

# Network Your Way to Success When You Join *PWA*

## Get the Valuable Contacts that Could Lead to Copywriting Jobs



Mastering the skills of copywriting, content marketing, social media, web writing ... it's your first step to becoming a highly paid freelance writer. Next, you want to find clients and land copywriting jobs.

But simply applying to random projects on job sites and cold calling potential clients can be frustrating ... and intimidating. It's hard to set yourself apart from every other writer out there.

What you need are contacts ... connections. So when you get in touch with a potential client you have an "in" that puts your application to the top of pile.

As the old saying goes, "It's not *what* you know, it's *who* you know."

Of course, when you're just starting out it can be hard to do that kind of networking on your own. There's a shortcut:

Joining a group whose members are recognized for their expertise and ability to produce good work. As a member of *The Professional Writers' Alliance*, having that name on your resume, business cards, and website open doors.

And, because they regularly come to *PWA* to find copywriters ... you can get in touch with clients directly about potential copywriting jobs on a regular basis. You could even make the contacts — maybe even with a veteran copywriter — you need to get a personal introduction to your dream client.

*"The reinforcement that you receive as a member is real. Networking with fellow copywriters and receiving current information from master copywriters on a week-to-week basis is the fuel that gets me going daily. Becoming a part of PWA just guarantees your copywriter's success."* – **Regine Baptiste**

Plus, as a member of *The Professional Writers' Alliance*, you'll enjoy all the other benefits of membership in a group with like-minded working towards the same goals:

- A constantly updated library of articles, videos, and more to help you bolster your writing skills
- Pro tips for growing your freelance business, landing clients, and more
- Updates on news and trends affecting copywriters
- Access to AWAI programs and products at discounted prices
- Emotional support and camaraderie (when most people in your life have no idea what copywriting is — your fellow *PWA* members do)
- And much more ...

Combined with the connections and contacts you get with membership, joining *The Professional Writers' Alliance* can be a key part in your success as a freelancer.

Published: September 17, 2017

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