

How to be a copywriter and earn money from home



For a number of years I have earned my living a very good living working from home as a freelance copywriter. In this book I share all my secrets with you. Unlike so many books on the subject, its not a jumped-up list of useful phrases. It wont tell you how to make a million dollars overnight. Instead it is a unique, detailed step-by-step guide to becoming a successful copywriter from scratch. You dont even need a Kindle to use it. In fact your PC or Mac are ideal because I give you so many valuable links including all the software tools I use to boost my own productivity. Follow each step and you can make between ?300 (\$450) a day and - with more experience - ?500 (\$750) a day. Not exactly a get rich quick formula, but a very respectable income. Especially for someone who is their own boss, has few overheads, doesnt have to commute to work, and chooses exactly how much or how little work they want to take on. Because my website has been live for some time now, I get more than I need and have to turn work away. Is it possible? Sure. Thats exactly what I do, and in this book I will show you in detail everything you need to know. Things like: How to begin from scratch and quickly build a portfolio How to find clients - fast How to market yourself How to build a copywriter website in just five days - for free How to find the most profitable projects and drop the rest How much to charge In fact, I will even share my killer terms and conditions that enable me to close more business at higher prices. I will: Introduce you to the jargon no getting caught out as a beginner Show how to walk your clients through a brief, how to research topics, how to write for print and how to write for the web We will look at different writing styles (or tone of voice as the marketing people call it). I will teach you questioning techniques for telephone interviews (I do all my work over the net and by phone) and show you

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