

Getting multiple clients

Going from start to finish

Firstly i need to level up my copywriting skills to be confident while working with a client and not disappoint

Then do research on a business that you want to partner up with. Find flaws in their copy, spot changes that could be made to gain customers, figure out where your possible client is currently at growing his business (how well they attract attention and monetize that attention)

Now prepare my outreach message. In my message i should write about things that i spotted and need improving and giving them some hints on where is their problem

If the client accepts I will schedule a call or a meeting to discuss the client's business and improve it by writing better copy. If they don't i will repeat the steps above until i land a client

Once i get a client i have to sit and work on their business improve their copy and think about ways to improve their business to get additional income while working with them longer

Learn to create landing pages, websites, etc to help the client more and get extra income

Also writing email sequences when getting the customers email to make them hooked on my clients business and make them interested in products, events, offers and more

When you create a website for a client or helping a client that already has one improve the long form copy

Last step is to get another client and do these steps listed above and repeat with more and more clients

Assumptions and unknowns

Assumptions

- they are not just starting out as a business
- they want someone to help them grow their business
- they have some knowledge about businesses and marketing

Unknowns

- if they want to work with me

- That they have someone already helping them
- What's their plan to make their business grow
- If they know about copywriting and how it's useful to them