

“Simple Strategies to Get Copywriting Jobs” Speech by Gopal Prabakar

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About 1,000 words... spoken in about 15 minutes*

I am happy to join with you today in a discussion of how to get copywriting jobs using some simple strategies. Most of the new freelance copywriters struggle to land the highly rewarding jobs.

I advise you to avoid the 4 freelance jobsites Elance, oDesk, Freelancer, and Fiverr when you are looking for jobs. If you want to make really good money from your copywriting skills, you should avoid using these international freelance jobsites. Because the competition is so high and the pay is very less.

If you want to get a copywriting job and contact the buyer who posts the job looking for copywriters, you need to compete with thousands of freelancers from all over the world who are willing to do the job for \$3 per hour. The freelancers bid for the jobs posting their project proposals. The chances of getting the project is very less. You can use them for outsourcing some small tasks that you can't do on your own terms. Outsourcing some tasks frees your time and lets you do other highly paying copywriting jobs.

Now we talk about 4 best places to find copywriting jobs.

1. Craigslist.com and Gumtree.com are also the international websites where both the freelance copywriters and the business owners meet each other. The freelancer copywriters post their ads for jobs in their own area. And the business owners approach the freelancers for their copywriting projects.
2. The social media platforms like LinkedIn, Facebook, and Twitter are excellent places for getting highly paid writing jobs. The freelance copywriters post on their walls saying something like “Hi, Need a Copywriter? I am a freelance copywriter. I am available to work for one more client. If you are interested, send me a private message for a talk.” One of your friends from the network may contact you for a job. The network can pass some jobs to you when you never expect them. It's really cool to have such a nice thing. I have done some jobs using this platform. It's very effective and simple strategy for attracting few copywriting clients.
3. Giving business seminars and conferences in front of big audience are some other effective ways to promote products and services. There you can speak to a big audience and business owners marketing your services to get lucrative copywriting

jobs. Many businesses arrange trade shows, networking dinners, and even corporate events where a speaker gives talks attracting potential clients.

You can sell your services to everyone at a seminar offering informative presentation using slide decks for less than 15 minutes. At the end of the seminar, you can have a question hour and feedback session. Finally people will interact with each other exchanging business cards.

It's a powerful sales tool that involves the face-to-face interaction with the audience and the business owners generating leads to your copywriting business.

4. The next strategy is to meet the local business owners. Do you have coffee at a café? Do you go to restaurants for dinner? Do you buy stationeries from a shop? If you know some of their staff members or businesses, you can have the opportunity to turn them to your potential clients. It's very simple as chatting with the business owners like "How is the business today? How is the week end?" And you mention that "I am an advertising copywriter having office in your area. I write sales copies and marketing materials."
5. As you go there as a customer ask some questions about their business. You no need to knock the doors looking for jobs. As they serve you as their customer they talk to you maintaining a good relation. You can give your business card. And they know you do advertising copywriting for local businesses. Because people should know what you are doing that helps you get a business.
6. Finally and my favorite strategy to quickly get copywriting jobs is to respond local newspaper ads. There are many local businesses running their ads in newspapers in your area. The ads are quite expensive. If they spend some money in advertising, they will want the return on investment. The strategy is really simple. What you do is, you go thru the ads in the newspaper that you could improve.
7. Once you identify the ads, wait for a couple of days and call the contact number that appears on the newspaper ad and ask for the person responsible for the ad and the owner of the firm. Say something like "I'm a freelance copywriter in your area and I saw few things in your newspaper ad. Did you receive any response? If you have a few minutes I could go over them with you."

It's really interesting. He said "What happened is we received some phone calls about the product but not yet done any sales." Then I replied "If you don't mind, I can suggest you some tips to improve the copy in your ad. Tell me when you are available. I can meet you to have a small discussion." Next time I met him with an improved version of the advertisement to impress the person. And I gave some free advertising tips to prove my knowledge.

When the business owner wants to upgrade the ad in future, he will hire me. I landed three copywriting jobs in a single afternoon using this strategy. This is the easiest way to get copywriting jobs even better than giving cold calls.

8. Direct mail is another way of getting clients. It refers to mailing marketing materials like postcards, mail order catalogs, brochures, information packets, flyers and more. But sometimes they're given to potential clients during marketing events or meetings. It showcases your copywriting skills as a complete advertising package.

Try these strategies to land your next copywriting jobs. I hope you enjoyed this small talk. Have a nice day. Thank you very much.