

Enter the Golden Era

What this booming new trend means for copywriters

When you look back years from now, how will you judge your response to the ‘events’ of 2020? Your answer might be the key factor in determining your success over the coming years and decades.



I know it can feel like the world is falling apart. Fear, worry and stress are real concerns. We're all facing new challenges; whether working from home or homeschooling our children. We struggle with the lack of physical contact from family, friends and colleagues.

All these disruptions to our daily lives and routines can affect our wellbeing.

It's a struggle thinking about tomorrow when the challenges of today feel so overwhelming.

Opportunity Knocks

Take a moment and think about this. More people are learning and shopping online. More people are working from home.

What does this tell you?

There's a huge shift in the way we live our lives. A digital transformation. **The pandemic has only accelerated this transformation that has been building momentum for years.** History tells us there's no stopping this trend. Digital technologies create disruptions. Affecting everything they touch -- from business to industry; from work to daily life.

We created these technologies - AI, robots, machine learning - to *improve* our lives. Yet, it often feels they're *taking over* our lives -- Terminator-style.

Is it time to run for the caves and hide from the inevitable doom of humanity? Of course not, but you do have a choice to make...

... focus on fear or focus on opportunity!

The Digital Marketing Era

We are entering a *golden era*. There has never been a better time to become a well-paid copywriter. Demand has never been higher.

We're experiencing a massive shift. Billions upon billions are being spent across multiple platforms -- websites, social media, email and video. Emerging technology is creating opportunities to thrive in the changing digital world. The key is in learning the skills to meet this growing demand.

Why copywriters are specially set up to thrive in the digital era

- We possess a rare and valuable skill set - persuasive writing and content creating.
- We use our creativity and skills to create meaningful solutions to real problems.
- We specialize in fields that have been or are about to be digitalized.

Even after a vaccine is widely available, businesses will not be going back to the traditional forms of marketing. Not after experiencing the returns on investment (ROI) with their digital marketing efforts.

In fact, companies now spend 62 % less on inbound marketing in comparison to traditional outbound marketing. (HubSpot)

These companies will have one challenge to overcome... finding enough skilled copywriters. They know their target market operates in the digital world. But they have neither the knowledge nor time to focus on it.

The result is most hire freelancers like you. Someone who understands the art and skill of persuasion.

Digital advertising is set to explode over the next few years. 2021 is expected to see a 16.9% increase in spending with double-digit growth over the following two years. (Statista 2020)

The Customer Journey

How do companies engage their audience and attract new customers in the emerging digital era? They focus on content that builds relationships and trust while helping them get what they're looking for.

The oversized role of search engines means *quality content* is the name of the game for businesses.

You play an important role in every step of the customer journey.

Businesses need...

- ongoing **ads** posted on social media. (often leading the prospect to a landing page)
- **landing pages**; which nudge the prospect to take action. (like downloading a free report in exchange for their email)
- **email** campaigns to help build the relationship.
- **Blogs**. These informational articles create interest in what they're selling.
- **sales pages** to promote special offers.

Those project types are only some of the digital content businesses need. Also in huge demand...

- social media campaigns
- informational videos
- website pages
- white papers
- advertorials
- newsletters

- podcasts

At this point, you may be asking yourself...

How do I position myself to take advantage of all these wonderful opportunities?

Your Roadmap

The Barefoot Writer helps copywriters learn the tricks of the trade. While also meeting the exploding demands for skilled content creators.

So, if you ...

- want to be your own boss and take ownership of your life
- are looking to itch your creativity, imagination and intelligence
- want to contribute more to your community and society as a whole
- want the financial freedom to choose when you work and what work you do

Check out [The Barefoot Writer](#) to see all the different ways you can be a part of this new *golden era* of copywriting.

Sincerely,

Mindy McHorse
From The Barefoot Writer