

Words That Sell: The (Other) 7 Habits of Highly Effective Copywriters – Part 2

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How Successful Copywriting Students Make Money From Copywriting:

Here are 7 more strategies you can follow that will fast-track your copywriting career.

1. Treat it like a business:

Successful students know from the outset that they want to work from home, earn good money and work with people they like.

They see the huge benefits inherent in working for themselves. As such, they go about setting up their business in a professional way from the beginning.

But what does 'professional' mean? Well, it's more an attitude than anything else; the mindset of: "If I'm going to do it, I may as well do it properly."

This attitude then extends into their actions – following up with people who expressed an interest; creating a database of potential clients; getting their business cards printed etc.

If you set out with this attitude, you'll know that you're laying the groundwork for a great business.

2. Seek work experience:

When you become a student with us, you'll receive regular Copywriting Job Alerts. These bulletins give you the details of clients who are looking for copywriters.

These jobs give you the chance to work with a real client on a real business. No money exchanges hands but you get to work without the pressure of having to 'perform'. You get to build your confidence, create work for your portfolio, and meet business owners who can refer you to other business owners. It's a true win-win.

3. Be willing to be bad before you get good:

Some people never start something because they're too afraid of making a mistake; of looking silly; of being seen as incompetent. That's all very well but what it means is that you never actually get to try anything new.

As a novice copywriter, you will write some pretty ordinary copy to start with so you may as well accept that. Start writing that 'ordinary' copy now and get it out of the way so you can make room for the better copy that's about to flow forth from you.

Be willing to be bad before you get good and you'll become good! Ironic, but true. (PS: That's what the Job Alerts are for – for you to earn your stripes before you start charging for your work).

4. Get your business cards printed:

One of my students was so keen to get started that before she had even finished the seminar course, she'd had her copywriting business card designed and was giving it to the printer for printing.

The printer looked at the card, and said "Are you a copywriter?" She said, quite sheepishly (as she had yet to finish the course) "Er...yes". "Great, can I give you a brief now? I have a client who needs some copywriting." True story.

Having a business card doesn't just give you the opportunity to give your details to other people; it legitimises you and your ambition to be a copywriter.

5. Do the assignments:

Some say that '90% of success is turning up'. In some ways, that is true. But in other ways, there really is no substitute for the *doing the work*. I coach dozens of students every year in the art of copywriting but the ones who do well, who get the work, who get paid, are the students who complete the assignments.

6. Set up a basic website:

This is not imperative in the first few months of your career, but I have to say, this is the one thing that separates the students who get paid work, and those who don't. Mainly because it legitimises them and provides a platform from which they can promote themselves.

It also means they get listed on Google, which is where most people go to look for a copywriter. It's a no brainer. I don't know why more copywriters don't do it.

7. Attend networking functions:

I know you probably don't believe me, but business owners are crying out for copywriters. They really are. But don't take my word for it. Find out whether it's true or not by attending a small business function yourself.

Local councils hold regular evenings for small business owners that are really cheap, (often free), to attend. Not only are they great for increasing your business knowledge (the speakers are usually really interesting) but they are great places to meet other business owners who need copywriting. Visit the website of your local council and see what's listed under 'Events.'

PS: A study conducted for Yahoo Top Jobs by Robert Half International last year found that copywriters would be one of the most in demand professions in the year to come. They said it, not me, so check out the report and make your own assumptions.

Check out this page <http://copyschool.com/index.html> scroll down a little and you'll see the link to the Yahoo Salary Guides report. It's all there in black and white.

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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