

# **The 7-Day “Fast Start” Guide to Building a Copywriting Business**

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## Introduction

I’m guilty of it.

You’re guilty of it.

It’s just so *tempting*.

When you want to do something, you overcomplicate it. You think there’s some *secret* to getting it done.

Those people who always seem to be in shape? They must have more time to work out... or more money to afford better food... or stronger genes than I do.

Or those people who are happier than you? They must have been given better breaks over the years... they were handed more money... they had better parents.

And of course, thriving business owners must have started out with no debt... don’t have any spouse or kids to provide for... or have big-time connections that they exploit.

But here’s the truth: you’re lying to yourself.

Those people in shape are just cooking for themselves more... getting up earlier to get their workouts in... and aren’t eating and drinking so much garbage.

And those happy people just figured out how to handle stress and tragedy better... spend time taking care of their mental and emotional health... and work hard to be pleasant to be around so that they have more friends.

So that brings us to those business owners.

I’m a freelance copywriter who makes \$250,000/year from my client work. “Must be nice,” right?

But I grew up well under the poverty line (my mom’s siblings bought us *groceries* for Christmas one year) with a bipolar alcoholic father, no friends, and worked two jobs to get a useless creative writing degree from college.

I had no connections.

Yet, I built this business from scratch over the last 14 years as of this writing. And yes, I have a stay-at-home wife and three little kids to provide for.

I tell you all this because I want you to believe that you can do this, too.

But it’s not going to require a bunch of connections, and there’s no secret weapon.

It’s just plain ol’ hard work.

However, you can’t just work hard on anything. You need to direct your energy towards the activities that pay off the most.

Out are logos, business names, and website building.

In are cold emails, clear goal-setting, and *action*.

With this guide, you’ll have a rather simple, 7-day road map to getting you on the path to your first clients.

If you hear me or anybody else say that it’s “easy”, RUN. It’s not easy.

This is tough. At the same time, it’s not complicated. If you’re willing to roll up your sleeves, put on your hard hat, and get to work, this guide can get you clients.

Let’s start building your copywriting business right now, one day at a time.

## **Day 1: Learn the Copy Basics**

I won’t go into too much detail here, but I will point you to resources.

You need to understand what copywriting is and the core concepts behind it. You don’t need to be an expert, but you at least need to be familiar with it.

[Here’s a quick little primer on what it is \(beware, though, AWAI likes to pitch very overpriced courses on copywriting, so don’t fall for any of that stuff\).](#)

There. That’s your Day 1. See? Simple.

I don’t need you spending a ton of time trying to be the “master” of copywriting before going out and getting clients.

You’re going to master copywriting by working for clients.

## Day 2: Determine What Clients You Want to Work For



What clients need copy?

Any company that communicates to customers or clients.

Get it?

Every company needs marketing... *especially emails*. That means there are opportunities everywhere.

Do you want to write for companies that produce pet products? How about nonprofits centered around your faith? Or maybe high-ticket fashion companies?

The possibilities are endless.

So you need to narrow down the field. Just think about:

- What topics or products/services interest you
- What you have experience in
- What you already are an expert in

Balance out these things and you can go far.

Some writers I know write just for YouTubers who build email lists. I write for publishers of investment advice. It’s up to you what you want to target.

### **Day 3: Write 3 Portfolio Pieces**

You don't need a resume.

You *do* need a portfolio.

Potential clients want to see if you have the writing chops to help them.

They don't care where you worked while you were in high school, the degree you got in college, or if you interned at an agency.

Show them some strong pieces of writing, and you have a real chance at getting them to buy.

So make them up!

You don't have experience yet. Pick a few companies within the niche that you picked out for yourself the previous day, and make up a few emails or blog posts or sales pages for them (whatever kinds of copy you are looking to write).

Start out with these dummy pieces until you get real work from some clients, then swap out the fake ones for the real ones.

Congratulations! You have a portfolio!

### **Day 4: Build a List of Potential Clients**

You have a target, and you have some writing samples to show. It's time to get a list of clients to reach out to.

This is *outbound marketing*, where you go and approach potential clients directly.

Where are the clients?

Easy. Just open a spreadsheet and start listing them out. Companies you like, companies that fit your target niche that you've Googled, or whatever.

Build a list of maybe 100-200 of them. That should be a good start.

This will take time. Do it while you're sitting on your butt watching TV at night. It's just data entry. But you can't do anything without this step.

## **Day 5: Get the Rest Lined Up**

You can't approach clients without having the rest of your business lined up.

A website? A logo? NO.

I'm talking nuts and bolts here.

You need an email address. If your email address is your [firstname.lastname@gmail.com](mailto:firstname.lastname@gmail.com), cool. You're good to go. I've literally made hundreds of thousands of dollars over the years using my Gmail account. I still use it for outreach to this day.

If your email address is [smokingweed69@yahoo.com](mailto:smokingweed69@yahoo.com) or something, then let's get something a little more professional, please?

Then you need software to write copy. What's that? You have Google Drive? Then you're golden.

Okay, now you need a way to get paid. This isn't complicated. Most clients are cool with PayPal, Square, or Stripe. You can email invoices from any of them for free.

(Side note: personally, I've had issues over the years with PayPal holding my money. In almost every case, I'm going with something like Square or Stripe, where the money is automatically sent to me. But if you like PayPal, go for it.)

Are you seeing how simple this is yet? It's not complicated to put it together. Get the building blocks in place. You can make it fancier later.

## **Day 6: Set Your Goals**

What do you want to accomplish with this business?

Do you want to generate a little side income to pay for luxuries?

Are you hedging against inflation?

Do you want to escape your job? Or free your spouse to stay at home with the kids?

Understand what is motivating you. Your WHY has to be important enough to you to keep you going, because there will be times when you don’t want to keep going.

My WHY is my wife and kids. I want to live a debt free life on land that I own, while my wife is free to stay at home and raise the kids.

That’s a powerful one.

Next, set a goal for what you want to accomplish with your outreach. Not an output, but an input.

- **Output (bad):** Sign 2-3 paying clients.
- **Input (good):** Send out 25 cold emails per day.

Why?

Because you have to focus on what you can control. You can’t control whether or not you sign clients. But you can control how many emails you send out every day.

Now you’re able to measure success fairly to yourself.

## **Day 7: Start Sending Cold Emails**

Open up your Gmail account or whatever, open up that client spreadsheet, and let’s start knocking them out, one-by-one.

But what do you say?

Keep it short, sweet, and simple. Compliment them, tell them you want to help them by taking their customer email newsletters off their plates (or whatever kind of copy you want to write for them), and ask them to discuss with you further.

- DON’T send writing samples without being asked
- DON’T introduce yourself as a “copywriter” - introduce yourself by showing what you can do for them
- DON’T be long-winded - they don’t have time to listen to your pitch

If you keep doing this at a pace of 25 emails per day, you’re going to start getting results.

**Wait... seriously? That’s it?**

I followed this exact step-by-step guide to build up my business to \$45,000/year in its first year.

Yes, there are a lot of ways you can improve your results.

But your problem at this moment, as you read this, is not about having the perfect routine in place. It’s about getting into the habit of taking action.

You can stop reading here, follow these steps, learn as you go, and build a fantastic writing career.

Now...

If you feel that you want to move faster, you want more information, you want more guidance... look no further.

I’ve been doing this for 14 years. I’ve been flown all around the country by clients to bring me on-site to work with their team (the food in Baltimore and Austin is tremendous), and like I said, I’m still making \$250,000/year writing copy for clients.

And I can help you.

I have a special program for beginning copywriters who want to get to \$5,000/month as fast as possible.

We’ll work together to help you zero in on each of these steps in this guide and supercharge your efforts with tips and hacks that I’ve put together in nearly a decade-and-a-half in this business.

And I’ll be in your corner the whole way.

[Interested? Click HERE for all the details on how we can build your copywriting business today - and to lock in your spot!](#)