

# How To Turn COPYWRITING Into A Lucrative INCOME *Stream For Your Web Company*



***Avoid Common Outsourcing Mistakes And Partner  
With High Quality Copywriters To Increase Profits And  
Customer Satisfaction In Your Business***

J A M E S B R I N E

[JamesBrineMarketing.com](http://JamesBrineMarketing.com)

# **How To Turn Copywriting Into A Lucrative Income Stream For Your Web Company**

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By James Brine

[JamesBrineMarketing.com](http://JamesBrineMarketing.com)

The legal stuff...

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**Dear Web Designer,**

I've written this report to explain exactly how to generate a fresh stream of income in your business by attracting and outsourcing copywriting projects as part of your service to clients.

Even if you already outsource copy projects this report will give you great ideas to streamline and improve the process so it's even more profitable and hassle free.

I know you are busy so I have made this report short, sweet and to the point to quickly give you practical information to outsource copywriting as easily and profitably as possible

After reading this report you'll be more informed about how to make serious money through outsourcing copywriting projects than 99.9% of your competitors.

**Continue reading to discover...**

- 5 Common Misconceptions About Copywriting
- 4 Costly Mistakes When Outsourcing Copywriting
- 5 Critical Questions You Must Ask Your Copywriter
- 3 Side Benefits For You And Your Clients
- How To Sell More Copywriting Services To Your Clients
- What To Do Next

**So let's get to it...**

## **5 Common Misconceptions About Copywriting**

### **Misconception #1: My Clients Do Not Want Professional Copywriting On Their Website**

As a professional copywriter I work with many clients who have gone to a lot of hard work and expense to build a great looking, functional website for their business, but within weeks realize they just aren't getting the sales and leads they had hoped for.

Even if they are generating traffic their conversion rate is poor because the sales copy is generic and doesn't possess a persuasive and benefit rich message for the reader.

Sometimes before a site has even launched I receive calls from stressed out business owners asking me to write copy for the entire site, because they just don't have the time or skill. This is a service you could be offering for a very nice fee.

### **Misconception #2: Offering Copywriting Will Mean A Lot More Work And Running Around**

If you work with a reputable professional copywriter they will already have all the systems in place.

This includes a Copywriting Questionnaire that will gather all necessary info from the client to complete the work, and clear deadlines for the completion and delivery of each step of the project.

Basically your job will be to sell the client on the idea (which this report will show you later), receive the brief and forward the drafts onto the client for feedback and the tick of approval.

Alternatively you can always set up a referral agreement, so the copywriter can deal with the client directly and pay you a referral fee.

### **Misconception #3: Copywriting Isn't Very Valuable**

This very point of view has seen billions of dollars in advertising budgets go down the drain.

If the message conveyed on a website, brochure or any kind of marketing material doesn't instantly grab the attention of the prospect it doesn't matter how great it looks... they will not read... and they will not buy.

People are very busy and have very specific desires and problems that they need to find a solution for. A good copywriter will undertake in-depth research to find exactly what a particular target market is looking for and develop a message that grabs their attention and conveys the benefits that buying the product or service will deliver.

I could write an entire book on the intricacies and psychology of how great copy sells, but for now I'll just say if the message of the website doesn't connect with the visitor's needs they will not buy no matter how great it looks.

Your clients will find professional copywriting a very valuable investment when their website conversions double or triple and they are getting real value out of their new website

### **Misconception #4: My Clients Will Not Pay For Professional Copywriting**

Ok this may be true. Some people just will not want to pay for copywriting and will be happy to do it themselves. That's fine

But most business owners are busy enough as it is and don't have the time or any idea where to start when it comes to writing copy.

A large majority never sit down in front of a computer to write at all. So they may waste days, weeks even months trying to come up with

something that they are happy with, or they just end up copying their competition and competing on price.

If your clients could pay a little extra for their website to get it complete and ready to start making money immediately most will jump at the opportunity.

You'll also find they will also be a much happier customer when their website becomes a real profit engine for their business.

### **Misconception #5: All Copywriters Are The Same**

This is where many people go wrong. There are basically two forms of advertising. Direct response advertising and brand advertising.

Brand advertising is based on the premise that if people see your brand enough times they will trust you and want to buy your products.

This is fine for McDonalds and Coca Cola with huge marketing budgets, but for your customers and especially website copy where Internet surfers attention spans are so short, you need to find a direct response copywriter.

Direct response copywriters specialize in delivering benefits to the reader and creating instant desire through compelling offers and well crafted psychological triggers.

Forget the clever slogans and creative concepts.

The proven and tested approach of direct response copy is what your clients need to make sales from their websites.

## **4 Costly Mistakes To Avoid When Outsourcing Copywriting**

Now that you understand more about what's involved and some of the benefits of outsourcing copywriting I want to show you the major mistakes to watch out for.

These 4 handy hints will save you a lot of time and money down the road

### **Mistake #1: Not Getting A Thorough Brief From Your Client**

Creating high impact, high converting copy takes in-depth research and a clear understanding of the product, market and desired objective of the copy and website.

Firstly your outsource copywriter should have a thorough, detailed questionnaire that can gather all the vital information for a project. Then you need to make sure your client understands how important it is that they fill the questionnaire out thoroughly.

I personally have a 4-page questionnaire that goes deep into the product or service, the target market and expertise and unique selling proposition of the business. (If you would like me to send you a copy of my professional Copywriting Questionnaire just email me at [james@jamesbrinemarketing.com](mailto:james@jamesbrinemarketing.com))

Failing to get a complete brief will mean more headaches and back and forth communication down the road. You don't want to be spending more time than is absolutely necessary dealing with clients and copywriters, so get a solid brief at the start.

## **Mistake #2 Hiring A Cheap Unreliable Copywriter With No Experience**

Price variance between copywriters can be dramatic, and for good reason.

Overseas writers and complete novices could provide content for 6 web pages within an hour or two and charge you and your client as little as \$100 or less.

I'm sure the potential and common problems here are obvious but just in case...

Hiring a cheap foreign or first time copywriter is the same as taking your car to a friend of a friend who has worked on one or two cars and is just looking for a bit of extra beer money or buying cheap imitation clothing when in Bali. You will save money but it's a very shortsighted view for long-term results.

On the other hand if you take your car to a professional, reliable and trustworthy mechanic who will guarantee his work and make sure all the necessary checks and processes are completed your car will run smoothly for years.

Basically as with any type of supplier in business, the cheapest option will always end up costing you more in the long run.

In all seriousness clients would be better off writing it for themselves, and they probably will once they receive 6 pages of hacky misspelled and unedited writing that does not talk to the target market, has spelling and grammar mistakes and has clearly been prepared with no research at all.

You cannot afford to risk your companies' reputation and the results your clients get from their website.

But you also do not want to be over charged.

A good copywriter will give a detailed quote that should include compensation for research, development of copy and also providing any changes and feedback necessary.



You want to find a quality long-term partner who can count on to deliver every time.

### **Mistake #3: Trying To Write The Copy Yourself**

If you're a professional copywriter then that is obviously fine, but to become a successful, proficient copywriter who gets consistent results, takes years of study and in the trenches experience.

I myself have spent tens of thousands of dollars on copywriting courses and seminars along with years refining my craft in real life business campaigns. I also continue to study and practice hand writing some the highest converting sales letters word for word to really understand the formula and flow of writing great sales copy.

If you want to do right by your client and the long-term growth of your business, find a professional.

### **Mistake #4: Waiting Until The Last Minute To Bring Your Copywriter Into The Project**

This one is critical. Obviously you want to give your client the best product, to do this a good copywriter will need time to complete his research, try different approaches and headlines and provide multiple drafts to implement any changes or feedback.

This is why I suggest offering your copywriting as a package at the start of the project and then immediately submitting the brief so your copywriter has plenty of time to deliver a first class package.

## **5 Critical Questions You Must Ask Your Copywriter**

Here are a few questions you want to make sure you ask any copywriter before bringing them in on a clients project.

### **Question #1: Do You Offer A Guarantee?**

All good copywriters guarantee their work. You will find many low priced and overseas copywriters are just in it for the quick buck and will submit poor quality work with no revisions or changes after the first draft.

You need to ensure your copywriter guarantees to provide at least 2 rounds of revisions as long as they fit in with the original brief.

Making changes outside the brief will usually require an additional fee.

### **Question #2: Do You Have Testimonials And References From Happy Clients?**

You want a copywriter who has a long history of success and happy clients.

Ideally you want one who has worked as an outsource partner before and understands the process and requirements of delivering copy for a new website.

Always ask for proof or references before selecting a copywriter because if they turn out to be a complete rookie this makes you look bad to your clients.

### **Question #3: Do Your Write Direct Response Or Image/Brand Advertising?**

As mentioned before, small to medium sized businesses do not have the budget to waste on pretty slogans and image advertising. You need to ensure your copywriter can generate leads and sales from the visitors to your client's site from day one.

That is the realm of the direct response copywriter.

## **Questions #4: Do You Always Guarantee To Meet Deadlines?**

If your copywriter doesn't meet your deadlines this could hold up the project and reflect bad on you. Get some kind of guarantee that they will provide the copy as agreed.

## **Question #5: How Do You Invoice And Accept Payments?**

This is a basic admin question but critical to take care of upfront.

I personally require 50% upfront and 50% on completion of the project once the client is 100% satisfied with the final product.

I also let clients now I accept direct deposit and Paypal transfers.

It's the small details that will make your copywriting outsourcing run smoothly from the start.

## **Side Benefits Of Offering Copywriting To Your Clients**

### **#1 No Delays On Web Development Projects Waiting For Clients To Provide Copy.**

Many web developers I work for say this is the number one problem they face when it comes to clients providing the copy themselves. If they can't get you the copy so you can finish the site, you can't get paid.

A professional copywriter will meet deadlines and ensure there are no delays because you are waiting for content for the site.

### **#2 Allows You To Offer A Complete Service To Your Clients**

If you can take care of all your clients online marketing needs to a high standard there is no chance of losing them to you competition.

Many of my partners also set up email auto responders and Pay-Per-Click campaigns for their clients using my copy to generate great

results. This positions you as a real expert and provides even more streams of increased income.

### **#3 Everything Can Be Easily Handle Over The Phone Or By Email.**

To start this process is really so simple. Any honest copywriter will be able to give you a specific upfront quote over the phone or by email once your give him the specific job details.

Most will even have a detailed fee schedule that outlines the estimated prices for various projects.

I invite you to call and I will send you a copy of my fee schedule on 0423311683 or email at [james@jamesbrinemarketing.com](mailto:james@jamesbrinemarketing.com).

Here are the things I consider when quoting a project.

First, how much copy does the client require? E.g. How many pages, headlines and the desired length of the copy, are there squeeze pages and copy for opt-in forms required?

The initial research into a company, product and target market is very similar whether a site needs 1 page or 10 pages of copy written so this is also a factor that affects my quote.

Second, what is the objective of the copy? If every page is selling a different product that requires its own research and complete sales letter this will obviously be more that a website that is focused on generating a lead through a phone call or opt-in form.

Third, how much information and direction is provided to begin my research? If you can provide a highly detailed brief with other industry research sources and past advertising and marketing materials it will save you and your client money.

### **How to sell more copywriting services to your clients**

This is a simple process. Once you explain the benefits and importance of high converting copy most people will see it as a no brainer.

1. Find a reputable copywriter using everything you have learnt in this report to partner with.
2. Add copywriting to your list of services on your website and marketing materials. Explain the benefits outlined in this report on your sales copy.
3. Have your copywriter create a sales letter or email campaign to go out to your database to promote these new services.
4. When talking to a new client, explain how important the headlines, calls to action and overall message are to the profitability of their new website.

If they do not highlight the specific benefits of their services to their clients and use powerful persuasive copy they may lose many visitors to competition based on price.

They need a powerful sales message.

Explain it is a combination of beautiful design and a powerful message that will create a profitable website.

5. Offer copywriting as a package. By packaging services together you can increase the value of each client and ensure your clients get a complete marketing asset for their business.

### **Where to go from here?**

Ok so what next? Now you have all this information and are ready to outsource more copywriting projects you need to make a commitment to take action and contact a reputable copywriter who can get the process started.

I have a complete “ Copywriting Information Kit” available that includes a fee schedule, my copywriting questionnaire and also a little information about my process for completing each copywriting project.

If you would like a copy please email me at [james@jamesbrinemarketing.com](mailto:james@jamesbrinemarketing.com) or call me on 0423311683.

[JamesBrineMarketing.com](http://JamesBrineMarketing.com)

If you have any more questions or concerns about making more money through outsourcing copywriting just contact me on the details above and I'll be happy to answer them for you.

You can also get more specific information about my copywriting service for web designers at [JamesBrineMarketing.com/outsourceprofits](http://JamesBrineMarketing.com/outsourceprofits)

One last thing, don't let inaction prevent you from growing your business.

Adding another passive stream of income to your business could be just the boost you need to free up more time to focus on growing other important areas of your business.

I hope this has been really helpful for you and if you're a professional, ethical business owner I would like to talk about creating profitable partnership together.

Regards,

**James Brine**

Direct Response Marketing And Copywriting Specialist

[JamesBrineMarketing.com](http://JamesBrineMarketing.com)