

Make 120k per year on copywriting.

- 10k per month for 12 months to achieve 120k.

How can I achieve 10k pm?

- I need to have at least five clients paying me \$2k on a recurring basis.

How can I make clients pay me that?

- I need to deliver double the results they're currently having.
- I can do 15 emails and ask for \$150 for each of them. (Sums to about \$2.5k)
- I can also figure out how Royalties/Fees work and ask for a base payment with additional royalties. (I reckon it's based on performance for my work.)
- Do sales letters that have high conversion rates
- Do email promotions with high conversion rates.

● How do I get clients?

- Through reaching out to prospects.
- I'm not "married" to a niche, so I can go with any niche. (It would be better if it was one I got an understanding on the topic.)
- Leverage the power of social media to increase lead generation.
- Analyze data on the outreach I send so I can improve its quality.
- Following this outreach format. (Compliment / Straight to the point, WIIFM, Offer.) (Start a convo with "Hi" instead of "Hey".) This is something to experiment with.
- I should not use marketing language because most business owners don't know anything about copywriting.
- I have to make it easy for them to understand what I'm communicating and communicate it in a way that the solution is easy to do and not time-consuming.

● What I should NOT do when I'm reaching out:

- Waffling.
- Show don't Tell.
- Being specific about details and not the opportunity.

○ How do I deliver good copy?

- Practice copy.

- Dissect good copy.

- **Roadblocks keeping me from achieving success**

- Lack of credibility (Business owners don't trust me.) I must take advantage of my LinkedIn profile to increase my credibility. (My strong point on LinkedIn is my bio)
- Get the prospects to reply to my emails. (I always have the prospects open my emails, sometimes multiple times a day for a whole week.) (I reckon it has to do with the quality of my copy. (**Action needed?** Practice & Dissect copy every day.)