



Roadmap to Confident Copywriting

Discover the stages your
business will go through and
how Confident Copywriting will
support you as you grow!



What does it mean to be a Confident Copywriter?



"A Confident Copywriter is never under-booked or told they're overpriced."

That's our group motto, but what does it mean for your daily work as a copywriter?

It means having a consistent pipeline of clients you're excited to work with. With regular work, you're well and truly out of the feast-and-famine income cycle. Instead, you have good months and better months.

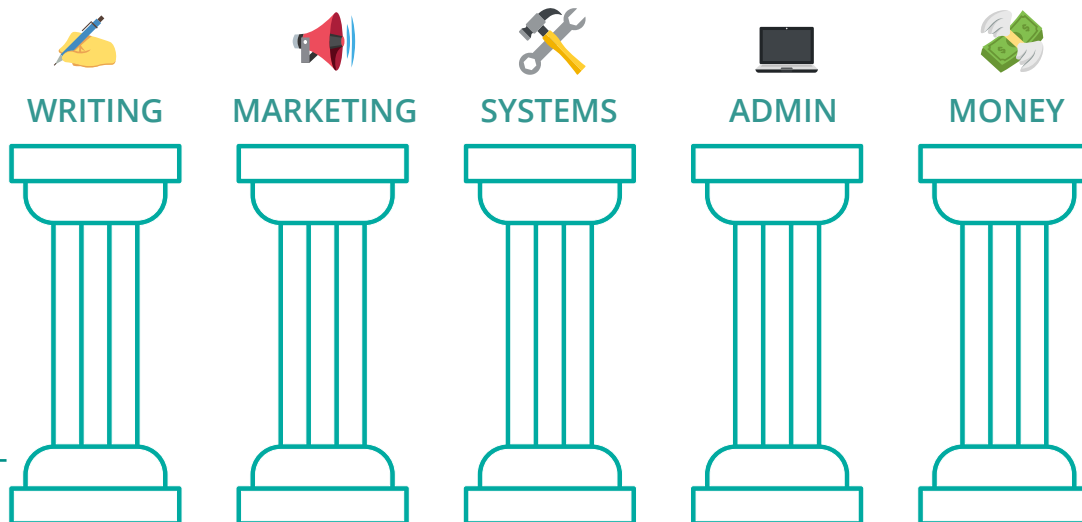
It means you don't have to justify your pricing to clients who cannot afford your rates.

Your pricing process is built on your confidence to deliver great writing and a great experience. You don't haggle or discount. Your price is your price, and your client reviews prove you're worth it.

But being a Confident Copywriter isn't just about leads and sales.

It's about confident writing. Confident marketing. Confident networking. And confident growth.

The five pillars of Confident Copywriting are



When you give each area attention, your confidence (and your business) will FLOURISH.

The Confident Copywriting Roadmap

A copywriter's journey isn't a straight line, but it does follow a progression of stages.



Each stage has different priorities and requires a different focus.
This PDF takes you through each stage.

Which stage are you at right now? Read on to find out!

Hey, I'm Belinda Weaver.

I'm not a fly-by-night wrote-a-few-emails-and-decided-to-teach kind of copywriter. I've been writing copy for 10+ years and have been a full-time, successful and in-demand freelance copywriter for nine of them.

I've worked with hundreds (and hundreds) of clients of all sizes in all kinds of industries. I've written about products and services. I've written for SEO and for brand connection.

I've written websites, brochures, landing pages, slogans, directory listings, company and personal bios, blogs, email marketing, social media profiles, advertising, big fat e-books and more.



I've written pages and pages of copy as well as simple one-liners.

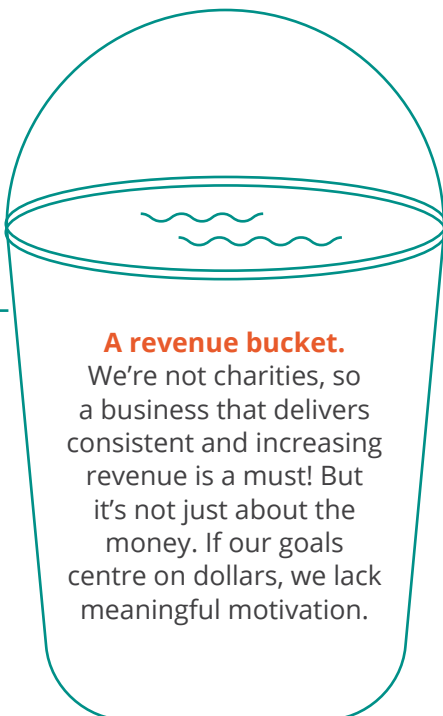
The point is that as great variety has crossed my keyboard, I've learned the best copywriting techniques to get attention, create connection and drive action.

I'm still working with clients as I teach others how to become successful, in-demand copywriters.

Will you be one of them?

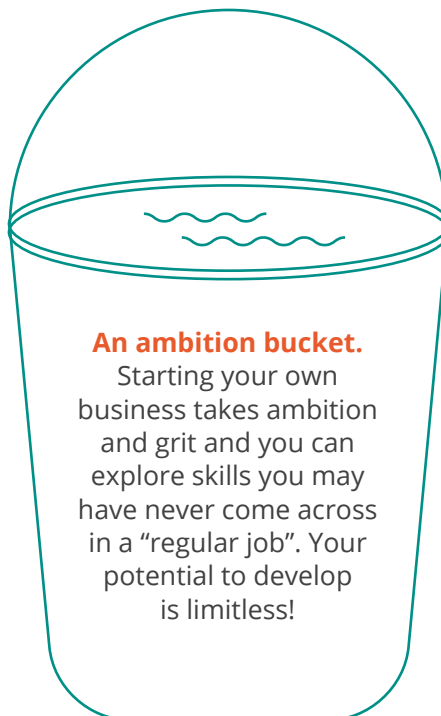
I started Confident Copywriting, but it's not my group. It belongs to all members.

Every copywriter is on a journey to create a business that fills multiple buckets.



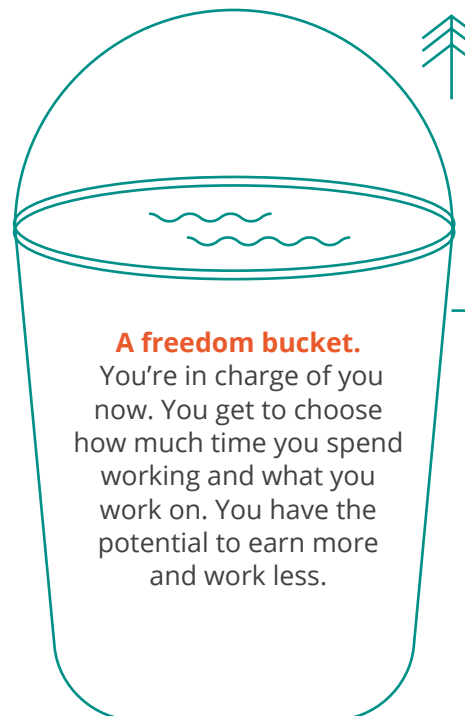
A revenue bucket.

We're not charities, so a business that delivers consistent and increasing revenue is a must! But it's not just about the money. If our goals centre on dollars, we lack meaningful motivation.



An ambition bucket.

Starting your own business takes ambition and grit and you can explore skills you may have never come across in a "regular job". Your potential to develop is limitless!



A freedom bucket.

You're in charge of you now. You get to choose how much time you spend working and what you work on. You have the potential to earn more and work less.

Are these the buckets you too want to fill?



When you're an aspiring copywriter



You're at the start of your journey. The copywriting world is your oyster, and if you're anything like I was when I started, you're exhilarated and overwhelmed.

- You haven't been paid (actual money) to write copy, but you know it's only a matter of time. You may even have a day job and be planning your exit.
- You enjoy writing, and you receive compliments on your beautifully crafted prose, but you have no idea how to construct a piece of sales copy. Believe me when I tell you it's all about construction.
- You know you have a lot to learn, but reading copywriting blogs or looking at course options leaves you feeling utterly overwhelmed.

You want to STOP DREAMING and START DOING.

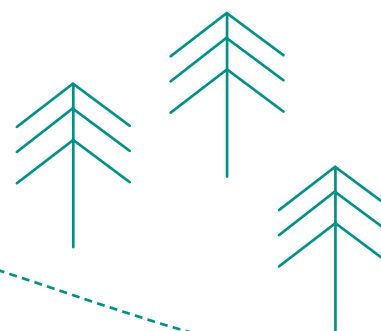
In this first stage, you need to set a strong foundation for your new life as a copywriter. That means learning your craft and getting set up.

Confident Copywriting will help you get started by providing

- Copywriting basics to set the foundation of your learning
- Tips on getting your freelance business off the ground
- Templates and resources to make working with clients easier
- Hands-on coaching to smash the barriers holding you back



When you're a working copywriter



Your life as a copywriter is REAL! All the dreaming and planning are paying off.

- You're getting paid (real money) to write copy.
- Your business is legit on paper, but you're still working on creating your digital marketing footprint. There are so many things to create!
- You understand some copywriting essentials, but you're mostly writing on instinct, so... you're often frustrated by how long the writing takes you.
- While you're officially a copywriter, you feel like an imposter. You get compliments on your writing, but the idea of showing it to another copywriter makes you a bit sweaty.

You want to write MORE AWESOMELY and get PAID ACCORDINGLY.

In this stage, you need to focus on continuing to learn your craft and gaining traction with your marketing.

Confident Copywriting will help you make a good living by providing

- Information on the process and systems of writing, making it easier to get started—and to finish
- Help with pricing and writing proposals, so your quotes are accepted by the right clients
- Tips on confidently working with clients (so they won't know you're a beginner)
- Coaching to develop aspects like your key selling points—and to demolish any lack of confidence!



When you're a growing copywriter

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Congrats! You made it happen. Now, let's make it happy.

- You know your AIDA from your PAS, and you no longer feel overwhelmed before you begin writing.
- There are lots of projects you've never done before, and they make you a little queasy. You wonder if you should accept them or pass.
- You are beginning to identify tricky clients and can say "no" to working with them.
- You have a relatively steady pipeline of satisfied clients and are earning enough to finance your life, but you say "yes" too often, causing creative burnout.
- Your business processes are being pushed to the limit.

You want to LEVEL UP without BURNING OUT.

In this stage, you need to focus on your processes and tools. You don't want to work more to be paid more... but you want to be PAID MORE. You didn't become a copywriter to work yourself into the ground.

Confident Copywriting will help you thrive by providing

- More sophisticated copywriting techniques to help you move more readers to action (which is great for clients)
- Processes, systems and tools to make running your business way less stressful
- Hands-on coaching to help you bust through the frustrations that make work a CHORE



When you're a scaling copywriter



The business you have now is more than you'd ever hoped for when you first started out but here you are! That doesn't mean you have to stop now.

- Your niche is crystal clear, and your pipeline is full of clients wanting bigger projects that deliver them tangible results.
- Your writing has a premium price tag, and you have no qualms about sending off quotes that would have made your eyes water a few years ago.
- You're being asked to share your expertise in presentations and interviews, and you're getting the itch to do this on the regular.
- You have packages that clients can buy in one click, and your onboarding process is ssssslick.
- You're even building a team, so you'll no longer be a bottleneck in your biz.

You want to SCALE, BABY, in a way that aligns with WHY you wanted all this in the first place.

In this stage, you need to boost your visibility and streamline your packages and products so more people can more easily buy from you. And you need to do it all without burning out.

Confident Copywriting will help you scale by helping you

- Create packages, bundles and VIP offers that streamline working with you
- Develop products that shift you from a 1:1 client work to 1: many income stream
- Boost your authority and positioning so everyone knows what to contact you for
- Be accountable for achieving new goals

Imagine this...

Always having to say “I’m booked solid for the next few weeks.”

Never hearing “Your quote is too high for what you offer.”

Never feeling vomit-inducing panic about whether you’re on the right track.

That’s what is possible inside Confident Copywriting, my private coaching membership for copywriters looking to advance their copywriting skills *AND* grow their businesses.

The best copywriters (the ones earning the big bucks) never stop learning, and this community will help you take your place among them.

Every month, Confident Copywriters receive a mix of resources and templates:

- | | |
|--|---|
|  Writing |  Money |
|  Marketing |  Copy hot seats |
|  Client admin |  Coaching calls |
|  Business admin |  Expert interviews |

It’s a shortcut to systemising your entire business in one decision.

But it’s not just about the resources... I mean, those are totally awesome, but it’s more than that.

It’s really about the community and support that come baked right in. It’s the best damn water cooler you’ll find, one with a mentor on standby to help you get unstuck and back on track towards your goals—even if you’re not sure what those goals are just yet.

But here’s the thing

I only open the Confident Copywriting doors to the public once a year—at all other times, it’s a secret 😏, which means only those on the waitlist receive an invitation to join.

Get on the waitlist for a secret invite to Confident Copywriting.

A Confident Copywriter is never under-booked or overpriced (to the right clients!).

You deserve to be a Confident Copywriter.

Belinda x

GOAL

AS CONFIDENT COPYWRITERS WE:

CREATE A GOAL.

Break it down. Prioritise. Dig in. Keep persisting. **Smash that goal.** #win. Stop and celebrate. Repeat.

BACK OURSELVES

to boldly pitch for dream projects.

KEEP LEARNING.

Develop new skills. Invest our time, intentionally. Explore new ways to deliver awesome results.

LEAD THE PROCESS.

Explain our business terms. **Set clear boundaries.** Only say YES to clients and projects that are the right fit. (#notsorry)

DO GOOD WORK.

Solve problems. Add value. Write exceptional copy. Become the in-demand copy expert everyone recommends.

UNDERSTAND OUR STRENGTHS & VALUE.

Charge accordingly. Stand by our pricing. Find our niche. **Never under-booked or told we're overpriced.**

INVEST IN COMMUNITY.

Make connections. Ask for advice. **Share ideas. Support each other.** Celebrate success. Share leads. Laugh with each other. **Be ourselves. No judgement.**

REFER, OUTSOURCE, OR COLLABORATE.

Cooperation and community over competition. #confidentcopywriting #community