

Inside AWAI

5 Things You Can Do to Position Yourself as a Professional Writer - TODAY!

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Transcript

Rebecca Matter

You can get hired as a paid writer, even if you don't have any experience yet. You just need to represent yourself like a professional so that potential clients will know they're in good hands when they hire you. But how do you do that when you're brand new, stick around, and I'll give you five simple ways to set yourself up as a pro from the very start. So you can attract paying clients that are a great fit for you and your writing business. Let's go. Hi, everyone, and welcome back to inside a TVI. My name is Rebecca Mader. And I am very excited to be here today with my learning chief Pam Foster. Hi, Pam.

Pam Foster

Hi, everybody. Hi, Rebecca.

Rebecca Matter

We're excited for this one. Because a lot of times at bay, we talk a little bit about higher level stuff, we get really deep in the trenches with various ways that you can make a living as a writer, we get into the tactical stuff of how to write great copy, we explore different niches and industries. But today, we're kind of starting at the beginning of where most writers enter this world. And that is becoming a professional writer. If you're with us today, I'm guessing you either are on the way to becoming a professional, or you're seeing yourself kind of sitting outside the game, maybe you're on the fence, maybe you're looking into the window, and you're curious how to get in the game, what makes you a professional. And what we're going to show you in the next really half hour to 45 minutes or so is how easily you can make that transition to professional. And we're going to give you some tactical things to do to force you off the wall in the room into the game and into this this world of professional writing. Because if you are sitting on the outside, if you are looking on the looking in, there's so much opportunity to be had. And there has never been a better time in the history of the world to be a

writer than right now. So if you've been waiting, it's time to jump in. So with that, let's go ahead and jump into today's session. So this is what we're going to cover today. The first thing I want to talk about are your ideal writing clients. We want to talk about this because if we say that we're professionals, what does that mean? Who are we talking to? Who are we going after? It's important that we get clarity in what kinds of companies and clients use professionals, we're going to talk about why that's important. We're going to talk about what makes a professional professional, because that word is really subjective, right? So what do we mean when we say professional, we're gonna give you a five step professional makeovers that you can, by the end of this have five things that you can do to become or be seen as professional, and only by yourself, your colleagues and friends, but by potential clients as well. And then we'll give you some bonus tips and helpful resources to keep you moving forward. There's a saying that I love, how do you eat an elephant? And the answer is one bite at a time. And the reason I put that in there is because there's lots of things you could be doing. And this is something you're gonna have to learn within the world of well paid writing. There's so many projects, there's so many opportunities, there's so many niches, there are so many programs and webinars and things and ways to build a business and ways to reach out to clients. And the point is not to eat the entire thing at once and consume everything. But if you make consistent progress, one bite every single day forward, you can't help but move forward towards the things that you're hoping to achieve. So I just want to put that out there early on. Because even the five things you might say today, okay, that's five things I have to do. Now, five things you have to do. It's five things you can do. And you can just do one at a time as you go throughout the weeks, months, or however long you want it to take. Alright, so Pam, I love this lady space, our ideal client. And the reason I put this here is really I want to talk a little bit about when we talk about professionals and people hire professionals. We're thinking about real companies, right? Not people who are one of the questions I think I always get I'm sure you get this too, is people assume or new writers assume that companies don't really value copy or content. They just want to pay 50 bucks here and 25 bucks there but that's not who we're going after. Right?

Pam Foster

Right. Yeah, there are as you may have discovered, some lowest bidder websites looking for copywriters and they'll pay you you know \$25 for blog posts and things like that, and somebody will go Oh, but you I'll do it for 20 That's not where we're talking about. There are so many companies out there that do understand how

copy content for so many different projects drive their business and they realize we have to pay decently for that we have to give you know, we have to find qualified writers who know what they're doing and pay their worth. And you know, every year we do a state of the industry pricing guide which is free on our website if you haven't checked that out yet. But we know from job postings and freelance boards and even our own member input that there are great ranges out there great pricing and fee ranges out there for clients that get it. And they don't even have to be big, huge corporation type clients either. I mean, a lot of my freelance clients in the veterinary world are mid size, you know, sort of niche manufacturing companies or my even my own accountants, which is a small firm in Maine, they pay well, because they understand that this is driving people to their website and driving business. So I want you to think about the ideal client not necessarily being those, you know, bidding war websites, or a tiny teeny micro business, like a yoga instructor might not have enough money for you. But there's a whole world behind that yoga instructor that makes, you know, classes and gear and training all of that those they have money. So in short, look for the money.

Rebecca Matter

I love that too, because you said such a key phrase there. And that's that copy and content drives their business. I think it's a mindset that we're going to talk about mindset in a minute. That writers, you really need to understand that without you, they're not in business companies are in business to sell something, whether it's a product or a service, that's what brings money in which pays for the staff, which pays for development, which keeps the business going without copy your content, they don't have that. So they think of it as an investment, they need you to bring in new prospects to help those prospects understand that they have the solution that they're looking for, that those prospects begin to know like and trust the company that they start to build a relationship unless you feel comfortable buying something from them, and then remain satisfied. So copy and content is a whole other topic. But it's a massive investment for companies. And you really need to understand that as a writer. That's who we're talking about. When we talk about our ideal clients. And Pam, you mentioned pricing guide, social team, if you can go ahead and put in the q&a in zoom both on Facebook as well, a direct link to that pricing guide that would be beneficial. I recommend that you guys go through this. It's written both for copywriters and for marketers. Every year, we put out this pricing guide to say these are the rates that you should expect to charge writers and that you should expect to pay clients. So everyone stays on the exact same page. And they're at different projects in there

like even that if you're just joining us for the first time. And you're not at via the world of well paid writing at different projects that you can get paid to write. So definitely absorb it, read it, maybe sleep with it under your pillow, because there's a lot of good stuff inside of that guide. So the client thinks of it as an investment. And they want a good ROI return on investment, when they think about the effort that they're putting in. It's not about just slapping some coffee up on a website and like hoping for the best. They genuinely understand the best clients really understand what they can get from social media, what they can get from their emails, what they can get from their newsletters. Because those people don't have to convince right, they already understand the value. And know that you as a writer, like Pam said, drive their business with this copier content. And they're looking for our professional which is what brings us to today, we are not looking to present ourselves to the world of people who might want a writer, we're looking to present ourselves to the millions of companies and millions of clients who want professionals working for them because of the first two bullets that are alive the investment they want someone who can deliver these goods. Now if the story starts spinning already, but I don't have any experience. That's a whole other conversation we're going to get there. Don't worry about that yet. I just it's more about mindset of who we are approaching or who we want to work for when building our writing businesses when representing ourselves as a professional. So that's our ideal client. So that leads the question, what makes a professional professional what makes veterinarian Bob or manufacturer a Think of me as a professional when they first at their first meet at their first glance? Well, professional all professional the word means is it's not just you know having a degree or a fancy suit or a PowerPoint presentation. It just means that you are engaged in a specified activity as your main paid occupation, the operative word being paid rather than a pastime. One thing you'll hear us say a lot at Rice if you're with us here we assume you want to make money and that this is not a hobby for you. If you want writing as a hobby. You can be around us and learn stuff from us we can teach you how to write but for the most part at at dry we're constantly rooted in the the knowledge that one writers are in big demand and can make great money but too we take it seriously that if You're with us and you're learning from us, we need to show you how to make money. So every program that you take every conversation we have webinar you attend will always have what we call the 85 method of balance in both teaching you skills, teaching you knowledge, and then also teaching you how to make money with that skill. So anything you learned from any guy, by the time you finish that program, you are a professional because you're looking to now do the thing in exchange for money.

And my money is what this is all about. I hate as soon as I say the word money that I get kind of cringy can but the reality is, that's what we're in it for. Right? I mean, the money is what drives freedom, there's that saying, you know, money can't buy you happiness, but it can buy you freedom and freedom, I can make you very, very happy. So I know that that's kind of like an ick factor. Although you when you came into this pan, you were pretty much like Go for it, right? You didn't think like, oh, I'm in it for legacy, or you're just like, No, I'm gonna make some money. live this life.

Pam Foster

I wanted to get out of corporate America after 25 years of suffering in a cubicle. And I knew that when I discovered Awai, it was at the perfect time, because I was so tired of the corporate turnover and craziness. And it said, you know, retired this year and make more than most doctors. And I was like, Well, what, and I sat down and read the promo, and it was speaking to me so beautifully, because I already knew in my corporate background, that you can make a living as a copywriter. That's what I was doing in that corporate job. I was writing web copy and brochures for the salespeople to take out with them, and all kinds of stuff. And I was making a decent salary. So it can be done. And you might even like a full time job with a company. I just quickly looked at LinkedIn jobs just now and typed in writer and there are 30,000 jobs. 30,000 companies right now need a writer for their business. So if you don't think there's demand, go check out LinkedIn. And we'll talk about that later. But we are going

Rebecca Matter

to talk about that actually later. Because that's in your right it's not money can be in all forms. It doesn't have to be freelance, it can be full time, there are companies looking for full time writers, there are companies looking for freelancers, part time, project based, the opportunity really is very wide. But when we look, this is what they're looking for. So either way, right? They're looking to hire a professional. So what does that mean? What are they looking for, they're looking for proof of expertise. Now we have in this presentation, we're going to say things, and it's going to open up loops in your brain, especially if you're brand new, you're gonna have I don't have any samples you're gonna have, I don't have any experience, I don't have a writing niche, all this stuff, I'm gonna go give you a link at the very end that will show you that next step, whatever loop opens up in your brain right now, that creates a barrier that creates a fear that creates a story creates an obstacle, we're going to show you at the end of this, we have an

amazing resource of videos just like this one, anything you could possibly need that will knock that thought out of your head and show you how to overcome it. Just know that that's very natural, right, the brain wants to throw up obstacles because this feels very scary. In a way Pam just said the promotion or the sales enough she came into at Brian said retired this year and make more money than most doctors. That's a pretty big promise. And in order for us to fulfill that we've got to be able to deliver the goods, your brain is going to go whoa, we wait a second, but Dr. spent eight years in school and hundreds of 1000s of dollars in education, how can I make as much money of them without that investment? Well, just because you don't know anything about writing industry just yet, but you will. But all those things, they're going to create these stories or these narratives. So just know that we have resources that will help you overcome all those obstacles just like this one. But when we say we're looking for professional, the writing client when they come to you is looking for some area of proof. Now proof can come in the form of certifications. Proof can come in the form of past experience if you have it but you don't need it. Proof can come in the form of who you are as a person. If I'm writing for infant safety products, I have two little kids I know exactly what it's like to be a new mom being handed this baby and being told that I can just take it over the hospital all by myself and like keep it alive daily products and how many things I searched for and products I bought to help me sleep to help me overcome my fears all that stuff I might not have ever written for infant safety. I'm not even have a writing background. But I know what it's like to be a mom I can talk so in my expertise in my marketing materials. I can talk about that I can talk about the the understanding that I have for moms and why I'm a the best infant safety writer because I understand the prospect I can talk about past experience. I can talk about martial arts. Let's say I was in martial arts for two in yours, I can talk about that expertise doesn't have to necessarily be writing. But we are looking for some kind of connection, when I come to your LinkedIn profile, when I come to your website, when I see anything from you, is there something that tells my brain as a potential client, there's something here, there's something I think this person can help me. That's what we're looking for. When we think about professionals, we're looking in comp for confidence. At that point, now I'm looking forward to I think this person can do what I want them to do. So if you have a well written LinkedIn profile, if you have samples which you can write, don't worry about that we'll talk about that. We're looking for that confidence that this person might actually be able to help me with my news, or they might be able to help me with my social media. So we're looking for confidence. And that's our confidence, the clients confidence, not necessarily the

writers confidence, which that's a whole other conversation, right? Or confidence. We're looking for dependability? Like that's it like is the writer do I think this person is going to be reliable kind of depends on them. When they say they're going to send me a proposal on Thursday, they send me the proposal on Thursday, or those conversations, those little signs indicating what it would be like to work with this person on a project? And is that communication? Is that follow up? Is it professional? Do I feel in those moments, we've all gotten emails that are good. And we've all gotten emails that are bad, and we've all had to represent ourselves professionally at some point, whether you're a high school student applying AI thinking of you and it's probably out there, if you're a no sorry, if you're a 19 year old has to apply for college, right? You're representing yourself as a professional in those applications. When you are a mom, looking at daycares, there's a professionalism, right that you're looking for. We've received emails from we've sent emails to in business, whatever your background is, you've had to represent yourself as a professional. And you've had to receive professional communication, your dentist or accountant, whoever you've ever dealt with. As a professional service provider, we know what the communication looks like. So that's all we're looking for. So really, this is it. This is the checklist. Do I look like I have proof? Does it seem like they can have confidence in my ability? Do I demonstrate dependability? Do I follow up when I say I'm gonna follow up? And do I have professional style? Like when I talk to somebody? Am I a professional? Because remember, they're investing in you. So they want to make sure they're investing in somebody who is a professional, I'm not going to go to a dentist where I think this is kind of dodgy, right? I don't want to be in this space. This doesn't make me feel safe. Oh, I want to deal with a professional dentist, who makes me feel safe about drilling holes in my teeth. I have a dentist appointment on Wednesday, which is why it's what does this look like? For freelance writers? Let's pretty this is. We talked a little bit about the story. But this is the flip side of it. We're looking for proofs right. So we talked about proof. This can be industry experience, I have experience as a veterinarian, and therefore I can write for you veterinarian, I have experienced understanding something. So like my infant safety example. Maybe I have trainings, you've been to the aid right method, you taking our blogging program, you're taking our social media program, you have certifications, anything like this can be proof, you don't need all of it. It's not a checklist. It's just examples of proof, confidence ideas of what competence might look like. It could be your marketing materials, your LinkedIn profile, it could be writing samples, we're going to talk about this, all of this you can create on your own whether you have experience or not. We're looking for dependability. So

responsiveness, like I said, to increase accuracy and follow up. If I say I'm going to contact you on Thursday, I better contact you on Thursday because that's a clear indicator of whether or not when I set a deadline for a project. If I'm going to meet that deadline or not, and professional behavior and communication. We adhere to deadlines, our social and social media interactions are professional and positive. And we're just mindful of how we sound what we're putting out there when we're connecting with potential clients. So that's the top level WHAT IS IT professional and I know that's a lot of information. But when we get into the How to the tactical stuff now, it will all make more sense and feel doable. So we ready Pam for our five step professional makeover. I'm ready. Okay, so the first dentist,

Pam Foster

ah, that was going on here.

Rebecca Matter

So our five step professional makeover number one is updating in the mindset right. being fearful I was I pick those dental pictures what a dentist is a professional service provider just like a writer or an accountant or a lawyer or a chiropractor. You have a mindset of how you're approaching this right? Many writers will come into this thinking that I don't have anything to bring the table I don't have an experience. So therefore I am not a professional. But that's not true. Imagine the day dentist who went to school to be a dentist. And on day one, walked out in the street and said, I'm a brand new dentist, please let me drill your teeth. Like is that really who is that a professional is that they've spent this time and effort invest in themselves learning how to do this. But then they're singing, I'm a brand new dentist, I'm brand new, give me a shot, right? There's a little mindset shift. That person that dentist already invested time they've done the work, they put themselves through school and they practice on people. And now they're ready to launch their business to the mindset of switching from student to professional. The day after they got their degree. It's only one step later. It's only one day later. It's one baby step from the day before when they got their degree. But the mindset has to shift from student to professional, I am a dentist, I have the skills come let me work on you. Let me show you. But you don't talk about that, right? You just say I am a dentist. The same thing happens with a writer. If you invest in yourself and you go through, let's say our core program the 80 by method, the day after you finish, you are a professional writer. If you take Pam's newsletter program, we have a newsletter from her newsletters, the day you finish the day before you finish your student, the day you finish your professional

newsletter writer, and it's just that little tiny shift have, you know, it's only been one day, it is a necessary shift to say I am no longer a student. I am a professional newsletter writer and I am ready to take on clients. And if you take any programs from a guy, you are ready, that is the purpose of our programs to take you from A to Z and even give you the client getting stuff to go out and represent yourself and find clients who pay well for that service. So remember, one day difference between students and professional? Pam, what are some of the other mindset things that you see with with new writers that have to make that to be shifted?

Pam Foster

Well, a big one is that you need to know that if you've learned anything about copywriting or content writing, you already know more than your client. In most cases. Here's a great example. So my accountant, I love him. I've been writing for that firm for 26 years now. And when I I don't know, when we were well into our relationship, I'd always done the newsletter for them. But then they needed to update their website. So I sat with him and said, Well, I'm going to go through each page and make sure it's more clear that you serve this geographic area, etc, etc. So we'll rewrite each page and he looks at me and goes, What is a page again, so most basic thing in the planet that we know, they're not tuned into necessarily, they don't know how email works. They don't know why blogging can do wonders if it's done the right way. They don't understand why their webpage isn't working. They don't know, because they're running a business. You know, my CPA became a CPA, after years of study and certification, all that stuff. That's what he loves. That's what he wants to do. On top of that, he's also running a firm. So there's all that he's not going to learn marketing and copywriting on top of that. So the minute you guys understand the fundamentals of copywriting, you already are an asset to any company who doesn't have the time to learn that stuff. So that's a big one in the mindset, you're not just kind of pick me, I'm a writer, maybe you'll hire me. No, you're like, I know my stuff, and you guys need it. And I'm here to make you number one in your world or, you know, I'm here to help you dominate the niche or whatever it is you can help them, you can bring in more business for them. And that's a major value.

Rebecca Matter

And you just open up the thought of that the client has their job to do, let's go back to the dentist that just went to dental school to take care of teeth like root canals and keep the gumline clean and all that stuff. Every minute that they spent,

even if they could do their newsletter, even if they could, if they understood all the stuff. The time that they spend not servicing someone's teeth is not the best use of their time. It doesn't make any sense for a dentist to spend four hours writing a newsletter, he can be servicing eight other patients in the other room and billing for those patients while paying someone else to write the newsletter. Your job is to come in and say dentist, you go put your butt back in the in the in the patient room. That's where you need to be a patient. I'll make sure that your patients are coming regularly to get their cleanings to realize what could be happening inside their mouth to make them excited to come back in to see you regularly. That's my job as the writer so I thought you brought up a really good point there. Pam not only do you know more potential than your clients do, but even if they do know anything. Yeah, it's not the best use of their time. That's why they need a writer because they can only Do the teeth, you can't do the teeth for them, they have good teeth.

Pam Foster

Yeah. Any kind of company you're working with, like I, I worked for years doing blogging for a midsize veterinary equipment manufacturer, they could learn blogging, they could have somebody in their staff do it. But they just don't even have time. It's not even that it's a trade off of, I need to be writing a newsletter, instead of making this product we can sell No, they just don't even have the bandwidth. They don't have the time. And they're like, oh, my gosh, I'm so glad I found you. You can make the blog post, we'll talk about topics. But please go and run with it. Because I have to do this meeting and this, this budget report, and I hire and they're doing so much else.

Rebecca Matter

With us things like social media and stuff as well, like, they know they need to be there. And so they open the accounts, they do the staff, and I see this in the success stories time and time again. And then when I said I could do their social media, they're like, Here you go. Thank you so much. I don't want to do this stuff. I know I need to do a newsletter, I know I need to do social media, but I don't want to do it. Because that's not the best use of my time, or I just don't want to do it. I don't enjoy the writing piece of it. But guess what we do? We love that stuff. So we get to be the writers to take care of those tasks for the clients. Step two, this is probably the easiest thing and we have contact for days on a website, we have you to search LinkedIn, you'll find so many great tips and tricks. And we have this amazing 21 day challenge we call the challenge but it's really not a

challenge. Her name is Elise better known she runs it. And she basically gives you something to do every single day with LinkedIn to get you practicing with potential clients, only to find out that they are really clients and you were so afraid of doing the marketing that you thought you couldn't do it. And then by day six, you're like, oh, no, people are contacting me, what do I do? And at least it's like, you answer that. Because I no longer simulation, it's real. Those are real clients, you can reach out. But for you and your professional makeover right now, if you're just starting out, update your LinkedIn profile, you can literally just put professional writer on today, it doesn't even have to be just change your headshot, right? Start start building out your bio a little bit, add a little bit to it every single day. Nothing will make you feel more professional and be perceived more professional than a professional profile on LinkedIn. It's where the clients are going to him. I was gonna

Pam Foster

say a couple of things about that, too, is if you have connections on LinkedIn, they're gonna see you change that title. And people you already know, maybe like, you're inviting now. Oh, my God, her company needs that. Can you help us with web pages or whatever? And then the second piece is, oh, I forgot it was so good. When? Yeah, nevermind, I'll think it'll come to her. But LinkedIn is where serious business people are looking. And somebody asked if it's the only place definitely not you can attract clients in lots of ways. We've got a lot of material on that on inside Awai. But LinkedIn is huge. And I would definitely Oh, the other point was, it's free. The other point is there's a there's a paid version. And there's a free version. I've been on LinkedIn for at least 12 years now, I've never paid a dime, because all of the great stuff you can do there for free. Got me further further along or cut me as far as I want to go and connecting and with the right people in my circle. So I've never paid anything for it. Now, others have paid and it's been worth it, they can see who's looking at their profile, they can reach out to people who they're not connected with. That's cool. But you can start with free. And you know, free is a great place to start.

Rebecca Matter

And you're in full control of it too. Which means Yeah, you're not waiting for somebody to edit your website, you're not waiting, you can literally go in you get an idea tonight at 10 o'clock, about something that you want to change and you can change it at 10 o'clock or 10 to one it can be done. It's such a cool and I love what you just said that you're writing now, how many stories do we hear about

people's first client in their network, whether it's their neighbor, their dentist, their dogs, walkers, sisters, husband, spouse, I want to be their first client just by saying I am a copywriter. So I love this for those who are thinking but who do I tell that I'm a copywriter, just put it on your LinkedIn profile, it'll take care of it for you and spread it out their network really quick. Love that. Thank you. So LinkedIn, everybody can do this. And if you don't know anything about LinkedIn, just go to the ad brain website, put in the word LinkedIn and you will find again, content and tutorial for days. If you're in the ad buy method that 21 day challenge I talked about is part of it's part of the program. We actually do have it separately that you can participate in it on a monthly basis but As part of the ad Write method that is as a free bonus piece, because the success that has come through that 21 Day Challenge, again, social team, I don't think we have a link for this, but you might want to come one, as I sit here and talk about it, like, everybody should be doing this thing. It really, I've never seen such high success rate. And while there are lots of ways that you can get clients, the success rate that comes from LinkedIn is just so high. It's not even worth talking about other opera other ways very often, because if you're not doing this, when it's it's the easiest, it's the biggest pool, it's where your potential clients are. So I recommend even if you want to the other ones, you do LinkedIn. And that's why we want to add an infinity by method because just the success for effort is unsurpassed in any other channel. Okay, step three. Now, this is one that creates a little bit of friction, because now becomes better have like, how do I create materials, I don't have any experience, I don't have any samples. Samples are literally just samples of your writing. If you've gone through any ad write program, you have samples, the ad right method gives you fought. So subtly, you might want to also grab the ad, I realize I'm like dropping these things that I didn't think about this. But the ad right method, you write five different projects. And the reason we do this at Bragg is because it's one thing to learn a skill, it's one thing to learn a tactic, a technique, a skill, a project type. But if you know it here, and you don't know it here, and you haven't actually done it, then you've missed a big part of the learning. So the way that we run all problems, by the way that I recommend that you do learn, even if you learn outside of ATI is make sure that you're applying it to what we call scope of project. And the reason I say this is when you go through, let's say, a certification for blogging or a certification for friendly case studies. We have we're talking about our case study certification at by right now. The case study is just a success story. It's a page and a half before and after story that companies used to the the ultimate proof piece to show what how somebody benefited from their products rather than me saying, hey, my product is so great. I'll just show you the

proof in the form of someone else having an actual experience. When you take the case study certification, we give you a scope of project, meaning you meet a client, the client asks you for a specific case they have a specific topic from a specific person, you then perform the work and write the case study, get feedback and get a professional sample. The reason we do that is not only to give you a professional sample, which is step three, create business materials, but also to give you that hands on experience so that when you like the dentist step from student to professional the day after your certification, you've actually drilled teeth, right, you've actually done the work, you've written the case study. So you're no longer like just armed with knowledge about what it might be like in the dentist case, the drill team, or what it might be like to write a case study, you've actually already gone through the motions of understanding what a client needs, taking their instruction, performing the tasks, submitting it, making sure that it matches the scope, getting feedback, perfecting it and having a sample you have experience. When you finish the add method, you have five different pieces of experience. You're no longer a brand new newbie who only knows conceptually how to write. You've proven it to yourself. So you can take those pieces and use them as your samples. The reason I say that is a couple of reasons. One, you can create samples from anything. If you're going to write newsletters for veterinarians, you should write newsletters for veterinarians, you should have samples to show right, it's very easy for you to sit down today, you've learned how to write a newsletter. Write a sample for Bob the veterinarian. Right, three samples, right one about dog teeth, and keeping them clean. Well, what about the importance of keeping your vaccines up today? Right? What whatever the things are, right, those newsletters and then you have them. So when someone's doing samples, you're like, Absolutely, I do. So there you go. So not only does it give you samples, but again that that application will show yourself even that you know how to do the thing, and will go so far in the confidence games that when a client does contact you, veterinarian Ryan calls you and says can you write newsletters? You're like, absolutely I can. I've done it three times already, even though I haven't actually gotten paid for it yet. So business materials, you can create that and when we say business materials, we mean could be samples, but it also could be your website. You could you don't need a website, but you could have a website. It could be email communications that or or your LinkedIn correspondence you're going to send to potential clients that you want to work with. What are some other business materials pan that you use, or have taught people to write or might be part of this that could give you a little bit of professional looking? Yes,

Pam Foster

yeah. So on your email, you would probably want to at the bottom have a signature that says, professional copywriter. Like for me, I have Pam Foster, web flash SEO writer, and then the name of my business with a link to my website. If you don't have a website yet, we could link to your LinkedIn profile, but some sort of professional signature that shows you're in business. And then there's, let's see what else you want to have set up some templates that you can work with. For example, if I'm going to do a proposal, it should look professional, maybe have a logo at the top, or at least the name of my business and, and website and email, and then what you're proposing to do and the rate. You also maybe want to have a pricing document of your own to reference. And our pricing guide that we talked about at the beginning of this session is a great place to start where you can say, well, I want to be a web writer. So I want to write blogs, web pages, and maybe some other web stuff. You can look at all those 80 projects in our pricing guide and pick out the web stuff and create a little reference sheet for yourself. So when a client says well, what do you charge for blogging, you can say 250 a blog. And you don't have to think about it and angst over it. You know, it's just so quick and easy and professional when you can do that.

Rebecca Matter

You'll I love that you brought up some like that something we haven't even talked about yet, creating a sample proposal, creating a methodology or process for yourself. Creating your own invoices like those are all things that we actually do have, we have these essential business templates at via that if you don't want to do this from scratch, you can just change them out with your company name, your logo makes it very easy. But talk about another big confidence boost. I remember it was it, who was the elicited blessing I think when are at Brand success stories, took essential business templates, and literally changed everything and then wrote her first invoice before she even had a client. She wrote it for like \$1,200 for this assignment that she was going to do and didn't have a client. But just in her mind, she wanted to feel what it felt like to write an invoice for \$1,200. And once you know like right after that she had her first like \$1,000 Plus assignment, and it just kind of all talk about self fulfilling prophecy, go ahead and write the invoice and the job will come. That's very

Pam Foster

cool. I love that. And here's the thing, here's a tip that I just want to give you too is this is a scenario I went through. Several years ago, I was referred to a company to do some web copy for them. And unbeknownst to me, somebody else had also been referred to this client. So I was kind of in competition with somebody. And they they had set up a proposal template. And it was very generic. So when the client said, you know, we need some help with our website, can you help us? He just flung an email, say, Here's my proposal Have at it. And when do we start? And I was like, hold on, you don't want to use these things until you've actually had a conversation with the client. So what I did was say, I need to learn about what your business goals are. And let's get on the phone together. And those days, we didn't have zoom, quite accessible, but told, but they they so we had a conversation and I listened to them. And I asked them, you know, what are you looking for? What is your barrier or roadblock? You know, what do you need to do to make this better and make this right, and we went through all that. And then I sent a proposal that was customized to them still using my template, but I was able to fill in specifics about their goals, their audience their wishes, and I got the job because they were like the other person didn't even bother to ask us what we do. So materials are great to have. But you also want that personal conversation first to make sure you're meeting their needs with your materials.

Rebecca Matter

Fantastic. All right, which takes us to step four, which is awesome. Very few conversations with clients. Now I'm going to give you the the link to insanity. By the end. If you're brand new. We house these types of training on our website. And we have one specifically on client conversations. Because I think this is something that terrifies writers most like, what are we going to do we have to actually talk to the client. Lots of times you won't, by the way there will be especially when you're just starting out with blogs and emails and things like that you might not actually talk to them. You can do it over email. But eventually you're going to want to because a little project like let's say starting social media, or starting their blog can easily spin into so many other projects. And having a relationship with your clients is everything. The people who I have writers who've worked with me for over 10 years now and We have great relationships. Because of that the reason you want that is like what Pam alluded to, you're going to be better equipped to deliver what it is they're looking for what it is that they want, because you understand them, you're curious about their business. Now, this is not a put on your suit and get your PowerPoint ready and like, do your professional presentation for how you are going to write their copy. That's not

what this is. This is you genuinely being curious and asking for what you need to get you excited and what they're excited about. And those talking points, you'll be able to incorporate into your copy your content. But having a little bit of framework for how these conversations might go down is great. Because if these conversations go well, and you have them regularly, the initial social media project initial blog project quickly turns into rather than order taker, let me do this for you that you want. It flips. And now I can call a potential clients say, Hey, I'm doing your blogs, I love to do your social media. Also, I make sure that we're driving traffic to the blog, I'm doing your blogs or social media, I'd like to also do the emails that correspond with your audience. After the reading the blogs, let's continue the competition email, it allows you to open this up and create larger call scope of project to make more money from every client. In this day and age, there's so many pieces of copying content that are needed to market anything in any industry these days. I wouldn't recommend only having one client just for you know, security reasons. But you really need to have you could you could totally take up all of your time with one client because the demand is so big. But in this step, when we're thinking about becoming a professional, it's really about preparing for this conversation. So what are some of the things when I talk to a client like pans example? What are the some of the things like to ask even just having a quick little cheat sheet? Like I remember doing phone interviews? And they always ask you like, what questions do you have about our business, I was ready when I'm on my piece of paper, they don't even know I have this paper. But I didn't want to get stuck in that moment and have to think about the questions. I want to be prepared. So you can do this to become professional and be seen as a professional right out of the gate. Pam, even if I have no experience. And I'm calling veterinarian, Bob about his videos, the videos on his website that I want to do for him, what are some things can you give us maybe like, three or four talking points that we can prepare for really any client that would allow us to start a professional conversation right out of the gate?

Pam Foster

Yeah, um, if someone, for example, needs help with their website, I would usually ask first, what, what is the problem? You know, what is it that you're not happy about? And they might say something like, we're not being seen on Google at all. Okay, so who are you trying to reach? Tell me about your ideal customer prospect? And then they'll be like, Oh, well, it's, uh, let's use veterinary again, because that's my world. It might be a veterinary practice, who's looking for an easier way to keep their exam rooms clean or something like that? And my client

happens to sell amazing cleaning products. Oh, okay. And how would that how does your product solve their problem? Well, it's non toxic, and it's safe for animals and people and on and on and on. So you, you you're digging and learning what's great about the client, but also what they're trying to tell their prospects? And then what would be a great outcome for you? Well, we have more traffic from Google, and we'd get more business from that. Cool, now I have a much better picture. And I also asked a little bit about the competition it how do you how are you solutions better than the competition solutions? Oh, well, ours was created. So you're, you're becoming an ally to them. And it's way more than just an order taker, like Rebecca said, You're you're actually consulting with them, and listening and establishing that you care about what their issue is, and how you can help them. So just those few questions are great to start with, no matter what kind of business it is, you know, what problem you're trying to solve, who you're trying to reach? What makes your solution? Great. And, you know, why are you better than the competition? So a

Rebecca Matter

few things I want to point out, in addition to become an ally that Pam gave you. What did you notice? She never talked once about herself? Those of you who are thinking like, they're gonna, what am I gonna bring to the table, you don't have to? The best thing to do is get them talking about themselves and about their business. That is, you're an ally, like Pam said, like, that's amazing. And then by just being curious and writing down, do you think your proposal is going to be amazing? Because it's going to be very specific when you come back? Hey, Pam, when we talked, you said your biggest problem was, that's why I'm recommending this project type. Hey, Pam, when we talked about your website you talked about the best sort of the best outcome would be this I got an idea. I see that your website is doing a b and c but we're missing x, y and z. We can do that and your outcome will automatically update Hey Pam, remember what like, you can just start to layer in these. Remember how you said that you love competitor what they're doing this? I got an idea how we can do even better than that. Theirs is good, but it's not great. Here's what they're missing. Let's do it like this. Who doesn't want to take that call? Who does it? Like that's a professional right? And it's and again, I've never had to one time say that I've got a track record for days. Look at all the people I bought. I don't have to do that because all about them. And now my proposal is coming back to Ancel. Pan. We should do a whole session on that. That is a great

Pam Foster

I know the fellows. Listen, the fact that you're listening is rare. A lot of web copywriters Are you see those spammy? Seo?

Rebecca Matter

Email? I get them every single day from every kind of service provider from accounting to SEO to web development. I don't even know what we do. And they're like, I've got the solution for you. I've got the solution. Yes, yeah. We're coming to the end. And I want to make sure you have a couple of time for questions. Step five, professionals, right, right, right. Every single day. We talk about this all the time. But then the next question is okay, yeah, but cool. What do I actually write? Right? That's kind of it can almost feel a little bit overwhelming. So we talked about samples, you can write samples, every single day I write every single morning, it's part of my process. I take my kids to school, I listened to a book on Audible, that is professional development in nature, because that's kind of the audience and the topics I write about. And then I come home and I write and I just, the more I got in here, I got this from a master copywriter, John Ford, I was asking him about big ideas and how you come up with them. And he said, I can't tell you how to come up with one. But I can tell you, the more you put in, the better chance you have of one coming out. And I will tell you, if you do something like this, put it in your head, read a book, listen to something before you write. I just there's something about it. That just gives me so many ideas. It just gets me going. So you could write samples. Again, you're going to be a veterinarian, newsletter writer, write three veterinarian newsletters, you can write copy for your website, what a great sandbox to try stuff is for your own website or your LinkedIn profile, you know, just to be writing. If I'm targeting infant safety manufacturers, I can write my website, targeting moms about infant safety products, or I can write a website about infant safety products, I can easily demonstrate my ability not only to sell myself as a writer, but my expertise of there. I can write blogs about infant safety products that I can just write no one has asked me to write them, I can publish them on my website, who better how much better proof can someone asked? Yes, I can write there's the blog. Yes, I understand that. The the the the not the industry or the niche. There's the proof. It's the ideal proof pieces. So kind of your website, blog posts, articles that can be there. And then finally, comments on social media pages from your dream clients. This is one of my favorite things that Steve Mauer does at by successful meet him and Circle of Success. You've probably seen him on social media and over on LinkedIn. He goes to articles in his industry, manufacturing and comments on them. And his comments are so

detailed and knowledgeable. That of course, people click on his LinkedIn for like, Who is this guy, then they click through and I realized, Oh, he's a he's appear. He's a colleague in the space is a company who specializes on this. So if I want to work for him, and safety manufacturers, I'm going to go to their LinkedIn page, I'm gonna see what kind of content they're hanging out there. And I'm going to respond most of our writers and social media participants and come from social media, because they were great commenters, participants, ambassadors really, in the comments that when they reach out to me, I already know who they are, because I've seen their name so many times, or they are or I reached out to them, because I need somebody who has this ability, and I know who they are. So it's another great way. These are all just quick ways for you to write on a regular basis, but just remember, professional writers, right? So you got to if that's a hard habit to start, figure it out, because that is one that nothing will will move you forward and get you walking the walk and feel in the fields, then closing the laptop at the end of an hour and feeling like you've accomplished something that day, no matter what else happens in the day, you know, you wrote something and it is a great, great place to be at the beginning of the day. Okay, so we're gonna open up for questions, but real quick, additional resources. I said, where can you find the answers to all those other things, if you go to our website at right COMM And you click on Resources, I'm pointing to my screen, as you can see right here, if you just click right here, you will be taken to the page on the right, which is free research. And there's other things there. Also, we have an article archive full of everything you could possibly need. Just type the word like LinkedIn in the search bar, and you'll find all the pieces we have. There's our state of the industry copywriter, the rates report, and on this page, you'll also find the access to the archives of insight at by webinars like this one. Anything you can think of we talk about pricing, client conversations, LinkedIn profiles, how to get clients, we talked about specific things. How to Make \$1,000. In a weekend as a writer, six ways to make money blogging, I mean, anything you possibly think of it's all in there. So definitely go there. And then if you want help with all of it, so we are always here to give information. But if you want more tactical hands on, if you want us to walk you through those five steps, we have something called Launch Party, we're kicking it off on Monday, you'll work with us every single day next week. And you will be a professional writer on Friday, guaranteed, we will work on your LinkedIn profile, we will have conversations with potential clients, we will walk through all of this with exercise and real like just like this. And you will be launched by next Friday, whether you like it or not, I'm just getting whether you feel ready or not, it's probably a more positive way of saying it. So all the information is

there@rei.com forward slash launch party, if you haven't been through it, you should it's super inexpensive. It's such a great just kind of launcher to get you going. Once you're in the game, it's a lot easier to maintain momentum. The hardest part is getting off that starting block. This makes it easy Monday, we give you the first bite, you're off the block and just like that transition from professional from student to professional, you're no longer on the starting block. You're one day and Tuesday, your two days and Thursday, Friday, by Friday or five days in. And that starting block seems like a distant memory because you're already moving forward. And then it's just one step forward every single day. From that point on. Alright, Jade, welcome back. Welcome back to the show. Jade,

Jade Trueblood

do you have any questions from the audience? You know, before we get into it, I do have to say that. So listen to you guys, you know that. And I hope everybody really took this away that professional does not necessarily mean experience, right? They don't always equal each other. You can be professional without having any experience. And I've had like an interesting hat thing happened to me the last couple of weeks where I've been working with a copywriter that is extremely experienced. And you would think that that would be so much easier and so wonderful. But to be honest, like, there's been like this, it's really difficult thing to deal with, because she feels like she knows what we're doing so much better than what we know. And I feel like so many times when we work with new copywriters, they're so much more inquisitive and open to the what we're doing. So I think like think of it as your superpower that you're starting out and you're taking this on and you're in there with the with the client, and you're doing this thing together. So I hope you see this as the positive that it is. And because sometimes as professionals that comes other difficulties, you

Rebecca Matter

know, I just hope that the governor isn't watching this right now. They're gonna No,

Jade Trueblood

no, she's dying. She was emailing me or the question she's not.

Rebecca Matter

But I love the curiosity and enthusiasm. And people oftentimes ask, you know, what are some of the traits we look for in writers writing is really only part of it.

And honestly, curiosity and enthusiasm is number one on my list. And once we get working, then I'm going to look for deadlines and things like that. But to get me engaged, I want to talk to you. Don't tell me what to do be curious about this business and be enthusiastic about what we're trying to accomplish. That takes you so much further than I know what you need, I can get it done for you. You don't like because every company just like humans, we all feel unique, right? We are different than and so we want to express our differences. And the best writer wants to know what makes you different to put that stuff forward, out in their copy and content. So great, great insight, Jane.

Jade Trueblood

Yeah, if I had to hear the way we do it one more time. But anyways, I digress. So there was no questions. And yeah, I just want to make sure everyone is on the same page launch party that that Rebecca mentioned. It's Monday to Friday 4pm Eastern Time for five days. And if you had it before, yes, you can come and join us again. So I'm

Rebecca Matter

back. It changes every time because even though the five topics are the same, the guests are different. Our experiences and insights are different, as we started this two years ago, and have had more success stories, because of this than any other time in the history of it by now the industry. And the demand is also booming, which helps a little bit. But this process for getting people off the starting block was a a test experiment and it worked like crazy, but it's continued to evolve and get it doesn't get better. It evolves with what's happening in the membership. It evolves with what's happening in the industry, we evolve and understanding what it is that gets people pass roadblocks and things so definitely come back and do it again. Awesome.

Jade Trueblood

Okay, so questions from members, Mary said, how do writers organize the writing samples for prospective clients to see is it a master Word doc or a PDF? What are companies expecting?

Rebecca Matter

companies aren't expecting anything, it's whatever you want to give them. So my key here is always on relevancy and volume. I don't want to read 17 Things It's never going to happen, I need maybe two to three. And that's if I even ask for

them. So you want to put your best foot forward, if I'm hiring you to write a newsletter, I prefer to see a newsletter if you don't have newsletters, but you have blogs, to the same audience, I'm going to want to see those things. So it can be a Word doc, it can be a PDF, don't overthink the format, it's just more of I'd like to see samples of your writing. This is like this, for those of you who don't have samples, because now we've opened up another loop, don't worry, you can get around that either by writing samples that you have them. Or you can say you know, your company, I believe every company is so unique. Your voice and tone is different than any other company, any other any other blog I've ever written before I even have to say company I work for, let me write a sample blog for you, just so we can see if this is a fit, and see how it goes. It's like a paid audition. And you don't have to do samples because the samples are really only as good as the potential client that gave you that assignment. I honestly as a client don't even know if you wrote those samples, right? So I would rather me give you the opportunity to write something for me, for just me that's focused on mine, because I believe like most companies that our style and tone is different than everybody else. We're different, like I just said before, so why not use that to your advantage?

Jade Trueblood

Okay, I love this question. by Ken branded, Daniel said, If I've been doing copywriting and get a client who wants content writers do or take the job and use my copywriting skills, there is no copywriting required and the client's job description.

Rebecca Matter

Alright, Pam, you were me?

Pam Foster

I was typing an answer to a totally different question. So I didn't hear it.

Rebecca Matter

Well, I'll do it then. So that the fundamentals of persuasion are relevant. Everywhere. It used to be that there was a clear divide between content and copy. content writers were like, We don't sell, we do content we just inform and the copyrighted like, that's okay, we'll do the selling and take your paychecks because we make more money, because we are closer to the sale. Then over time, we got into this conversation of pre suasion and persuasive and the content writers were

like, Hey, we actually pre swayed your readers so that when the copywriters come in, they're already ready for the sale. So we to understand out now we make better money, because we know that the end game is a sale. So even if you're writing content, there's so much more money to be had in content now than there used to be. Because great content writers understand that the end game is a sale. So even if you feel like I don't want to be selling, that's okay, you can do the content side of it, the blogs, the newsletters, the emails and things that talk to prospects. But you know that it's moving towards sale. So everything that you've learned on the selling side of it applies, and your content will be better for it. If somebody can grab the content curriculum. If you just search our website for content curriculum, you'll find a link to an article written by Pam foster that talks about these four abundant buckets for writers. And it actually walks you through how content transitions into coffee, and the assignments that are underneath. And I think it would be very helpful for everyone to see that. So short answer all of your accounting principles that you've learned, applied to content, it's just one in the project type like a newsletter versus a blog versus an email. And that can be done. Very easy. If you have the 80 by method, we actually show you the fundamentals of persuasion, and then we apply it to copy and content right away so that you can see how it really applies to any product you might take on.

Pam Foster

I beat me to it that she put the link.

Jade Trueblood

Oh, good. It's the continuum. I think I think you might have said curriculum.

Rebecca Matter

So continuum sorry, content continuum content continuum content, continue

Jade Trueblood

content copy continue. Okay, Mr. copywriter? Vijay, we see your question, let me see. Okay, um, is it really viable for a new copywriter to get \$2,000 for a sales page without any experience? How do we feel about that?

Rebecca Matter

It can be but sales pages in general are going to be harder to land, because they do require such strong nuance. People like selling a product, copy those who sell direct response patterns at the end of the curriculum of the continuum chain, the

ones who are closer to the sale. It's a it's a harder job to do because there is nuance you have to really understand how to get someone to put down their credit card. So that's so can you without experience dead it Yes, but you are going to need to be trained specifically in that and you will want to be able to show proof in the form of samples which we have in all of our programs. So that's a method also the accelerated program for six year copywriting that goes closer to the bigger picture of sales letter writing. And so yes, you that is the opening starting rate for sales pages, but you're going to have to have have the training to show that yes, I can get the sale, which is a little bit different than all the other pieces that link to the sales letter.

Pam Foster

Well, I just wanted to say a couple things more about the launch party too. And I don't know if everybody has that link. But the thing that's so cool about it, and I've been doing the launch party for two years now, joyfully, but every month were on there with, you're on there with a community of other writers who are in the exact same boat. And we have seen that, like, the rising tide lifts all boats, there's a great saying, and it's when you're working together, and you're learning together, and you're trying copy, and you're posting what your subject line might be for an email, and everybody else has to, there's power in that you're not alone anymore. And that's what I love about the launch party is that you have us there with you. But you also have a community of people that are all going for the same goal, which is so cool, because there's work enough for everybody, trust me. And you'll, you'll form buddy groups. And that's what we encourage here. So you're never alone again, and launch party really not to use my last name but Foster's that. So that you know you have people you have buddies, right from the start. So I really love that about the launch party. And I hope you'll seriously look into that.

Rebecca Matter

If anyhow, everything crosses over. I literally if you look at my Google search, literally searched for that quote this morning. Oh, randomly. Yes. And I was using enter a different context. I want to get the exact phrasing. But I love your articulation of a here, because it's being community is also the collective experience of the community. So Jane and Pam might have different interpretations, different articulations and different questions that I that I had when I listened to like let's say TED is talking about set Capshaw, because our Monday morning jumpstarts. Also something everybody should be watching every Monday, you can find those on our website search anyway Jumpstart. But when he

says something, we'll think of it differently. Right. So when we asked our follow up question, I get the answer to my question. But I also get the questions and the answer from Pam and Jade, which gives me that experience too. So now when I leave, I don't only have my experience under my belt. I have there's also, which is really cool, like so there's community like support. But then there's also to that idea of rising tide lifts all boats, it really does. Because all the collective experience, everybody is gaining all the experience. That's why I love masterminds because you really build upon everybody's expertise. Not just one, one coach, one singular experience, but rather all the experiences. So I love that you brought that up in. Awesome.

Jade Trueblood

So, question from Daniel, how far should we go unlimited limiting corporate speech, and should I advise my clients when the client requests me to include in industry lingo.

Pam Foster

So I'm like the b2b guy, I work in the business to business world, mainly on my freelance side. And that is where you could encounter corporate speak. But there's a difference between industry phrases that are part of their normal nomenclature, they're part of their normal day to day activities, versus sounding pompous, and industrial. So here's an example. You don't want to say something on your corporate website, if you're writing for a client 1000 years or 100 years of solution based, technology oriented, you know, just this gobbledygook that's useless. But if you're writing to people who are veterinarians, for example, I happen to know that they call their the pet owners clients, not customers ever. So if you're using the words, customers on a website, for a veterinary practice community, they're going to be like, they don't get us they don't know they're not using our language. Or if there's some sort of language that is used in by you know, IT professionals on cloud storage of software, and Drupal and blah, blah, blah. I have no idea what they're talking about, but they do, and the copy should reflect that you get that audience. So it depends on the audience. Use the language they use, but don't use pompous corporate industrial language. That would be my takeaway.

Rebecca Matter

I always think to like, you know, no matter what, we're humans a DESE. Because in the q&a, as well, and yeah, oftentimes talk about this, like humans read coffee. Humans read content, businesses don't read copy. So using corporate speak and

stuff. We've all been there, right? How boring is that? I love copy content that pulls me and I'm like, what time How did I get so far into this thing? Because it just pulls you in like a great conversation with a great friend. Whether you're selling Industrial Technology or skincare. At the same time, the buyer is a person who's got a lot going on their lives and wants to be pulled into conversation. So that's why we teach conversational copywriting. That's why we write like we talk. So I'm with you Pamela. Get rid of all that boring gloss over. Here's why. Also, not only does it not pull somebody in, it's so easy for the brain to get distracted. Right? Even right now, your brain is cons like, what do we have been? We focus on my kids on a wait and focus. What am I doing after this? Oh, wait on focus, right? You're constantly in and out, in and out, in and out. When you put in any boring pieces of copy, it basically says that the brain can just go ahead and think about whatever you want. I don't need to get your I don't need to keep your attention. The minute you do that, boom, person's gone. They're no longer reading and you risk losing the attention and potentially the sale. So get those dead spots,

Jade Trueblood

and literally voted Perelman email yesterday from Ann Handley, her new salary, she had her tweet and it said that in b2b, everybody thinks it doesn't involve hopper. She was like argument involves even more hearts assertion every more conversational connection in them, then what we usually so I love that. Okay, so we have Tatiana and Facebook asking us how do I as a new copywriter convinced the kind that I can write professionally, if the client wants to know if I've really worked as a copywriter in a professional capacity?

Rebecca Matter

before? I would just use that example that I said, which is I believe every company is super unique. I would love an opportunity to write for you. Why don't I just do a blog? Here's five ideas that I've written by thought about specifically if your company which would you like me to start with? It's like that questions gone. Now, who cares who you've worked for. So the end of the day, I don't even know what those experience look like, I don't know if you're good or bad. But I can judge your blog writing, I can judge in that email, your five ideas that you just gave me, that already gives me a talking point. So I think that's the way you you can easily sidestep that conversation. But you're not trying to be shady, you're not trying to hide the fact that you're new, that's okay that those companies come up, they come up, just say, you know, hey, I'm actually just getting my start. But I know I can do this for you. Let me start with a blog post. And then we'll just step

we'll step into it. That's okay, too. I don't want you to screaming from the rafters that you're new. Because if you've invested in yourself, if you're no different than the dentist who already got the degree, so if you've done the work, you've done the work, then you point to your experience there, right? I'm certified case study writer I've been at by method, you know, here by samples, anything that can sidestep that conversation in a professional way that isn't trying to hide it is almost more valuable to the conversation, then, here's who I worked for. Let me show you my path. I don't care. At the end of the day, I want to know what you can do for me, because I'm different member I'm unique.

Pam Foster

I see a question about accelerated program and the methods working through the accelerated program now and the writing project, should I have taken the method instead? The answer is no, you're fine. If you're finishing the accelerated program and you're in the middle of writing a sample, go for it, finish it up, that will never be wasted for you, I promise. And then you could take the method to refresh those fundamentals but also try products projects of different kinds because we have a blog email landing page. So you will have a sales letter under your belt and then you will have some other projects to learn from and wow talk about samples that will be pretty amazing. So I recommend finish the one you're in and then move on to the next

Jade Trueblood

lesson seen so much great commentary and how much people enjoyed this and how encouraging it is whenever they come to you. We do these every month so always Yeah, you got if you think this is encouragement and motivation, just wait till Monday of the launch party you're gonna have it's it's so motivational and so encouraging into such a great community that supports each other so I'm sure we'll be seeing some of you then but Katie, Katie, Rebecca Perrin. Rebecca, any final thoughts? So wrap up for today.

Rebecca Matter

Just remember that, you know, clients want to work with professionals, as a copywriter, you are a professional service provider, no different than any other professional out there servicing clients, right? So again, accountants, lawyers, chiropractors, you're in this bucket with them. So companies want to do business with professionals. So even if you're just starting out, the day after being a student or moving into professional, it's just the day later, there's nothing that

happens. Nobody does you as a professional. It's just how you represent yourself. So from this day forward, we've given you five ways to represent yourself as a professional from here on out at every turn. Just be thinking about that would I want if I was receiving this email from a professional service that I do business with? Is this written in a way that would give me confidence that would make you want to work with them? Or is it written in like a really sterile corporate speaking? Just be Human, you're a great human being a human with natural experiences, communicate with other professionals on on that level. Don't let anything stop you at this point, if you've been looking through the window, if you've been sitting on the fence, there's no need, the pool is warm. There's lots of space for everybody. And the opportunity now has never been greater. You are in greater demand today than you were a year ago than you were three years ago than you were in 10 years ago. So you are right time, right place. And no matter what, whether you join Launchpad or not, we look forward to helping you build your career. If you have a topic for a future incited by we'd love to hear it, you can email me anytime or message me through Facebook. I'm asked Rebecca at Awai COMM And we would love to do it. Our next topic, I think is on retainers. So for those of you looking for predictable writing income. We'll be talking about that next month. And we look forward to seeing you working with you and helping you along your way. So with that, hi, everyone.

Pam Foster

Thanks for being here.