

What does it mean to be a Confident Copywriter?



"A Confident Copywriter is never under-booked or told they're overpriced."

That's our group motto, but what does it mean for your daily work as a copywriter?

It means having a consistent pipeline of clients you're excited to work with. With regular work, you're well and truly out of the feast-and-famine income cycle. Instead, you have good months and better months.

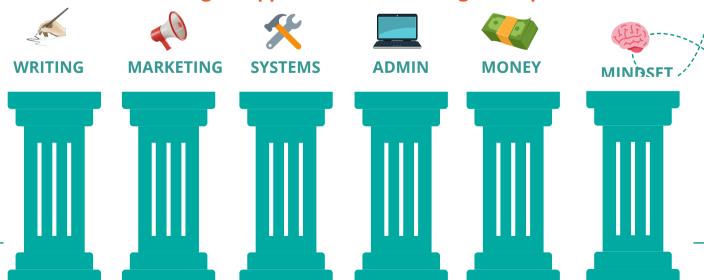
It means you don't have to justify your pricing to clients who cannot afford your rates.

Your pricing process is built on your confidence to deliver great writing and a great experience. You don't haggle or discount. Your price is your price, and your client reviews prove you're worth it.

But being a Confident Copywriter isn't just about leads and sales.

It's confident writing. Confident marketing. Confident networking. And confident growth.

You'll get support around these 6 growth pillars



When you give each area attention, your confidence (and your business) will FLOURISH.

The Confident Copywriting Roadmap

A copywriter's journey isn't a straight line, but it does follow a progression of stages.



Each stage has different priorities and requires a different focus. This PDF takes you through each stage.

Which stage are you at right now? Read on to find out!

Hey, I'm Belinda Weaver.

I'm not a fly-by-night wrote-a-few- emails-and-decided-to-teach kind of copywriter. I've been writing copy for 10+ years and have been a full-time, successful and in-demand freelance copywriter for nine of them.

I've worked with hundreds (and hundreds) of clients of all sizes in all kinds of industries. I've written about products and services. I've written for SEO and for brand connection.

I've written websites, brochures, landing pages, slogans, directory listings, company and personal bios, blogs, email marketing, social media profiles, advertising, big fat e-books and more.

Now I'm teaching others how to become successful, in-demand copywriters. And you're one of them!

My goal is to help you build a copywriting business that you love to work in. One that fuels your life!



Every copywriter is on a journey to create a business that fills multiple buckets.



A revenue bucket.

We're not charities, so a business that delivers consistent and increasing revenue is a must! But it's not just about the money. If our goals centre on dollars, we lack meaningful motivation.

An ambition bucket.

Starting your own business takes ambition and grit and you can explore skills you may have never come across in a "regular job". Your potential to develop is limitless!



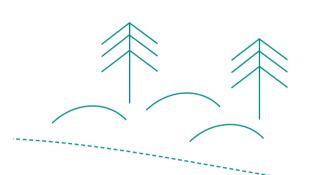
You're in charge of you now. You get to choose how much time you spend working and what you work on. You have the potential to earn more and work less.















In this stage, you need to lead clients to your vision by boosting your visibility and streamline your packages and products so more people can more easily buy from you. And you need to do it all without burning out.

Confident Copywriting will help you scale by helping you

- Creating high ticket offers
- Develop products that shift you from a 1:1 client work to 1: many income stream
- Boost your authority and positioning so everyone knows what to contact you for
- Be accountable for achieving new goals

The business you have now is more than you'd ever hoped for when you first started out, but here you are! That doesn't mean you have to stop now.

Your niche is crystal clear, and your pipeline is full of clients wanting bigger projects that deliver them tangible results.

Your writing has a premium price tag, and you have no qualms about sending off quotes that would have made your eyes water a few years ago.

You're being asked to share your expertise in presentations and interviews, and you're getting the itch to do this on the regular.

You have packages that clients can buy in one click, and your onboarding process is ssssslick.

You're even building a team, so you'll no longer be a bottleneck in your biz.



Your writing is solid. Your client work is consistent. Your process means you're not stressed out as you move through the stages of each project.

So... what now? Is this all there is? How can you earn more?

If you haven't already, this is usually the time you start considering the next step. What does your next step look like? What do you want for your business?

Confident Copywriting has your back. This checklist will help you keep growing your business. You'll also find some links to Confident Copywriting resources that will guide you through every step!

Your vision

- Document what your version of success looks like. Be as specific as possible. What kind of work do you do? How do you feel about your work? How much do you earn? Where do you live? How much free time do you have?
- Document your business goals for 12 months, 3 years and 5 years from now.
- Turn your goals into a 90 day plan

PRO TIP #1 Spend time thinking about your BE - DO - HAVE elements.

What do you want to HAVE? What must you DO to achieve it? Who must you BE/become to achieve what you want?

It might mean learning additional skills, hiring team members or structuring your day differently to adopt a CEO-mindset.

















Your mindset

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- Identify limiting beliefs that might be holding you back
- Actively nurture and protect your mental health
- Prepare to step into a bigger space

PRO TIP #2 Mindset is a big one.

It might take a lot of onion peeling to uncover and rewrite your beliefs. But persist because the #1 block to achieving your goals is... you.

Your business admin

- Schedule some no-client work time (at least 4 hours) in your weekly calendar to work on your business.
- Build your team. Roles might include:
 - <u>A virtual assistant</u>
 - A graphic designer to maintain your branding
 - A bookkeeper and/or accountant to keep your finances in order.
 - An online business manager (OBM) to keep everyone on task.
- Remove dependence on you by creating standard operating procedures for your business. Who does what and how?
- Define your <u>business values and culture</u> and create an onboarding process for new team members.

















Your marketing

Create <u>a speaker page</u>

- Keep sharing your authority
- Be intentional about <u>your visibility</u>
- Make pitching for podcast guest spots a regular marketing activity
- Identify people of influence in your industry. Who could help you expand your horizons? How can you meet them and become a regular in their threads?

PRO TIP #3 Your network isn't just about clients.

When people with industry influence know who you are and share you with their contacts, your own sphere of influence increases.

Your products

- Create some packages around your most common services or pre-project pain points.
- Brainstorm <u>a high-ticket offer</u> to boost your revenue
- Create a one-to-many digital product (a low-ticket "trip wire") that brings people into your marketing sphere (and into your sales funnel).
- Start tracking marketing metrics such as lifetime customer value and cost per lead, so you know how much you can invest in marketing expenses such as advertising













Visionary Leader Checklist



Your financials

While many of us don't love the financial side of running a business, it's crucial to get to grips with your numbers. The longer you put it off, the longer your growth path becomes. FACT.

Check the checklist for the Strategic Architect stage for some financial essentials.

What happens now?

While you've got to the last checklist, this isn't the end.

Growing your business is an ongoing process. Keep working on your vision and your mindset. Keep learning, listening and lifting those around you.

Make your work joyful. Stay Confident, Copywriter!

Remember... You're on a journey, friend. There's a lot of great stuff ahead of you and it begins with some small steps forward. Take this checklist and keep taking those steps forward and all your goals will become within reach.

Belinda









GOAL

My Top 3 Actions

The three action steps I will focus on next are:

1

2

3

AS CONFIDENT COPYWRITERS WE:

CREATE A GOAL.

Break it down.
Prioritise. Dig in.
Keep persisting. **Smash that goal.**#win. Stop and celebrate. Repeat.



to boldly pitch for dream projects.

KEEP LEARNING.

Develop new skills. Invest our time, intentionally. Explore new ways to deliver awesome results.

LEAD THE **PROCESS.**

Explain our business terms. **Set clear boundaries.** Only say YES to clients and projects that are the right fit. (#notsorry)

DO GOOD WORK.

Solve problems. Add value.
Write exceptional copy.
Become the in-demand copy
expert everyone recommends.

UNDERSTAND OUR **STRENGTHS & VALUE.**

Charge accordingly. Stand by our pricing. Find our niche.

Never under-booked or told we're overpriced.

INVEST IN COMMUNITY.

Make connections. Ask for advice. **Share ideas. Support each other.**Celebrate success. Share leads. Laugh with each other. **Be ourselves. No judgement.**

REFER, OUTSOURCE, OR COLLABORATE.

Cooperation and community over competition.

#confidentcopywriting #community

