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How Belinda Weaver Helped Becky Brown Increase Her Rates and Achieve Financial Stability

CASE STUDY



“As soon as I dug into the work and became a part of the community, I said, ‘How did I ever come this far without doing this?’”

““ **BECKY BROWN,**
FOUNDER, IWITE



iWrite creates marketing copy that gets attention, makes connections, and motivates action for businesses.

HIGHLIGHTS

CHALLENGES

- Overcoming imposter syndrome as a new business owner
- Finding support and advice from other copywriters
- Running a sustainable copywriting business

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 support and mentorship while dealing with imposter syndrome

Becky Brown had very practical reasons for starting her copywriting business, iWrite, in 2015. She had worked as an elementary school teacher and raised three kids, so Becky was at a point in her life where she was looking for a new career challenge.

“I wanted to do work I enjoyed that paid the bills and allowed me to have a flexible schedule,” says Becky.

She was drawn to copywriting after doing some extensive research and was excited about the prospect of bringing in a more consistent source of income while working from home.

“At the time, I was living on minimal means and sort of struggling to get by,” says Becky.

Becky was able to leverage her local business connections to get her first paying clients and iWrite was officially open for business.

But about six months into her journey, Becky came down with a case of imposter syndrome. As a fresh copywriter, Becky knew she had more to learn, so she began poking around social media to find other copywriters who offered the advice she couldn't find in the town where she lived.

“I live in a really small community where I didn’t know anyone else who does what I do,” says Becky.

She was confident in her copywriting skills, but Becky knew she had more to learn about running a business. There were times when she was uneasy about raising her rates or wasn’t sure what to say to a client who wasn’t paying an invoice.

She was also worried about the isolation that comes with being a solo entrepreneur and feared she would burn herself out working all the time.

“I needed more support, more information, and to feel like I knew what was doing,” says Becky.



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Solution

A supportive community of professional copywriters

After following Belinda’s content on social media for months and comparing her offerings to other people in the industry, Becky took the plunge with Belinda’s Copywriting Master Class. Two selling points for her were the lifetime access to the course as well as an affordable monthly payment plan.

Becky says, “I knew the Copywriting Master Class was the right course compared to everything I’d seen. Belinda is relatable, friendly, and accessible, and I felt super confident she was offering what I needed.”

After digging into the course material, her intuition proved to be right on.

“As soon as I dug into the work and became a part of the community, I was like, ‘How did I ever come this far without doing this?’” Becky says.

The community Becky found in the Copywriting Master Class Facebook group led her to also join Confident Copywriting, a private coaching group led by Belinda.

Each month Becky receives copywriting resources, tutorials, and templates, as well as a group coaching and accountability calls with Belinda.

“The monthly coaching calls with Belinda and the others in my cohort has been worth the investment alone. It’s so awesome to be able to throw out a question and receive so much valuable support,” says Becky.

With Confident Copywriting, Becky has also been able to get her copy reviewed by Belinda or other members of the community.

Becky says, “I’ve had a couple of very challenging issues come up with a client or writing up a big proposal and I was able to ask the group for guidance and almost immediately get a helpful response.”



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Results

A sustainable business with the freedom to set your own schedule

Working with Copywrite Matters has given Becky the confidence to no longer worry about where her next client is coming from.

“As a result of taking Belinda’s Copywriting Master Class and being a part of her Confident Copywriting coaching group, I have developed the skills to understand the true capacity of my business,” says Becky.

Creating a sustainable copywriting business enables Becky to set her own schedule and not burn out from overwork. She reports her quality of life has improved along with her stress levels.

“A typical workday is now five or six hours, and the rest is just my life. It’s so nice to be in a place where I don’t have to identify with my career in a way that it consumes me,” Becky says.

With the support of her fellow copywriters in Confident Copywriting, Becky gained the confidence to raise her rates and achieve the financial freedom she has always wanted.

She says, “Confident Copywriting helped me raise my rates and reach my financial goals instead of selling myself short because I have cheerleaders behind me saying go for it!”

Now a part of the Copywrite Matters community for over three years, Becky has even been able to meet with Belinda when she’s in the Bay Area.

“My relationship with Belinda feels like a friendship and mentorship, a true support system,” Becky says.

Her current goal is to run her business more efficiently so she can take more time off and enjoy her life away from work.

Becky says, “I have more financial stability and can plan for the future in a way I have never have in my life.”

For aspiring copywriters and veterans who want to take their business to the next level, Becky gives Copywrite Matters her highest recommendation.

“If you’re looking to create sustainability and reduce the stress of being a freelance copywriter, then Belinda is what it’s all about. She’s got a wealth of experience from running her own copywriting business, and she’s also a great teacher and generous mentor,” Becky says.



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