Business-building coach  
Host, *High-Income Business-Writing Podcast*; [www.b2blauncher.com](http://www.b2blauncher.com)

“Over the years, I’ve recommended *TWFW* to countless aspiring copywriters who were eager for practical steps to take to find clients. With this updated third edition, it’s still far and away the best single source of information and inspiration for getting started as an independent writer for business clients.”

**Marcia Yudkin**, Author, Copywriting Coach,  
Mentor for Introverts; [www.yudkin.com](http://www.yudkin.com)

“If freelance writing is your journey, Peter is the go-to tour guide. In this book, he shows you where the opportunities are, how to avoid dead ends, how to make good money, and much more—all presented with Peter’s trademark honesty and humor. On every page, he seems to be rooting for you to succeed—and, more importantly, he’s showing you how.”

**Steve Slaunwhite**, Author,  
*The Everything Guide to Writing Copy*; [www.steveslaunwhite.com](http://www.steveslaunwhite.com)

“Peter Bowerman is the cure for all the get-rich-quick nonsense peddled by today’s self-appointed “instant gurus.” His advice is solid, practical, useful and proven. *The Well-Fed Writer* was an essential resource when first published back in 2000, and again, in the 2010 update. In this latest iteration, Peter shows us the way, one more time. Highly recommended.”

**Nick Usborne**,  
Digital copywriter and trainer; [www.nickusborne.com](http://www.nickusborne.com)

“*The Well-Fed Writer* has long been a trusted resource in my own career, and I’ve referred it to new freelancers for years. This latest version is even better; it will guide even the most marketing-averse freelancer in establishing a viable and highly profitable career. I can’t think of a better start, or contribution to, a business writer’s library.”

**Jennifer Mattern**, 20+-year copywriting veteran  
Founder, [www.AllFreelanceWriting.com](http://www.AllFreelanceWriting.com)

“*TWFW* catapulted my own career many years ago and is still the ONE book I regularly recommend to starting or struggling writers. Now, Peter’s back with fresh insights in what I consider THE step-by-step blueprint for making a real living, rapidly, as a freelance commercial writer.”

**Casey Hibbard**, Case Study Specialist, Instructor,  
Author: *Stories That Sell: Turn Satisfied Customers into  
Your Most Powerful Sales and Marketing Asset*; [www.compelling-cases.com](http://www.compelling-cases.com)

“Peter has outdone himself with this updated edition of *TWFW*. There isn’t a page that’s not packed with great advice and resources. You want to be a freelancer? Go be a freelancer. You want to be a *successful* freelancer? Buy this book and apply these concepts to your own business. There’s never a point in your career when this book won’t teach you something new. *The Well-Fed Writer* should be on every writer’s shelf.”

**Lori Widmer**, 20-year writing/editing pro  
and business-content writer Founder, [www.wordsonpageblog.com](http://www.wordsonpageblog.com).

“Peter’s book tops all others for tell-it-like-it-is insights and advice on how to make a good living as a writer. Reading it is like visiting a wise old man on a mountain who patiently explains everything, and never thinks any question is dumb. No other volume in my library has so many highlights, dog-ears, and sticky notes. Every page, I find myself nodding in agreement or wishing I’d heard that 35 years ago. And what an incredible update! Buy it, study it, follow it.”

**Gordon Graham**, *That White Paper Guy*  
Author, *White Papers for Dummies*; [www.ThatWhitePaperGuy.com](http://www.ThatWhitePaperGuy.com)

“Peter has taken his classic, tried-and-true advice and updated it for today’s marketplace. If you read it before, read it again for the fresh tips! And if you’re new to *TWFW*, don’t miss the chance to learn these commercial-writing essentials.”

**Carol Tice**, Writer & Founder, [www.FreelanceWritersDen.com](http://www.FreelanceWritersDen.com)  
Author, free ebook: *The Recession-Proof Freelancer* (<http://bit.ly/rec-proof-fl>)

“If only 40-something years ago, someone had tossed me a copy of *TWFW*, and said, ‘You want to actually make money as a writer? Write marketing copy for businesses and forget newspapers and magazines. And here’s your roadmap.’ I eventually figured it out, but this book would have taken years off the process.”

**Shel Horowitz**, *Transformpreneur*  
[www.GoingBeyondSustainability.com](http://www.GoingBeyondSustainability.com)

“If you’re considering a career as a freelance writer, run, don’t walk, to get this book. As a writer and PR pro stuck on a corporate treadmill, I devoured the first two editions. *TWFW* was absolutely instrumental in my having the courage to tell my CEO I was taking control of my career. I was busy from day one and after 15 years of independence—and even through the pandemic—I have never been busier.”

**Jeff Durosko**, Writer & PR Pro; [www.duroskopr.com](http://www.duroskopr.com)

“*TWFW* was one of the first books on freelancing that I read when I went full-time freelance back in 2009. It remains the most practical, hands-on guide to freelancing success that’s out there—whether you’re brand new or a veteran looking for new ideas. It’s not a “read-it-and-forget-it” book: you’ll refer back to it over and over again, like I have. And this new edition contains valuable updates that reflect the freelance writing world of the 2020s.”

**Don Sadler**, Commercial Writer  
[www.donsadlerwriter.com](http://www.donsadlerwriter.com)

“The original 2000 version of *TWFW* saved my business after the 2001 Dotcom bust left me in the dumps. Peter’s philosophy refreshed my mindset and his marketing strategies (hey, fear-free cold-calling!) were stunningly effective. I’m thrilled to see this new third edition of *TWFW* dives even deeper into the specific actions business-focused writers can take to acquire better clients, make more money, and enjoy their independence.”

**Jake Poinier**, Copywriter and Author,  
*The Science, Art and Voodoo of Freelance Writing and Getting Paid*  
(and other titles); <https://doctorfreelance.com>

“When I started my business back in 2007, I read *TWFW* first. I haven’t missed an issue of his newsletter because it’s that valuable to my business. His resources have been a regular reference in my 13 years as a freelancer. The lessons are timeless, and I’m already employing the new strategies he’s written about in this update. Want a primer on how to do this business the right way? Get this book NOW.”

**Amanda Brandon**, Personal Branding Specialist  
Founder, ProPolish; [www.yourpropolish.com](http://www.yourpropolish.com)

“From setting the right freelancing mindset to addressing every angle on making money, this book is an exhaustive (but stimulating!) treasury of advice and practical counsel, all delivered in the witty but grounded voice of the writing. I’ve got 30 years of freelancing in, and I still learned new things. Budding freelancers, hesitate not!”

**Tom Bentley**, 30-year freelancer  
[www.tombentley.com](http://www.tombentley.com)

“If you’re looking for a “soup-to-nuts” roadmap for launching your own lucrative writing practice (no, that’s not a fantasy), read this book, which has only gotten better since the last edition. And, as ‘The Queen of Cold Calling’; I can say that, in *TWFW*, Peter truly ‘gets’ both the process and the power of this oft-misunderstood marketing strategy.”

**Wendy Weiss**, *The Queen of Cold Calling*<sup>®</sup>  
<https://ColdCallingResults.com>

“Seven years ago, I co-founded *The Writing Cooperative*, a publication dedicated to supporting and encouraging writers. Anyone considering freelancing needs *TWWF* in their toolbox. Peter leverages his decades of experience to offer an accessible and highly encouraging guide for launching a lucrative freelance writing career. Each page is like Peter whispering in your ear, “You can do this!”

**Justin Cox**, Co-founder,  
*The Writing Cooperative*; <https://justincox.com>

“In the introduction of *TWWF*, Peter paints a mighty rosy picture of life as a well-fed commercial writer. Indeed, it IS too rosy IF you don’t know what you’re doing, but not if you’ve got this book on your side. This latest edition includes a ton of changes and updates. His breezy, tight, humorous writing style is, in itself, a lesson on how to write well. The value-packed *Well-Fed Tool Box & Time Line* at the end are worth 10 times the price of this book. Buy it. Now.”

**Joan Stewart**, Publicity Expert (a.k.a. *The Publicity Hound*)  
<http://PublicityHound.com>

“As a 15+-year copywriting veteran, I highly and heartily recommend this new edition of *TWWF*. Just a stroll through the Table of Contents is an informative, inspiring, and fun treat. It’s a must-read for new copywriters and a booster shot for veteran copywriters needing some fresh inspiration.”

**Katherine Andes**, Web Content / SEO Copywriter  
[www.BetterWebSales.com](http://www.BetterWebSales.com)

“After nearly 20 years in business, I was already a well-established freelance journalist and copywriter. I’d hit a roadblock when I discovered the first edition of *TWWF* and will be forever grateful for the find. In this newly upgraded version, Peter’s honest and no-nonsense approach serves up a heaping helping of expertise and clarity that prepares you for the real world of commercial writing, regardless of your experience.”

**Gery L. Deer**, CEO / Sr. Copywriter  
[www.gldcommunications.com](http://www.gldcommunications.com)

“I’m the president of a copywriter-focused organization, and I’ve owned a copywriting business for more than a decade. *The Well-Fed Writer* is essential. I read the previous edition at the start of my career, and still find new insights. This edition only improves on the last (in fact, reading the review copy Peter sent helped me through a copywriting challenge!). I recommend *TWWF* to all new writers.”

**Mahesh Raj Mohan**, President, *Portland Copywriters*  
[www.portlandcopywriters.com](http://www.portlandcopywriters.com)

“I read *TWWF* a few years after starting my freelance copywriting business in 2000. I was so grateful to find a book that was transparent about the business of writing, including real-life examples of how to price services. Freelance writers from newbie to established will benefit from the collective wisdom assembled in this latest edition of Peter’s excellent book.”

**Mary Cvetan**, Commercial Freelancer  
Health Care, Insurance and Higher Education