



From: Bernadette Schwerdt – The Copywriting Coach

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Re: Words That Sell – How To Get Started As A Copywriter

Hi there,

The first step to becoming a copywriter is to decide to **be** a copywriter – no one will ever 'anoint' you as a fully fledged writer and no number of degrees, diplomas and certificates will mean you are a writer. *You* have to give yourself that title; the permission to be a writer. Now.

Don't waste any more time worrying whether you have the credentials, experience and knowledge to be a writer. Everyone is a writer in waiting. All that's missing is the self belief. Decide right now, "I am a copywriter."

The second step to getting started as a copywriter is to get your business cards printed with "Copywriter" listed as your occupation.

Nothing will get you moving as quickly as this.

Nothing will set you up in the minds of others as a copywriter as quickly as this.

This is THE key to getting work. Most people won't even ask to see your portfolio – they will take you at face value – so don't worry about having some work to show. They are buying YOU, not your work at this stage. (If you want work in an ad agency, it's a different story).

And lastly, ask friends, colleagues and relatives whether you can write a brochure or a web page for them. Once they know you are a writer, they will think of things for you to write, especially if it's for free. But why offer your services for free? Ask for them to give you something back in exchange (this is known as working for 'contra').

Happy writing!

Kind regards

Bernadette Schwerdt
The Copywriting Coach

Byline:

Bernadette Schwerdt is the founder of The Australian School of Copywriting. She is a freelance copywriter and business coach. She can be contacted on +61 419891932 or at info@copyschool.com. Visit <http://www.copyschool.com> for details about seminar and home study courses on copywriting.