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How Belinda Weaver Helped Zoe Heard Earn Her Old Full-time Salary Working Part-time Hours

372%

Increase in monthly
gross invoiced billings

Increased billable rate by

25%

CASE STUDY



“I really enjoy running my business and having great relationships with my clients because I’ve learned how to be selective about who I work with.”

“ ZOE HEARD,
OWNER, GET HEARD



Get Heard creates marketing messages that speak to your customers and helps you achieve your business goals.

HIGHLIGHTS

CHALLENGES

- Finding better clients who paid on time
- Spending more time on billable client work
- Increase rates to bring in more revenue

SOLUTION

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

RESULTS

- Increased copywriting rates
- Improved client management skills
- A sustainable copywriting business with less stress

Challenges

Finding better copywriting clients and billing rates

When Zoe Heard returned from maternity leave after the birth of her son, she was already considering a career change. Zoe no longer enjoyed her role as a fundraiser at a non-profit. And she couldn't justify being away from her newborn if she wasn't doing something she was passionate about.

Fate then struck when she was offered a part-time data entry role due to a "restructuring" at the non-profit. Zoe felt the offer was a demotion, so she accepted a severance package and immediately went to work on her new copywriting business, Get Heard, at her dining room table.

She had previously taken a course in digital marketing, which sparked her initial interest in copywriting. Zoe was also devouring Belinda's Hot Copy podcast on her morning walks to the job she didn't like.

"I liked the way Belinda shared information so freely in the podcast to aspiring copywriters. I felt like she was my kind of people," says Zoe.

Her immediate goal was to earn as much as she would have in the part-time role she was offered at the non-profit. But Zoe's long-term financial goal was to make her old full-time salary while working part-time hours in a career she loved.

Shortly after starting her business, Zoe signed up for the Copywriting Master Class because she knew she needed to improve her copywriting skills and wanted to throw everything she had at the business.

Zoe loved the course but she found herself spending most of her time trying to find clients and not doing much billable work. When she did get billable work it was often for small clients who didn't have the budget to pay for the value she was providing.

After a particularly meager month, Zoe was afraid she'd have to shut down the business—she earned less than she was paying for her son's childcare.

Zoe says, "I had always been financially independent, so being away from my son for three days a week and not earning any money for that time did not feel good."

She knew she had to find better clients and increase her rates or she might as well find a part-time job.



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Solution

A financial breakdown coaching session to set a new course for financial independence

After Belinda launched the Confident Copywriting private coaching group, Zoe knew she had to join.

One of her favorite parts of the Copywriting Master Class was bouncing things off her fellow copywriters in the course Facebook Group.

Zoe says, “The Master Class group and Belinda were the people who became my colleagues and support network. It was as if we worked in a big copywriting business together because our issues were often the same.”

A private coaching group was perfect for the challenges she was facing in her business.

Zoe says, “I don’t have a boss to ask for advice, who’s done it all before and knows how to deal with client issues. So when Belinda announced Confident Copywriting it felt like it was created for me and addressed all the things I needed to grow my business.”

After joining, Zoe told Belinda about her revenue issues and problem clients, as well as her financial goals.

On the next Confident Copywriting coaching call, Belinda did a financial breakdown session with Zoe to diagnose her business problems and figure out how she could reach her goals.

They worked out the minimum rate she should charge given how many billable hours she had available per week, and then discussed what kind of clients she needed to book in order to reach her income goal.

By the end of the coaching session, Zoe had a map of the work she needed to do on her business and a new minimum rate she needed to charge her clients.

After the session, Zoe sent an email to her existing clients letting them know she was increasing her rates by 25%.

Before Zoe would have been afraid of losing clients, but with the increased confidence from her session, she sent the emails and none of her clients had a problem with the rate increase.

“Being able to explain how I work and the value I provide to clients, all that came from that coaching session,” says Zoe.

Zoe also started an upfront payment policy for her clients that were causing her headaches with late payments. Any future work had to be paid for in full before she would start a project with a late-paying client. She also started saying no to clients who didn't have the budget to pay her rates.



“Being able to explain how I work and the value I provide to clients, all that came from that coaching session.”



Results

A full-time salary working part-time hours

Zoe's take-home income of \$4,253 in April 2019 nearly matched her full-time income from her old job. And she did it working 6.5 fewer days than she would have at her full-time job.

“When I was working at the job I hated, I'd say to myself every day, ‘I can't believe I have to do this again,’” Zoe says. “Today I really enjoy running my business and I have great relationships with my clients because I've learned how to be selective about who I work with.”

She gives credit for this accomplishment to Belinda and her fellow copywriters from Confident Copywriting.

“A lot of my confidence came from Belinda and the way she approaches our questions about clients. She almost gives you permission to say out loud what you're thinking in your head,” says Zoe.

She put this confidence to use when a potential client inquired about contracting Zoe to write blog posts at \$60 per post for their own clients.

Before Confident Copywriting she might have been worried about not taking on new work, but instead, Zoe explained the value of the in-depth, well-researched articles she writes and her rates, which were more than 5x what the client offered.

Zoe assumed the potential client would move on, but she got a response saying that type of content was exactly what they were looking for in their own business. She now writes two posts a month for their website.

“Knowing you shouldn’t fear that losing a potential client will be the end of your business and having the confidence that someone else will come along has been huge for my business,” says Zoe.

Zoe is now fully booked with clients and her gross invoiced billings for April was \$7,089, a 372% increase from before she joined Confident Copywriting. Now that she’s achieved her long term financial goal, Zoe is looking forward to taking her copywriting business to the next level while enjoying her time with her husband and young son.



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