Online Writing Jobs: Real vs Scam

How to start earning from writing and transcription — and how to spot the traps.

Honest note: nobody can promise how much you will earn. Results depend on your effort, skills, time and luck. Never pay anyone who "guarantees" income.

Types of writing work

Type	What you do	Where to find it
Blog & article writing	Write posts for websites and businesses	Upwork, Fiverr, LinkedIn, local businesses
Copywriting	Product descriptions, adverts, social captions	Local shops, Fiverr gigs
Editing & proofreading	Fix grammar and flow	Upwork, students, authors
Transcription	Type out audio or video	Transcription platforms (check they accept Kenya), YouTubers, researchers
CV & cover letters	Write job documents for others	Friends, WhatsApp status, campus groups

Skills that make you stand out

- Clear, simple English with correct grammar (use a free grammar checker to review).
- Research: find facts from reliable sources and never copy-paste.
- Meeting deadlines every time.
- Writing for the reader: short paragraphs, headings, a clear point.

Build a mini portfolio in one weekend

1. Write 3 samples of 500 to 800 words in a niche: money, farming, tech, health, travel in Kenya.
2. Publish free on Medium, LinkedIn or a free blog, or keep them as Google Docs.
3. Add a short bio: who you are, what you write, how to contact you.

Common scams in the "writing industry"

Scam	How it works
Account renting / buying	You pay to use someone's writing account; it is against the rules, the account gets banned and your money is lost
Registration fee	A "company" asks for a fee before giving work — real clients pay you, not the other way round
Free "test" that never ends	They collect free articles and disappear
Academic cheating work	Writing exams or graded essays for students is against school rules; platforms ban it and clients often refuse to pay

Pricing for beginners

Charge per word or per article, not per hour. Start fair to win your first reviews, then raise your price each time you get 3 good reviews. Agree the price, word count, topic and deadline in writing before you start.

Daily routine

1. 1 hour: apply to or pitch 5 new jobs.
2. 2 hours: write.
3. 30 minutes: learn (a writing tip or a new niche).