

# How Belinda Weaver Helped Leeha Debnam Go From Newbie to Confident Copywriter

## CASE STUDY



“When I get a new client or finish a project, I feel really proud.”



**LEEHA DEBNAM,**  
OWNER, MIND YOUR WORDS



Mind Your Words works with small businesses to produce clever, compelling copy their customers love.

## HIGHLIGHTS

### CHALLENGES

- An online course to complete at your own pace
- Getting feedback and advice from a professional copywriter
- Starting a profitable copywriting business

### SOLUTION

- Group coaching calls led by Belinda with other successful copywriters
- Copy reviews and critiques from Belinda
- Monthly copywriting resources, tutorials, and templates

### RESULTS

- Started copy business with first paying clients
- Increased confidence in seeking out new clients
- Improved client management skills

# Challenges

## Learning how to go from newbie to confident copywriter

For the past ten years, Leeha Debnam has worked for the Australian government assessing small business grant applications.

“I didn’t feel like I was making an impact or helping them grow their business ,” says Leeha.

With two young children at home, she was looking to start a business that would allow her to work from home and end her daily two-hour commute to and from work. .

As a naturally talented writer who worked with small businesses, she was drawn to copywriting. But she was a newbie, so she started looking for the best resources online.

Leeha wanted to learn more about the craft of copywriting, but she didn’t want to invest in an online course where you get bombarded with content and never interact with a real human.

“At the end, I wanted to be able to put my hands up and say I’m a copywriter, so if a client approached me I’d be confident enough to take on the project,” says Leeha.



“At the end, I wanted to be able to put my hands up and say I’m a copywriter, so if a client approached me I’d be confident enough to take on the project.”

---

## Solution

Individual copywriting critiques and a community of professional copywriters

Leeha started researching everything she could about copywriting, eventually coming across Belinda’s Hot Copy Podcast. From there she checked out the Copywrite Matters site and came across Copywriting Master Class.

Having lifetime access to the courses with the ability to complete it at her own pace appealed to Leeha.

“The ability to do the course when I needed to around my day job and my children was fantastic. It was a pretty big financial decision, but it was one of the better decisions I’ve made,” says Leeha.

The course also gave Leeha the opportunity to get support and advice from other students in her cohort in the Copywriting Master Class private Facebook group. She was never on her own working through the material, whether through direct feedback on her copy from Belinda or asking questions in the monthly coaching calls.

Leeha says, “I was really nervous about submitting my work to Belinda, but her feedback was so encouraging and motivated me to keep going. Getting that feedback is worth its weight in gold.”

Based on her experience with the course, Leeha knew she had to join Belinda’s private coaching group, Confident Copywriting, when it opened in November 2018.

“I said to my partner, ‘Belinda’s been super supportive throughout the course and I think this is exactly what I need.’ I didn’t hesitate to pay for the Confident Copywriting membership,” says Leeha.

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

Leeha says, “Confident Copywriting has been amazing because I’m surrounded by a community of great copywriters. I can post about something in my business I’m unsure of and so many people respond with encouraging advice about how they might approach it.”

Confident Copywriting also shifted Leeha’s attitude towards networking and building connections that will lead to new projects. Belinda gave a presentation on growing your copywriting business that included email templates to send other freelancers who might need copywriting help, like web designers.

The presentation gave Leeha the confidence to send outreach emails to other freelancers—she’s even joined a few networking groups, which is something she would have passed on before getting encouragement from Belinda.





“Confident Copywriting has been amazing because I’m surrounded by a community of great copywriters. I can post about something in my business I’m unsure of and so many people respond with encouraging advice about how they might approach it.”

---

## Results

A profitable side hustle that makes an impact

Before she even finished Copywriting Master Class, Leeha was confident enough in her ability to take on her first paying client.

Since launching her business in earnest in January 2019, she’s picked up three new clients and has been sending out as many as six proposals a week for new business. She’s even been getting outside inquiries for her services thanks to her newfound knowledge about how to market her business.

“Starting a business is tough and I work really hard, especially with two young kids, but I know I’m not alone and can do it,” says Leeha.

And as a member of Confident Copywriting, Leeha has received on point advice for handling difficult conversations with clients.

After a new client was unsatisfied with a project, Leeha was able to get feedback from Belinda and regroup. Instead of panicking, Leeha was able to calmly work through the client issue and ensure they were pleased with the result.

Leeha says, “Without the support from Belinda, I would have crashed at some point. With Confident Copywriting, you can listen to the challenges everyone else faces and realize you’re not alone. It gives you the confidence to keep building your business.”

Making a direct impact on small businesses with her copy has been the most gratifying part of her journey as a copywriter.

“When I get a new client or finish a project, I feel really proud,” says Leeha.

At the moment, Leeha’s business is still her side hustle, but her goal is to grow it to the point where it replaces her current income working only four days a week.

Leeha says, “I know it’s doable because there are ladies in Confident Copywriting that have done it who championing me along the way. I don’t know where I’d be without this group.”



“When I get a new client or finish a project, I feel really proud.”

**copywritematters**  
only the right words work

If you're an aspiring or working  
copywriter looking to create  
this kind of success, head to

[copywritematters.com](https://copywritematters.com)

You'll find courses, coaching and heaps of free content...  
Starting with the Daily Draft — super smart, super short  
copywriting tips delivered every weekday. For free. For reals.

**COUNT ME IN!**