

How Belinda Weaver Helped Eman Ismail 4x Her Monthly Revenue and Increase Her Day Rate By 66%

363%

Increase in monthly
gross revenue

Increased day rate by

66%

CASE STUDY



“I never would have had the confidence to raise my rates by that much without Belinda’s help. It wasn’t an issue at all with my clients. That conversation opened up a whole new world to me.”

“ EMAN ISMAIL,
OWNER, INKHOUSE



Inkhouse is a creative copywriting agency that helps grow brands through expertly created copy.

HIGHLIGHTS

CHALLENGES

- Saying “No” to clients
- Boosting rates to increase monthly revenue
- Finding business guidance from experienced copywriters

SOLUTION

- Monthly coaching calls led by Belinda with other successful copywriters
- Individual coaching session to set financial goals
- Monthly copywriting resources, tutorials, and templates

RESULTS

- Increased copywriting day rate by 66%
- 363% increase in monthly gross revenue
- Improved client management skills

Challenges

Having difficult conversations with clients and low billing rates

When Eman Ismail left her job to start her copywriting business, Inkhouse, she was terrified. She had a young son at home and didn’t have any backup options. This had to work.

As a communications officer for a local charity, the pay wasn’t great and Eman had an exhausting commute to the office. Some nights she would get home so late her son was already asleep. One thing that got her through those long commutes was listening to Belinda’s Hot Copy Podcast.

Eman says, “I felt like I really got to know Belinda listening to the Hot Copy Podcast. It gave me the courage to leave my job because Belinda taught me so much about how to build a copywriting business.”

When she started her business in September 2018, Eman was able to get her initial clients from her connections with local charities, but she quickly realized her rate—£15 an hour—was way too low.

Eman knew charging by the hour wasn’t ideal, but she didn’t know what the alternative was. And because her clients were charities, she assumed they didn’t have the budgets to pay higher rates.

“I didn’t know how to price my services. I was doing a lot of work because I had clients, but I wasn’t making very much money. I knew I needed some help,” says Eman.

Even though she had consumed every copywriting blog post and video she could in preparation for her business launch, Eman felt like she still needed more guidance.



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Solution

An individual coaching session to create financial goals and set new rates

While scrolling through Instagram one day, Eman came across an announcement from Belinda that said she was opening up her Confident Copywriting private coaching group for new members.

At the time Eman was paying for LinkedIn Premium to find clients, but she wasn’t getting results. When she heard about Confident Copywriting, she immediately canceled LinkedIn Premium and signed up.

“Confident Copywriting cost a bit more than LinkedIn Premium, but I thought I’d get so much more out of being a part of the community Belinda created,” says Eman.

With Confident Copywriting, Eman receives monthly copywriting resources, tutorials, and templates, as well as a group coaching and accountability calls led by Belinda.

Eman says, “The resources and templates Belinda offers in Confident Copywriting make my life so much easier and my business so much easier to run. I got much more than I expected.”

Confident Copywriting’s group coaching calls also helped change Eman’s mindset about talking money with clients. She felt she wasn’t worthy of charging market rates because her clients were charities that knew from her old job. Listening to other copywriters work through similar issues with Belinda made her feel like her challenges were solvable.

“There was that desperation for work and fear of saying, ‘No.’ Belinda gave me the confidence to say, ‘No,’” says Eman

Knowing she needed a plan to raise her rates, Eman booked a Pick My Brain individual coaching session with Belinda. During their session, Belinda helped Eman map out how much she wanted to earn per month and then determined what her rates needed to be to reach that number.

With a goal to make £3,500 a month, Eman and Belinda determined she needed to increase her day rate from £165 to £275, a 66% increase.

Eman says, “I never would have had the confidence to raise my rates by that much without Belinda’s help. It wasn’t an issue at all with my clients. That conversation opened up a whole new world to me.”

Instead of being afraid of turning down a project because a potential client wouldn’t pay her rates, Eman now understood that there would be other clients who would.



“Raising my rates wasn’t an issue at all with my clients. I never would have had the confidence to raise them by that much without Belinda’s help. That conversation opened up a whole new world to me.”

Results

A 363% increase in monthly gross revenue

In October Eman made just over £1000. Then she had her call with Belinda and let her clients know she’d was raising her rates. In November, she doubled her revenue, bringing in £2,047.

“The Pick My Brain session was a big amount for me at the time, but it felt like a necessary investment. Within a week of the call I had made back the investment ten times over,” says Eman.

Since then Eman has doubled her revenue again, bringing in over £4639 in April 2019, which is over 2.5x her salary at her old job.

Eman says, “I told Belinda I wanted to earn £3,500 a month. I thought I wouldn’t get there for a few years, so to look at my bank account and see £4,639 is just unbelievable.”

But it's not just financial stability that Eman loves about running her copywriting business. She's also able to pick her son up from the nursery every day and no longer has a boss to report to.

She even took a two week holiday in Spain, which Eman says she wouldn't have been able to afford without the support she found in Confident Copywriting.

Eman says, "Being able to manage my own time and not having a boss has changed my entire life. I'm so happy and I don't ever want to work for anyone else again."



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