

 *send this to a friend*



Welcome to The Confident Copywriter Newsletter!

I won't bore you with a pitch about how this newsletter is jam-packed with tips, tricks and secrets for success. You hear that all the time, right? Instead, I'll let you decide whether this newsletter can help you find more work, make more money, market your services and manage your time.



Isn't that what you really want?

If you agree, please continue reading and enjoying your subscription. And pass it on to others who might enjoy reading it! If not, feel free to unsubscribe using the link at the bottom.

Copywriters Who *Get It*

This month's mention goes to **Tina Matsunaga**, author of the blog [Living with Cerebral Palsy](#).

Tina is a fulltime freelance writer living with this debilitating disease. She tried being successful with a previous blog about writing, but was getting nowhere fast. Tina and I talked about how she could enjoy her work more and make a difference. Together, we decided Living with Cerebral Palsy would allow her to share her daily struggles, help others, enjoy her freelance writing career and make more money.

It worked! And you know why? Because...*when you do what you love, it doesn't seem like work.* Today, Tina enjoys a healthy blog readership and has landed numerous projects because of her new and improved visibility in the disability arena, not to mention her improved authenticity.

Have you found a way to write about what you love and get paid for it? I want to hear about it! Write to me at Victoria@TheConfidentCopywriter.com

Cool Tools

As writers, we trade in words. Like the singer whose instrument goes with her everywhere, all we need is an Internet connection, a Word program, and our ten fingers to make magic. But sometimes, tools can help us move the process along a bit faster.

This week's Cool Tool is:

[FreelanceSwitch calculator](#)

This truly cool tool combines a variety of common financial information, such as your business costs, your personal costs and your billable hours and, in seconds, spits out a guesstimate on how much you need to make hourly to support yourself, or just break even, in the copywriting business.



Hot Websites

Ever rack your brain to think of one word to replace several words? [OneLook Dictionary](#) can help. It's a reverse dictionary...I'm not kidding! You simply describe a concept by typing it into the "Find Words" box - a few words, a sentence, a question, or even just a single word- and OneLook spits out a list of words and phrases related to that concept. Keep your description short for the best results.

Books We Can't Live Without

A book that truly inspired me to pull out all the stops in my business is [Gary Vaynerchuk's *Crush It!*](#) This fast read tells you not only what to do, but *how* to do it when it comes to "cashing in on your passion" and making real money online.

After all, when you make a living doing what you love, all your dreams **can** come true!

Killer Quotes

"Writing is a form of therapy; sometimes I wonder how all those, who do not write, compose, or paint can manage to escape the madness, the melancholia, the panic fear, which is inherent in the human condition." (Graham Greene)

What Would You Do?

Stephanie is a fairly new copywriter working hard to get and keep her clients. Yesterday, a new client called. She explained she needed a brochure, but had been 'burned before' working with freelancers. Would Stephanie mind creating a sample brochure to ensure her skills were compatible with the client's needs?



Stephanie panicked and called me.

I'll be happy to share with you what I told Stephanie.

But before I do, I want to know... ***What Would You Do?***

Drop me a line at Victoria@TheConfidentCopywriter.com, and tell me! Responses are published in the next newsletter, along with a new customer issue to think about.



Social Media Solutions

Baffled by social media marketing? Not sure where to start or what your goals should be? The solution is to start small. You didn't build your freelance writing business in one day. You can't build and launch a social media campaign in one day either. Choose the social media website you think suits you best. Facebook is more casual, whereas LinkedIn is more professional. Work on building a strong profile first, so people interested in you can learn more about you. Read the profiles of other active site members for inspiration. Then tweak,

tweak and tweak some more to really tell your story to the world.

Word Up

I've loved words from the moment I could speak. Especially unusual words. Like this one:

GROAK

Groak is a noun, and refers to a person who stands around while everyone else is eating, hoping to be asked to join in...as in, "Susie, don't bring that groak around here anymore!"

Horrific Headlines

I also love accidentally atrocious headlines - like this one:

Here's How You Can Lick Your Doberman's Leg Sores

Ewwwww!

Nothing Like a Quick Puzzle to Help You Relax

The Frazzled Freelancer

O J O Z U S P W O I I G P A I
W R I T I N G O N L I N E E E N
R S L P P W X W N W S W N M T
H E E O L C N T C O R I A O E
J E C L N A C B C G G X N H R
B B T N F W G I R N G F D T N
H N O I A P A I E D M L P A E
C Y Z E S L R U A Y B Z A K T
R M Q P M B E O L R Z S P R J
A Q E E Y I E E M Y I Z E O N
E Q D G V D T W R O I S R W J
S I M B N R E K O F T O M P C
A C O N F I D E N C E I U D H
R E T I R W Y P O C E N O P J
T A C Y P O C O P Y S O K N J

CONFIDENCE	COPY	COPYCAT
COPYWRITER	ENGINE	FREELANCER
INTERNET	PEN AND PAPER	PLAGIARISM
SEARCH	SELF PROMOTION	SOCIAL MEDIA
WEBSITE	WORK AT HOME	WRITING ONLINE

You Can't Make This Stuff Up...

Did you know the liquid inside young coconuts
can be used as a substitute for blood plasma?

In the News

Small Business Marketing Tips

Small businesses are strapped for cash...and sometimes, strapped for simple ideas to grow and succeed. Internet marketer [Michael Fleischner](#) offers these suggestions, which I've excerpted.

1. Business Cards. ...Some of the best business cards...include specific URLs on the back for accessing free information, tools, resources, or product demos...coupons on the back, giving the customer an incentive to have your business card handy at all times.

2. Invoices. ... use the invoice to promote yourself] ...thank your customers and prompt them to learn about other things you offer. "Thank you for your business. To learn more about our customer rewards] program call 1-800-555-1234." This simple message can increase awareness and get your customers to take notice.

3. Emails. ... Do what you can to encourage customers to provide you with their email address. ...a small incentive like a pen, free information, or a white paper addressing an area of growing importance... Communicate to your customers... Satisfied customers [generate referrals too].

4. Thank You Notes. When you make a sale or ship a product, [send] a short thank you note... This goes a long way in showing your appreciation and interest in building a long-term relationship...

5. Online Coupons or Offers. ...When **new** individuals are on your website and take interest in your product or service, providing an incentive to buy can drive considerable response rates.

6. Free Samples. ...free samples [allow] prospective buyers to try your service. (Note from Victoria: This is why free reports work. People love 'free' and the report highlights your skill.) ...once a consumer decides he or she likes the product, they will become a customer [and] that more than pays for the cost of...promotion.

7. Encourage Referrals. ...When...others suggest your product or service, it's like having your very own sales team...Think about how you can encourage referrals from your customers or other service providers. ... ask other vendors to distribute information about your business in exchange for you doing the same.

Read the entire article here: <http://bit.ly/9KQOS3>

Do you need help being more successful as a copywriter?

Contact me at:

Victoria@TheConfidentCopywriter.com

800-614-4619

Or visit my blog, <http://TheConfidentCopywriter.com>, for free help, advice and the latest resources to help you succeed and love your job!

29 West Eagle Road | 2nd floor | Havertown, PA 19083 | Victoria@TheConfidentCopywriter.com
| 800-614-4619