

Stop missing out on the moments in life that matter most...

Become A Copywriter - Keep Your Family Close - Make More \$ In Less Time And Decide When “You” Work!

Are you ready to learn how to be a copywriter? Not just be a copywriter, but become the best copywriter you can be? If so, then you're about to change your life forever. Because this letter is going to show you how.

Becoming a copywriter gives you unlimited financial potential, freedom to work from anywhere in the world, and the ability to create your own schedule and ideal way of living.

In the shortest amount of time than any other start-up.

It's a skill that I learned and you can learn too. It's simple to understand, it's in high demand throughout every industry that offers a service or product. And guess what... **it always will be.**

Why? Because copywriters do one important thing: They help businesses make more money!!

Making it the most valuable writing profession there is.

I heard a quote said by a very successful copywriter by the name of Phil Dusenberry, Phil is one of the best copywriters of all time, and he said:

“ writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes”

As funny as that is, it's true.

The wonderful thing for you is copywriting is expanding and is an industry that offers you many opportunities with no formal educational requirements (if that is something you feel will hold you back).

The problem is - sometimes the route to success when beginning a new career is not always clear. So what I'm going to do is make sure it's crystal clear for you.

In this brief letter, we are going to uncover together the steps you want to take (the same steps I took, and I'm no one special) to bring you from the unknown to a beginner copywriter that will begin earning and supporting yourself with your work in very little time.

Fast track tip: It starts with your thinking, you can't keep thinking the way you have been thinking and expect to get different results.

What do I mean? Thoughts like:

- Writers are broke
- You have to be a world class writer to make any money
- I'm not smart enough
- I don't have a fancy degree no one will take me seriously

These are all lies... I know because I thought the same thing, one time in my life. What I found out however is the most successful copywriters never went to college, won a Pulitzer for writing, and never wrote above a 6th grade reading level!!

And we still don't!!

Our sales letters sometimes have typos, use less than the best grammar and still happen to generate millions of dollars in a single year from a single ad, or sales page.

Some premiere copywriters demand as much as \$12,000 **upfront** for their services.

Stefan Georgi generated over 700 million dollars in sales in under 10 years! He is 32 years old.

And he is just one of many "Writers" that make 7 figures copywriting.

If you want to be a copywriter it starts with a shift in thought.

Keep reading... This concept is coming soon.

Now let's be clear here. I'm not guaranteeing you will be a millionaire overnight. Though copywriting makes millionaires every year (they put in the work). What I can guarantee, is if you follow these steps and take action, it's highly unlikely you won't succeed and begin to generate income into your bank account right away. Remember, businesses **need** copywriters.

Still here?

Cool...

Let's get started.

Time to Think Like a Copywriter

While there are many people who think copywriting is just another type of writing, 'you' will know differently. It's not what you learned in school. Most people don't think about writing as a way to make a six-figure income (easily), but the minute you do, things begin to change.

Copywriting is one of the most valuable high income earning skills you can ever learn. Every person in business needs to sell something, and you will do that with copywriting.

In school, you most likely wrote research papers, news articles, and other papers with the goal of informing or educating the reader about something.

This is called content writing. Though content writing has its place it's not created to produce a response. It's written with a different goal in mind than copywriting.

And this introduces the first lesson.

You want to ask yourself what is the goal of the writing. Creative writing entertains, technical writing educates, News writing informs, and **copywriting asks the reader to do something**.

And these different types of writing require different methods of approach, and strategies used to create an effective article.

For instance, this article is content-related and is informational. I am informing you how to become a copywriter and how it will enhance your financial future and uncuff you from the 9-5 if you let it.

To become a copywriter you must shift your thought, and think like a copywriter. That begins with analyzing what you're reading and what the purpose and goal of what your reading is trying to accomplish.

Features and Benefits

Another important part of thinking like a copywriter is to learn how to SHOW what someone is going to get in return for what they are buying, **not explain what they're buying**.

Content writers always list features. These are the physical aspects of the product, how it looks, the color, how many bells and whistles it has. People don't buy features, they buy benefits.

At the beginning of the post, I said what you are going to get out of learning how to become a copywriter... remember that? That is a benefit, I didn't start with a list of what copywriting is and the daily tasks of a copywriter.

Who cares!

It is the lifestyle it provides, the money, the freedom, the ease to get started that matters most.

All the other things come along for the ride if the benefit is worth it to you. That's how successful copywriters think. You want to start turning everything from a feature into a benefit for your reader (if your intention is sales, or to get them to take action).

All people care about is what they are going to feel, look, and be viewed like or are able to do, when they use a product or service. Yes maybe some will want to know the details of how something is made... but that's not why they buy it.

They buy with emotion, then the features and the logical part of the product is ONLY used for justification... more than not to explain it to themselves or partner why it was a good decision to spend those dead presidents.

Level Up Your Copywriting Skills

Now that you know that copywriting is meant to sell or persuade a reader, and you're thinking like a copywriter you can start focusing on the skills you're going to need to learn.

What's great about this profession? What's intriguing is that the amount of effort you put into learning these skills will be a direct correlation to how much money you earn. You don't need to take the corporate path to get your raise. Your results will speak volumes about your quality and allow you to charge much more in a short period of time.

You want to learn:

- About how consumer psychology works
- About sales
- About Storytelling
- How to edit and proofread.
- How to Remove obstacles
- How to Research

Just these five skills will have you writing copy for any business.

Why are these the most important? I'll tell you.

Consumer Psychology - If you don't really understand your target audience you won't use the words they use when they are frustrated. Copywriting is about solving problems and positioning a product or service as the solution.

Think about a time you bought something you really loved, Did it help solve a pain point or problem in your life?

That is customer psychology, that product was marketed and they used the words you needed to hear to trust that product would help you.

I remember the first time I learned this, I sat back and ran through everything I purchased over the last 2 months and said why did I buy this? How did it help me? What problem did it solve?

These questions will help you learn how to use customer psychology to offer the best value you can to your readers.

Storytelling/show don't tell - This is very important. We all learn with stories.

When I was a youngster about 6 years old. I remember going on a field trip in school to an old Indian reservation, one of the women was making a type of cornmeal patty on an old hot stone.

She sat me down between her legs with my back to her and showed me step by step how to make it. The entire class watched as this woman who never met me showed me so much affection and took such care in teaching me as if I was part of her tribe.

After I made the patty, she wrapped it up and let me have it. I never forgot that moment. Why? Because it's my emotional connection to the story I have. The same goes for writing copy.

When you sell with benefits, show what's in it for the reader AND everyone else involved (very important), it adds an unforgettable element to the story, it hooks the imagination and keeps your readers attention.

Do this and you will see your value as a copywriter skyrocket. (and if you're wondering what the benefit was for in my story, it was the feeling of motherly love). Benefits are powerful when linked to feelings.

Learn about sales - So many of us feel weird about selling to people, but without sales, you would not have any of the things you love so much. Learning about sales is very important. It teaches you about the buyer's intent, the buying cycle, and more.

Selling does not have to be sleazy... good copywriting is a conversation between you and a close friend. You are not selling anything. You are recommending something after you have built a good relationship with your reader and removing obstacles that prevent them from making a buying decision.

Here is a very good tip I learned on my journey in copywriting and I hope it helps you just as much as it helps me:

“People love to buy, but they hate to be sold”

What this means is that you must add value in such a way that it's their decision, not you selling anything. All you do is position the product as the problem solver.

My mentor has helped me learn these little golden rules. And now you have a wealth of information and a mentor to turn to after learning these steps you're learning now.

Editing and proofreading - Nowadays it's much easier to edit your content. With apps like Grammarly and Hemingway, you can make sure your copy is readable and error-free. Nothing is worse than trying to make a powerful point and it reads poorly.

Bad grammar is a conversion killer, your sale will dry up like the Sahara desert.

In addition, it comes across as being an amateur when you don't have your editing up to snuff.

How do you expect to get clients if your writing is not readable? This tells them, you have no credibility and they will not take you seriously.

Edit and proofread your copy. Then do it AGAIN...

Great writers start with crap on their first draft... but continuous editing and proofreading makes masterpieces... just ask Stephen King and J.K Rowling!

A client will offer a suggestion to change the way something is worded, that happens all the time. But they have no tolerance for poor grammar.

Let's talk about getting your first client and then branching on your own.

Remove Obstacles - This is law, copywriting is about human nature... not selling. All of us want to believe in the impossible, but when we do we become skeptics. That is natural, the only way to make the buying decision easy with no snake oil sales tactics is to remove the natural obstacles your reader is feeling about your product or service.

Those obstacles can be internal, environmental, or emotional. It's your job as a copywriter to show how the product or service can be used to remove those obstacles. You show proof of how things are easy, how anyone can do what you CLAIM can be done.

You tell stories, use analogies, metaphors and facts that remove the concern from your readers belief about what can be accomplished.

When you focus on those things. You don't have to sell anything... readers will buy willingly and share with the people they care about.

Research - This is where you find out who you're writing to, and what they know about your product.

The customers' awareness about what you are trying to promote is the most important part to understand.

Learn how they feel about a product, who they are, what they like, the words they use when they talk about why something did not work.

All of these things help you craft how you approach the conversation in their head so you immediately show them you understand their pain, frustration, desires, and dreams. This goes hand in hand with customer psychology.

This is easy to learn.

Get Started On a Writing Platform

When I started I began on Upwork. This is a great way to build confidence and get clients quickly. It's simple to get started and it's filled with loads of opportunity for copywriters.

Fast track tip: Do not make this your full-time career, copywriting is a booming business, and the only way you get a piece of the action is if you begin to market yourself outside of these writing platforms.

Use the platform for learning, and how to deal with clients. Learn how to be responsible when running a freelance copywriting business.

There are nuances in this business. You want to be organized, meet your deadlines, and learn how to negotiate and give value above and beyond what you're getting paid for.

These tips are things many new copywriters don't learn which causes them to suffer at the hands of content mills. Your primary objective is to learn, get paid quickly but most importantly **LEARN.**

Fast track tip: Create a LinkedIn profile showing you're a copywriter, the more you put out into the world the energy that you are a copywriter the more opportunity will be offered to you.

Send a message to your connections, LinkedIn is all about networking, get out there and network.

Learn How to Write a Proposal

When you're on Upwork or another writing platform you will need to write a proposal to get the job. This requires very little skill. You will see all types of courses and videos talking about writing proposals, as a matter of fact, [Upwork has a free tutorial](#) about writing proposals if you go that route.

I'm going to give the simplest way to get a gig. Be brief, professional, and excited about the project. And make it easy to read (proper grammar is a given), that's it.

Business owners are busy, they care about a few things, are you qualified to do the job? Are you going to be easy to work with? Will you meet your deadline? They will get all of that from a brief, streamlined proposal.

Write a proposal with some enthusiasm, not too formal and not like you're their best friend either. But they want to know your cool, and human.

Show your personality. Do the same when you send pitches to prospective clients outside of Upwork.

Give More Value Than Expected

I touched on this earlier so this will be brief.

Everyone wants more than what they paid for. It's human nature to want a deal, but when a client gets a deal with an added value... **your stock goes up.**

When you're reliable, a good copywriter that can take feedback, make adjustments in a reasonable time, and meet deadlines...

You are a unicorn!

That leads to great reviews and more clients. Not to mention your self-esteem climbs and you become better and expect more of yourself.

This spills over into your learning and self-improvement, which turns into a snowball effect that clients and those around you in the copywriting space will not ignore.

In Summary

Being recognized as a premier copywriter feels good, but don't let it go to your head.

Remember, anyone can learn to become a copywriter, that's a fact.

But it takes dedication to a positive attitude and a thirst to master your craft to STAY a premier copywriter.

Staying open to learning more is a great attitude to adopt.

Personally, I know having the freedom I have and the ability to offer help to readers is a gift that I was only able to receive from these steps and my mentor Lisa Parziale.

She gives her time and knowledge generously, always offering more help to see her students succeed.

Learning these steps is not just about money, it's so much more than that.

If you take one thing away from this post, I hope it's that.

When you begin to think like a copywriter you will analyze words and what the intention is. You will tell stories, you will see the benefit of a product and will be able to **show** a reader how it improves their life.

When you do that... you are a copywriter.

The art of being persuasive should not be taken lightly, words are magic and when used in the right way will change people's lives.

When you become a copywriter you will make a great income, can travel the world, work from anywhere, and live a digital nomad life (if that's what you want).

Inversely if you use copywriting only to create income and not to be of service it will eventually put your karma bank account into the negative.

When someone asks me what I do for a living, I tell them, I help people solve their problems, and get them the services or products they need to improve their lives.

Sure I could easily say, I write words that get people to buy things, or, I'm in online marketing and sales. But to me copywriting is so much more than that.

Hopefully, you will be a copywriter that feels the same way too. To learn more, start your journey and begin following the steps to crafting copy with the crucial eleven building blocks to copywriting, step into the **Write To Be Free Copywriting Program** to get started...

Your friend,

Rockey Simmons Jr