

How Belinda Weaver Helped Liz Green Boost Revenue 30% and Become More Confident With Clients

CASE STUDY



“I went into the meeting feeling so confident because Belinda reinforced that the work I was doing was worth the money.”

“ LIZ GREEN,
OWNER, WHIZBANG WRITING



WhizBang Writing creates web copy that wins you more clients and satisfies search engines.

HIGHLIGHTS

CHALLENGES

- Finding mentorship to help with copywriting and business guidance
- A copywriting resource that could be revisited as needed
- Being confident in working with new clients

SOLUTION

- Monthly coaching calls led by Belinda with other successful copywriters
- Individual coaching session to improve confidence and client management
- Copywriting resources, tutorials, and templates

RESULTS

- 30% increase in revenue
- Increased confidence in speaking with clients
- More recurring revenue from existing clients

Challenges

Finding mentorship and an ongoing copywriting resource

After going back to school to get a degree in professional writing and publishing, Liz Green was unable to find full-time work as a professional writer.

While looking for full-time writing jobs, Liz had discovered the world of podcasts and started listening to Belinda's Hot Copy Podcast. She was vaguely familiar with copywriting—and given her frustration with her job prospects—wanted to learn more about the business of copywriting.

Liz says, “I'd never had this experience before, I've always been highly employable. Belinda's podcast helped me decide to start my business.”

She listened to the podcast for nearly a year, which helped give her the confidence to launch her own copywriting business in June of 2017.

“The podcast just had so much practical guidance. The topics they covered and the way they were explained was a learning experience,” Liz says.

With her first few clients, Liz found herself feeling unsure how to position her business and sell her services confidently. She was also getting stuck on certain copywriting tasks.

As she went looking for copywriting resources, Liz wanted something she'd always have continual access to so she could spot check copywriting issues when needed.

“I was looking for a resource that wasn't going to disappear. I've done smaller courses that you can't access anymore after a few weeks,” Liz says.



“There are really specific copywriting tools... and it's definitely transforming my business to be more professional looking as well as getting the results I need.”

Solution

An individual coaching session and a community of professional copywriters

Over the previous year, Liz had become familiar with Belinda's Copywriting Masterclass. Having lifetime access to the material appealed to her, so she signed up in September 2017.

Liz says, “The Copywriting Masterclass was just what I needed because you can go as deep into it as your level of ability requires.”

After getting so much value out of Belinda’s course, Liz joined the Confident Copywriting private coaching group in June 2018. Every month Liz receives copywriting resources and tutorials, copy reviews, business building tips, and group coaching and accountability calls led by Belinda.

But Liz’s favorite aspect of Confident Copywriting is the community of professional copywriters in the private Facebook group.

“I like that the Facebook group in Confident Copywriting is very focused on actual issues we’re having. Belinda is extremely attentive and it actually feels like mentorship,” says Liz.

When Liz wanted to have a difficult conversation with a client about her rates—but didn’t feel confident enough to broach the topic—she booked a Pick My Brain private coaching session with Belinda.

Liz was doing a lot of value-adding work that she normally would have charged for, but wasn’t part of the initial agreement she inherited. She wanted to have a conversation about increasing her rates as well as make suggestions on improving workflows with the client.

Liz says, “I went into the meeting feeling so confident because Belinda reinforced that I was worth the money because of the work I was doing.”



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Results

Increased confidence and a 30% increase in revenue

After Liz's Pick My Brain session with Belinda, she was able to confidently quote the agency a higher rate for the project and offer upsells for parts of the services she was already doing for them but not charging for.

She's also redesigned how she interacts with clients so she can control the project management process to her advantage.

"If you know that you've done the training and you know what you're doing, have the confidence to own your space as a copywriter," Liz says.

Plus, she earned 30% more in the year after she joined Confident Copywriting over the previous period. Liz attributes this to getting more repeat work from clients thanks to the business lessons she's learned from Belinda.

Liz says, "If you want access to someone who is going to grow your copywriting skills, this is the group for you. You'll have direct access to mentoring from Belinda as well as her game-changing resources."

Today Liz is working on targeting a new ideal client and becoming more strategic to earn recurring revenue. If she needs help she knows she'll be able to lean on Belinda and the community at Confident Copywriting to meet her goals.

Liz says, "This is a person who gets the books and does the online courses herself. She's always trying to improve her skillset and that's how I am... That's my style of growing."



“If you want to become a sought after copywriter, you need to keep learning all the time. Belinda facilitates that in so many different ways.”

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