

Direct Sale

Subject: 5 projects to fast-track your writer's life

Dear barefoot writer,

Have you heard the news?

There's a growing demand for writers... if you know where to look. Businesses of all shapes and sizes are desperate for skilled copywriters.

The reason...

We've moved many of our daily activities online. The effects of this massive shift in how we do business and how we live our lives have led to *a new golden era of copywriting*.

That's why we're calling this The Year of the Copywriter.

Take a moment and think about how your life has changed since the beginning of 2020.

Now think about how the world has changed... more people working from home. More people learning, shopping and getting their needs met online.

This new reality didn't happen overnight. **The digital transformation has been happening for years. The pandemic has only served to speed up these changes.**

This is all great news for you, the copywriter. There's a tremendous opportunity. You can help businesses reach their audience by creating relevant and engaging content.

Get your new year started on the fast-track to copywriting success.

Here are five project types for you to consider in 2021. They may not all be new options, but they are experiencing a growing need for skilled writers.

The five 'biggest impact' project types of 2021.

UX Copywriting

What is UX copywriting?

It's a total rethink of how brands interact with users online. It places greater value on making the User eXperience easier and more enjoyable. Gone are the days of only focusing on building a brand image, storytelling and selling.

This career path combines the power of copywriting with the design of the platform. To create an enjoyable experience for the user.

We've all visited websites in search of answers. We often leave many with more questions than answers. On the flip side, we've also visited sites that didn't have this problem. We found what we were looking for and moved on.

Why is UX Copywriting in such high demand?

- It helps businesses meet the needs of their customers and prospects.
- It helps businesses stay relevant in a changing digital landscape.

You can add it to your list of services or focus on it entirely.

Want to be a UX Copywriting expert?

All it requires is a little know-how.

Do you engage with social media on a regular basis? You might consider becoming a social media manager.

Social Media Manager

Why businesses need social media managers

- It's a great way for them to connect on a deeper level with their prospects and customers.
- Communication is a two-way street, which helps them develop meaningful relationships.
- Staying relevant in a crowded digital world requires the regular sharing of content.
- They lack the time to manage their accounts or...
- They don't know how to leverage them effectively.

How do businesses address these issues? They turn the management of their social media accounts over to savvy copywriters.

What does this mean for you?

- Projects provide consistent work.
- Retainer agreements are the industry norm.
- The writing is short and sweet for these project types.

Long gone are the days of denying the importance of social media in a business's success.

Maybe you're not active on social media. The next project type isn't new either but has proven to be effective for businesses.

E-Newsletters

Why do e-newsletters remain a great option for businesses?

- High ROI (Return On Investment) - \$38 made on every \$1 invested. You can't beat those numbers!
- Helps them stay relevant by keeping prospects and customers 'in the loop' - which leads to more sales.
- The conversational nature helps build a relationship with the audience.

Why do e-newsletters remain a great option for copywriters?

- It's a great opportunity for consistent, predictable work.
- Earning potential of \$1,500 - \$2,000 a month for a weekly newsletter.
- You get to focus on a variety of topics based on your clients' industry. Or relevant to the product or service they offer.
- Avoid the 'feast or famine' nature of freelance copywriting with retainer deals.
- There's no hard selling. It's all about building the relationship between the reader and the business.

If I asked you which market accounts for 95% of all copywriting created today, what would you say?

Well, if you looked at the section below you would know it's...

B2B Copywriting

Are you the type of copywriter who enjoys writing but is turned off by the prospect of selling? Well, look no further than B2B copywriting.

- It's your easiest path to a six-figure income.
- There are over 8 million businesses spending more than \$6.5 billion a year on marketing. (*HubSpot 2020*)
- It's an untapped market with little competition. A perfect option for newbie writers.
- Most of the work involves generating and nurturing leads.
- There's NO 'hard-sales' writing.

The last project type for you to consider in 2021 is by far the biggest opportunity available. It's the foundation of all good copywriting and a major source of success for the top earners.

Direct-Response Copywriting

Need convincing why you should focus on direct-response copywriting in the new year? Consider the high project fees and the possibility of collecting royalties.

That means you can get paid over and over and over again for the same project. In fact, some copywriters can meet their financial goals for the year with a single direct-response letter.

There will ALWAYS be a demand for your services once you learn this valuable skill. Plus, the core principles of direct-response copywriting benefit every other area of your life.

Need to...

- negotiate a contract?
- convince an 8-year-old why she needs to do her homework?
- get a better deal on a house or dishwasher?

It goes to show the power to persuade is a valuable skill to advance your career. It's also a powerful tool to improve your life.

Ready to get started?

These are the 5 best paths to fast-track your writing career in 2021. Which you choose to pursue is up to you.

Take comfort in knowing you don't have to learn these skills on your own.

Think of *The Barefoot Writer* as your guide in navigating the world of well-paid writing. Our sole purpose is to help writers achieve their writing goals and dreams.

Instead of paying the full annual price of membership (\$149), **you only pay \$108**. That gets you...

- unlimited access to our password-protected website. Full of content (including the projects listed above) aimed at helping you fast-track your success.
- 12 months of the Barefoot Writer magazine. You'll find motivational advice, copywriting tips and success secrets. Not found anywhere else.
- *The Writer's Life*, our E-zine sent daily to your inbox. You'll discover the 'inside scoop' to writing faster, getting more clients and, of course, making more money.

[Sign up today](#) and we'll also throw in **7 FREE reports** to help you get started. (valued at \$313)

P.S. We're so confident we can help you realize your version of the writer's life. We're backing membership into the Club with a **365-day money-back guarantee**.

Join the thousands of writers we've helped transition to this lucrative career.

The only thing separating you from the same results is signing up to [The Barefoot Writer Club](#).