

FREELANCE **COPYWRITING JOBS**

Free guide shows you the best ways to generate
freelance copywriter jobs consistently.



Freelance Copywriter Jobs Guide

I have been running my marketing consultancy business, showing the owners of service based businesses how to attract clients the easy way since 2003.

In that time, I have seen the need for copywriting help grow year on year.

The need for help is endless and relentless, from LinkedIn profiles to blog posts, in depth articles to downloadable guides, and of course the crucial service pages for business owners.



And the business owners simply don't have the time or wherewithal to write all of the copy that they need, which is where you come in!

If you are a freelance copywriter, I can assure you that there is plenty of work out there for you – literally more than you can handle.

I know this because every copywriter who I introduce work to is as busy as they want and need to be.

How do they get to this stage?

They undertake the 3.5 marketing strategies that work consistently for copywriters.

In this guide, I will outline the 3.5 marketing strategies, then show you how you can easily access the in depth training to implement them (if you would like that, it is entirely optional of course).

The important thing to know is, based on my experience of making freelance copywriter as busy as they want to be, is that these really are all that you need to be doing.

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If you are not doing them all, or are doing others not on the list, you may well be working harder than is needed to make your inbox full of client enquiries.

1. Your Referral Strategy

What is your referral strategy?

You do have one, don't you?

If you have one client, you can get two.

If you have four clients, you can get eight etc. etc.

The good news for you here is that I am not talking about harassing your clients for referrals, just a good, old fashioned, value added referral strategy using LinkedIn from the comfort of your own desk.

No cold calling, no 7am networking meetings where you feel like you are bashing your head against a brick wall trying to win some referrals, just a simple keep in touch with valuable insights until people are ready to engage you or refer you.

My LinkedIn strategy for copywriters is simple:

1. Ensure you have a good LinkedIn profile:
 1. A decent picture – and no I do not mean one of you with a champagne glass in your hand.
 2. An excellent profile explaining who you work with, what you do for them and backing up how good you are with a client success story.
2. Post every week with something of value, then adding in the comments a link back to your website to discover more, where they can download an 'item of value' (next) to get added to your email list.
3. Adding 10 people a day using my simple 5 minute process to connect with your ideal prospects or referral partners.

2. Your Email Marketing List.

Being a copywriter and not having an email list is like being a dentist and never brushing your teeth.

How can you sell your own copy for your clients emails and website if you do not do this most simple task for yourself?

If you are not yet using email marketing, your life is just about to get an awful lot easier.

“But Nick, email marketing is dead.”

I laugh all of the way to the bank every time that I hear that.

If I did not have an email marketing list I would never have passed six figures in my second year of business.

Why did it take me two years to pass six figures: because I didn't start email marketing until the second year (Doh!!)

I used to say to myself that there was no point in having an email marketing list because I had no one to put on it.

Eeek, Nicholas (as my mother used to call me when cross with me), what were you thinking!

In hindsight, I now know that the second that you start your email list, it starts to grow.

You realise all of the ways to quickly grow it.

You prepare 'items of value' related to the services you provide, which people are very keen to download, thereby adding themselves to your email list so that they hear from you every week until they buy your services.

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My email marketing strategy for copywriters is:

1. Start your email list today! Don't over think this, just trust me that you need it and you need it now. Email me if you would like my set up guide.
2. Write an email every single week to that email list which provides value to your reader (not just a sales pitch).
3. Include in EVERY email a call to action to set up a free, no obligation strategy call to discover more about how you can help them. Use my strategy call naming process to ensure you have good take up on this (see **The Freelance Copywriters Client Attraction Formula** (later) to see how to do this.
4. Whenever you post on LinkedIn above, link back to your website in the comments offering your 'item of value' if your prospects would like to discover more.
5. Convert the contents of your informal email into a detailed blog on your website (next) answering the questions your ideal prospects type into Google whenever they research copywriting services, eg *"How to find a good copywriter"* or *"How to write a copywriting brief"*.

3. Your Website

Your website should be doing one thing and one thing only for you; growing your email list for you each and every month.

Like me, you run a **Marketing DNA Nurture** business, which means that you have to win over your prospects trust before they will ask them to help you.

You have to Nurture your relationship.

This is why your email marketing list is step 2 above, because this will win you the trust to make your diary full, consistently, of client retainer copywriting jobs.

This means that your website, like mine, must focus on offering *'items of value'* in exchange for your prospects email address.

Are you following this plan to grow your website and attract more copywriting jobs?

1. Add one detailed blog every week to your website (if a copywriter cannot write one blog a week, who can)?
2. Ensure it answers the questions that your ideal prospects type into Google when researching your services.
3. At the end of every article add the opportunity to download an *'item of value'* related to the topic to discover more. Start with one, then add them as you go (this is how I got to around 20 on my website).
4. Track your website visitor numbers every month, so you can see that the fruits of your labour are being rewarded.

3.5. The Freelance Copywriters Secret Weapon

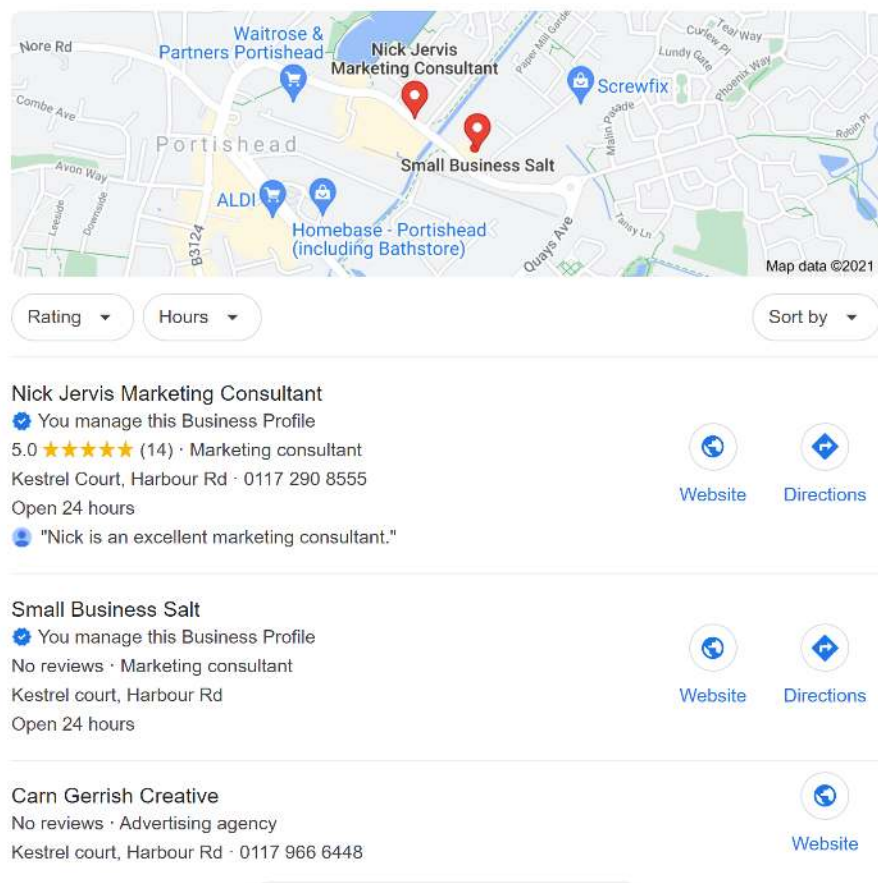
Here is the 0.5 that you have been waiting for; you have, haven't you?

Most copywriters are either not using this, or if they are, they are using only half of its potential.

Google My Business is an incredibly powerful marketing tool if you are looking to attract more local clients.

It is free, and if you follow my formula, will bring a nice flow of copywriting clients to you.

Your aim is to get into the top 3 when people are looking for your services, as I have in the image below, and to stay there by continually growing your reviews.



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Here is my Freelance Copywriters Google My Business marketing plan:

1. Ensure you have completed every aspect of your profile (full training in **The Freelance Copywriters Client Attraction Formula**).
2. Collect reviews from every single client. This part is vital as the more reviews you have, coupled with a full profile, will get you to the top of the Google 3 Pack (the first three results shown below) and bring clients straight to you.

This All Works, If You Work It

What I have set out for you above is a proven process for attracting freelance copywriting jobs and retainers.

You can take what I have prepared for you, implement it and you will see results.

If you would rather have my step by step training, making it incredibly easy for you to do this, look out for my next email, then let's have some fun!

I am here to help with any questions, so please feel free to reply to the email sending you this guide if you are stuck or unsure about anything.

I always reply personally (it may take a few days).

Look out for my email...

Nick Jervis