



2025

# STATE OF FREELANCE WRITING

MARCH 2025

Prepared by

**RAVENWOOD**  
— ♦ —  
WRITING ACADEMY



# TABLE OF CONTENTS

	INTRODUCTION	3
	JOB OUTLOOK	5
	PROFITABLE NICHES	7
	HOW MUCH ARE WRITERS MAKING?	9
	WHERE TO FIND WORK	10
CHALLENGES & OPPORTUNITIES		16
QUICK STATS		19
PITCH STRATEGIES & TEMPLATES		20
CONCLUSION		26



# A QUICK PERSPECTIVE CHECK



CODY DEBOS

Founder  
Ravenwood Writing Academy

Demand for high-quality, human-first writing that tells a story and drives conversions is still growing. Businesses are outsourcing content marketing to freelancers more than ever, but they're also getting smarter about who they hire.

## WHY I CREATED THIS REPORT

I've been doing this for nearly a decade, and I've seen every shift this industry has thrown at us over that time. Content mills, SEO booms and busts, social media growth, and now, the emergence of AI.

If you've been paying attention, you've probably seen lots of chatter from people saying that freelance writing is dead. That AI has taken over. That clients aren't paying what they used to. That SEO changes are nuking the industry. That it's impossible to land good gigs.

Today's "apocalyptic" events aren't the first to spark panic. Freelance writing in 2025 looks different than it did even a year ago, but that's not such a bad thing. The industry is simply evolving and this career is still incredibly viable.

Whether you're just starting out or have an established roster of clients, freelance writing remains a career with lucrative opportunities—if you know where to look.

**81%**

of freelance writers report  
losing zero clients to AI.

**\$94  
BILLION**

spent on content marketing annually

**15K+**

new writing jobs opening each year



Freelance writing has the power to give you the freedom and fulfillment you seek. The market is competitive and filled with naysayers, but if you know where to look, opportunities abound.”

I'll be first to admit the freelance landscape has changed a lot since the pandemic in 2020. But the truth is, freelance writing changes all the time.

Writers who adapt, stay informed, and position themselves strategically will always find work. It's why writing is one of the world's oldest professions.

This report is designed to give you everything you need to thrive in 2025 and beyond.

Instead of vague predictions or generic advice, I spent hundreds of hours compiling real data, hiring trends, and actionable strategies.

**Inside you'll find:**

- ✓ **The most profitable niches** for freelance writers right now
- ✓ **Where to find high-paying clients** (beyond job boards)
- ✓ **Industry-backed data** on rates, demand, and hiring trends
- ✓ **Pitch templates** to help you land work faster

Freelance writing is very competitive right now and there are lots of changes happening seemingly every day. That's no reason to panic. It's a reason to get smarter and start adapting.

Ready to start? Let's dive in.

*To your writing success,*

*Cody DeBos*

*Founder @ Ravenwood Writing Academy*





# JOB OUTLOOK: *IS THERE STILL DEMAND FOR FREELANCE WRITERS?*

**F**reelance writers can look forward to steady demand in 2025 and beyond. Data from the U.S. Bureau of Labor and statistics (BLS) projects overall employment of writers and authors to grow by about 5% from 2023-2030. This means there will be roughly 15,000 new job opportunities for writers every year.

Several market trends underpin this demand, including the continued importance of content marketing and emergence of new industries.



## **CONTENT MARKETING IS THRIVING**

Businesses across sectors rely on content marketing to drive traffic and engage their customers. In 2024, the content marketing industry was valued at \$600 billion. Despite the growing use of AI to create low-level blog content, high-quality human writing remains essential for lead generation, brand authority, and driving sales.



## **AI IS CHANGING, NOT ELIMINATING, THE MARKET**

AI writing has improved drastically over the past few years. While it has automated low-level content, the need for human expertise in strategy, creativity, and high-stakes writing remains. Over 80% of writers report losing zero clients to AI.



## **THE FREELANCE ECONOMY IS STILL GROWING**

As of 2025, roughly 90 million Americans are freelancing. Companies view freelancers favorably due to their flexibility and hiring efficiency. Notably, organizations are increasingly using freelancers for specialized or project-based writing needs (e.g. a startup hiring a freelancer to draft a whitepaper or a law firm outsourcing blog writing), rather than maintaining large in-house writing staff.



## **DIGITAL EXPANSION IN KEY INDUSTRIES**

High-growth sectors like technology, healthcare, and finance require specialized content that AI struggles to deliver. Writers with niche expertise in these industries who can knowledgeably address audience pain points and understand their intricate nuances are in high demand. Tech industry spending topped \$4 trillion in 2023, with a significant portion of those funds devoted to content marketing.



# BOTTOM LINE

“

The most successful freelance writers aren't the best writers or the ones who work the most hours. They are the ones who are best at positioning their expertise and delivering value for their clients.

# PROFITABLE NICHE: *WHERE'S THE MONEY IN 2025?*

**S**ome niches offer higher rates and more stable work than others. Nearly all freelance writers agree that specialization is key to long-term success. Focus on industries where businesses have both high demand and a willingness to pay premium rates for high-quality content. Writers with relevant experience can establish themselves as experts and command significantly higher rates than generalists.

According to multiple industry surveys, the three most lucrative freelance writing niches in 2025 are:

## 1. SaaS & Tech



**Why it's profitable:** The global tech industry is projected to exceed \$4 trillion in 2025, fueling demand for content.  
**Content in demand:** White papers, case studies, software guides, product comparisons, API documentation.  
**Rates:** From \$0.20–\$1.00 per word, with annual earnings often exceeding \$75,000.

**Why it's profitable:** 5% of all Google searches are health-related. Companies need credible, well-researched content to establish authority and rank highly.  
**Content in demand:** Patient education materials, regulatory documents, medical research summaries, case studies.  
**Rates:** \$0.30–\$1.50 per word, with \$80K+ annual earnings common for specialized medical writers.



## 2. Health & Medical

## 3. Finance & FinTech

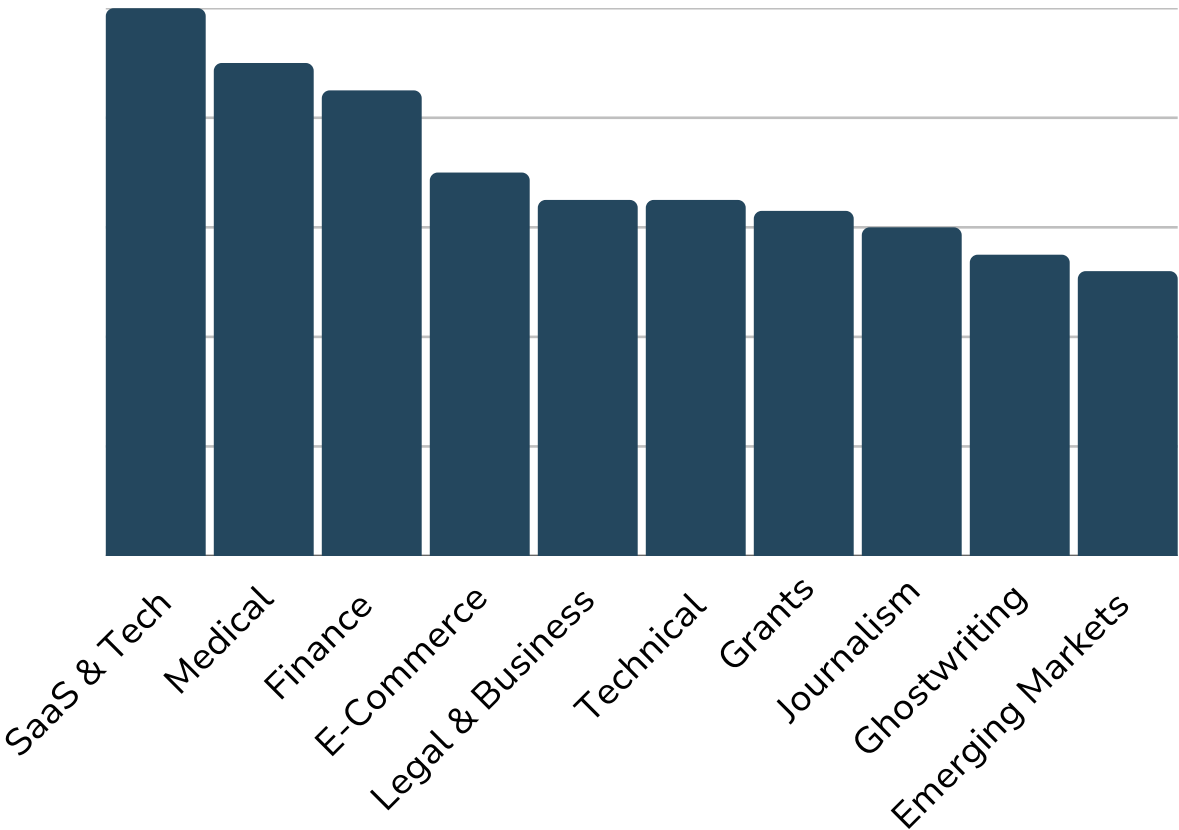


**Why it's profitable:** Banks, investment firms, and fintech companies need writers to simplify finance concepts for consumers. Writers must be knowledgeable on industry regulations and previous finance experience is preferred.  
**Content in demand:** Web-based educational content, product explainers, case studies, investment analysis.  
**Rates:** \$0.20-0.30 per word, with higher earnings in specialized niches and for non-blog pieces.

# PROFITABLE NICHE*S* (CONT.)

## Most profitable freelance writing niches in 2025\*

\*According to multiple industry surveys.



## MARKET ANALYSIS

\* Thanks to the rise of AI, demand for authentic, human-driven content has never been higher. Brands want writers who can tell a story, match their voice, and demonstrate original thought leadership.

\* Freelance writing is shifting from general coverage to specialized expertise. Brands are investing in subject-matter experts who provide deep insights, not generic content.

**30-50%**

more earned by finance, SaaS, and medical writers compared to generalists.

**77%**

of freelance writers still say they primarily write blog articles.



# INCOME AND EARNINGS: *WHAT TO EXPECT*

**46%**

of freelance writers report earning >\$5,000 per month.

**\$150/hr**

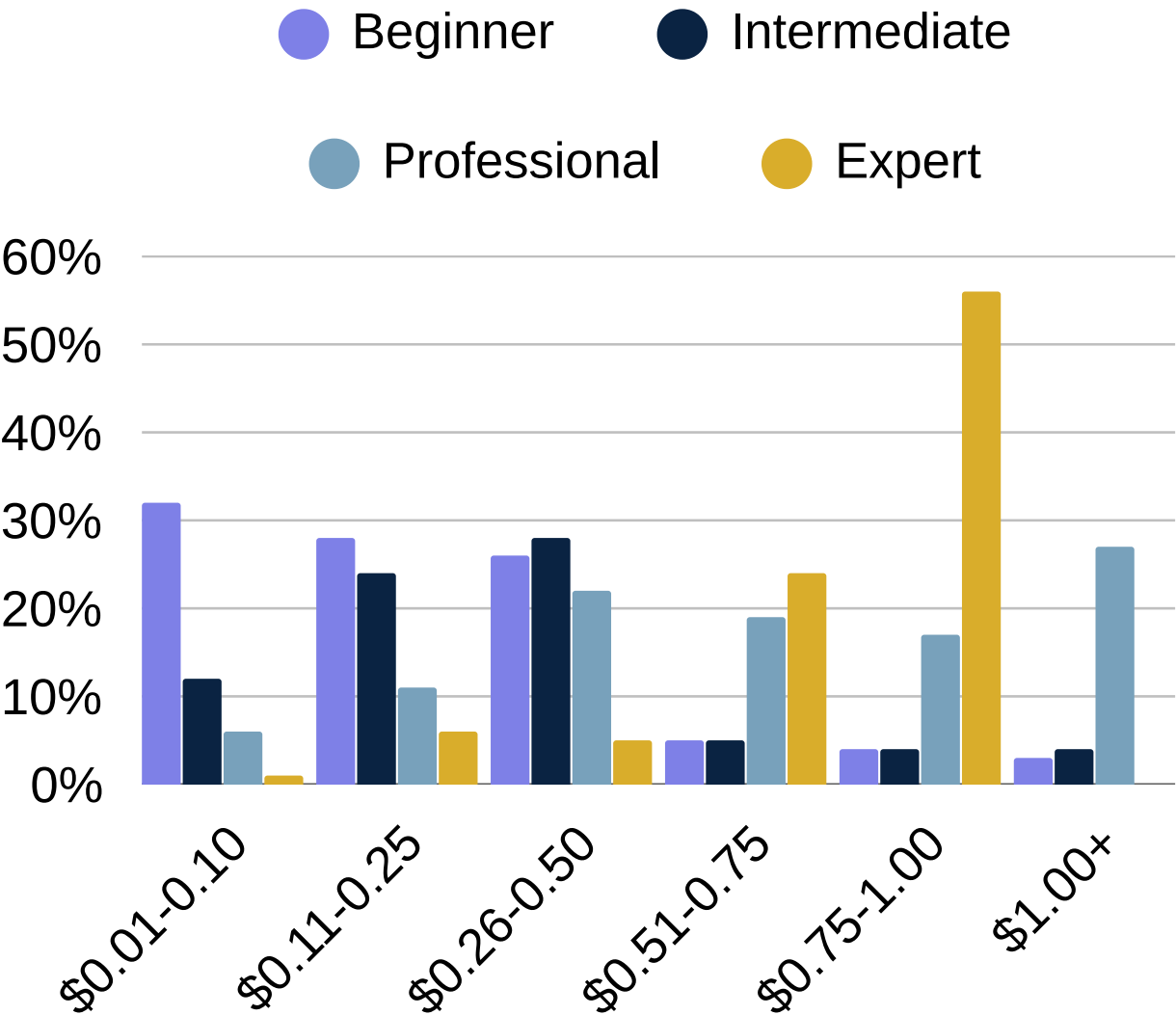
average reported earnings for experienced case study writers.

**56.5%**

of freelance writers expect to earn the same or more this year compared to last.

## How much do writers make by experience level?\*

\*According to multiple industry surveys.





# WHERE TO FIND WORK IN 2025

**O**ur industry has changed a lot over the past several years. If you listen to social media, you might think finding jobs is impossible. From LinkedIn postings with 100+ replies to job boards where you'll never get a reply, the wrong strategy can leave you extremely discouraged. However, companies in every sector are still investing in high-quality content.

Of note, AI is reshaping how freelance writers need to approach the job market. In years past, you could make a comfortable living with a simple portfolio and some samples. Now, entry-level writing gigs have dried up and clients have refined their hiring strategies.

The secret to a long freelance writing career is adaptability. Writers who evolve to meet the demand created by new market trends can find steady, high-paying work. When you look in the right places, landing gigs becomes much easier.

This section explores the strengths and weaknesses of several avenues for finding freelance writing jobs via the SWOT analysis tool.

# FINDING WORK (CONT.)

## 1. Freelance Marketplaces

S

### STRENGTHS

You'll find thousands of job postings at any given time covering a wide range of niches, and beginners can land gigs without experience.



fi

W

### WEAKNESSES

High competition creates race to the bottom bidding and hefty platform fees cut into your earnings. Writers not in low-income countries will struggle to earn enough to make a living.



O

### OPPORTUNITIES

Developing client relationships can lead to repeat work and higher rates down the road. Beginners can also get their foot in the door and earn testimonials and build their portfolio. 36% of freelancers report finding work through marketplace sites, but only 21% said these were their highest paying gigs.

T

### THREATS

Most freelance marketplace sites are now highly saturated. Likewise, writers are at the mercy of the site and can have their account closed at any time. Many of the entry-level jobs traditionally found on these platforms are being outsourced to AI.

# FINDING WORK (CONT.)

## 2. Content Agencies

S

### STRENGTHS

You can find steady work and a structured workflow without the hassle of managing clients independently. Rates are usually higher than marketplace sites.



W

### WEAKNESSES

Agencies are also adapting to industry changes, meaning they are taking a cautious approach to onboarding new writers. You'll need to prove your experience to land gigs.



O

### OPPORTUNITIES

Research shows that 60% of large corporate clients prefer hiring through agencies rather than recruiting individual freelancers, giving you access to clients that are hard to land independently. You can gain valuable experience and learn to adapt your voice to a wide variety of style guidelines. Agency work also lets you build a high-quality portfolio of samples written for brands with name-recognition.

T

### THREATS

Working with an agency can leave you depending on them for jobs, limiting your control over project selection, price, and volume. Getting onto an agency's books can also be difficult since many freelancers apply for a limited number of roles.



# FINDING WORK (CONT.)

## 3. Direct Outreach (and Inbound)

S

### STRENGTHS

Building direct client relationships allows you directly negotiate higher rates, earn repeat work, and retain full control over your career.



W

### WEAKNESSES

Direct outreach requires patience, lots of effort, and a suite of marketing skills. It's normal to land only a handful of jobs from 100s of pitches or outreach messages.



O

### OPPORTUNITIES

Building authority through content or social media establishes you as an expert and can attract niche clients seeking someone with deep knowledge in their area. A recent survey found that 74% of top-earning freelancers found their best clients through direct outreach (including me). Additionally, writers with a strong LinkedIn presence report higher inbound inquiries compared to those without.

T

### THREATS

Beyond spending time researching and contacting prospective clients, which takes time away from paid writing projects, there are few threats to direct outreach. In fact, building a personal brand and owning your own roster of clients is the best investment you can make for a sustainable, long-term career.

# FINDING WORK (CONT.)

## 4. Collaborations & Partnerships

S

### STRENGTHS

Collaborating with professionals in adjacent industries is an excellent way to drive regular referrals. You can also provide additional value for your clients by recommending trusted partners for web design, graphic design, video content, etc.



W

### WEAKNESSES

To succeed with this strategy, you'll need strong relationship-building skills and will need to form a trusted network of partners whose work will protect, not hurt, your reputation.



O

### OPPORTUNITIES

Look for opportunities to set up reciprocal referral systems with professionals in your network. When one of their clients needs writing services, partners can send them your way, and vice versa. You can do this for free, driving business for each other, or offer a commission when clients book your services. Either way, such collaborations help you land high-value projects with less time spent on job searching.

T

### THREATS

If a partner fails to deliver on their end, it can negatively impact your reputation. Be sure to partner only with professionals you trust and whose work you can vouch for.

# FINDING WORK (CONT.)

## 5. Niche-Specific Job Boards

S

### STRENGTHS

Though most job boards aren't a smart time investment, niche-specific boards can give you access to higher-paying opportunities tailored to your expertise. They also have less competition than general job boards.

W

### WEAKNESSES

Be prepared for fewer job postings on these boards. You'll also need verifiable expertise to land clients since they'll be connecting with other writers who work in the same niche.

O

### OPPORTUNITIES

Writing for clients found on niche-specific job boards can build your credibility and lead to long-term contracts. If you do great work, they're more likely to hire you again for future projects. See above for some great examples.

T

### THREATS

Some niche job boards have high application barriers or require membership fees. Additionally, you shouldn't rely solely on these for work since job posting can be unpredictable and the boards can shut down without notice.

### EXAMPLES:

- **Healthcare & Medical:** [British Medical Journal Careers](#), [AMWA](#) (American Medical Writers Association), [Qwoted](#) (filter by Medical, Healthcare)
- **Tech & SaaS:** [TechCareers](#), [We Work Remotely](#)
- **Finance & FinTech:** [eFinancialCareers](#), [Financial Planning Association](#)
- **Legal & Business:** [LawCrossing](#), [Legal Writing Institute](#)
- **Journalism & Media:** [JournalismJobs.com](#), [Poynter Jobs](#)



# 2025 INDUSTRY CHALLENGES & OPPORTUNITIES

**F**reelance writing isn't the same as it was even a few years ago. The client acquisition systems that worked in 2022 are less effective, more writers are competing for jobs, and industry-wide changes are happening faster thanks to AI.

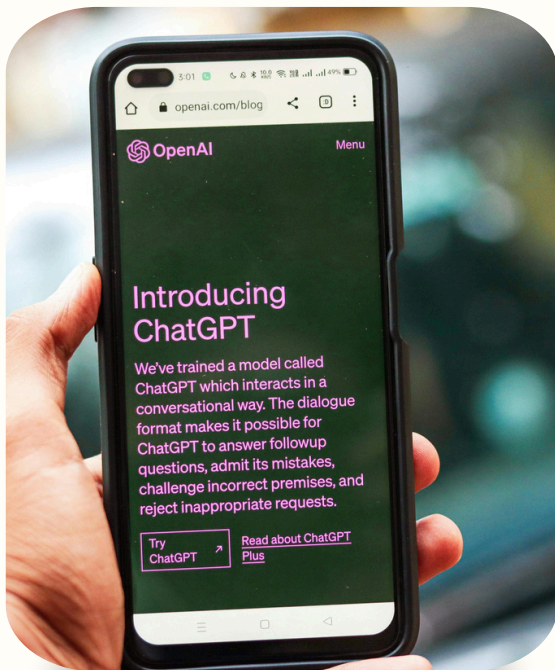
The good news is, there are plenty of opportunities for writers who know how to adapt. To succeed in 2025 and beyond, it's essential to be aware of current industry headwinds and adjust your approach accordingly.



Freelance writing isn't going anywhere. Just as in past environments, writers must adapt to meet current market demand. Jobs aren't disappearing, but rather shifting toward higher-value work driven by human connections.







# AI & AUTOMATION

AI-generated content has forever changed the industry, and 34% of today's businesses report using automation to support their content marketing. However, AI continues to struggle with nuance, eliminating "fluff" and connecting emotionally with readers. Experts project that AI will eliminate 85 million jobs, but create 97 million new ones by 2025. Moreover, 43% of businesses are already concerned about becoming too reliant on AI content.



**Key Action:** Build expertise in high-value niches, focusing on content AI struggles with, such as case studies and technical documents. Writers who leverage AI as an enhancement tool rather than a competitor also report 30% greater efficiency and increased income. To avoid losing work, focus on differentiation and offer deeper insights, creativity, and strategic thinking that AI cannot replicate.

## Market Saturation

With more professionals entering the freelance economy, competition has intensified. Standing out requires specialization, strong branding, and ongoing skill development.



**Key Action:** Focus on a profitable niche and develop a strong online presence to attract premium clients. Then wow them by showcasing the value you'll deliver with a results-driven portfolio.



## Client Budget Cuts



Many companies have reduced their content budgets, leading to downward pressure on rates and more competition. These cycles are exaggerated by economic headwinds and high interest rates.



**Key Action:** Shift your focus to clients that prioritize high-quality content, such as SaaS, finance, and healthcare brands, and offer retainer deals that provide long-term value. Position yourself as a niche expert to validate charging higher rates.

# OPPORTUNITIES FOR 2025 (CONT.)



## HIGH-VALUE NICHE

Writers who position themselves as experts in a specific niche can charge premium prices for businesses seeking authoritative content.



**Key Action:** Invest in learning industry terminology and trends in your niche through courses, certifications, and networking with professionals in the field.



## STRATEGIC CONTENT CREATION

Businesses are investing in long-form, high-quality content like white papers, thought leadership articles, and data-driven reports that deliver value, build trust, and drive sales. These can be lucrative opportunities for experienced writers.



**Key Action:** Move away from blog articles, and learn to write high-impact content. Build a portfolio with case studies and data-backed examples of your work to showcase the value you'll deliver.



## HYBRID AI COLLABORATION

AI isn't all bad. Try integrating AI tools into your workflow to boost your efficiency in areas like interview transcription, preliminary research, and time management.

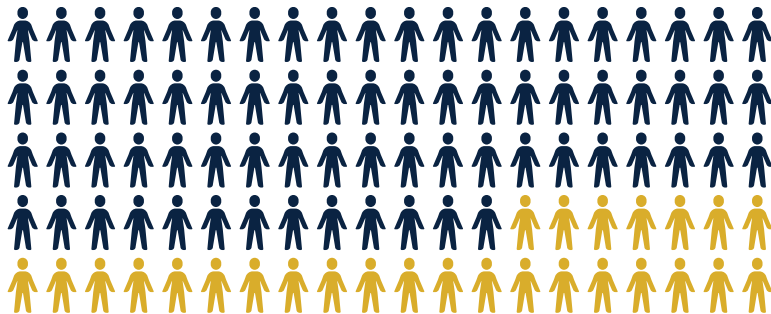


**Key Action:** Experiment with AI-powered tools to assist you on the "business" side of writing and learn to use them to make creating human-first content faster.

# QUICK STATS

**73%**

of freelance writers charge \$0.31  
per word or higher.



**15%**

CAGR for the freelance  
industry indicates  
robust demand

**89%**

of writers making \$10,000+ per  
month report having a niche.

**90M**

Americans  
projected to be  
freelancing by  
2028

Increased demand for writers who  
also handle social media, email, or  
content strategy.



Businesses prioritizing writers  
with SEO and data analysis skills



Writers earn more after  
transitioning to freelance from  
traditional employment.





# PITCH STRATEGIES & TEMPLATES

**A**s a freelance writer in 2025, you're competing against AI-generated content, budget-conscious clients, and a global talent pool. Landing new clients depends on your ability to craft pitches that are personalized, strategic, and impossible to ignore.

This can be a daunting challenge for any writer, but especially those who are newer to the industry. In this section, I'm sharing my five favorite strategies for pitching clients.

I've personally used each of these strategies to land work from new clients in the past six months. Not the past six years. Months. These strategies work.

Though the templates I'll provide over the next several pages are tried and true, don't be afraid to put your own spin on them. In fact, I encourage you to! Clients can see right through a copy-paste pitch. Taking the time to personalize your outreach and offer value from the first contact is the fastest way to wow a would-be client.

Don't forget, pitching is also a numbers game. Even the world's best writers don't have a 100% acceptance rate. You might send out a hundred before you get a gig. With time, your success rate will improve, but don't let a pile of "nos" stop you from getting the "yes" that will fuel your career.





## 1. The “Value First” Pitch

### WHY IT WORKS

Most freelancers pitch by asking for work or talking about their services. This is easy to ignore. Instead, start delivering value immediately by identifying a gap in your target’s current content or strategy and providing a mini solution.

This pitch demonstrates your expertise, builds trust, and makes it easy for the client to say yes because you’ve already lowered their workload.

### EXAMPLE PITCH:

Hi [Client’s Name],

I loved your recent article on [*specific recent topic and something that stuck out to you*]. To be honest, though, you’re leaving serious money on the table because of [*mention a gap, opportunity, missing SEO optimization, low engagement, weak CTA, or outdated info*].

I’d love to help you strengthen this piece, which could [*quantifiable benefit → e.g. boost traffic, increase awareness, improve search ranking*].

Here’s one quick way to improve it:

[*Brief 1-2 sentence suggestion that immediately provides value and helps solve their existing problem that you just identified*].

I’ve helped brands like [*examples of brands in your niche*] write high-performing content, and I’d love to help you turn these missed opportunities into measurable growth.

Would you be open to a 10-minute chat? I can send over a couple of fresh [*content / strategy*] ideas that could quickly move the needle.

I look forward to helping you reach your goals!

Best,

[Your Name]

[Your Website/Portfolio Link]



## 2. The Warm Lead Follow-Up

### WHY IT WORKS

Rarely will you land a gig from the first message you send. I get the majority of my work from follow-ups (and most successful freelancers I know do, too). Clients are busy, not uninterested.

You can help solve their problems, but they need to remember you exist first. Bonus points for answering their objections before they can even bring them up.

### EXAMPLE PITCH:

Hi [Client's Name],

Hope you're doing well! We chatted a while back about potential writing opportunities, and I wanted to check in and see how your strategy is working?

Since we last spoke, I worked on [a relevant project] that helped [company name in the same niche] achieve [specific, measurable result]. I'd love to bring that same value to your content.

Would you be open to chatting about your upcoming content needs? I'd love to explore how we can drive some meaningful results right now.

Look forward to hearing from you!

Best,

[Your Name]

[Your Website/Portfolio Link]



## 3. The Human-First Pitch to AI Worriers

### WHY IT WORKS

Many clients are overwhelmed by AI-generated content. They want compelling, human-first writing. This pitch helps them see the value of hiring you over an AI tool, answering their objections and positioning you as a gem in a pile of AI slag.

### EXAMPLE PITCH:

Hi [Client's Name],

I was looking at some recent content from [a handful of their niche competitors], and I noticed something: they all sound the same.

Their marketing strategy is drowning in AI-generated fluff that pushes [buyers/consumers/customers/leads] away. A recent study found that 71% of consumers worry about trusting what they see and hear due to AI content.

Your brand deserves to stand out. Authentic, human-first content is currently the best way to build trust and increase engagement.

Would you be interested in exploring some fresh ideas that will set you apart from the crowd? I've got plenty to share.

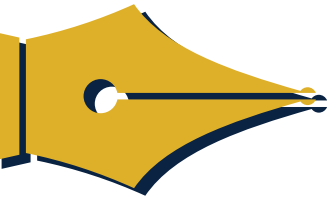
Can we set up a quick call this week?

I look forward to helping engage your audience with content people actually care about.

Best,

[Your Name]

[Your Website/Portfolio Link]



## 4. The “Case Study” Pitch

### WHY IT WORKS

There’s nothing clients love more than results. Showcasing a past success story makes it easy for them to envision working with you and achieving the same positive results.

Likewise, brands are happy to pay more for someone with a proven record than taking a shot on a newbie. Instead of an empty “I can help you,” this pitch proves your value with irrefutable, real-world results.

### EXAMPLE PITCH:

Hi *[Client’s Name]*,

What would *[specific result you achieved for a past client, e.g. “3x blog traffic over the next three months”]* do for *[their company]*?

That’s what I helped *[brand you helped]* achieve with *[whatever content you created for them]*.

Given your success in *[their niche]*, I believe similar results are possible for you. A few content ideas that would work great based on your audience:

- *[Content Idea 1]*
- *[Content Idea 2]*

Can we set up a 10-minute call to review how *[type of content you create]* can deliver *[dream results similar to what you say above]* for you?

Look forward to connecting!

Best,

*[Your Name]*

*[Your Website/Portfolio Link]*





## 5. The “Industry Trend” Pitch

### WHY IT WORKS

Staying ahead of the curve is essential for any business. Clients appreciate someone who is an expert in their niche and is thinking two-steps ahead.

This pitch positions you as an authority on their topic who brings relevant, standard-setting insights to their audience (without needing to hold your hand).

### EXAMPLE PITCH:

Hi [Client's Name],

I've been watching recent trends in [their industry] and noticed that [specific trend] is gaining traction. [Back up your observation with a relevant stat or two].

[Competitors in their niche] are already capitalizing on it. I believe you could benefit from covering this topic before it becomes oversaturated.

If we act quickly, it could position your brand as an authority on [developing trend] before it blows up.

I'd love to write a piece on [proposed topic] that helps your audience understand its importance and take action.

Can I send over a quick outline?

Look forward to your thoughts!

Best,

[Your Name]

[Your Website/Portfolio Link]

# IN CONCLUSION...

**F**reelance writing is not dying. It's evolving. Yes, landing jobs is more competitive. Yes, AI is changing how low-level content is created. Yes, clients are selective with their budgets. But the demand for high-quality, human-first writing is stronger than ever—and the data shows it.

This report has given you the data, strategies, and insights you need to navigate this shifting terrain. The writers who succeed this year and beyond will be the ones who are willing to use this knowledge to adapt and specialize.

Start by refining your niche, positioning yourself as an expert, and learning to market your full skillset. Opportunities are still abundant, but they won't fall into your lap. So get out there and find them.

## WHAT COMES NEXT?

Now it's time to apply what you've learned. Choose a strategy, send your next pitch, and start building momentum. The industry isn't slowing down or waiting for anyone. But if you take the right steps, the road ahead is wide open.



If you're serious about accelerating your success and want more personalized guidance to steer your career in the right direction, my freelance writing coaching program can fast-track your progress. I can help you with one-on-one feedback, proven client acquisition strategies, or guidance on scaling your income while protecting your work-life balance. I work with writers at all levels to build sustainable, fulfilling, high-paying careers. Availability in the coaching program is limited, so [reach out soon for more info](#) if you're interested.

## GET IN TOUCH

<https://www.ravenwoodwriting.com>

[cody@ravenwoodwriting.com](mailto:cody@ravenwoodwriting.com)



# REFERENCES



1. <https://www.ashleyrcummings.com/news/what-are-the-best-ways-for-freelance-writers-to-find-work>
2. <https://www.jennifergregorywriter.com/2023/06/06/survey-results-the-state-of-freelance-writing-as-of-may-2023/>
3. <https://www.hostinger.com/tutorials/digital-marketing-statistics>
4. <https://www.bls.gov/ooh/media-and-communication/writers-and-authors.htm>
5. <https://www.bls.gov/ooh/media-and-communication/technical-writers.htm>
6. <https://elnacain.com/blog/freelance-writing-stats-facts/>
7. <https://www.clientmanager.io/blog/freelancing-trends-statistic>
8. <https://www.statista.com/statistics/921593/gig-economy-number-of-freelancers-us/>
9. <https://nerdynav.com/freelance-writing-niches>
10. <https://www.upwork.com/resources/types-of-freelance-writing>
11. <https://allthingsfreelancewriting.com/blog/how-much-do-writers-make/>
12. <https://www.ashleyrcummings.com/news/writer-rates>
13. <https://www.invoca.com/blog/healthcare-marketing-statistics>
14. <https://carminemastropierro.com/freelance-writing-statistics>
15. <https://freelancersunion.org/advocacy>
16. <https://contentmarketinginstitute.com/articles/content-marketing-statistics>
17. <https://www.ziprecruiter.com/Salaries/What-Is-the-Average-Freelance-Writer-Salary-by-State>
18. <https://www.jennifergregorywriter.com/2023/08/02/survey-results-how-freelance-writers-use-letters-of-introduction-to-land-new-clients/>
19. <https://www.cloudwards.net/ai-writing-statistics>
20. <https://ddiy.co/ai-writing-statistics/>
21. <https://www.siegemedia.com/strategy/ai-writing-statistics>