



Words That Sell: The 7 Habits of Highly Effective Copywriters – Part 1

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How Successful Copywriting Students Make Money From Copywriting:

You may have heard the expression: Success Leaves Clues.

Well, what that means is: find someone who is successful at what you want to do, and copy them.

It's as simple as that.

If you're interested in becoming a highly-paid copywriter but don't want to waste time and energy making decisions that don't generate results, then take a few minutes to read this.

This is what successful copywriting students do to fast-track their copywriting careers:

1. Set personal goals:

If you don't have a goal, you don't know what to aim for.

Start by working out how much extra money you'd like to make each week. \$300? \$500? \$1000? Whatever it is, write it down. Then, work backwards to find out how many jobs you have to get to make that money. It's all worked out for you in a simple formula.

Click here to find out how you can make \$117,000 working just 30 hours per week.
<http://copyschool.com/faqs.html#b2>

2. Decide to make the change:

If you've been muttering about 'making a change' for a while, decide right now that something has to be done about it. Successful copywriters decide that copywriting is their new career, and they go for it. They think, "Somebody has to write the copy, why shouldn't it be me?"

3. Get training:

Teachers spend three years at university. Doctors work as poorly-paid interns for months. Carpenters work as apprentices for a year. It's a fact of life – if you want to develop a new skill, you need to get training.

Investing in training is investing in your future. Spend the time to find the right course for you and then just do it. Just make sure they offer on-going assistance and

a 100% money back guarantee so you can be sure you're getting what they've promised.

4. Schedule the Coaching Calls:

The Coaching Call is designed to give you personal feedback on the work you create. The best way to use this call is to write copy for a real client (a friend, a colleague, a relative) and then send it to me before your Coaching Call.

You'll receive honest, constructive feedback. This feedback is what will make you a better writer. Yes, you can write copy and submit it to your client. But I can guarantee that if you let me have a look at it first, and then implement that feedback, it will be better. Much better. And you'll learn a lot in the process too, all of which you can apply to your next job.

If you'd like to find out more about your Copywriting Coach (that's me, by the way), click here to read a recent story about the copywriting course in *The Age* newspaper. http://copyschool.com/sysimg/13125_pg_size.jpeg

5. Avoid the tyranny of perfectionism:

Some writers insist on creating a perfect piece of copy before submitting it.

This is fine, but on many occasions, the writer never submits it because it's never perfect. This sense of perfectionism is admirable but it's also costly. Why? Because you never *complete* anything.

Lose the need to create a perfect piece of copy, get comfortable with 'pretty good' and let it go. Your first draft will never be the final draft anyway so get used to making changes along the way. Successful copywriters are happy with 'good enough'.

6. Start small:

You don't need a swag of clients to get started. You only need one. If you think about it like that, there's bound to be someone in your life who is in need of a brochure, a web page or a postcard.

Why not offer to re-write the menu board at your local café? In return, they can give you free coffees for a month, or a dinner for two. Start small.

7. Spread the word:

From now on, when people ask you 'what you do', you should tell them, in a big, strong voice, "I'm a copywriter". This alone will generate work for you. If people don't know you exist and they don't know what you do, there is no way they can engage you.

Give people the chance to find out what you do and you'll find that the work will follow shortly after. You have nothing to lose.

What do you have to do to get started?

You can enrol and be on your way to becoming a copywriter in just days. Click here http://copyschool.com/copy_courses/cat/ to enrol and your pack will be sent to you the very next day. What are you waiting for?

Until next time,

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The Copywriting Coach

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