

From hustle mindset to guilt-free success.

# How Belinda Weaver helped Jo Faith take a MONTH off work, without sacrificing her revenue.

## Case Study

Confident Copywriting helped journalist turned copywriter Jo:

- Exceed her previous corporate revenue in the first year.
- Take a full month off to spend school holidays with her kids.
- Find a new, more well-rounded definition of success.



“My advice to the copywriters who think success has to be all about the hustle and sacrifice would be to look at the bigger picture and say, **how do you want this business to fit into your life**, not the other way around.”



Jo Faith  
OWNER Jo Faith Copywriting



Website copywriter for financial brands, advisers and coaches.

[jofaithcopywriting.com](http://jofaithcopywriting.com)

## Highlights

### Challenges

- Unhealthy work/life balance
- Uncertainty around best business practises
- So much Mum-Guilt!

### Solution

- Monthly resources, tutorials and templates
- Copywriting reviews by Belinda
- Regular coaching calls packed with advice and support
- Supportive community

### Results

- Boosted confidence in approaching clients
- Taking ONE MONTH off work to spend with her family
- Exceed previous salary in Y1
- Zero guilt for taking the time off
- New version of success!

# The Challenge

For Jo, life as a journalist was defined by a productivity fuelled 'hustle' mindset, resulting in constant trade-offs between work and family time.

Inspired by Belinda Weaver, Jo found hope thinking there could be another way. She quit her job to become a copywriter, having not run a business before and not knowing if she would succeed.

### The first act of business was to join Confident Copywriting.

- The training, templates and resources helped Jo launch her business.
- She leveraged the supportive community for advice and feedback.
- Critiques from Belinda helped Jo elevate her copywriting skills and client offerings.
- Seeing other copywriters with a healthy life balance made her believe it was possible.

Jo now has a new definition of success; her ability to run a business within the rest of her life.

### She even took an entire month off her business to spend quality 'school holiday' time with her family!

Jo says, "During that month off, I managed to switch off and be present, and it felt really nice to spend some quality time with my kids.

**And I'll tell you what; there was NO GUILT.**

It was very refreshing because, for the last seven years, there's been immense guilt with being a working mom, and I just don't have that guilt anymore. That freedom is transformative."

After her first year as a freelance copywriter, former journalist Jo recalls the relentless churn of work in her old job and the constant feeling that if she wasn't being productive, she was wasting time.



"I believed if I wasn't filling every hour of the day, then I wasn't deserving of my salary; I wasn't going to be considered productive by my team, and I was lazy."

Working in an office where not everyone had kids made it difficult to be absent for events like school assemblies.

Missing those events wasn't an option for Jo but she felt guilty for prioritising her kids when it meant she wasn't present for her team, *"It made me feel like I wasn't doing either job well"*, Jo explains.

However, listening to Belinda Weaver on the Hot Copy podcast every day on the way to work made Jo think there might be another way.

*"I digested every episode from start to finish. I remember being so excited and thinking; I'm going to do this. I'm going to quit my job."*

Despite not knowing if she would succeed, Jo took the plunge and quit in October 2021 after a 15-year career as a journalist.

Jo says, "I didn't have much expectation of making anything. What was more important for me in my first year of business was seeing that I actually could do it. Find the clients and build a business that works around my life. That was the goal."

# The Solution

The very first action Jo took after quitting her job was to join Belinda's Confident Copywriting coaching group.

Having never been self-employed before, Jo used the membership resources, templates and training to build her business from the ground up.

*"Learning Belinda's processes and using her templates has been invaluable." Jo says, "Honestly, I'd be at least 100 steps back without it."*

Jo also gleaned insight from the experiences of fellow members, from which systems they use to how they would deal with clients in different situations.



"Access to the resources in Confident Copywriting plus people's feedback on what they've done made everything so straightforward."

Early on, Jo leveraged the support of the Confident Copywriting Facebook group for feedback on her writing. Previously being part of a team but now working independently, the community helped replicate that collaborative environment.

*"I just really like the people in Confident Copywriting. It's a positive attitude group; everyone's very supportive."*

Then, to nail her client deliverables, Jo booked Belinda to review her first complete website project for a client to ensure she wasn't missing any critical elements.

Utilising the membership hot seats for targeted feedback and improvement was another of Jo's strategies for fast development.

"Joining Confident Copywriting is the best business decision I made."

# The Mindset Shift

Jo used to think success meant replicating her previous income, which she achieved in her first year. However, she realised success was more than the financials; it was being able to fit in other parts of her life around her work.

Jo says, "That's success in my eyes. It's not my job title or my salary anymore. It's my ability to run a business within the rest of my life."

Seeing other copywriters run successful businesses **helped Jo believe it was possible to make a good living without grinding herself into the ground.**

Jo points to Belinda, especially because *"She practices what she preaches. She runs a successful business but is not an absent mother. She's not just saying you can do all of this; she's actually doing it. And so are many other people in the group."*

**Now, Jo not only believes it, but she also lives it.**

Less than a year into her new business Jo took an entire month off to spend with her family for the school holidays. Something she had never even considered doing before.

*"The only other time I've taken that much time off was when I got married ten years ago. I had one week before my wedding, two weeks for my honeymoon, and then I was back at work. That was it."*

Beforehand, Jo was nervous about not bringing money for that month and worried about people forgetting that she existed.

**However, while she was away, she had three new client inquiries, one of which has since turned into a big project.**

*"During that month off, I managed to switch off and be present, and it felt really nice to spend some quality time with my kids. And I'll tell you what; there was no guilt. It was very refreshing because, for the last seven years, there's been immense guilt with being a working mom, and I just don't have that guilt anymore."*

"That freedom is transformative."

# Ready to create your version of a wildly successful copywriting career?

Confident Copywriting is a private coaching group that gives you the templates, resources, coaching and cheerleaders to help you get there.

**Join today**