

How To Make Money Copywriting!



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Good Copywriters are in *high* demand. They are also some of the highest paid writers in the world!

Copy is all around us. It's an over \$2 Trillion industry. Every business has to be able to write copy that sells. That's where great copywriters make their mark.

The beauty of copywriting is you *CAN* earn a large 6 figure salary and work at home. You can choose your own hours, there's no commute, no boss to answer to and you can write from anywhere in the world.

What Is a Copywriting *Exactly*?

“Copywriting is writing copy for the purpose of advertising, promoting or marketing a product, business, person, opinion or even an idea. A good copywriter has the ability to get a reader to take action. That could be to make a purchase, opt in to a newsletter, sign up to get more information or anything that requires getting a reader to do something.”

What Qualifications Do You Need to be a Copywriter?

None! You don't need a college education or even a high school degree.

As for the tools of the trade, all you need is a computer and an internet connection.

Copywriting is a very simple form of writing, but there are specific techniques and skills that are necessary to master before you can turn your writing into cash. But these skills are not hard to learn, in fact I think they are easy to master.

What's not so easy is trying to write copy without understanding and applying these very critical skills, and that's where many copywriting beginners go wrong.

Personal Qualities of A Good Copywriter

A good copywriter speaks to his reader individually, connecting with their thoughts, ideals, dreams, needs, as well as their dislikes, sorrows, pet peeves and most importantly, their emotions.

From my experiences with writing my own copy and studying other successful copywriters, I've noticed that good copywriters:

- Are curious about how things work.
- Enjoy creating vivid images with their words

- Like to understand both sides of an argument.
- Are sympathetic and empathetic to people's needs.
- Enjoy research
- In general, like to write

Important Tip: To write copy, whether it be for a client or your own business, you should certainly enjoy writing and performing research. In fact, research is key for becoming a good copywriter because with methodical planning and research on the front end, your copy will write itself. Without it, chances are you'll fail.

What Are the Copywriting Opportunities?

There is a large scale of opportunities available to copywriters. These are just some of them:

Freelance Direct Mail Copywriters. These are typically the copywriters that make the most money, I'm talking 6 figures a year. Direct mail pieces are the sales letters you receive in your snail mail every day that make special product or service offers. We see these a lot for insurance quotes, car sales, travel deals, and credit card offers.

This type of copywriting not only offers a premium payout, there can be royalties received as well.

Writing Print advertisements. These are advertisement that appear in magazines and newspapers and can be any size, from 20 words to full page ads.

Be a Catalog Copywriter. Each word in every catalog, whether it's sports, fashion, electronics, industrial supplies, or whatever it is, comes from the keyboard of someone just like you. Effective catalog copywriters are in very high demand.

Writing Television and radio commercial scripts and jingles. Remember that radio jingle that you couldn't get out of your head? That's written by a copywriter. Copywriters also write many of those TV ads we see on TV and on the web.

Writing Press releases. A press release is what new businesses use to announce their arrival. These can also be used to announce the creation of new products or services. They are also created for magazines and newspapers. Press releases are also published on the web.

Resume and Cover Letter Writing. This is slightly different than writing sales copy or ads. Instead of selling things or services, you're selling a person.

Public Billboards. Yes, billboards are designed and written by professional copywriters.

Write Catalogs, Brochures, and Leaflets Companies hire copywriters to create sales

brochures, catalogs and leaflets that could include most anything.

Social Media Posts and ads. Businesses can hire copywriters to write sales copy or ads for social network sites such as Facebook, twitter, Google + and others.

Writing Online Advertisements. Ads that you see online and on Google are often written by copywriters or by business owners that know how to write ad copy.

Blogging. Even though blogging is considered content writing, many bloggers write blog posts geared to promoting products or services which require copywriting skills. Many bloggers hire copywriters to write promotional blog posts.

Write Online Salesletters. I'm sure you've run into the occasional online sales letter promoting online products, specifically electronic information products. These sales letters in particular need to be written in a way that connects with a reader's emotions and really drives home benefits as they relate to the reader.

Write Emails for email advertising. Many of the emails that come from large companies are written by hired copywriters. Emails are formatted a little differently but the copywriting principles are the same.

- Writing emails for online businesses
- Writing promotional web copy for website owners
- Write money making websites
- Resume writing

New Opportunities for Copywriters:

Today we have the internet, and it's booming. That means even more opportunities for good copywriters.

With the millions of websites out there and more coming online every day, the only way for these online businesses can set themselves apart and gain the best competitive edge is with their copy.

It wasn't long ago that webmasters wrote most of their own copy themselves, but things are different today. Marketers are realizing that with so many competing websites, they need to either learn copywriting themselves or hire a professional. Many webmasters no longer have time to write their own copy so online copywriting professionals are in greater demand.

Web Copywriting Opportunities:

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What Do Copywriters Typically Earn?

If you're hired on with a company as a copywriter, you can make anywhere from about \$30,000 to \$50,000 per year full-time to start. It really depends on how seasoned you are as a copywriter.

Of course the longer you've been with a company and the more experienced you become, your salary will increase.



What About Freelance Copywriting?

Freelance Copywriters can make anywhere from \$50,000 a year all the way up to 100,000, \$200,000, \$300,000 or more a year. When you're in business for yourself, how much you make is really up to YOU.

A good direct mail copywriter makes between \$50,000 and \$100,000 a year.

A *very* good, experienced direct mail copywriter makes between \$100,000 and \$300,000 a year.

Naturally, in the beginning you won't be making that much because you're starting out, but as you become more experienced, you'll be able to justify an increase in how much you make per project.

Of course the more projects you have, the more money you'll make. But the real beauty of freelancing is that you only work as often or as little as you like. And as you become more advanced, you'll be adding royalties to your paychecks.

As Online Business Owners

If you have a website, blog or practice any one of the profitable [internet business models](#), your income can soar if you know how to write effective salescopy.

As with any business, your income is based purely on your ambitions, goals and desires, but if you are a serious business owner using effective copywriting skills, your income potential is limitless.

Who's Best Suited to Becoming a Copywriter or Freelance Copywriter?

- The stay-at-home parent who wants to generate income and wants a flexible schedule.
- The individual who wants the freedom of being self-employed.
- The person who prefers to work alone rather than as part of a team in a chaotic office.
- The job seeker interested in copywriting but wants to freelance for awhile to gain experience and build a portfolio.
- The already established copywriter who wants to increase their income.

The Copywriting Skills To Master

In order to do well at copywriting or have a freelance copywriting business, you should enjoy writing and working individually.

Not everyone is suited to working alone, so I just wanted to point that one out.

Secondly, every piece of copy you write takes a bit of research, so if research isn't enjoyable for you, this may be something to think about before jumping in.

Thirdly, you will need to learn and develop the effective strategies that will make you successful.

But don't stress about this. Even if you've never written copy before in your life, these are skills you can learn. It's simply a matter of staying focused, learning from those who know how to teach the strategies and having a personal ambition.

Those 3 things alone are a great starting point for success.



Skills & Strategies Of a Good Copywriter

1. Know Your Target Audience. One of the biggest mistakes newbie copywriters make is to start writing copy without really knowing who they're writing to.

For instance, if I'm selling jogging strollers, who are the people that buy them?

Typically young moms interested in weight control, keeping fit and enjoy being outdoors. Just by knowing those three things, I can tailor my sales copy to use words, phrases and emotions that will get the attention of these types of women.

But the more you can know about your audience, the better it will be for you to connect with them with their thoughts, wishes and desires.

Learn about your target audience by asking yourself these questions:

- **What is their profession? What do they Do?**
- **Are they men or women**
- **Are they elderly or young**

- **Are they stay at home moms?**
- **What climate do they live in?**
- **What's their average income?**
- **What products would interest them?**
- **What things do they like, or hate?**

Good sales copy is knowing who your audience is and speaking their language. Many people new to copywriting don't really understand this. Instead they simply craft their copy to sound persuasive.

Sounding persuasive is not enough and won't do a thing for converting your reader into a buyer if you're missing the mark for what persuades that specific person reading your copy.

One example I like to use is the car salesman selling a sports car to a young 30 year old versus selling to a father buying a car for his teenage daughter.

If your buyer is a protective dad, he won't care about things like mag wheels, goes from 0 -60 in 10 seconds or the great stereo features the car has. Those are features the 30 year old will be sold on. For a Dad, you'll need to promote safety features, durability and economy features.

Often times the product itself gives you clues about who your audience is. But if you want to do this right you'll need to do a little more research to find out even more about your audience. What do they like? What benefits are they most interested in? What gets their attention? What do they hate? Once you know this you can craft your copy to pull them in like a laser.

As you research your potential customer, jot down things about their personality traits, their goals, their ideals; and their reasons for wanting your product. Is there some particular feature or benefit that comes up frequently?

- Who your ideal customer is, specifically your target market and what their emotional triggers are
- What are the emotional triggers of your
- What your competitive advantage is or your unique selling point
- The features and benefits of what you're selling or promoting.

These are all things to have on hand before you ever start writing.

2. Ability to Appeal to the Emotions of your Target Market. We almost always buy

things based on our desires, not our needs.

Think about the last thing you bought that you didn't need but simply wanted. It was most likely your emotions that encouraged you to buy.

For example:

"I don't need that 50" flat screen TV, but it would be a great for our Super Bowl Party"

Getting in touch with people emotionally. In the example we're going for being the party hero and impressing friends. This is what puts your reader in the "buy" mode.

If you can strike a chord in your reader that says, "*I want that!*", and make a good emotional case for why they should have it, you can make the sale.

3. Know Your Unique Selling Proposition or USP. If you're trying to promote or sell something, whatever it is, you need a competitive advantage. That is, the one or maybe two things that makes your product or service stand out above the competition. It differentiates you and your product from all the rest. So you'll need to understand that before you begin writing.

4. Discuss the Features But Promote the Benefits. The features of a product or service are often easy to determine, but to really turn your reader into a buyer you need to highlight the benefits of those features. And that's where understanding who your customer is comes into play. In other words, how will your product or service make your reader's life better?

Start by looking at the features and then coming up with how that feature offers a benefit.

For example, leather seats are a new car feature, the benefit of leather seats is they're easier to clean and look like new for a longer period of time.

5. Write Attention Getting Headlines. A headline has to get attention or no one will read the copy. Without a good, attention getting headline, even the best, most compelling copy won't get read.

Here's more on how to write headlines that attract attention.

<http://www.homenotion.com/blog/how-to-write-a-headline-that-attracts-attention>

6. Create opening paragraphs and content that keeps readers reading. You've got your reader for about 30 seconds before they decide to go somewhere else more interesting. So you have to keep your reader compelled to keep reading.

One way to accomplish this is to structure your paragraphs as an inverted pyramid. State your conclusion first, then support it with the sentences that follow. This will help

readers to quickly move from point to point, helping them decide where they'd like to dive deeper.

7. Know and Use the components of compelling copy. Use the most effective components of compelling copy. They are:

- Keep your focus on the reader and not on you.
- Have a compelling main idea that gets your reader excited.
- Don't be general, always give reasons why
- Demonstrate your credibility
- Write with authority
- Use interesting facts and/or personal stories
- Focus on the benefits to the reader

8. Use the Words That Trigger sales. The words you use can have a huge impact in your copy and can be the difference between making a sale or not. In fact, just changing one or two words in your salescopy can turn a losing ad into a profit-pulling winner?

The real key is knowing *what* those magic words are and *how* to best use them..

9. Create An Irresistible Call to Action. Your call to action, in any sales copy, is key to getting the reader to take the action you want them to.

If you've done a good job of convincing your reader that you have the product or service they need, then your call to action will get them to act. There are several strategies for including a call to action and depending on your audience, some work better than others.

10. Create a Sense of Urgency. People don't want to feel that they might miss out on something, so if you can create a sense of urgency, chances are they'll act quickly, which is what you want. There are several strategies you can use that will stir a reader to act almost immediately.

11. Learn Search Engine Copywriting. This isn't necessary if you'll be creating direct mail salesletters, or creating offline ads, or anything that is not on the web, but If you'll be writing copy for the web, you'll need to be able to effectively include the added function of making your copy search engine friendly. This is, getting your copy to rank well within the search engines without ruining the integrity or message of the copy.

3 Steps to Developing Your Copywriting Skills

If you're just starting out, I recommend taking a quality copywriting course.

Once you learn the necessary skills for *how* to write great copy, then you can develop those skills and channel them towards making money.



1. Be Constantly aware of the copy around you.

Keep your eye out for all the copy that you see every day. Especially all that junk mail you receive in your mailbox.

Don't throw it away, start reading it! Then critique it. Is it missing important elements of copy that compels?

There are a lot of businesses who put these salesletters, fliers and the like out themselves, and so many of them could be improved. Real Estate and travel letters and flyers especially.

2. Develop a prospective clients database

Make a database of those salesletters and fliers that you noticed could be improved on and make a database of the businesses that distribute those letters and fliers. Who they are and add them to a prospective client database. Add to that the other flyers and salesletters you get that obviously were done in house by non-professionals.

3. Practice in by writing your first direct mail letter advertising your services to Businesses in Need

The easy, most cost effective way to get clients for your new business is to write them a personalized letter. Start with the clients you listed in #2, write a customized letter suggesting how you could improve their copy and how it can make a difference.

Each letter has to be customized for each business you are contacting so as to target their specific needs.

For example, if I receive a flyer where I can make suggestions on how to improve the copy and increase reader response, this is what I'd be emphasizing in the letter.

Always keep in mind that the person reading your letter will be thinking "*What's in it for me*", so always clearly show what it is you can do for them to help them improve their business.

Structuring A Salesletter That Actually Sells

If you will be selling or promoting your own products or services online, being able to effectively write a powerful sales pulling salesletter will be extremely useful to you.

Here's the structure of a salesletter that lays out each section of the letter in order:

Headline/Sub-headline

Your headline should point out what your reader can expect to get, and your subline should emphasize the points you just made in your headline.

I also suggest testing your headlines and sub-headlines by creating several of them and swapping them in and out for several weeks at a time to see which ones work best.

The point of a headline is to attract attention, so headlines that start with things like:

“Discover how ...”,

“Get Ready To ...”,

“Experience the....”

work very well.

Your sub-headlines also work well when asking questions like:

“Did you know that...?”

“Wouldn't you Like to...?”

“Are you ready For...?”

Your headline should be in centered at the top of the page with bolded text and only capitalize the first letter of each word.

After skipping a few lines your sub-headline should be directly beneath your headline. It should be a font smaller with bold text and in a different color than the heading text.

'Introduce the 'Problem' Section

Write a few sentences or paragraphs on what the problem is. If you're selling a product that relieves back pain, you might touch on things like how back pain limits the things that you love to do. i.e, how chronic pain can affect your sleep, lessen your enthusiasm for life, make you feel useless, etc..

'Introduce the 'Solution' Section

The solution section is just what is says. You're offering a solution. Talk about your remedy or what you have to offer without actually introducing the product itself.

Simply talk about the things that you can help the reader accomplish. For example, “*Here’s what I can help you with.*”

The 'Credibility' Section

This is the ‘*Why listen to me*’ section. Here you will give reasons, personal or professional, on why you created the product and why the reader should listen to you.

For example, if you wrote a book about ‘how to grow award winning roses’ tell your reader how many awards you have won with your roses, how long you’ve been growing roses, etc. Give the reader some background into understanding how you qualify in giving them what they need. Sort of like writing a resume.

The 'Product' Section

Here’s where you introduce your product. This section should be in paragraph form describing the product or service in some detail.

Create the ‘Features and benefits’ Section

List the feature and benefits of your offer. Use bullet points to list each feature, then next to the feature list the benefit of the feature. Be clear and to the point and list the benefits that pertain to your target audience.

The ‘Testimonials’ Section

Pepper small customer testimonials throughout your salesletter copy. You may not have a testimonial if your product or service is new, but that’s OK, as your product builds momentum and you begin to get testimonials, you can introduce them into your sales letter.

‘Summary’ Section

Do a summary that covers the overall benefits of your product and why your reader should buy.

‘The Pricing’ Section

Be Clear about the Price. State the value of your product and include the price.

Hint: Prices that end in a 7 or a 9 work the best.

For example \$7, \$9, \$27, \$29, \$37, 39... etc. For some of my products I’ve experimented using both 7 and 9 and I didn’t find a difference either way. You may want to experiment with this as well.

Your 'Bonus' Section

Include bonuses. And what’s more, your bonuses should be written or created by you.

Bonuses gives the reader an impression of added value. For this reason be sure to include a dollar value for each bonus product.

Even though you are offering your bonuses free of charge it's good practice to outline it's dollar value.

Your Guarantee

Specify a separate box for your guarantee. Clearly state what your guarantee is, or is not, if you think there may be confusion.

Download box and Call To Action

Use a dotted line box that summarizes exactly what the customer will get with their purchase. Include any details about how their order will appear on their credit card statement and include a guarantee statement if you have one, which I highly recommend.

Include your 'buy here' button clearly at the bottom of the sales box.

Your Signature

After your download box, include your personal signature. This adds a personal touch.

The P.S.

Many people will not read all your copy at first; they will probably scroll to the bottom of the page. This is where having a powerful **P.S.** will give you another opportunity to get them involved in your copy.

Use the P.S. to repeat the strongest elements of your copy in a short paragraph. It should contain things like your money back guarantee (if you have one). If your offer is time sensitive state that in the P.S. If you have a FAQ, state that.

Basically, sum up all the important benefits and highlights of your sales letter in this section.

Practice Makes Perfect When It Comes to Salesletters

Writing salesletters takes practice. It's not easy to get it all perfect the first time through, but if you know and understand the principles of good copywriting as described above, filling in each component of the salesletter gets easier and easier with each pass through.

How To Get Started Copywriting

If you're truly serious about pursuing a high paying career as a copywriter, I'd recommend putting everything else aside and focus on simply getting started.

One of the things that holds so many of us back from living the financial dream is that we over think things and let information overload get the better of us.

Some of my best decisions came from just getting started. And honestly, you can't go wrong with copywriting. It's legitimate, it's high paying and it's a skill that will always be in demand.

I love to see people get started in copywriting. It's not only a great way to earn a high paying income, it's a skill anyone can learn! But to be truly good at it and command the 6 figure a year salary many copywriters enjoy, you have to invest quality time and energy learning and studying the craft.

My personal Story...

When I first started my online business, I just started writing. I wrote what I thought was good salescopy just by imitating others, and I thought my writing was pretty good.

But guess what? *I never made a sale*, and if I did, it was purely by luck.

What I thought was good copywriting, wasn't good at all. I was almost there, but I just didn't have the skills for how to effectively apply copywriting strategies effectively, I was completely missing the mark – *but I didn't know it*.

When I couldn't make a sale to save my life, I started looking at my business idea, my website design, my marketing strategies. I wasted tons of time chasing possibilities, changing and tweaking my site, grabbing at new offers, even creating *new* sites, until one day I finally realized what the problem was - *it was my copy!*

That's when I realized my copy needed help; not always an easy thing to accept, but I wasn't prepared to give up just yet. So on the recommendation of a highly respected colleague of mine, I decided to learn copywriting the right way. I took a course.

I wasn't prepared to spend thousands of dollars nor did I want to attend some seminar or workshop in a remote location. What best suited me was taking an in-home self-study course called "[AWAI Accelerated Program for Six Figure Copywriting](#)". It was actually the course recommendation by my colleague.



When the course came in the mail, I took my time, followed the directions carefully, learned how to apply the concepts, and guess what? My business began generating sales. *Whahoo!*

There's no better feeling than that :-)

I am not a professional copywriter, meaning I don't offer my copywriting services for money, but I do know how to write good copy. So instead, I use my skills for my own online business. I could freelance as a copywriter, and maybe some day I will, but these writing skills have been a big part of my online success and they'll carry me through whatever copywriting career I choose to pursue, either now or in the future, online or off.

Because I have such a passion for copywriting, I will always coach my readers to take a *good* copywriting course, from my perspective it's feudal not to. To be fair I've taken several copywriting courses since taking the AWAI course, unfortunately, most of them are not worth mentioning, and certainly not worth your time or money.

Personally, I think AWAI is the best copywriting course out there, but there is a course that I think runs a close second; and I'll get to that in a minute, but the course you choose really depends on what career path you want to take with copywriting.

Here's what I'd recommend based on what you want to use copywriting to do:

If you're considering a **freelance direct mail copywriting career**, AWAI is hands down the best choice. I actually think AWAI is the best choice for whatever area of copywriting you want to pursue because it's so comprehensive, but for direct mail copywriting, AWAI is perfect. They'll also help you find clients once you complete the course.

If you have an online business, or expect to start one such as blogging, internet marketing, affiliate marketing, or want to offer online copywriting services, [Karon Thackston's Step-by-Step Copywriting Course](#) is my second best choice.

Karon's Thackston is a copywriter by trade and master at it. Her copywriting course is about half the cost of AWAI, but it offers all the same copywriting techniques and strategies. The big difference is that Karon's course is geared more to the individual that wants to learn copywriting for the web as opposed to offline copywriting or writing direct mail.

When I first bought Karon's course 2 years ago, she offered it in binder format. Today Karon has moved the course online and it's now offered **in video format with step-by-step instructions**. I'm a visual person, so I like that. Also her step by step method makes it easy to stay focused. Additionally, Karon's course includes the **search engine optimization (SEO)** portion of copywriting, which you'll need for writing online copy, *very useful*.

Both the [AWAI](#) and [Step-By-Step Copywriting Course](#) are *excellent products*, but which course you choose will depend on where your copywriting goals and career focus is.

Salesletter Writing Only

I understand that many folks don't find it necessary to take a full blown copywriting course, especially if they just want to promote their company's flagship products with a salesletter.

I included the salesletter format earlier in this guide, but many business owners prefer to simply use a salesletter template. The benefit to using templates is they're quick and easy.

A salesletter template won't teach you the strategies and elements for writing effective sales copy, but if all you want to do is write an effective salesletter, a good template is probably all you need.

I've looked at several salesletter products, but I like Yanik Silver's [Instant Sales Letters](#) the best. Yanik is an internet marketing veteran and his salesletter templates are some of the best I've seen. His templates, and he has several, include all the elements for making a sale without having to create the letter yourself from scratch.

4 of the Best copywriting Books I've Read

If you'd rather start out with a good book, these are my personal favorites:

- “Writing Copy for Dummies” by Jonathan Kranz

There are some pretty good **practical tips for beginners** in this book. The guide covers a wide range of copywriting including direct mail, print ads, Web sites, articles, press releases, and even radio spots.

[Writing Copy for Dummies on Amazon](#)

- “The Copywriters Handbook” By Robert Bly

This book focuses on **writing simple, direct, clear copy**. Even though the book covers the basic copywriting elements, Bly uses a lot of his own copywriting tips and examples.

Salesletters and web advertising are his main focus.

[Copywriters Handbook on Amazon](#)

- “Turn Words Into Traffic” By Jim Edwards

This isn't a copywriting book *per se*, but if you write articles and want to effectively use articles to get attention and promote sales, this is a good one.

This is an **online ebook** which is about how to use your words to effectively **write useful articles** that will quickly spread over the internet attracting targeted visitors to your sales

pages, website or email opt in box. Many of the tips demonstrated in this book use copywriting techniques.

[More on Turn Words Into Traffic](#)

- “Words That Sell” by Richard Bayan

Anyone who writes *any* kind of sales or persuasive copy needs this handy reference.

This book sits on my desk and I use it just about every day for finding **teaser phrases, opening statements, headings, slogans, salutations, invitations, snappy transitions, all-purpose grabbers** and even special strategies like enhancing your company's image, justifying high price, flattering the reader and ideas for selling yourself and your products/services. *I LOVE IT!*

[More On Words that Sell](#)

Thanks For Reading!

I hope this quick guide has given you some food for thought regarding copywriting or pursuing a career writing professional copy.

If you have additional questions or need some advice on career options, course advice or just need some support, drop me an email and I'd be glad to help if I can.

My Best for Your Success!

Blessings,

Liz

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