

Goal: 3000-5000€/month from copywriting

Going to clarify it for this exercise in the middle 4000€

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Send an invoice for clients. (2 clients both paying 2000€)

To get them to agree to that I need to show or convince them I can bring over 20k value for each client. Also I need to be trustworthy and actually deliver on my promises. If they pay upfront, offer a guarantee if I don't deliver them enough value.

In order to bring over 20k in value to one of the companies I need the clients to buy their product or service for that amount. (To make this concrete with a random example the client sells luxury dog beds in their ecom store and I help them with creating facebook ads to make this happen.)

A customer decided to buy the product because they were scrolling instagram and they stopped at my ad. Because it interrupted them from the normal feed because the video was attention grabbing with a video of a dog falling out of a bed.

Then the customer looks through the whole video and realizes their dog's bed is pretty old and could be upgraded. They go to the website and see all the good testimonials of the product and decide to buy.

The client also gets upsold when he is making the purchase because he gets free shipping if he adds an extra 50€ to his cart.

The sales process of various ads stops different customers multiple times until over 20k is done in sales.

Similar thing happens with the other customer. They sell for example an online course training and is a high ticket product and does not need as many sales.

There the customer gets stopped by an interesting headline where they book a free call to get qualified for the high ticket program. The headline resonates with the readers' pains and desires and makes them be ready to buy when they get qualified for the course.

To get to work with these clients in the first place I needed to close them on a Zoom call where I put together some questions to go over their situation and see what they actually needed help with.

Where the idea for the facebook ads were offered. Also I showed professionalism and trustworthiness on the zoom call so they were happy to work with me in the first place. I also told good ideas and showed that I actually know what I'm talking about so it was easy for them to trust me. Also I earlier provided them with social proof in the dm I sent to them.

To schedule the Zoom call with them I outreached to them on Instagram.

Short concise dm with attached social proof. The start of dm was pointing out a thing about their website that only works for their website and could not be replicated for anyone else. (For example "Your video on the homepage where the brown dog falls out of a bed really caught my attention"). Then I told about a specific gap in their marketing and how they could increase their sales by using meta ads better.

Then added social proof as attached image to show I've done it before and know what I'm talking about.

To find the clients in the first place I looked through google for companies that sell luxury dog beds and have gaps in their marketing I can come and help them with.