

5 WAYS TO RADICALLY TRANSFORM YOUR FREELANCE COPYWRITING BUSINESS

The Copywriter's Workbook

A proven system to shift the way you start, run and scale your copywriting business so you can support and serve your clients from a place of abundance, not burnout.

A NAT MILLIGAN CREATIVE DOWNLOAD

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Crafted Just For You

I want you to know that I designed this masterclass with you in mind. Seriously. If you're a freelance copywriter or you have dreams of becoming one, this masterclass was crafted just for you.

TO THE FREELANCER

Whether it's your full-time gig or your part-time hustle, I've been there. I want to celebrate you and the unique way you contribute to changing the lives and businesses of your clients and customers. Cheers to you!

TO THE NEXT GENERATION

Perhaps you're reading this and you've not quite started your copywriting business. I remember when I started blogging over a decade ago - with I might add, no clue what I was doing, heck I didn't even know what copywriting was [I know! Slap palm to forehead, mouth wide open, "No way!"]

It's true.

But I believe dreamers, creative thinkers and action takers have the capacity to change the world. So, if you have dreams of making money from the words you write then this masterclass has your name all over it.

Begin with the end in mind

*Stephen R. Covey, Author, The 7 Habits of
Highly-Effective People*

Just For You
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Like At School

HERE COMES THE DREADED MULTIPLE CHOICE

New age modern copywriters are...

- ☐ Word pumping, do what I'm told nodding as long as you pay me chimps (no offence to chimps).
- ☐ A dime a dozen, all the same, and should be grateful for every job offer they get.
- ☐ Creative storytellers, ethically persuasive, empathetic marketers, data-savvy wordsmiths, brand strategists and messaging maestros.
- ☐ Robotic, follow formulas and rinse and repeat old archaic principles (that don't work in the modern world).

The art of copywriting is...

- ☐ A dying skill, on its way out and making way for an AI takeover.
- ☐ No longer important because people don't read anymore.
- ☐ Valuable, in more demand than ever and smart businesses, brands and entrepreneurs are willing to invest in the service to get the job done.
- ☐ Nothing special. It's just words.

Copywriters need to be...

- ☐ A grammatical genius and former spelling bee world champ.
- ☐ Armed with an English degree and fancy certificates and qualifications.
- ☐ Creative, hardworking, life-long learner and passionate about writing.
- ☐ An expert at writing copy for every industry, sector or niche with years of experience.



Work It Out
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MESSAGE MAVEN
STORYTELLING WIZARD
OPEN RATES
FORMULAS
STYLE SIGNATURE
EMAIL MARKETING
SALES FUNNEL
LEAD MAGNET
CONVERSIONS
BLOG



SALES PAGE
SOFTWARE
CUSTOMER JOURNEY
BRAND IDENTITY
HEADLINES
CALL TO ACTION
CONTENT CREATION
LAUNCH STRATEGY
ONBOARDING
WEBSITE COPY

*Nicely done! Let's jump into
the Masterclass content.*

Work It Out
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The Old School Of Thought

LET'S LOOK AT WHY THE OLD WAY AIN'T WORKING

Here are some of the common side effects of running freelance copywriting business the old way.

SYMPTOMS	COMMON SIDE EFFECTS
No C_____	You feel like a puppet. The client holds the strings and you answer to them and are at their beck and call. You're not your own boss... But, wait, isn't that why you started (or want to start) your copywriting business in the first place?
S_____	You accept every job that lands in your inbox or DMs. It's hard to focus because everything feels urgent and important. You become overstretched and overwhelmed by your growing to-do list. Maybe you start to experience a loss of connection to the work and a lack of fulfilment.
STIFFLED C_____	Creativity loves space... Physical, mental, emotional and spiritual space. But...If you are constantly busy then it's hard to create the space needed for your artistry to fully express itself.
YOU ARE A R_____	You feel like a commodity. Just a number. Clients make you feel like you are the same as every other copywriter. Your unique genius is undervalued because to them copywriters are a dime a dozen. You may feel shopped around on, like you're dispensable and replaceable.
SPOKEN A___, NOT SPOKEN T___	Clients feel they can talk at you, not to you. They tell you the brief, scope and their budget and you can take it or leave it.
THE H_____ R_____ HOLE	Copywriters are creative people. An hourly rate pricing system creates a fixed and limited mindset. There's a lack of flexibility and this business model isn't scalable. There will eventually be a cap on how much a client is willing to pay based on hours not quality of work, experience, service or results.
H_____ MENTALITY	You feel the need to always be switched on and hustling to land the next client, cold calling or cold emailing to pitch yourself and share examples of your work. You might start to feel desperate and lose confidence if you experience rejection. Hustling hurts.

*"Start with empathy. Continue with utility.
Improve with analysis. Optimise with love."*

Jonathan Colman, Content Strategist, Hubspot

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The New Way

YOU CAN BE THE EXCEPTION. THE ULTIMATE TRAILBLAZER.

You can set your own boundaries, create your own footprints in the sand and flip the script.

You can build and grow your copywriting business in your way and on your own terms.

In understanding you have the power. Let's take a look at the new way of running a freelance copywriting business.

THE NEXT GENERATION OF CREATIVE, SOUGHT-AFTER AND COMPASSIONATE COPYWRITERS ARE:

CHOOSE...	ENJOY...
PASSION-DRIVEN P _____	Creative freedom. Because they identify the industry, sector or niche they love or have a passion for, they focus their energy and efforts at becoming the best copywriter they can be in that space. Their customers can feel their enthusiasm which allows them to produce gush worthy copy. This leads to better outcomes, happier clients and more referrals.
TO BE A S _____	Standout glory. By niching down they become a specialist, the go-to person in a particular industry, sector or niche. By not saying yes to everything and everyone they are able to focus on the projects they enjoy and have an interest in. It's easier to write words when you know a topic, industry or niche inside out. Clients want to work with you because you know your stuff.
S _____	A sense of longevity. The freedom that comes from creating a scalable business. By creating bespoke packages and setting your own prices for your products and services you separate yourself from everyone else. By setting up your business in this way you remain in control of your energy, time and finances.
TO SET OWN D _____	The perks of setting boundaries. When you know your area of expertise (your niche) and the products and services you can offer your clients to deliver results, you have the luxury of designing your unique process - this is the way you work on projects. Understanding your process inside out and keeping your clients in the loop positions you as an authority and someone who is in control. You can set your own deadlines because you know how to take your clients from start to finish in a clear and concise way. This reduces unwanted emails, frantic calls, disharmony and uncertainty.
C _____, NOT COMPETITION	Sharing the limelight. There's no need to compete when you believe in your business model and in its capacity to meet your needs and desires. So, new opportunities come up to collaborate, speak, share your platform with others, endorse and celebrate other copywriters.
R _____ & A _____	A new level of mutual respect and appreciation. The new way gives copywriters the freedom to choose the people, brands and businesses they like, respect and admire. And in turn, your clients feel the same way about you. They don't haggle on price or put pressure on you to work faster and cut corners. They respect your craft and honour your process.

"Know the rules well so you can break them effectively"
Dalai Lama

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The Shift

THE 5 POWERFUL SHIFTS FROM THE OLD WAY TO THE NEW WAY

Now that we've explored the difference between the old way and the new way of running a purpose-driven and passion-orientated copywriting business...

It's time to dive into the 5 ways to create a copywriting business for the modern world and changing times.

AWARENESS

Knowing the difference between the new way and the old way.

MINDSET

Identify your unique brand position and polarising power.

TRANSITION

Apply the right tools that support your big vision and brand purpose so you transition and build a passion aligned copywriting business.

VISIBILITY

Become the bold brand leader your business needs you to be.

MENTORSHIP

Invest in your future by working with an expert who has walked a similar path, can share knowledge, lower the learning curve and fast-track your success.





If You Were Alice What Path Would You Take?

THE DREADED FORK IN THE ROAD MOMENT...

By watching this masterclass and working through this workbook you are already more aware of the changing market than many other copywriters out there.

Awareness is a powerful thing and you are now aware of the difference between the two different styles of running a copywriting business - the old way and the new way.

Now, I'd be breaking a big copywriting rule if I didn't present you with a solution, *am I right?*
So here goes...

At this point - the way I see it - you have two choices, two proverbial paths you can take...

Remember the bit in Lewis Carroll's *Alice in Wonderland* when Alice gets lost in the woods and asks the Cheshire Cat which way she should go?

He says: That depends on where you want to get to ~

Well, you may not be lost in the woods talking to a rather creepy cat surrounded by singing flowers and mad hatters but...

It's time to make a choice.

You can...

Carry on. Business as usual. And if you're happy with your results and lifestyle then absolutely keep going!

I'm a firm believer that there's no such thing as a one-size fits all solution - in business or in life. We are all different. And your business should reflect your values, philosophy, personality, mission etc. And the new way might not be your cup of tea.

And that's totally fine.

But there's another choice.

And I believe that choice is why you're here...

You signed up for this masterclass...

Watched it...

Downloaded this workbook...

Stayed till the end...



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Let's Chat

A COPY CHAT WHERE YOUR BUSINESS TAKES CENTRE STAGE

I'm offering you a chance to jump on a free call with me to discuss how you can bring your copywriting business to life or give your existing business model a fresh lease of life.

These calls are relaxed, laser focused and pressure-free. There'll be no awkward sleazy-sales pitch at the end - I hate that.

It's more than a copy chat. Yes, in some ways it's like grabbing a coffee with a friend where instead of talking about last season's Bridgerton we chat about your copywriting business. BUT...

We'll be digging a little deeper. Lifting the hood and getting to the nuts and bolts of what might be stopping you from bringing your copywriting dreams to life. And if you already make money with your words then we'll explore how you can make subtle but profound shifts in your business to transform your business and life.

Are these calls right for you?

And to make sure we're poppin' 'n' lockin' on the beat like Beyoncé, a.k.a. on the same page... Here's who these calls are for:

A freelance copywriter looking to run your business in a way that gives you the **freedom** and **flexibility** to choose projects that light you up, work with clients you admire, work your own hours, set your prices and grow your business on your own terms. *Create and nurture the business you've always wanted.*

Or perhaps you are...

An aspiring copywriter with dreams of becoming a force to be reckoned with in the copywriting world. You want to hit the ground running, set yourself up for **success** and **build a business** that **fuels your creative genius**. *Be your own boss and make your own rules.*

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What's up for discussion

Because full transparency is my love language, I want you to know what we'll chat about on the call - *no unexpected surprises!*

1. We'll chat about your business - your current challenges, what's working and what's not?
2. We'll talk about your vision - your goals and aspirations for the future, where do you want to go?
3. We'll take a look at this new way of starting and running a copywriting business and see if it's a good fit for you.

Here's the thing ~

It's really important to me that this new business transition supports you moving forward. Because, it might not be a good fit and that's totally fine.

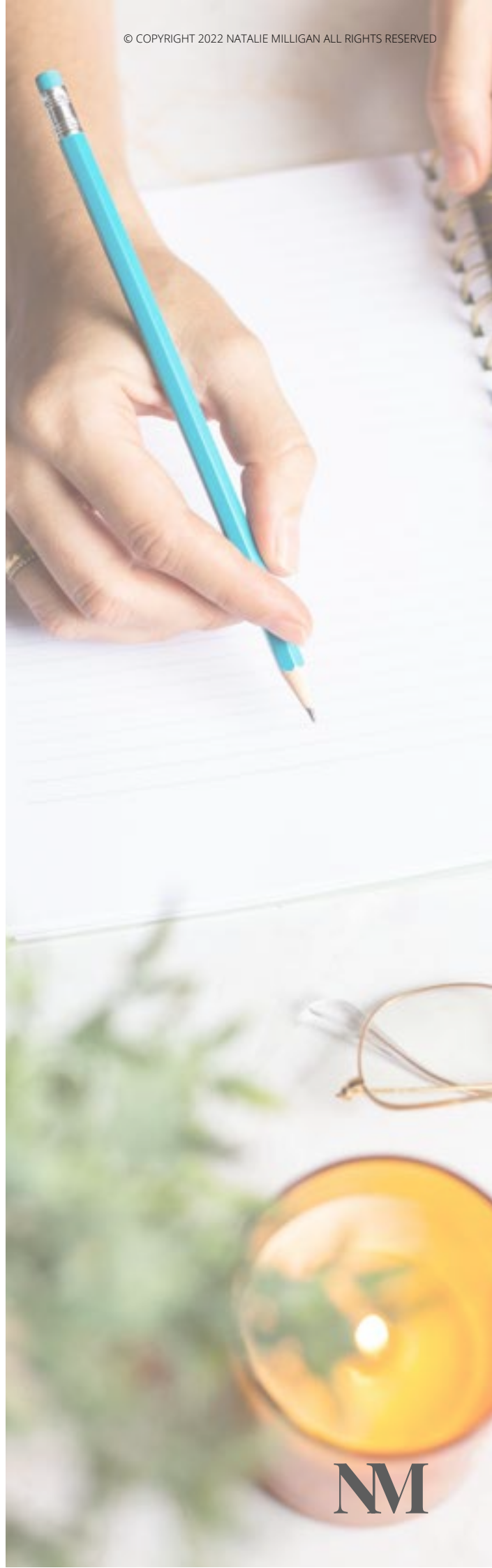
If it is a good fit and you'd like my help to implement the 5 shifts so you can start running your business in this new way then there's a chance for us to chat about that option as well.

And because you were born to do great things...

If for whatever reason, I can't help you or you need something else, I'll be happy to point you in the right direction.

You were born to be great and however I can support you in making that happen, I'll do my best.

So, it's win-win.



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BOOK A CALL

A little heads up ~

When you hit the link, you'll be sent to my calendar booking page. Book a time that works for you.

Then you'll be redirected to a short application form. Please complete it. It allows me to show up and serve you in the best possible way on the call.

If you're up for it, BOOK A CALL.

Nat x

The Word On The Street

Nat is a content copywriter and soulful strategist. She's been in the game for 10 years working with start ups and aspiring entrepreneurs to award-winning brands and multi-million pound companies.

She specialises in helping brands identify their unique brand story, core essence and bigger purpose so they can optimise their potential, impact more people and make money in a meaningful way.

Her flagship copywriting programme, The Copy Rebel, is a high-level certified coaching programme designed to guide and mentor the next generation of compassionate, creative and purpose-driven copywriters every step of the way so they can hit the ground running in just 8 weeks.

The 911
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