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# **Business Forums And Exchangers In Copywriting.**

Today, on the web there are two basic ways to meet customers and copywriters. They are content exchangers and business forums. For a long time only exchangers could dominate in this field but now there's a tendency towards these business forums. Why is this happening?

First of all when searching for a performer at the forum, the webmaster risks only once when he first orders an article to this copywriter. When dealing with an exchanger this risk is somewhat lower, especially for private exchangers. But this order can get to a copywriter, who might fail to stick to the appropriate style of presentation and so on.

In this regard, of course content exchangers are outside of competition. By blocking the funds in the account of the customer, they give a guarantee of payment to all the copywriters. Moreover exchangers also act like arbitrator in disputes about the quality of works performed.

At the same time, the cooperation of a customer and a copywriter is deprived of any guarantees on the commercial forum. The basis of such relations can only be intuition and trust of course. Many guys can point out to the rating on the forum and so on but it only slightly increases the probability of the good faith of the counterparty and it does not protect against loss of prepaid or unpaid work.

By the way as for exchangers I'd like to inform you that here you can see only 20% of the value of the text. This means that every fifth article a copywriter writes for free for the profit of this exchanger. You can also say that every fifth copywriter works for free. Perhaps it's so. And the temptation not to give honestly earned money makes a copywriter to seek communication with the customer directly. For a customer the stock exchange commission is often reflected in the price of the text. Thus, the commercial forum is financially beneficial for both parties.

Now let me enumerate additional benefits for copywriters. On the exchanger a copywriter can be sure that his work will be paid any way. The market forces do not wait for opportunities and to be better visible to customers. The stock market simplifies the process of forming portfolios, which are the powerful arguments for working with customers especially on the commercial forum. A commercial forum makes possible to establish permanent cooperation with the customer while being assured that all the orders will be processed by only one copywriter. When contacting the customer through the commercial forum you needn't to pay a commission for listed articles. Moreover exchangers establish a clear price on copywriting and in most cases bargaining is not possible. It is also difficult to put other individual terms and conditions. That's what I've noticed with my experience in copywriting. I hope your choice between exchangers and forums will be beneficial for you.

Today economic recession has resulted in loss of jobs by many people. More and more of them address to Internet as the way to make money. And this is a truly unique chance to earn one's living. If you have no business idea or you search for something to start from, try [article distribution](#).

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