

# **A Guide to Copywriting**

## **Part 1**

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## Introduction

For the last few years, more and more people have taken the plunge choosing to work from home as copywriters and if you set things up well, you can earn a pretty decent living with the added bonus of being your own boss.

### **You Choose Your Working Hours!**

You get to choose the hours you work which for many people can be a godsend - especially if you have kids!

Providing copy for marketers and other clients on the internet is quite unique. It's very different from creative writing although it does involve a little imagination and a tad of creativity.



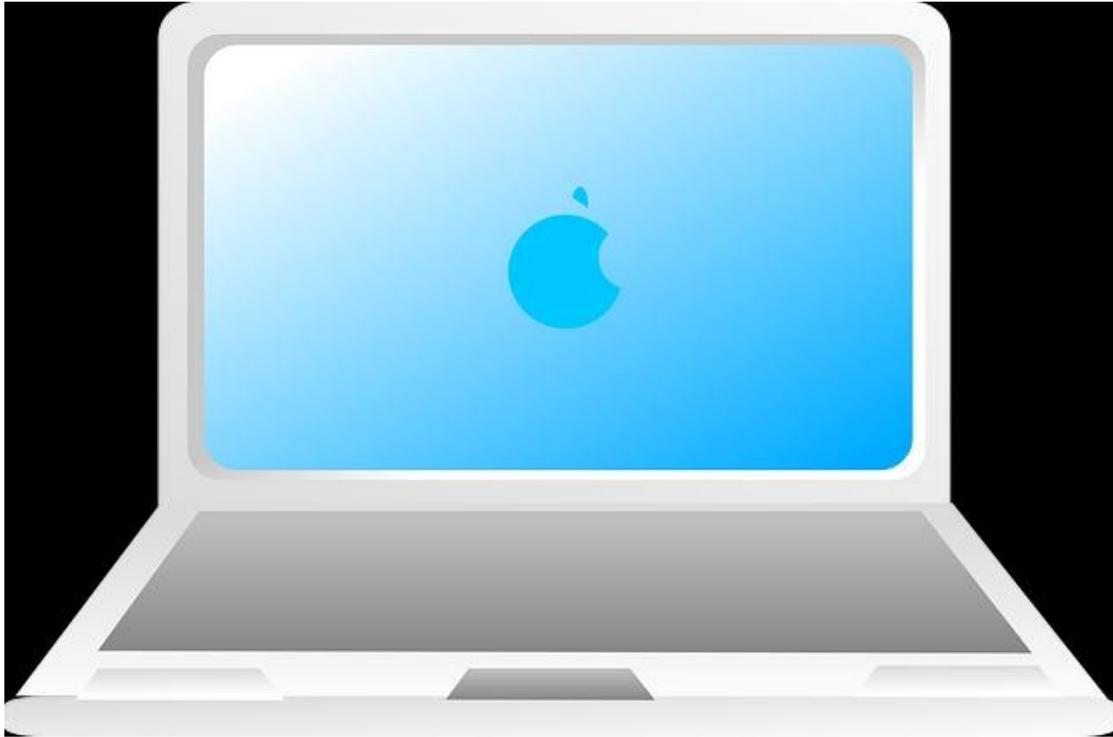
Adding a little of your own creativity to copy will make your work stand out from the rest. Think of it as your own very individual signature which is instantly recognisable!

This guide is full of tips on how to become a successful copywriter working from home. The first part deals with the all the basics and offers advice on the various platforms you can find work on which will set you up in your new career as a copywriter!

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## **The Basics**

Working from home requires discipline. You may be able to choose the hours you work, but you also need to set up a routine you can easily stick to.



### **A reliable computer is a must**

You don't need much in the way of equipment to set yourself up as a copywriter. Just a reliable laptop or other device and a good internet connection which are an absolute must!

You'll find you spend a lot of your time looking for work when you first start out - this is something we all have to go through, but with patience and perseverance pretty soon you'll have clients knocking on your virtual door!

## The Pros and Cons of Working From Home

Interruptions can be a real problem for copywriters who work from home. Once you shut your virtual office door during working hours, you have to turn the "do not disturb" sign on and it needs to be respected by everyone in the household!



### **Working from home requires a lot of discipline**

The discipline side of things is essential because it's all too easy to get sidetracked, especially if things aren't going that well in the office which can happen from time to time.

With this said, it's no good slogging away if you're tired because you'll only end up getting more frustrated and your work may suffer, which is why having the right "mindset" is so important.

## **Having the Right Mindset**

Having the right mindset and attitude towards your work is all-important. You need to feel confident from the word go, but not so much so that you end up making mistakes.



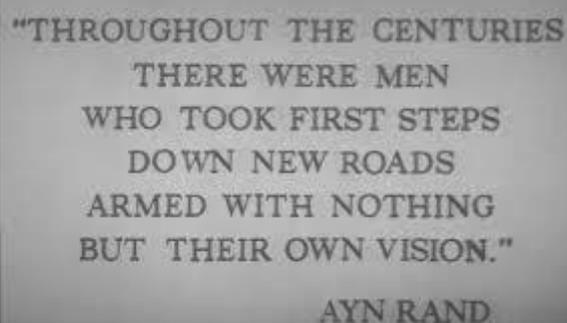
### **Quality is everything**

Writing in any form is a continual learning process and even more so for the internet which is an ever changing platform you'll be working on.

In short, you have to be prepared to learn as you go and always be willing to listen to new ideas and concepts, paying particular attention to the rules Search Engines lay down and which change from time to time!

## Work Ethics

Setting yourself the right sort of work ethics and standards when working as a copywriter is crucial to how clients will interact with you. Working in a "virtual world" where you don't get to meet your employers or clients face-to-face means you have to be as transparent as possible.



"THROUGHOUT THE CENTURIES  
THERE WERE MEN  
WHO TOOK FIRST STEPS  
DOWN NEW ROADS  
ARMED WITH NOTHING  
BUT THEIR OWN VISION."  
AYN RAND

In short, transparency is of paramount importance when working as a virtual copywriter. Clients have to know who they are dealing with and that the standard of your work is top notch at all times.

In short, you take pride in your work and are happy to have a piece attributed to your name!

This leads nicely to 2 more important aspects of copywriting which are creating a professional profile and discovering the type of niches you excel at writing copy for!

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## Creating a Professional Profile

Creating a professional profile is a must because clients need to know who they are dealing with. Your profile needs to have a image that reflects the sort of professional you are.



### **A professional profile is a must**

It's important to include a few details about yourself:

- Where you were educated
- To what level
- A little background about work experience
- Your experience as a copywriter
- Who inspires you

## **Finding Niches**

Finding the sort of niches you feel comfortable writing about can take a bit of time, which could be thought of as a period of "trial and error".

This trial and error period is well worth going through because ultimately it allows you to find out which topics you are good at writing about so you can start focussing on these when searching for jobs.

**Knowledge is free at  
the library. Just bring  
your own container.**

### **Copywriting is a continual learning process**

Some copywriters can write about a variety of topics with no trouble at all, but the chances are they enjoy certain niches more than others.

If you enjoy writing about something in particular, you can bet your copy will be outstanding whereas if you have to write about something you're not that keen on, your copy may not be as good!

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## Where to Find Work

You can find work on many platforms which includes on the websites listed below:

- [Peopleperhour.com](http://Peopleperhour.com)
- [Guru.com](http://Guru.com)
- [Elance.com](http://Elance.com)
- [Freelancer.com](http://Freelancer.com)
- [Craiglist.com](http://Craiglist.com)

I always think it's best to start out using one of these third party platforms because not only are there plenty of projects posted on them every single day, but they offer more security when it comes to getting paid for your work!

Once you've found your feet and feel confident about your writing abilities, you could set up your own Freelance Copywriter website.

However, if you do decide to set up a website, bear in mind you would need to market yourself which is a whole different ball game that's best left up to the experts like [socialbuzzing.co.uk](http://socialbuzzing.co.uk) !

The best way forward at this stage of your copywriting career is to carry on working through third party websites as well as via your own personal site!

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### Part 2

#### How to Hone Your Copywriting Skills

*Coming out soon!*

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