

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