

inside
AWAI

Freelance Writing Projects that Elevate You to Valued Consultant



With AWAI's Rebecca Matter and Pam Foster

Who's Who



Rebecca Matter



Pam Foster

Goals for today



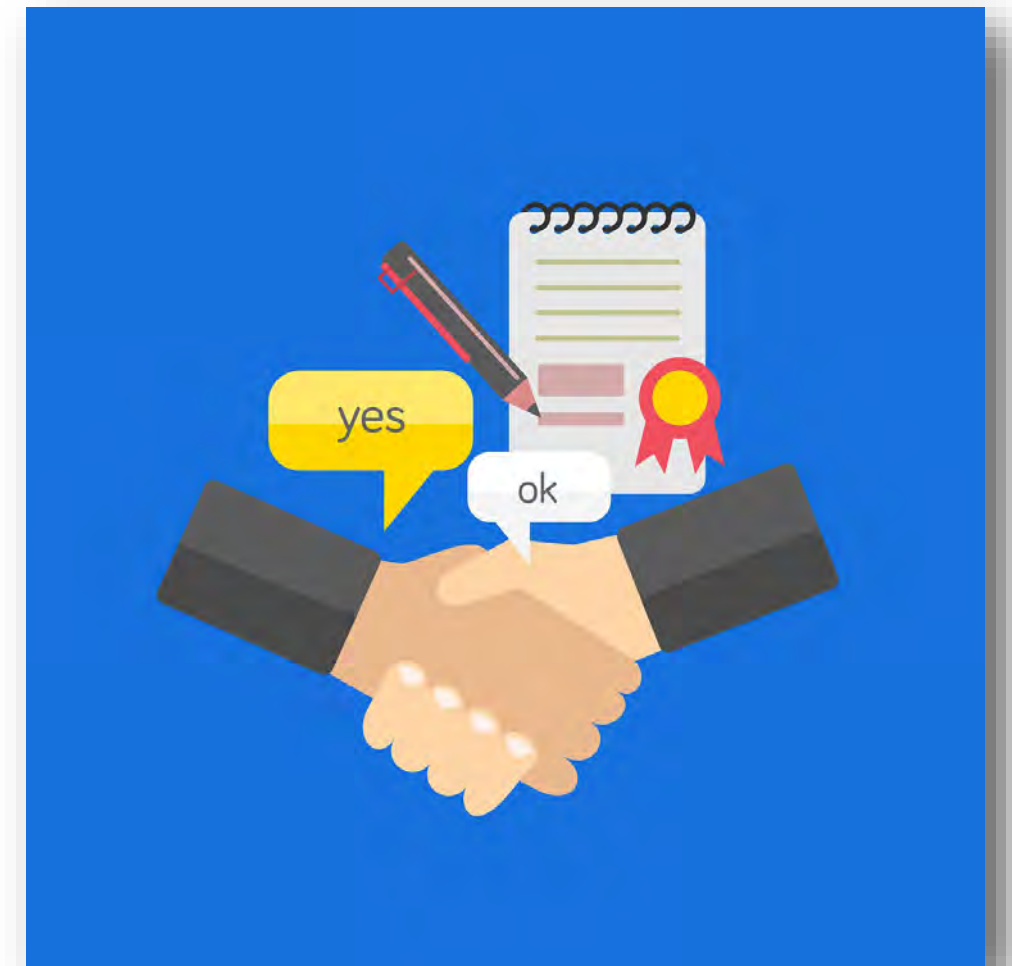
- You: the consultative copywriter
- 4 different ways to pursue this
- Resources to start now
- Tips to lock in lasting relationships
- Q&A

**YOU:
The Well-Paid
Consultative Copywriter**

The key to elevating your value

Go from writer to partner!

- Move from laborer to architect
- Dig deeper into their business
- Provide guidance and strategy
- Make things easier for clients
- Deliver better results
- Become indispensable
(the long game!)



**4 different ways to
pursue this**

Each opportunity...

- Stems from your copywriting knowledge
- Is critical for the client's ongoing success
- Removes a huge burden (pain point) for the client
- Sets the stage for major improvements, results



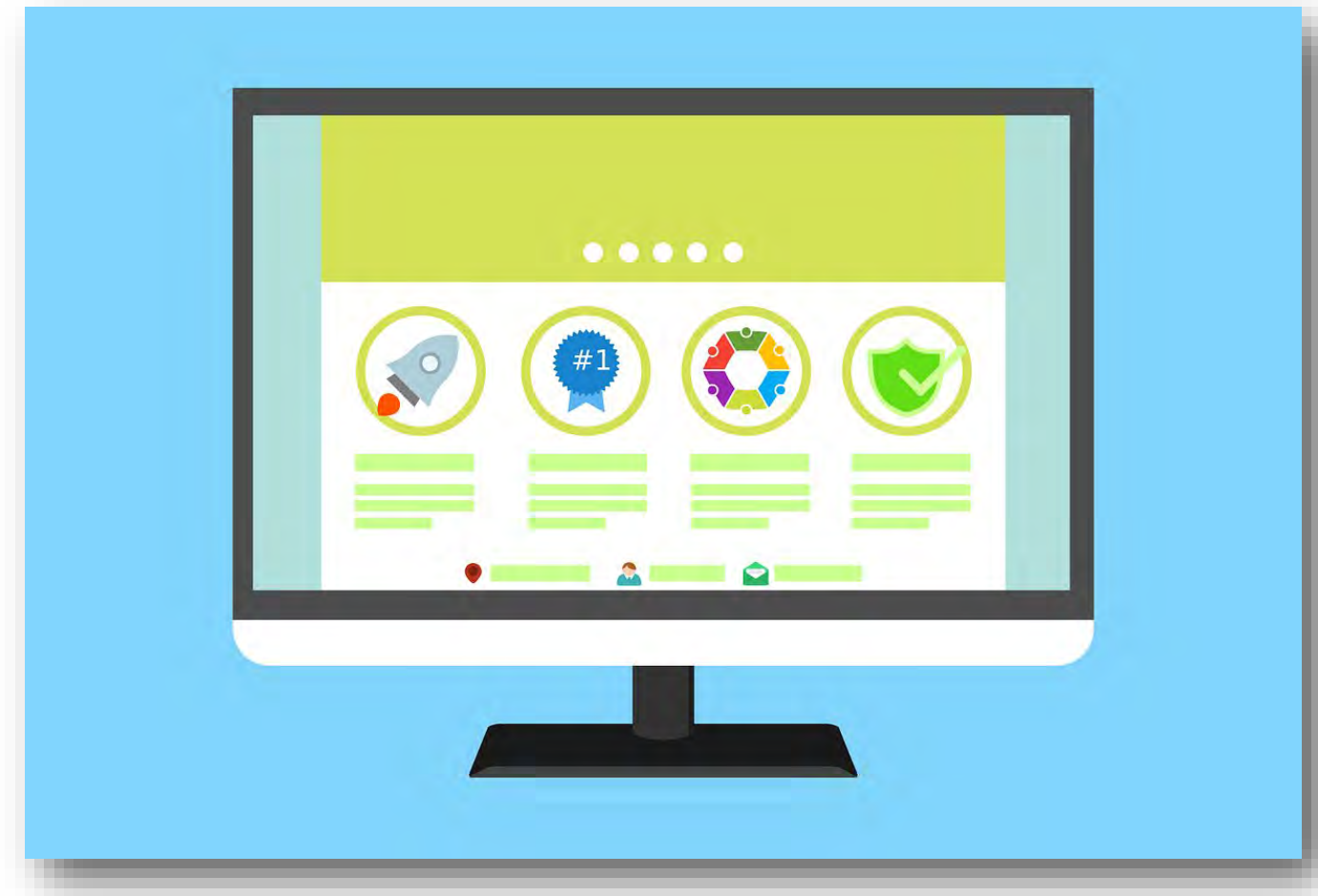
1. Site Content Audits

Site Content Audits

How this elevates you

You're not *just* writing/optimizing web pages...

You're finding gaps and opportunities across the website, **to transform its ongoing success potential**



Site Content Audits

What you provide

- An audit of main web pages
- Evaluate 21 “musts” for effective sites (mobile-ready, message clarity, etc.)
- A report on your findings, with recommended improvements
- Proposal to fix content gaps/issues



Site Content Audits

Excellent fee per audit

- \$1,500-\$2,000+ per audit
- About 10 hours at first, then less time
- 10-page report (give or take)
- Consultative walk-through to explain and encourage



Site Content Audits

PLUS, fees to revise and write!

- The content usually needs help
- \$500-\$600+ per page to revise and optimize
- Lots of pages to fix? Pace it over several months
- Total redesign down the road? Manage the content there, too!
- Add-ons: emails, blog posts, etc.



Site Content Audits

Easy to do!

- Follow a checklist to evaluate
 - 21 clues: yes/no/sort of
 - Based on proven best practices
- Write a report that outlines your findings and recommendations
- Use screen shots to help clients
- Propose to write/fix the gaps

21-Point Checklist: How Your Website Performed

Criteria and Descriptions	Yes	Sort of	No	Notes
1. Site Identity - Where am I / what is this?				
Company name, logo	x			-Name & logo are consistent, "Business Assurance" is vague, not customer-focused -Headlines need to have clearer benefit for visitor
Customer-focused tagline			x	
Headline identifying what's there for the visitor			x	
2. Company Information - Who is the company? People do business with people; build trust.				
About us: what it means to the visitor		x		-About Us needs content & headline that appeals more to visitor. What's in it for prospect? -A photo & short bio of each staff member would build more trust; allows you to explain how their experience is a benefit to client -Footer looks great except black links against grey are difficult to see. No live link to phone #. -Contact page needs to be more than boilerplate (see Summary for more info)
Contact information (not just a boilerplate form)			x	
Footer to enhance legitimacy:				
Company name	x			
Physical address	x			
Phone	x			
Live link to email	x	x		
Privacy Policy link	x			
3. Content Strength: Clear <i>When visitors arrive at the site, they glance in seconds ... deciding whether or not to stick around.</i>				
What the company does			x	-Not immediately obvious what Critical Ops does. Found myself asking, "But what do they actually do?" -CEOs might be in desperate need of your services, but will never understand the value of Critical Ops if they don't use the same jargon -No language explaining how Critical Ops offers the best solution for potential customers -Isn't clear what visitors should do once on site -See "C" in Homepage findings
Why it offers the best solution			x	
How to find ...		x		
What to do			x	
Most critical page elements should be visible "above the fold" - the first screen visitors see on any device		x		

Site Content Audits

AWAI Resources

- Articles:
 - [Get Paid Twice When You Do Site Audits for Clients](#)
 - [A Handy Site Audit Checklist for SEO and Content Writing that Works — And Leads to More Projects](#)
- Program:
 - [Site Audits Made Simple](#)



2. Content Marketing Strategy

Content Marketing Strategy

How this elevates you

You're not *just* writing individual blog posts or articles as assigned...

You're creating a strategy on what will resonate the most over time to **bring in more traffic, leads, sales.**



Content Marketing Strategy

What you provide

- Overall content plan to help audience at many stages via:
 - Blog posts/articles
 - Videos
 - Newsletters
 - More
- Editorial calendar(s) and other “maps” to help clients

[INSERT MONTH + YEAR]

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		

KEY:
Holiday
Campaign
Ebook
Webinar
Blog Post
SlideShare
Product Launch
Experiment
Other

Content Marketing Strategy

Excellent fees

- \$5,000 for an overall strategy
- Plus, \$5,000+ a month to write the various content pieces
- Offer packages on monthly retainer, set for a year



Content Marketing Strategy

Easy to do!

- Prepare a custom plan for strategic content through entire buying cycle
 - Attract Prospects
 - Generate Leads
 - Convert Leads to Buyers
 - Keep Buyers Happy
- Include a proposal to write the pieces
- Include ongoing management
- Include reporting on the results



Content Marketing Strategy

AWAI resources

- Articles:
 - [Get Paid as Much as \\$5,000 a Month as a Content Marketing Strategist](#)
 - [How to Make Even More Money from the Content Marketing Trend](#)

- Program:

Content Marketing Mastery Mentorship

www.awai.com/contentmastery

Get Paid as Much as \$5,000 a Month as a Content Marketing Strategist

By Sandy Franks



He's had a variety of odd jobs: producer, circus performer, book publisher, speaker, and entrepreneur.

But no matter what job title he had, he never lost his love for music.

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3. UX Copywriting

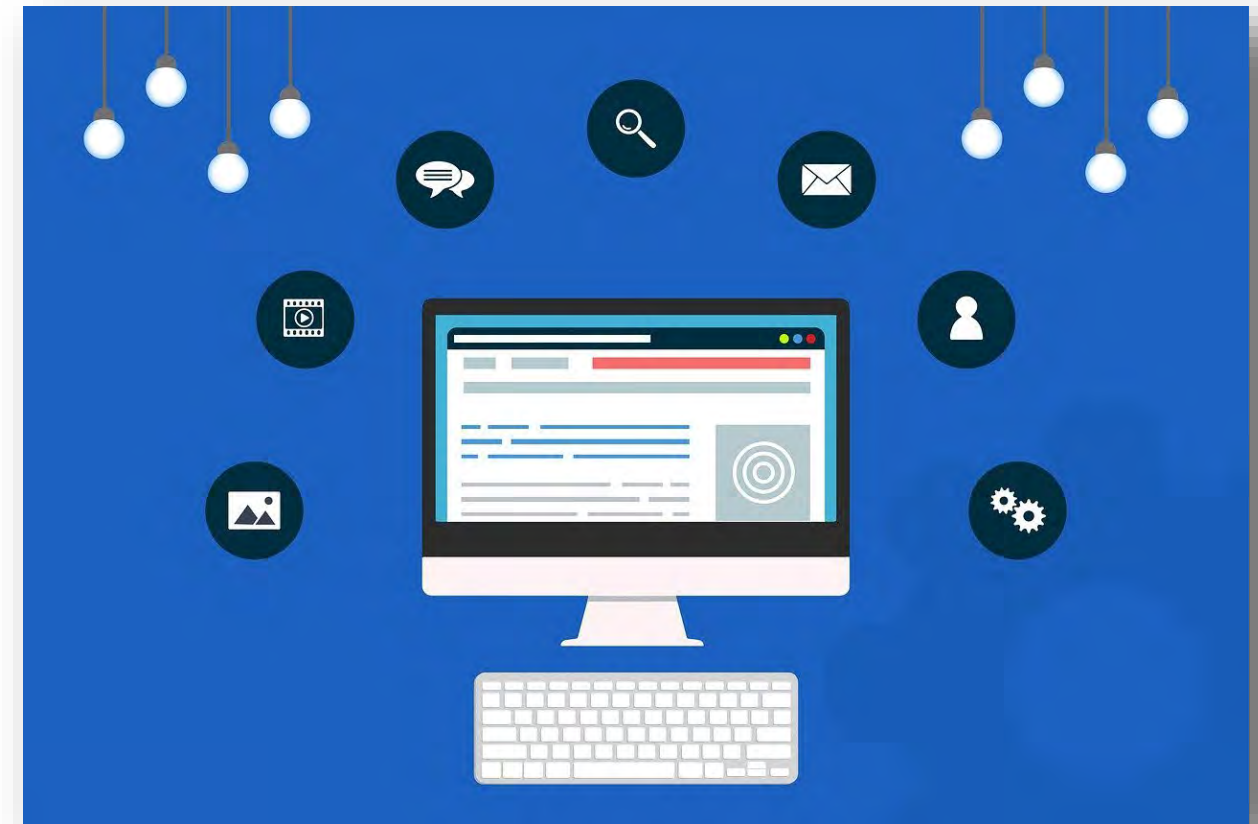
(UX = User Experience)

UX Copywriting

How this elevates you

You're not *just* writing copy for separate elements...

You're advising on ways to enrich the customer experience through the entire buying cycle — **boosting sales and satisfaction**



UX Copywriting

What you provide

- A User Experience audit
- Report on your findings
- Recommended improvements
- New/revised copy for each piece of the buyer journey
- Ongoing management and tracking/fine-tuning



UX Copywriting

Excellent fees

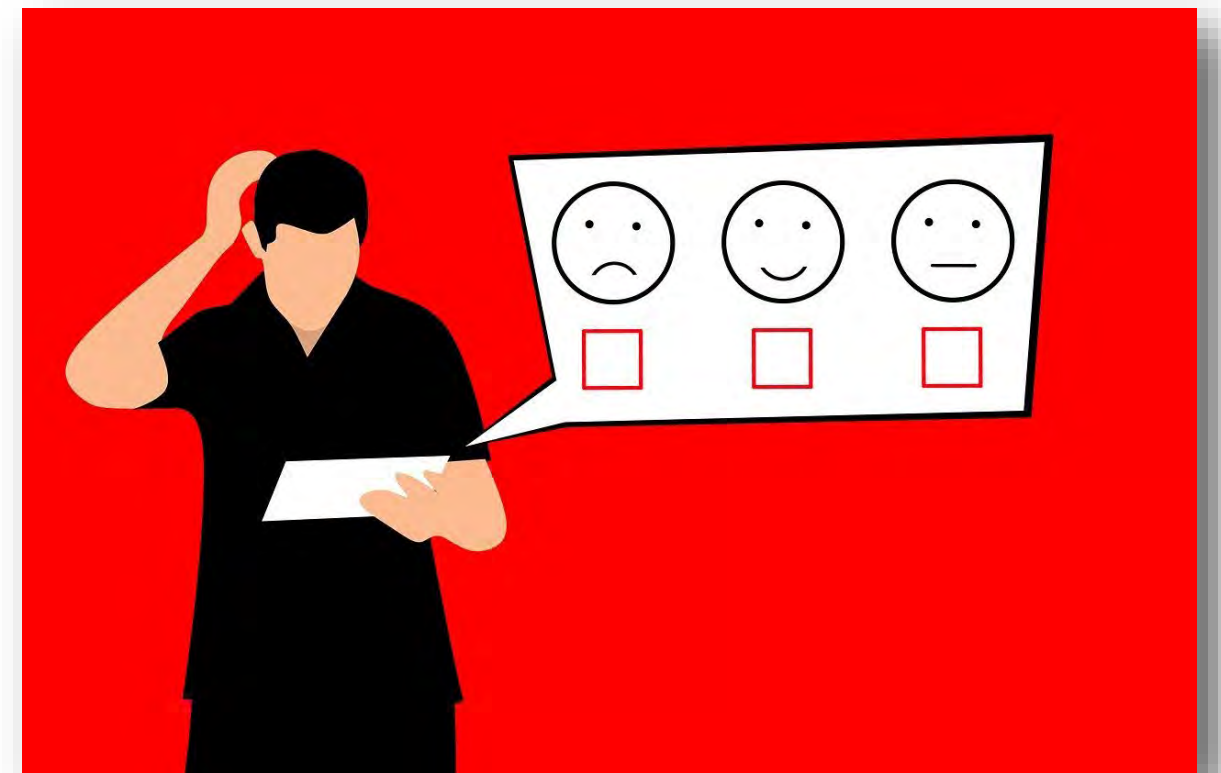
- \$1,000-\$2,000 e-comm audit
- \$2,000-\$3,000 mobile audit
- \$250-\$750 email signup audit
- Upwards of \$10,000 for a complete website audit following the customer journey



UX Copywriting

Easy to do!

- Walk through the experience through the eyes of the user
- Uncover gaps and areas to improve clarity
- Determine how client's messages make or break the UX
- Small changes lead to big results



UX Copywriting

AWAI resources

- Articles:
 - [User Experience Copywriting Gives Writers a New Way to Stand Out](#)
 - [UX Copywriting in Action](#)
 - [10 Reasons You Might Be a UX Copywriter and Just Not Know It Yet](#)

- Program:

[*UX Copywriting Mastery & Certification*](#)

www.awai.com/uxmastery

10 Reasons You Might Be a UX Copywriter and Just Not Know It Yet

By Heather Robson



Do you ever feel like there's always something new to learn?

And it's true ... ongoing learning is important to your success as a writer.

But because you have so many options, it's also important to focus your learning on what's going to serve you and your clients best.

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4. Social Media Management

Social Media Management

How this elevates you

You're not *just* writing social media posts...

You're mapping out a strategy to **build trust, engage, and bring in more business**



Social Media Management

What you provide

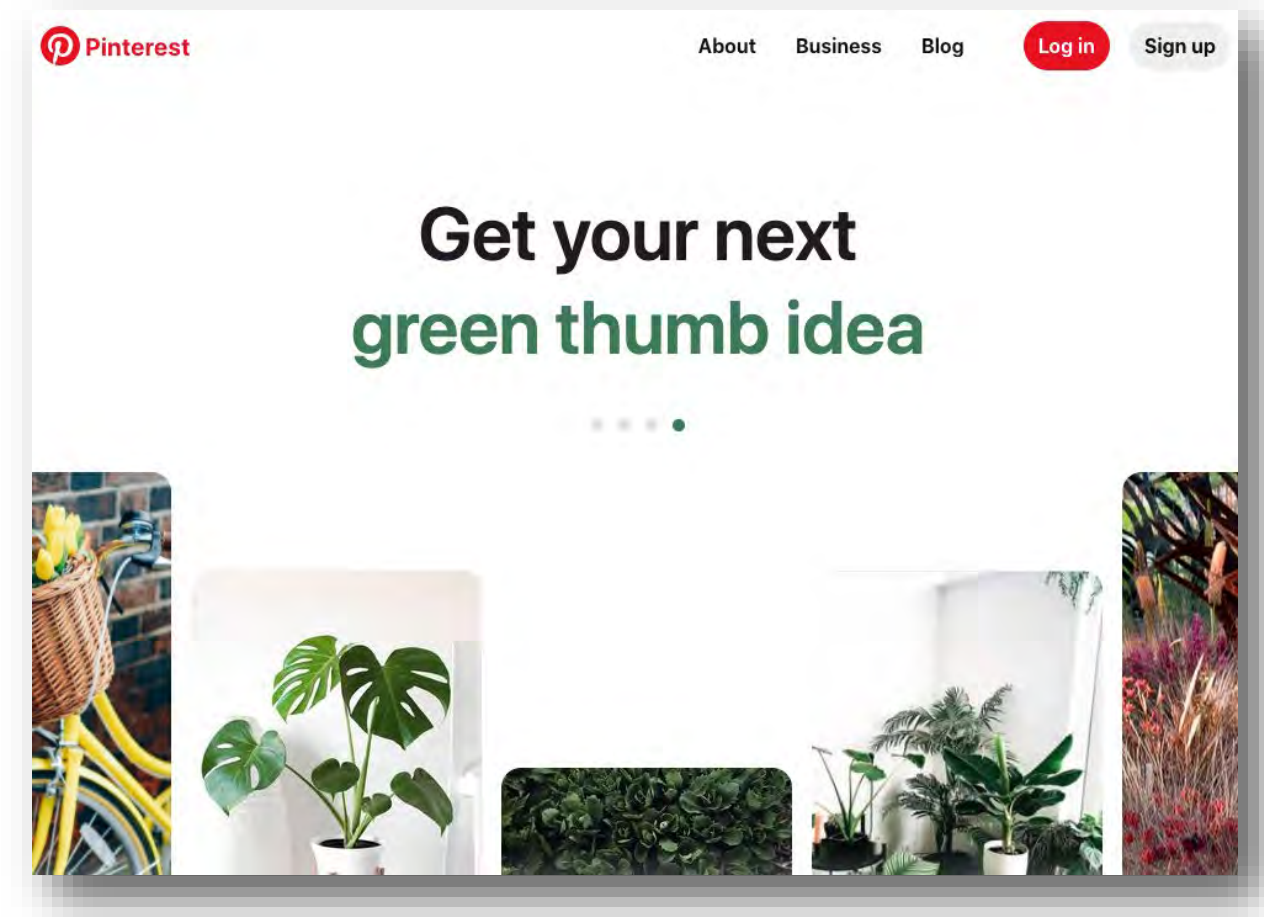
- Brand awareness campaign ideas
- Acquisition campaign ideas
- Strategies to build trust and foster community among audiences
- Strategies for engaging, inspiring, and entertaining a community
- Creative asset coordination [graphics, video] for campaigns



Social Media Management

Excellent fees

- \$50-\$250/hour for management
- Can be 5-10 hours/week = @40/month
- \$2K low end to \$10K high end!
- Include strategic planning, posts, moderating, ads... all of it



Social Media Management

Easy to do!

- Already doing social media, turn it into client-focused work
- Study what others are doing well
- Create conversational (human) campaigns/posts
- Track/report reactions
- Be a voice for the client
- Set yourself up for other projects!



Social Media Management

AWAI Resources

- Articles:
 - [*With Billions of People Hooked on Social Media ... It's a GREAT Time to Become a Social Media Expert*](#)
 - [*6 Reasons Every Writer Should Offer Social Media Services*](#)
- Program:
 - [*How to Make Money as a Social Media Marketing Expert*](#)



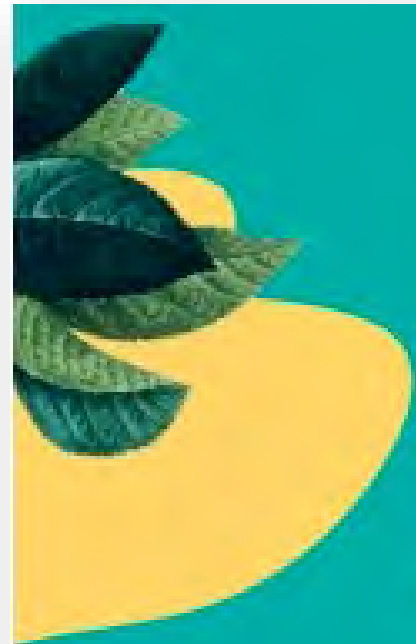
Tips to lock in lasting relationships

Assume clients need help

Marketers are overwhelmed

- So MANY marketing channels today
- More buyers online than ever before
- Competition for attention is high
- Struggle to get results
- No qualified staff, can't find resources

Marketing Insider Group 2021 survey



WHAT ARE YOUR TEAM'S TOP CONTENT MARKETING CHALLENGES?



Research their audience and efforts

Think like their customer...

- Who is the audience?
- What are they hoping to solve or find?
- How are they looking for the solution?
- What do they know/believe to be true?
- What does the company offer that's a fit?
- How/where can they connect?

Be their superhero

With your objective, strategic view...

- Bring the client fresh ideas
- Show the client what competition is doing
- Show the client how to stand out
- Create a cohesive plan
- Double treat: not only a guide — also the writer!
- Invest in their wins (it's a win/win!)

Questions?

Put them in the Q&A Box

