

Copywriting Project System

1. **Get a Client:** Warm outreach, local business outreach, cold outreach.
2. **Begin correspondence with the Client:** Introduce yourself, use some affinity plays, and look/sound like and actually be an authority figure who is a true professional at his job.
3. **Begin Market Research and Top player analysis:** Use this Market Research template that we have been provided:
<https://docs.google.com/document/d/1QNCUtLREMjsLYwdscSiCe9YAEPcbc6HipiarwI1BSvA/edit?usp=sharing>
Furthermore, do your normal top-player analysis on top businesses in your current niche and see how are they finding success amongst their competitors. After your sales call you have to add to this because of the inside scoop yet to be given to you by your client. Begin it earlier because this takes time, understanding this makes you money.
4. **Plan for and arrange a Sales call:** Arrange a call with your client where you will go over your SPIN Questions: Situation, Problem, Implication, Needs payoff. Prepare beforehand if it is face-to-face remember them, if it is merely a call you can look at your notes. You can use the Spin questions masterclass to get a better understanding: Knowledge Vault-Bite sized lessons-number 21.
5. **Do your winner's writing process and create a rough draft(s):** Use this template: https://docs.google.com/document/d/10VPtEWZNTsImxBhZc-JsdT8aUS3X5G3BGjFtmae_Dpc/edit?usp=sharing and use AI to create your rough drafts.
6. **Revise your copy:** Revise it yourself and see where you can add some extra elements and make it more human, revise it with AI and send it into the copy review chats of our campus. #Beginner copy review/business 101 etc. Furthermore get one of your friends/family members to read it this is a gold mine especially if they are in the target market.

7. **Send to Client:** Let him/her know about the revision process and this is only a rough draft, and you are open to any suggestions/personalizations of your copy to fit their needs.
8. **Test it Live:** After you have reached an agreement on the final version of your copy you can test it live. Be clear that this is a part of the revision process if it does not work super well on the first try it is because of this.
9. **Keep a correspondence with the client:** While you have already launched your copy on whatever funnel you are working on, just keep them updated on how it's doing and make suggestions on how you feel it could be better and speak with your client about it. You can also ask him/her how it is doing and just make improvements based on the feedback.
10. **PERSISTENTLY wait:** By this time you should already have launched your final version of your copy, keep having a correspondence with your client, and boom

You got PAID!