

How to Land and Price the Hottest Web Writing Projects in 2010

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2010 Web Copywriting Success

Copywriting vs. Web Writing

Opportunities for Web Copywriters

The Easiest Ways to Break In to Web

How to Make the Most Money with Web Copy

What to Charge Your Clients

Additional Services You Can Offer

Easiest Mistakes to Make and How to Avoid Them

Copywriting vs. Web Writing

No longer one or the other. In order to compete you must:

- Know how to write effective copy.
- Know how to write for the web.

Web writing is no longer a niche!

A Growing Opportunity ...

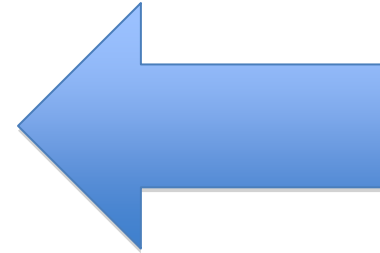
- Marketing dollars companies spend to market their own sites is equivalent to all TV ad revenue for the year.
(\$66 Billion!)
- Global online ad spending will overtake total radio ad spending, as well as magazine ads by the end of the year.
- 65% of companies surveyed are planning to increase their online marketing budgets in 2010.

A Growing Opportunity ...

- Companies *across the board* increased their ad spending on social networking sites alone by 119% this year.
- Online video spending will grow 46 percent in 2010.
- Marketers will increase paid search budgets by 10-15%.

Most Effective Marketing Vehicles

- Paid Placement (PPC) – 63%
- Organic SEO – 50%
- Email Marketing – 44%
- Conferences – 13%
- PR – 12%
- Contextually targeted text ads – 11%
- Direct mail – 10%
- Search Keyword Graphic Ads – 10%
- Affiliate Marketing – 10%
- TV Ads – 9%



Opportunities for Web Copywriters



Opportunities for Web Copywriters

Hottest areas in 2010 ...

Websites

PPC (Pay-Per-Click) Campaigns

SEO (Search Engine Optimization) Copywriting

Email

Blogging

Social Media

Online Video

Writing Copy for Websites

- Homepage
- Sales Page
- Subscription Page
- Information Page
- Landing Page

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Make More Money from Your Web Copy

Simply sign up to receive *Wealthy Web Writer*, your FREE weekly no-cost source for writing effective web copy, identifying new revenue streams for your business, finding and working with new web clients, and making money online, and we'll immediately give you this special report ... Absolutely FREE:

“7 Ways to Optimize the Performance of Your Homepage”

Enter Your E-Mail Address Below

Email address

First Name

Send My Free Report

Finding just one way to improve the performance of your homepage could **increase conversion rates by 5%, 10% or more.**

Now do the math and see what that would mean in terms of revenues over the next twelve months. And imagine the impact of addressing not just one, but 7 ways to optimize your homepage. Each point on the checklist covers the essential improvement opportunities on your homepage, and includes a screenshot to illustrate what you need to do.

PPC Campaigns

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web copy

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[web copy style](#) ★

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[How to Write Effective Web Copy](#) ★

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Sample PPC Campaign

Create a PPC Campaign to Build Subscriber
Base of the *Wealthy Web Writer* E-Letter

E-letter Audience: People looking to make more
money from their website or online business.

Top 20 Keyphrases

internet marketing
money online
online marketing
make money online
website traffic
website promotion
internet marketing
advertising
make money internet
internet marketing business

website marketing
website advertising
earn money online
make money on internet
online writing
make money on the internet
increase web traffic
web promotion
make money online business
making money online

Pay-Per-Click Ads

Convert With Web Copy

Free Report: Increasing Conversions

Make More Money From Your Web Copy

www.awaionline.com

Find the Words that Work

Free Report: Optimize Your Homepage

Convert Your Web Traffic to Cash!

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Turn Visitors Into Cash

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Landing Page



Make More Money from Your Web Copy

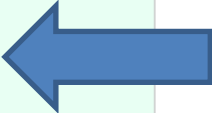
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“7 Ways to Optimize the Performance of Your Homepage”

Enter Your E-Mail Address Below

Email address

First Name



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Thank You Page

Thank you for signing up for your free subscription to *Wealthy Web Writer*

You just need to confirm your email address by clicking the link provided in the email that was just sent to you titled: "AWAI - Subscription Confirmation Requested."

Once you confirm your email address, a link to your free reports "**7 Ways to Optimize the Performance of Your Homepage**" and "**The Seven Deadly Myths of Web Writing**" will be emailed to you immediately along with your registration confirmation, and your subscription to *Writing for the Web* will automatically begin on Wednesday.

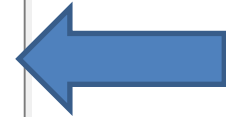
Top Web-Copy Consultant to Yahoo, Microsoft, and Disney

**Shows You How to Write and Implement
Blockbuster Web Copy in Record Time ...
... Techniques That Are Proven to Increase Online Sales
By 100% ... 250% ... Even 800% Or More!**

When developing a website, you must understand three things:

- **It's the copy** that increases site conversion rates.
- **It's the copy** that makes the sale.
- **It's the copy** that builds trust and loyalty among your customers and subscribers.

Writing copy for the web is NOT the same as writing offline copy. There are key techniques

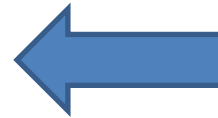


Thank You Email

Dear Rebecca,

Thank you for subscribing to Wealthy Web Writer -- your no-cost source writing effective web copy, indentifying new revenue streams for your business, finding and working with new web clients, and making money online.

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Make More Money from Your Web Copy


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- 
- [7 Ways To Optimize the Performance of Your Home Page.](#) (PDF - 1.1MB)
 - [The Copywriters 7-Step Wealth Building Plan: Turn Yourself into A MILLIONAIRE in just 10 Years](#) (PDF - 234KB)

You should receive your first issue on Wednesday. In the meantime, here are four hot tips that you can start using today:

- 
- [10 Ways to Build a High-Quality, Opt-in Email List](#)
by John Wood October 01, 2008

AWAI Staff Writer, John Wood, offers 10 ways to build a high-quality, opt-in email list for your client (and for yourself).

- [Don't Tell Me What I'm Thinking: Does Your SEO Copywriting Miss the Mark?](#)

PPC Campaign

Keyphrases

PPC Ads

Subscription Page

Thank You Page

Thank You Email

Welcome Page

Additional Opportunity ...

Bonus Reports and Articles

SEO Copywriting

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www.PalmBeachPost.com/jobs
West Palm Beach-Ft. Pierce, FL

[2008 Top 10 Work At Home](#) ★

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Basic SEO Copywriting

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Work At Home and Take Control of Your Life

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Work At Home

Work At Home and Take Control of Your Life

Interested in [working at home](#)? You're certainly not alone!

Many working professionals, new moms, empty-nesters, folks who are recently retired or have been down-sized, and people who are just plain tired of the 9-to-5 feel exactly the same way. Just like you, they want to experience the benefits of owning their own home-based business. Benefits such as ...

- Releasing the daily stress that comes with commuting ...
- Saying goodbye to your boss's breathing down your neck ...
- Spending more time with your family and friends ...
- Enjoying flexibility in your daily schedule ...
- Working where you want - the mountains, the beach, even your kitchen table - not to mention, working WHEN you want ...
- Heck, you don't even have to get dressed!

We know what you want, we know how to get you there, and most importantly, after being in this industry for over 10 years, we know what makes a good home-based business.

AWAI's [Work-At-Home](#) division publishes home-study programs to quickly teach you a financially valuable skill, and then get you up and running in the shortest time possible.

Current [Work-At-Home](#) Programs

[Desktop Marketing](#)

[Desktop Marketing](#)

SEO Copywriting Projects

- Revise Current Content to Target Keyphrases.
- Develop Overall Keyphrase Strategy.
- Build an Editorial Calendar Around SEO.
- Drive Traffic through Social Media.
- Market Online Videos.
- Train In-House Marketing Team.

Types of Email Projects

E-letter: A personal email from your client to his readers.

Example: Matthew Furey's daily personal email.

E-zine: Articles and editorial for a online magazine.

Example: Early to Rise.

Sales email: Similar to promos, these emails close the deal.

Example: Resume writing is a second income stream for copywriters.

Types of Email Projects

Auto-Responders: Emails that are sent after an action is taken.

Example: You've signed up for a free eletter. Ready to buy something?

Example: Thank you for your purchase. Ready to buy something else?

Refresher: Get people who haven't been reading to read again.

Example: Give us your opinion and receive this gift certificate.

Gauntlet: Series of emails all with a single purpose.

Example: Welcome to AWAI's Copywriting Program. Over the next 30 days, you'll learn about all the resources available to you.

Bloggging Projects

- Guest Blogging
- Ghost Blogging
- Blog Setup
- SEO Advisor (Or simply use this as a benefit!)

Social Media Projects

- Brand Management
- Customer Relations
- Create a Community
- Obtain Expert Status
- Attract New Readers/Buyers

Online Video Projects

- Write the video script. (Easiest!)
- Produce the video.
- Promote the video.

Online Video Types

Three types of videos ...

- Talking Head – usually less than 5 minutes, direct call to action.
- Text or Animation - 3-5 minute video with the same intentions as the talking head video, but without a live person.
- Value Add – 10 to 60 minutes, more training in nature and offer the viewer tangible value in the moment. Usually combine person and animation/text format.

Breaking In

The One Thing that Will Guarantee Failure

Not Going After the Jobs!

Don't Fear Rejection

The Easiest Ways to Break In

Writing for Websites ...

1. Write a website for yourself. (Show, don't tell)
2. Find the money pages.

Ask a potential client:

“Would it help you if these pages worked harder?”

The Easiest Ways to Break In

Pay-Per-Click Campaigns ...

1. Research high volume keyphrases.
2. Research competition's keyphrases.
3. Put together a campaign overview with keyphrases and landing page concepts.

Tell a potential client:

“I can make this PPC campaign convert better for you.”

**“I have a new idea for a PPC campaign that will sell more
(increase subscribers, etc.) for your company.”**

The Easiest Ways to Break In

SEO Copywriting ...

1. Find a business that will let you use their website as a case study.
2. Write copy for a one-time discounted price to show the before and after, or donate your time in exchange for a testimonial and results.
3. Spin articles into fresh content.
4. Work with a professional SEO writer in exchange for experience and access to more jobs.

Ask your client:

“Would you like to be in a case study I’m writing? I’ll drive free traffic to your website, and all you have to do is give me a testimonial about the results.”

The Easiest Ways to Break In

Emails...

1. Sign up for their eletter and read for opportunities.
2. Offer to write a sales email and tell them to pay you on the 2nd sale.
3. Buy a product and review their gauntlet series.

Ask a potential client:

“Would you like readers to open your emails more often?”

“Would you like your readers to buy more?”

The Easiest Ways to Break In

Blogs ...

1. Write down what you're interested in.
2. Search Google for companies in that market.
3. Do they have a blog?

Ask a potential client:

“Would you like me to take this blog off your hands so that you can focus on your business?”

“I have some ideas for posts that would generate more traffic to your blog.”

The Easiest Ways to Break In

Social Media...

1. Look to see if potential clients are already using social media.
2. Demonstrate expertise in a particular topic.
3. Research their brand, as well as competitors.

Ask a potential client:

“Do you know what people are saying about you online?”

“Are you using social media to increase sales?”

“Would you like me to show you how to use social media to improve your business?”

The Easiest Ways to Break In

Online Video ...

1. Add-on to existing projects.
2. Re-write scripts with stronger call to action.
3. Evaluate direct-response promotions for video potential.

Ask a potential client:

“What about using video?”

“What could it mean if this video was more effective?”

“What if you could get this video in front of more people?”

How to Make the Most Money

Follow Best Practices ...

- Constantly monitor the value of your time.
- Promote yourself as a professional.
- Regularly raise your fees.
- Work faster ... and smarter.
- Never give an hourly rate.
- Dedicate time every month to marketing.
- Build single projects into larger ones.

What to Charge Your Clients

Six Variables to Consider First...

- **Current Self-Marketing Strategy**
- **Past Experience with this Web Copy**
- **Value to Client**
- **Client's Size**
- **Copy Length**
- **Time Spent**

Fee Ranges by Project

SEO Project Fees

Optimizing a Page

Adding Keywords to Already Existing Copy

Fee: \$100 - \$400 per page

Writing a Small Website

Five to Six Pages – Nothing Fancy

Fee: \$1,500 - \$3,500

SEO Project Fees

SEO Strategy and Training

**Kephrase Research and/or Training How to
Research and Optimize Copy**

Fee: \$150-\$500/hour

Editorial Calendar

Varies by amount of content.

Fee: \$1000 - \$5000/quarter

Pay-Per-Click Project Fees

Full PPC Campaign Copy

- **Keyword Research**
- **10 Ads**
- **Landing Page**
- **Welcome Page**
- **Emails**

Fee: \$1,000 to \$2500

Pay-Per-Click Fees

Single PPC Ads

Based on client's
keyword research

Fee: \$25 - \$250 per ad

Campaign Management

- Testing Keywords
- Adjusting Ads/Pages
- Reporting

Fee: 15% of spend OR
\$500 to \$6000 per month

Landing Page Fees

Landing Pages By Type...

Information Page: \$250 to \$750

Homepage: \$450 to \$4,500

Subscription Page: \$450 to \$4,500

Sales Page: \$450 to \$10,000, plus royalty

Landing Page Fees

Landing Page by Length...

One page print promotion: \$450 - \$1000

Two-four pages: \$1,200 - \$2000

Six to 20 pages: \$3,000 - \$10,000

Email Fees

Standalone Sales Promotion

One to four pages of content.

Fee: \$250 to \$2000

Auto-Responders

One to two pages of content.

Fee: \$200 to \$500 per email

Email Fees

Articles - 400 to 1200 words

Ranges by complexity of topic and client size.

Fee: \$100 to \$500

Regular E-letters

Ranges by frequency and word count.

Fee: \$100 to \$300 per email

Blogging Fees

Ghost and Guest Writing

Ranges by frequency, topic, and length.

Fee: \$50 to \$500 per post

Blog Setup

Depends on depth and blog's intention.

Fee: \$100 to \$1500

Social Media Fees

Brand Management and Customer Relations

Varies on goals - make sure you set them!

Fee: \$250 to \$2000 per month (and more)

Community Creation

Discussion moderation and member management.

Fee: \$500 to \$1000 per month

Online Video Fees

Script Writing

Ranges by length and purpose.

Fee: \$100 to \$500 per page

Story Board and Production

Depends on depth and blog's intention.

Fee: \$50 to \$200 per hour

Video Marketing

Varies by project scope.

Additional Services to Offer

- Website Planning Services (\$750 - \$5000)
- Editorial Strategy (\$1000 - \$2000)
- Copy Critique (\$200-\$1000)
- Special Reports (\$250 - \$1000)
- Onsite Training (\$3000+)
- Service Referral (10% - 20% of Fee)

How to Keep Getting Work

1. Come up with a new idea.
2. Improve current promotions.
3. Remind clients of their goals.
4. Make life easier!

Easiest Mistakes and Quick Fixes

Mistake #1: Saying Yes to Every Project

Fix: Consider the Value of Your Time

Mistake #2: Working on Spec

Fix: Determine Your Marketing Strategy

Mistake #3: Waiting to Jump In

Fix: Jump! Your Timing Will Never Be Perfect.

Easiest Mistakes and Quick Fixes

Mistake #4: Negotiating by Phone

Fix: Promise to Give Quote in 24 Hours

Mistake #5: Not Keeping Your Skills Fresh

Fix: Always Keep Learning – Invest In Yourself!

Become a Web Copy Specialist... In Just Three Days!!

AWAI Web Copywriting Intensive

March 8 – 11, 2009

Las Vegas, Nevada

Walk away with web-writing skills 99.9% of today's working copywriters don't have ... and get a guaranteed paying assignment from AWAI.



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