

# 47 ways to do copywriting



Fresh new ways to **position** yourself  
and **CREATE A PROFITABLE BUSINESS**

*written by*  
**Steve  
ROLLER**

It'll be  
**Fun**  
they said.



"ANYONE CAN DO IT!"

"LIFESTYLE, FREEDOM,  
MONEY...IT'S ALL YOURS  
IF YOU BECOME A

*freelance  
copywriter."*

Did anyone ever tell you some version  
of that?

I heard this from a number of different  
sources online. It continued...

"You'll be in high demand from companies  
who are desperate for good copy."

"Follow my lead, and you'll be making  
six figures in six months."

The reality?



**COPYWRITING IS**

**NOT NOT**

**A QUICK,  
EASY SKILL  
TO LEARN.**



And unless you're a freak of nature or a business outlier, you won't make six figures your first year.

It's possible, but here's the thing:

## **FREELANCE COPYWRITERS HAVE A TON OF COMPETITION.**

Which means besides becoming a good copywriter, you also have to

## **POSITION YOURSELF DIFFERENTLY IF YOU WANT TO MAKE GOOD MONEY.**

CafeWriter.com is  
the place where  
**WRITERS CREATE  
PROFITABLE  
BUSINESSES**





Not doing the same thing that everyone else is doing.

## WHAT DO MOST COPYWRITERS DO?

They pick a niche, offer the same services as everyone else, and go after the same clients.

That works if you're in the top 1% of copywriters and have made a name for yourself.

It doesn't work so well if you're not. That's why I wrote 47 Ways to DoCopywriting.

**This Special Report will give you 47 ways to position yourself in the marketplace and create a real, profitable business.**



## NOT 47 NICHES.

I've been telling you for a while now to "ditch the niche and take a stand for the brand." (Although I will be putting out another Special Report soon: **47 Trending Niches You Can Dominate Now.**)

## NOT 47 WAYS TO MARKET YOURSELF.

That's important, too, but also something that's been talked about a lot. It's also constantly changing, and hard to keep up with the latest tool or "hack" d' jour. (I recommend three tried-and-true methods: direct mail, email, and public speaking, and teach these in-depth in my coaching.)

THESE ARE 47 WAYS  
TO DO COPYWRITING.

CREATIVE, OFFBEAT  
WAYS TO

*specialize  
more in a  
particular  
service  
than a niche*

AND PRESENT YOURSELF  
AS THE GO-TO SOLUTION  
IN THAT SPACE.



# MY RECOMMEN DATION?

**FIND ONE THAT RESONATES WITH  
YOU AND RUN WITH IT!**

I'm offering this first to my Premier and VIP Members at CafeWriter.com. Only a limited number of people will see it, and a lot of them are already situated with their business.

Later on, I'll be offering this as a "lead magnet" to grow my email list at [cafewriter.com](http://cafewriter.com)

**SO YOU HAVE AN  
OPPORTUNITY TO JUMP  
ON ONE OF THESE  
IDEAS BEFORE OTHERS  
HAVE A CHANCE TO  
EVEN READ THIS  
REPORT.**

Even if you're already established and making good money, one of these could make a nice add-on service, give you an idea for a new way to brand yourself, or become the basis of an entirely new sideline business.



They won't go into great detail (let's talk one-on-one sometime or you can find out more in my upcoming book, ***The Freelancer Manifesto: 11 Big Ideas to Stand Out and Thrive in the New Economy***, but it will get you started.

At the very least,

## **USE THIS AS A BRAINSTORMING TOOL**

and a launching pad to stake your claim,

## **GET AHEAD OF THE CURVE,**

and build a profitable business in a crowded copywriting world.

You'll notice that these 47 Ways to Do Copywriting focus on giving people ideas and helping them solve problems.



Does that make sense?

In no particular order, here you go:



# 1. LOST CUSTOMER ACQUISITION SPECIALIST

If I was just starting out, I would start here

Instead of trying to help a business get new customers, I'd help them get back the ones they used to have. When prospects ask what you do, instead of saying "I'm a copywriter" and drawing a blank stare, you could say,

**"I specialize in helping businesses like yours bring old customers back."**

How? By writing a super-effective one-two punch of an email and a direct response letter.

Develop a simple proprietary method that works, and show them that you're the only one who has this method. They win if you get any of their lost customers back, right?



Will a new tagline generate sales for them?  
Not directly, no.

But it will communicate their overall message better and help build their brand.

**And that will increase sales.**

Can you build an entire business around the idea of creating taglines? For sure. This is another one I'd jump on if I had more time (and I already own the perfect domain name for it, too, which I'll part with for a price).

## 2. TAGLINE EXPERT

Most businesses have terrible taglines.  
You can help.

### 3. NAMING SPECIALIST FOR BUSINESS OR PRODUCT NAMES

Along the same lines as a tagline expert, you could help start-ups or small, local businesses create better business, product, or service names.

Huge potential, and could be a great fit if your copywriting skills lean more toward the creative, ad agency-style.

By the way, will you have competition for any of these 47 ways to do copywriting? Of course.

I'm sure I'm not the first person to come up with most of these. I am the first person that I know of to package the ideas this way, however.

**And if you combine the way with a method, and infuse your own Personal Brand into it, you'll be unstoppable.**



Whether it's a phone script for inbound salespeople, group selling scripts for presentations, one-on-one scripts for in-person selling, add-on scripts for route sales people, or "selling from the stage" scripts for speakers or webinar hosts, every business could improve in this area.

This is a great way to put your copywriting skills to use!

**I used to write my own scripts when I was in direct sales, and I got pretty good at it.**

You can, too, especially if you have sales experience.

### 4. SALES SCRIPT WRITER

What does every business need if they have any kind of sales people? Good sales scripts.

## 5. SALES COLLATERAL SPECIALIST

Another thing every business with sales people needs - good sales collateral

like brochures, one-sheets, and any other sales support or leave-behind material. Most copywriters just list "brochures" as one of their services.

**Why not highlight this service, and call yourself a "sales support specialist" or "sales collateral creator"?**

With any of these 47 ways, start with the "low-hanging fruit" - smaller clients that are less likely to have these things mastered, and probably don't have someone in-house to do it.

As you get experience and successes under your belt, keep upgrading your typical client.



The ones they have may need a refresh, and most businesses are always adding new ones.

**If you enjoy writing short, descriptive copy that "pops," consider offering your services in this area.**

Have you noticed that five of the six ideas so far include "expert" or "specialist"? I'm not always a fan of ego-driven titles, but if you're going to focus on a particular service, and not too many others proclaim themselves to be a specialist in that area, why not?

## 6. PRODUCT DESCRIPTION SPECIALIST

Every ecommerce site and catalog company needs people to write their product description



You might want to get creative with a replacement word for

**"EXPERT"** OR

**"SPECIALIST"**

however. I'm keeping it straightforward so that if you borrow my idea, you'll make it your own with a unique title.

# 7. 60-SECOND SPOT WRITER

20 years ago, most people would have assumed I was talking radio commercials.



Yes, you could write radio ads. It's still quite a big thing, in fact. It could also mean writing YouTube video scripts. Every business owner, of any kind, should have their own YouTube channel.

You could write a Special Report, *The Five Customers You're Leaving Behind Without Your Own YouTube Channel*, *Seven Ways a YouTube Channel Brings You New Business*, or *Stop Spending Money on Ads! How YouTube Can Bring You New Customers for Free*.

Then, show a business owner how to set up a YouTube channel (very easy) and what type of videos they should start with. Here are 60:

- ▶ **20 videos** answering FAQ's
- ▶ **20 videos** describing some aspect of their products or services
- ▶ **20 videos** telling people how they're different or better than the competition

Now, do you think a business owner would benefit from this information?

Think they'll actually do it without your help?

Of course.

Probably not.

**You could package this up.**

"Top Five" package of five video scripts (60-120 seconds each) for \$599 (\$120 each), 20 for \$1199 (\$60 each), or 60 for \$2399 (\$40 each).

That may not sound like a lot of money for each script, but you could probably knock out five in a day, 20 in two days, and 60 in three days. You'll get faster as you go along, and there won't be any added research for more.

**Who's a prospect?**

Every business that's not currently doing any YouTube marketing. And probably a lot of them who are who could be doing it better.



## 8. FREE REPORT SPECIALIST

Speaking of Special Reports, any business that doesn't have a way to capture leads

on their home page is a logical candidate for getting a free report written (or bait piece, special report, "evergreen asset," lead magnet, whatever you want to call it).

Why don't most businesses do this? A few reasons. They might not...

- › Know what to write about
- › Have the time to write it up
- › Think about these things
- › Understand the importance of building a list
- › Have the skills to write it persuasively and lead to their next offering

All things you can help them with, right?

If I was starting over today, I might start here. It fits perfectly into the bigger discussion of funnels that everyone is obsessed with today, for good reasons.



I'm speculating here, but I think website visitors often look at an About page immediately after checking out the Home page, even before they look at Services. Regardless of *when* they look at it, they do look at the About page. And how it sounds makes a difference as to whether a visitor will become a customer.

You can give business owners a quick website "makeover" or "refresh" with a new About page that captures their brand and personality. It's an easy, entry-level service that lends itself to up-selling your other services.

**Consider using it that way, as a "door-opener."**

## 9. ABOUT PAGE SPECIALIST

This is another area of neglect on so many websites. Business owners don't realize how important the About page is.

## 10. SERVICE PACKAGER

Does this one sound strange? Let me explain.

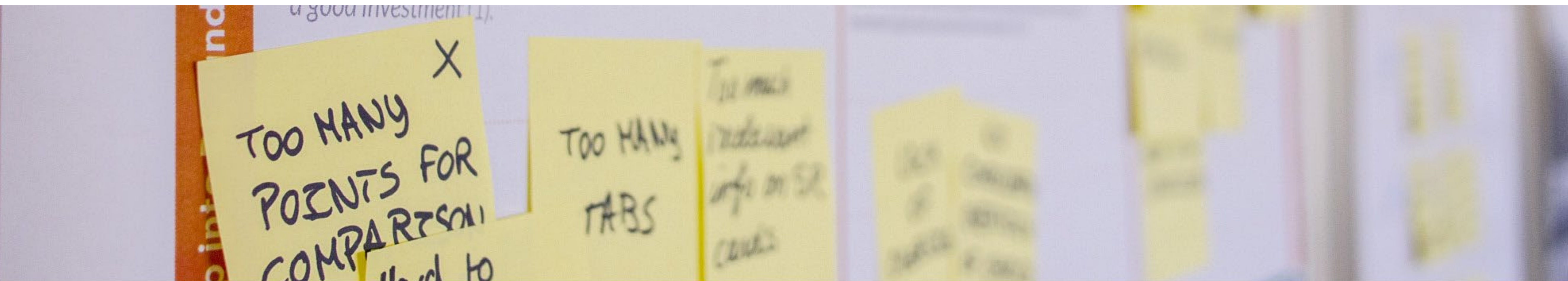
Most businesses don't make it easy for people to buy.

They also leave money on the table by not structuring their packages the right way.

Their pricing is complicated, they hide their prices, they're not bundling their products or services, or they're charging the wrong price (too high or too low).

**You can help.**

Study the fine art of pricing and packages, come up with your own theories and applications, and help businesses profit from your knowledge.



This one isn't revolutionary. I've seen many copywriters offer a service they call a "website audit" (a terrible name, I think, that conjures up thoughts of the IRS and taxes). You can stand out from the "audit" crowd, though, by calling the service or yourself something different.

**How about "website makeover specialist"? Or "website converter"?**

You improve websites to convert more leads to sales. I can think of a dozen better names than "website audit," but I don't want to give them all away here. If you're pursuing this angle, connect with me and I'll give you more.

Names and words convey meaning. Make sure yours convey a positive, inviting, upbeat one! No one wants an audit.

## 11. WEBSITE REFRESHER

My point is, improving a website's layout and copy is a much-needed service.

## 12. BRAND BOOSTER

Branding seems to go in and out of vogue.  
Right now it's a hot topic, so why not ride it?

Problem is, it's such a broad topic that people don't know where to start. It means something different to everyone, both business owners and marketers alike.

The good thing about that?  
**You can define it any way you like.**

My suggestion: Take 3 elements of branding and focus on those 3 things only.



Maybe you tell prospects something like:

**"When it comes to branding, the more you read, and the more you listen to so-called branding 'experts,' the more confused you'll be!  
It's a topic that encompasses dozens of ideas. Who has time for that?  
Who has a budget for that? I encourage you to do your own research to see what I mean.**

**Want to save time and money? Boost your brand?  
And see a quick return on a modest investment?**

**There are really only 3 big Branding Boosts:**



**I can help you with each one.**

**If we're a good fit, I'll create a simple 3-step Brand Boost campaign that will leave your competitors scrambling to catch up."**

Then you create 3 services tailored to those 3 items, and this Phase 1 could be in 3 simple steps.

Step 1, might be helping them clarify their USP.

Step 2, creating the best tagline they've ever had.

Step 3, getting this new message out.

This is where you could really develop Phase 2 of their plan. Doing it in steps and phases lets them get to know you, and gives you a chance to plant seeds for a long-term retainer agreement.

**If I wasn't currently running the Copywriter Café Facebook group and Café Writer membership site, this is the idea I'd run with.**

In fact, I just might, focused on helping freelancers. I own the domain names PersonalBrandBoutique.com and PersonalBrandingCoach.com.

Feel free to run with these ideas yourself, though!

I'm giving them away, and this could

# **WORK FOR ANY TYPE OF CLIENTS.**

Like most of the 47 Ways, you wouldn't have to narrow it down to a particular niche.

## 13. SPEECH WRITER

Let me warn you.  
Becoming a speech writer  
is not something you can  
jump into without any  
experience just because  
you're a writer.

Skip ahead if you don't have experience. I'm including it here because I know a lot of copywriters who could be effective speech writers. If you're ever presented to a group of people, and done it well, you have a skill a lot of people don't have.

If you've ever been the president of an organization, taught a workshop, or done a webinar, chances are you could do a good job of helping someone else write a speech. What does the ideal client look like? Depends on your experience.

If you have previous business experience giving speeches in a corporate setting, aim for middle managers who have to give speeches. They need to impress their bosses who are watching, and their audience, most likely people below them on the corporate ladder. If you've ever pitched an account in a corporate setting, you could tailor this service to sales people. Or CEO's who are often asked to give speeches at charitable events where they serve on the board. If this all sounds a bit lofty and out of your league, think about it on a smaller scale.

**Anyone who needs to give a speech anywhere could use your services if you're good.**



In fact, this could be a great tagline. I'm surprised I've never seen it. That's really what we do, isn't it? We make people and businesses look good to their customers.

Could be making them look better with a better-looking and better-sounding website (one angle), a more memorable tagline, more engaging blog posts, daily email messages that convert at a higher rate, better monthly newsletters, or a better Personal Brand.

Lead with "I make you look good" and decide where you're going to take it from there. **Whichever other ways you decide to "do" copywriting, find a way to incorporate this one.** It's an essential part of what we do.

## 14. "I MAKE YOU LOOK GOOD" WRITER

Target this one at anyone. It's wide open, just a different way of framing what we do as copywriters.

## 15. PROFESSIONAL IMAGE CONSULTANT

Like #14, this is simply another way to frame what a lot of us already do.

Think about it. Yes, we write copy. But if we're smart about it, thinking broader, and planting seeds for future work, we're hopefully giving marketing and

branding advice that helps our clients build a stronger professional image. Why not call yourself a Professional Image Consultant? As long as you follow that up and explain in a simple way exactly what you do, I think prospects would respond better to "Professional Image Consultant" than "copywriter."

It's not a matter of semantics or getting cute or clever with your title.

**It's about being more accurate with how you describe what you do.**

I'm not a fan of cute or clever, not at all. But if you're going after a market that doesn't use the term "copywriter" on a regular basis, and doesn't hire copywriters on a regular basis, why complicate things? Give yourself a descriptive title that more accurately describes what you do.



If someone else isn't doing this really well, and you don't jump on it, I'm going to create an awesome landing page for this service, optimize it for search terms, record five quick YouTube videos, then put a small ad in Writer's Digest and The Writer magazines for this service.

I'd also test Facebook ads, and maybe even contact already-self-published Amazon authors directly.

**For this service, I'd make it easy to buy with one simple price, maybe two.**

## 16. BACK COVER CREATIVE

How cool would this one be!? Seriously. Specialize in coming up with compelling back cover copy for selfpublished authors.

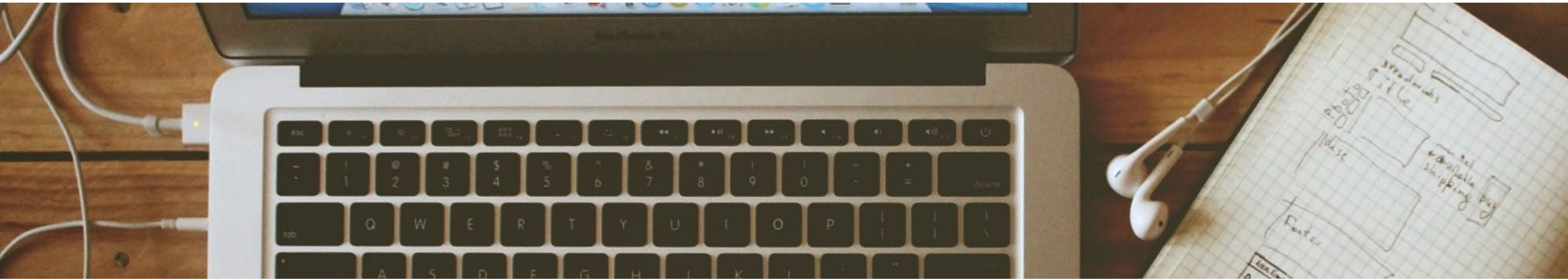
## 17. AMAZON/KINDLE DESCRIPTION WRITER

Like #16, you could advertise to soon-to-be authors, but you could also contact current authors who need better book descriptions. Probably half do.

I've only done this once, but it was an easy \$280. If you set up a system to generate leads, get them on board quickly without much of a consultation, and get fast at writing these, you could make \$500 a day writing book descriptions.

With any of these ideas, the key is to have a marketing system for getting clients, and a process for cranking them out fast. And if you like this idea of turning any of these 47 ways into a real business, read the book *Built to Sell*, by John Warrillow.

When I read it a few years ago, **it changed my thinking from being a high-paid freelancer-for-hire to actually building a business** that could someday run without me. A business that builds equity, and a business someone will want to buy. Check out *Built to Sell*.



But there's a *huge* demand for it, too. Who couldn't use a better LinkedIn profile?

If you can also show people how to leverage their LinkedIn profile into a better opportunity, it's a no-brainer to fill your pipeline with LinkedIn profile-enhancing business.

**Get in a rhythm, and you could turn this small service into a \$50,000 a year sideline business.**

## 18. LINKEDIN PROFILE ENHANCER

Lots of things you could call this service, and yes, there are a lot of people offering this already.

## 19. RESUMÉ WRITER

While #18 is a skill I believe any copywriter could pick up quickly, you'll probably have to focus more to be a good resumé writer.

I'm aware that there's a ton of resumé writers out there, but a lot of them aren't that good. And demand is high as people switch jobs more often these days, and the whole process of interviewing and applying has changed.

I've written good resumé for friends for free that they were thrilled with. At one point **I considered specializing in resumé.**

I didn't, but I know a handful of people who have turned this into a solid business, including Will Wegert, Erica Breuer with Cake Resumés, and Donald Burns.



PASSION LED US HERE

How about instead of just pitching your blogging services, take it an extra step. Show a prospective client exactly what you have in mind. Write out a possible editorial calendar every time you meet with someone.

Give them two weeks' or a month's worth of specific ideas, and **tell them they'll get a three-month editorial calendar if they book you.** Give them three-, six, and 12-month options.

Yes, give away some ideas for an editorial calendar! You'll stand out from all the copywriters who want the business first, then come up with ideas. Be different.

## 20. EDITORIAL CALENDAR COORDINATOR

What's this? A blogger who plans things out in advance, right?



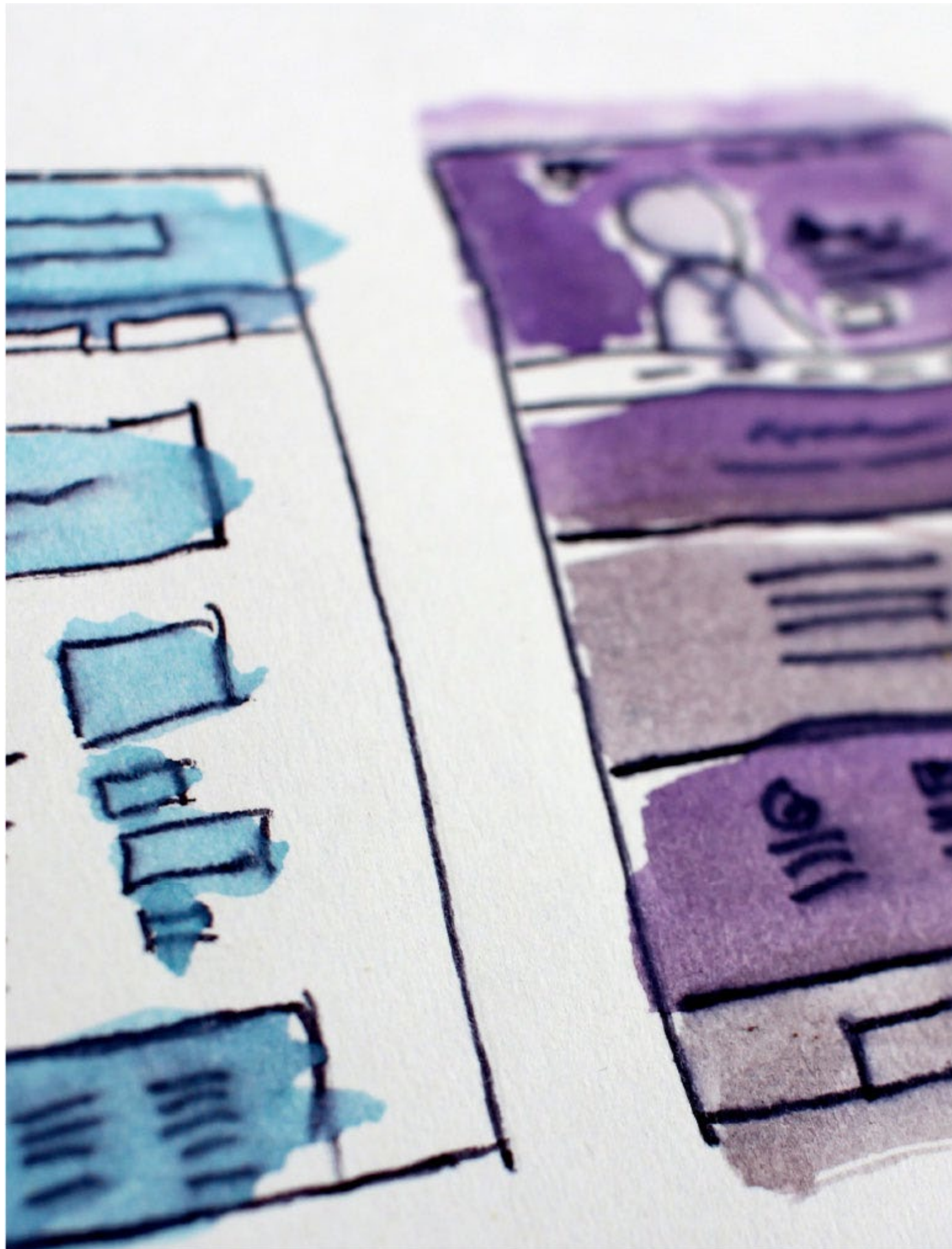
**It's something I talk about all the time**

# **BE AN IDEA GENERATOR**

**and give ideas away! They're free, and  
you can always come up with more.**

## 21. EXPLAINER VIDEO SCRIPT WRITER

This is one of my favorites. I absolutely love explainer videos! They're also called whiteboard videos, animated videos, or "doodle" videos.



I think every business should have one front and center on their website.

Yes, every business could benefit from having an explainer video. Why?

They're fun. They stand out. They grab attention better than Home page copy alone. And they convert viewers to buyers!

**There's a huge need for explainer videos, but not necessarily a huge demand.**

What I mean is, businesses don't yet realize how great explainer videos are as a marketing tool.

Even though they've been around for a while, probably 10 years, and there are some great companies producing explainer videos (Video Guru Marketing, AdToons, PowToon, and more), they've only scratched the surface.

Two more ways you could go with this:

Contact the explainer video companies directly and make okay (not great) money writing the scripts.

Or see the end of the book, #54 (the last of the 7 bonus ideas), for one more.

By the way, DON'T use "VSL Writer" - everyone is doing this. It's a skill that's being promoted big-time by big-name gurus who have had success with VSL's (video sales letters, the long-form kind, not explainer video scripts).

They hold a "bootcamp" for a few thousand dollars and sell VSL-writing as a super-lucrative opportunity. From what I've seen, and the lack of follow-up success of the majority of these bootcamp attendees, the demand isn't nearly as big as they're making it out to be.

The average business is not creating a 30 or 60 minute VSL and wouldn't know what to do with it if they had one. Every business, however, can benefit from an explainer video and easily get it up on their website, where it will convert viewers to buyers.

And YOU can help.

## 22. CREATIVE CONVERSION SPECIALIST

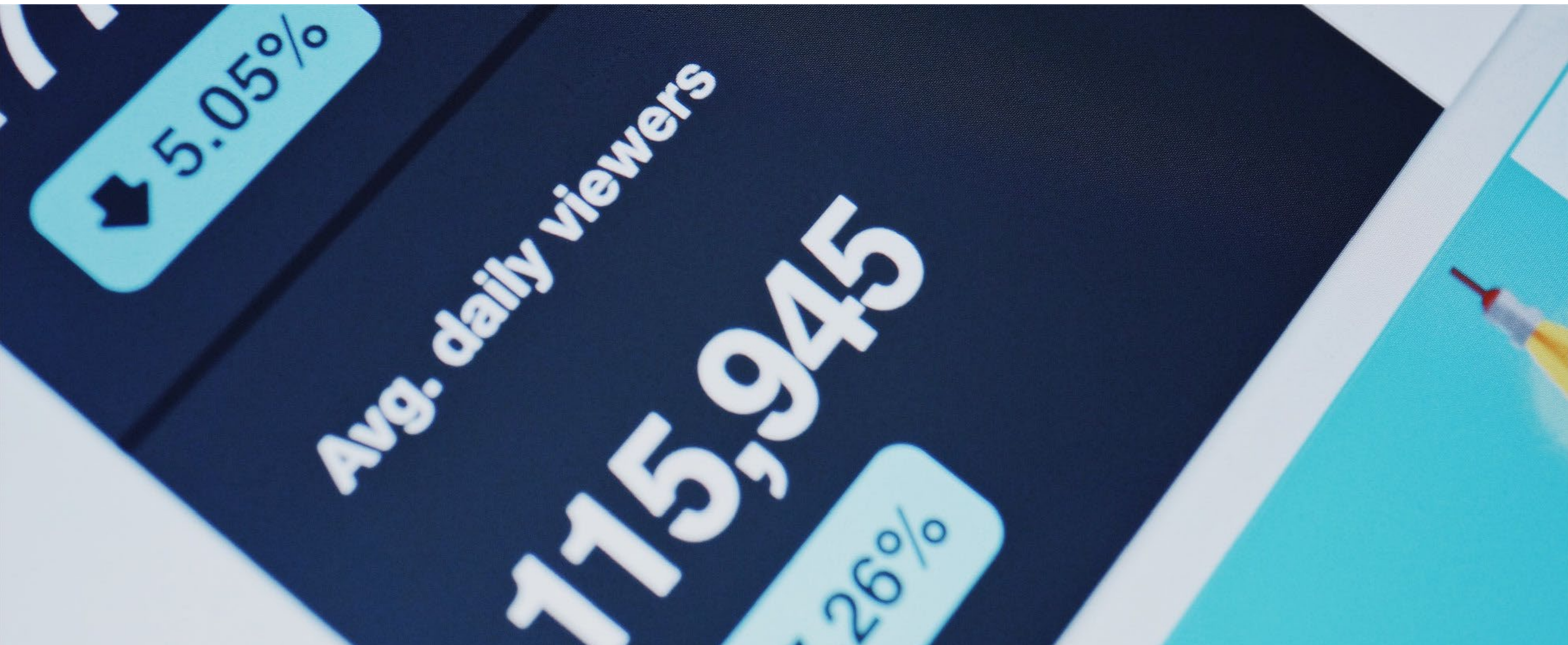
I actually called myself this for a while and even owned the domain name., [creativeconversionspecialist.com](http://creativeconversionspecialist.com).

(As of 3-29-17, it was available.)

This one could be a title alone, or use it to shine a light on your conversion services. For example, you could **use this to focus on landing pages, or email marketing messages.**

Again, it's not about getting cute or clever with a title. But why not explain yourself better to prospects, especially those who don't use the term "copywriter" on a regular basis?

If someone else doesn't snag the domain name, I may grab it again and run with it.



# 23. ENGAGEMENT EXPERT

What's an Engagement Expert? Someone who specializes in increasing engagement with a business's audience through good email marketing.



Even businesses that use their email list effectively (sending regular emails and actually selling with them) could stand to improve.

If you understand the importance of building a solid email list, using it regularly, and parlaying it into more sales, you could become a wealthy Engagement Expert! Doesn't that sound better than just listing "email marketing" or "autoresponders" in your list of services?

By the way, I know "autoresponder" describes what it is, and some copywriters and marketers still use it, but it's a terrible word to describe one of your services.

I've seen tons of copywriters just list "autoresponders" or say, "I write autoresponders." Yeah, so what?

What is it!? A lot of people don't even know.

If I'm the prospect, I'm asking:

**"What do they do? How do they help me?"**

**What do you do in particular on 'autoresponders' that makes them better than what others do? Couldn't I do these myself?"**

These are all valid questions prospects are thinking, even if they're not asking them.

**How much better is "Engagement Expert"?**

Seriously, let's get a little more creative with what we're doing, and how we explain it! Don't go overboard with your title. Be careful of sounding like you're trying too hard, or presenting yourself as something you're not.

But if you don't come up with a better explanation of what you do, and make it yours, someone else will. First impressions count.

I'd hire an Engagement Expert before an autoresponder writer any day of the week.

# 24. MAIN STREET MARKETER

In other words, small, local business marketing.



Take direct response marketing and package it in a way that the average small, local business can understand and USE.

Your target audience: Any small to medium-size business (SMB) that spends a decent amount of money on advertising, but doesn't have the budget to hire an agency or top-notch copywriter, and doesn't have an in-house marketing team either.

There are thousands upon thousands of these kind of businesses, everywhere, and most of them have also never thought of hiring a freelance copywriter.

## These businesses:

- ▶ May not even know what a copywriter is. (Another reason to avoid the term.)
- ▶ Try to do their own marketing, but often they're not very effective.
- ▶ Rely on the advice of radio, Yellow Pages, newspaper, and other sales people. Not a good idea, since those ad reps are naturally biased toward their own method.
- ▶ Get bombarded with email and other solicitations for SEO and Facebook ad marketing, and maybe see these ads online, but they don't know who to trust.
- ▶ Are confused by all of it and don't know where to turn.
- ▶ Have spent money on Val-Pak, space ads, and Yellow Pages.

This is a tremendous opportunity to play against all those things!

**You can be the Main Street Marketer who comes to their rescue.**

Want to narrow it down?

Focus on Main Street Marketing in a particular state, or even in a region or city. I live in Verona, Wisconsin, population 10,619, and I could keep busy in this town alone if I decided to focus on this.

**You can do this no matter where you live**, although I think it will work better if you keep it close to home and can actually meet with people in person.

It's all about positioning, building relationships, and delivering value in a way that others aren't. Go for it.

Let me take a quick sidestep here...

**WE'RE  
HALF-WAY  
THROUGH OUR  
47 WAYS TO DO  
COPYWRITING.**

A low-angle, upward-looking shot of a man with long, wavy brown hair and a black baseball cap worn backward. He is wearing a dark jacket over a plaid shirt and is looking up towards the sky. The background is a multi-story brick building at night. Several neon signs are visible on the building's facade. On the left, there is a red neon sign that says "BREWERY" and another that says "MADE IN THE USA". In the center, there is a large, illuminated neon sign that looks like a stylized "E" or a similar letter. The sky is a deep blue, suggesting twilight or early evening. The overall mood is contemplative and aspirational.

ARE YOU STARTING  
TO GET THE IDEA?

IT'S NOT JUST WHAT  
YOU CALL YOURSELF.

*it's how*  
**you**  
*position*  
*yourself*



The point is, if you look and sound like everyone else offering copywriting services, it will be hard for clients to distinguish you from anyone else.

You've also pretty much made yourself a commodity.

**DON'T DO THAT.**  
**PICK ONE OF THESE 47**  
**WAYS TO DO COPY-**  
**WRITING OR USE ONE**  
**OF THESE 47 TO TRIG-**  
**GER AN IDEA FOR**  
**SOMETHING ELSE.**

Calling yourself a “freelance copywriter” is fine, but you can do better. (Google “freelance copywriter” or “copywriter” and see what I mean.)

Be an original. Stand out.



get specific  
with a  
service

EVEN BEFORE YOU  
decide on a  
niche

DO THIS RIGHT AND YOU MIGHT  
NOT HAVE TO GO THE NICHE  
ROUTE AT ALL.



Get specific with a service even before you decide on a niche. Do this right and you might not have to go the niche route at all.

I never did, and it's kind of fun. More interesting, too, with clients all across all different niches.

## **AND IT CAN BE THE BEGINNING OF AN ENTERPRISE THAT CAN SOMEDAY RUN WITHOUT YOU.**

Build it to sell it, or build it to run by itself while you start your next business. That's not going to happen with "freelance copywriter."

For a lot more detail on this idea, come to a Big Ideas Retreat sometime. And watch for my book, *The Freelancer Manifesto: 11 Big Ideas to Stand Out and Thrive in the New Economy*, coming to Amazon in late May 2017.



# ON TO THE SECOND HALF

of 47 Ways to Do Copywriting...

# 25. NEWSLETTER MARKETER

Write a newsletter for your client's customers.  
Sell businesses on the idea that customer retention is just as important as customer acquisition.



We've all heard, "It's easier (and cheaper) to hang on to customers than to find new ones." It's true. Marketers all talk to businesses about getting new customers.

That's a lot sexier than saying, "We help you keep your customers,"right? So why not be the marketer who sounds different? Lead with:

**"Look, I know advertising and marketing people always talk to you about how they'll help you get new customers. I do that, too. Customer acquisition is important. But you know what's even more important? And a lot less expensive? Customer retention! Keeping the customers you already have.**

**If you kept all you customers you wouldn't have to spend a dime acquiring new ones. I help businesses do that. Not 100%, but the ones who implement my strategy usually increase their customer retention rate by 20, 30, 40% or more. That makes life a lot less stressful, so you can focus on doing what you do best - running your business.**

**Interested in hearing more?"**

I could develop a whole script for this, and I will. The next part would lead into the idea of using a monthly newsletter to keep more customers on board, get referrals, and cut down on advertising and marketing costs. I believe monthly newsletters do that, and stats prove it.

I'll be developing this idea a lot more, and there are two ways you can go with it

## A template

you could sell to any number of businesses that don't have overlapping customers (businesses bound in large part by geographic lines), or

## Customized newsletters

(for a higher fee) that you tailor individually to each business. I've been doing one of these for over seven years now. It's not a lot of money, but it only takes a day of my time every month, and it's a creative diversion from everything else I do.

If I wasn't running the Café, I'd work with more clients like this. It would bring in about \$90,000/year in 15-20 hours a week, with very little stress, and no overhead. Then I'd spend the rest of my time writing books and working on other side projects.



## 26. ADVISORY NEWSLETTER PRO

Different than #25, this would be a paid, monthly advisory newsletter that you sell to your audience.



A monthly newsletter full of marketing ideas, client acquisition tips, and Big Ideas to help them run a more profitable business.

For this idea you would need to focus on a particular niche. (Watch for 47 Hot, Untapped, Profitable Niches for Copywriters.)

It would be hard to send out a generic marketing letter and charge much for it.

But if your niche was independently-owned bike shops, licensed massage therapists, HVAC professionals, or anything targeted like that, you could create a great 12 or 16-page newsletter every month with specific business-building ideas and charge anywhere from \$49 to \$129 a month for it.

If they get one good idea out of it per year, it will pay for itself ten times over. And that would be one of my selling points.

This could be a great supplement to other services you provide to them one-on-one. It's also an alternative for your clients who can't afford your one-on-one services, or can't get on your schedule because you're booked solid.

By the way, this should be a print newsletter, for about 20 reasons I'm laying out in another upcoming report, **Newsletter Profits: The Power of Print in a Digital World**.

Again, don't be a commodity!

If you look and sound like every other freelance copywriter, guess what? You're going to get paid the way the average copywriter gets paid.

And I have news for you. That's not \$100,000 a year.

By pure observation of the copywriters I know in the Copywriter Café, the average is probably more like \$45,000/year.

You can do better.

**It starts with looking and sounding better, and offering something different. At least packaging it different.**

Need help fleshing out one of these 47 Ways to Do Copywriting? Let's talk. Contact me at [steve@copywritercafe.com](mailto:steve@copywritercafe.com).

I'll help you figure out how to package it, price it, and profit from it.

# 27. MEMBERSHIP SITE CONSULTANT

Different than #25, this would be a paid, monthly advisory newsletter that you sell to your audience.



You're only going to be able to do this one if you actually have a membership site of your own, like the Copywriter Café.

Fact is, even though I've been running that since 2012, I'm not sure if I'm qualified to do this myself. But I bring it up for two reasons.

One, any service you've ever done for anyone, you can turn into a service that you specialize in and offer en masse.

I really have big plans for the Café Writer membership site, and in a few years, when it's super-successful, I plan to advise others on how to run a successful membership site. I bought [membershipsiticonsulting.com](http://membershipsiticonsulting.com) for just that purpose.

Two, I want to plant a seed with you. Membership site consultant may be the furthest thing from your mind.

But a membership site should be at the top of your mind.

**No matter what your niche, service, or business model is, I believe you can find a way to create a membership site around it.** Really. If you can't think of one, let me know. We'll talk and I'll find one for you.

Not only because of the Copywriter Café, but for a number of other reasons, I'm completely sold on the membership site model. It gives you

- ▶ consistent, recurring revenue
- ▶ it eliminates the feast or famine cash flow of never-ending product or program launches
- ▶ and if you do it right, it becomes a business you can sell

The Membership Economy by Robbie Baxter reinforced what I had already been thinking and doing with the Café.

I liked it so much I bought the domain name, [themembershipeconomy.com](http://themembershipeconomy.com). (I realize I may have a tough time using it since it's the name of her book, so I may let her have it.)

If you want to build a solid, sustainable, ever-growing business, seriously consider becoming a membership site owner, and down the road, a membership site consultant.

I can share a lot of insights with you, and eventually I plan to parlay my Copywriter Café experience into other membership sites.

## 28. EVENT FILLER- UPPER

Okay, this is a totally goofy title, not what you'd actually call yourself. What is it?



A copywriter who specializes in writing great promotional copy for anyone who puts on events.

That could be authors, speakers, or coaches. Big-name personalities like Ryan Deiss, Lisa Sasevich, or Tony Robbins.

They all need copywriters to fill those seats, and you can help them.

It could be organizations like Great Escape Publishing, who put on a number of travel writing-related events every year (I've written some of their promotions) or GKIC (I'd like to write for them).

**I'm mentioning well-known people and businesses, but there are thousands upon thousands of individuals and organizations that put on live events and need good copy to fill them up. Why not you?**

If you include webinars and other online events, we're taking probably

## 100,000 PROSPECTS FOR THIS TYPE OF SERVICE.

On any given day across the world and across the internet, there are probably 300 live events going on.

Every single one of them needs a good copywriter. I've yet to see a copywriter announce that this is what they specialize in. You could have a lot of fun with a business name or domain name for this one.

**You could also have some fun watching the money roll in.**

Need some ideas for a good name or title for this?

Jump in the Café Writer Discussion Forum and ask for help.

## 29. LOYALTY PROGRAM LIAISON

I was reading in the New York Times recently that the average adult in the U.S.

belongs to 28 loyalty programs, but they only use 12 of them. Two angles I was thinking of here:

- ▶ You could learn about loyalty programs and help businesses of all kinds develop their own. Not companies like Starbucks that already have one, but smaller, independently-owned businesses who don't. Or...
- ▶ Help businesses that already have a loyalty program increase participation. More participation = more sales.

How would you do that? With an ongoing email and direct mail marketing campaign. Ongoing being the operative word. It wouldn't take too many regular loyalty program clients to make a solid full-time income.

This market would be easy to target, and I would think, easy to sell to... using a combination of email and direct mail, of course. (Remember, even Google and Amazon send out direct mail. I'm on both their lists.)



You set up a little side business along with your copywriting as The Brainstorm Boutique or something like that. **For a \$99/month subscription, you promise two unique, business-building ideas every month, tailored to their business.**

The thing is, you could use a lot of the same ideas across many different businesses. So if you had 85 subscribers (a \$100k/year business), it's not like you'd have to come up with 170 unique ideas each month.

You'd probably have to focus this one somewhat on a particular niche. But think about it. If you got one net subscriber per week, after one year you'd be at 5,000/month income. After two years, \$100,000. In three years, you'd have a \$150,000/year business.

If you want to flesh this one out, I have further ideas. I might even do it myself if no one else jumps on it. I'm big on the whole membership economy, remember?

## 30. THE BRAINSTORMING BOUTIQUE or THE BRAINSTORMING BALLROOM

I know, both these names sound a little goofy. Here's my thought.

# 31. SET YOURSELF UP AS AN AGENCY

What does it take?

- ▶ Call yourself an agency.
- ▶ Partner with or hire one or two people who complement your skills.
- ▶ Figure out who your ideal clients are, just like you would as a freelancer.
- ▶ Market to them the same way you would as a freelancer... only now you're perceived in a different way.

Freelancer versus Agency. Which sounds like they'll get the job done better? Which sounds more prestigious? Which commands higher fees?

**Perception is everything. An agency has higher perceived value.**

If you have the skills and want to go after a higher grade of client and get the fees you deserve, think about creating an agency instead of being a lone wolf freelancer.

Along these lines, you could set yourself up as a...



Here again, "boutique" has a very positive connotation: upscale, specialized, custom-tailored service for an exclusive clientele.

That's the vibe I get from it, and if **I were a client wanting extra attention and top-notch service, I'd choose a boutique over an agency or a freelancer.** Every time.

# 32. MARKETING BOUTIQUE

# 33. SUBSCRIPTION SPECIALIST

The subscription model is HOT.



The world's best living copywriter, Gary Bencivenga, retired from copywriting a few years ago and started his own subscription model business, [freshpressedoliveoil.com](http://freshpressedoliveoil.com).

If you're a guy, no doubt you've heard of Dollar Shave Club and Harry's, both wildly successful. They send guys a new razor and blade every month or something like that. (I'm not interested because I use an old fashioned doubleedged razor. A year's worth of good blades costs less than \$20, and the handle lasts forever.)

Porter Stansberry even started his own razor club recently, touted by none other than James Altucher. No word yet on how it's faring.

Then there's Blue Apron and similar "meal kit" clubs, wine of the month clubs, snack clubs, BirchBox.com. Robb Report magazine even offers a monthly subscription box of high-end products for \$70/month. So those are all products. You can turn information into a monthly subscription, too.

Could be a monthly newsletter of information (see #25 and 26).

Here's my idea on this one.

First,

## CREATE YOUR OWN SUBSCRIPTION MODEL BUSINESS OF ANY KIND.

I think every copywriter should do this. It's one of the best ways to create **recurring revenue**. I got completely sold on this model after reading John Warrillow's book, *The Automatic Customer*.

Then, once you've created a successful subscription business, help other small businesses do the same.

This one will obviously take more time, but I think it has serious long-term potential.

## 34. AD AGENCY “SECRET WEAPON”

Do you have a decent portfolio you're proud of?

Do you like working on creative projects a lot more than you like marketing your services?

**Contact small to medium-sized ad agencies and sell them on using you anytime they have overflow work or projects that are outside of their own main focus.**

I'd focus on one angle or the other – overflow work or emphasizing your specialty, if you have one. A simple one-page sales letter to start with, and follow-up letters or emails every month or two, will get you some business.

**What you need: an attractive portfolio.**

My friend, Kat Blakely, recommends krop.com and a physical portfolio. I know it seems old school, but Kat has a 100% success rate getting work with agencies when she's shown her physical portfolio.

The other thing you need: a good sales letter and follow-up system. I can help with that. Email me at [steve@copywritercafe.com](mailto:steve@copywritercafe.com).



## 35. DONATION DRIVE SPECIALIST

Put your copywriting skills to use for a good cause. Find one organization that needs help getting donations.

Offer your services for free, write a good letter, and wait for the results. Assuming the results are good, **take that one project and shop it around as a successful case study to any other organization that needs to bring in donations.** Only this time you don't do it for free.

I've never written fundraising letters for profit, but I have volunteered my services a number of times.

When my kids were younger, I wrote a capital campaign letter for their charter school. In the very first year we raised \$9,500 from a very small group of parents. In 2011 I helped an organization called Both Hands raise over \$13,000 to help couples offset the high cost of adopting a baby, all because of a letter I wrote.

I could have parlayed both of those into paid work, and still could. You can do the same. Again, if you need help with this one or any other, let me know. **Message me at [steve@copywritercafe.com](mailto:steve@copywritercafe.com) or 608-848-2679.**



Why not distinguish yourself by being one of the few copywriters who says, "I help you keep the customers you have"? After all, it's usually more expensive to get a new customer than to keep one you already have. Be the copywriter who talks about "getting them on the treadmill, and keeping them on the treadmill," as I always call it. One of the ways they could do this is with effective email marketing (#23). Another is with a monthly newsletter (#25).

**Calling yourself a Retention Specialist positions you in a different light.** You're not the fulfillment person doing the actual copywriting work (although you could be). You're the adviser helping them be a more profitable business. Remember, with any of these, the bottom line is this: You're giving away ideas and you're solving problems.

That's it. **We get paid to generate ideas and solve problems.** No matter what your service is, if you frame your services in terms of how you solve problems, you will stand out from the herd.

## 36. RETENTION SPECIALIST

Most marketers and copywriters focus on helping businesses get new business.

## 37. BILLBOARDS FOR EVERYONE!

I always thought it would be cool to have my own billboard from a pure ego standpoint.



How cool would it be to have a billboard on the beltline (the main ring around Madison, Wisconsin, where I live) with my picture, steveroller.com, and a simple message:

**NEED MORE CUSTOMERS?** **STEVEROLLER.COM** has the solution

Simple and Effective, for less \$ than you'd think  
Get more customers today

**STEVEROLLER.COM**

I guarantee, most businesses have given this at least a fleeting thought. Problem is, it's expensive. An ad like that could run anywhere from \$500/month in a small market to \$50,000 in a big ticket, high-traffic area. An electronic billboard in Times Square costs more than that. So play off that. Lead with the idea that every business would love a giant billboard in a high-traffic area targeted at a good percentage of that traffic. **Well, you can help them create a virtual billboard, and it won't be limited to their hometown.**

How? By putting the right image and message in front of their audience online with a Facebook or Google ad. Where to learn about Facebook ads? Facebook itself is a good place to start! <https://www.facebook.com/business/overview>

Of course, there are a thousand other places to learn about Facebook ads these days. It can't be all that complicated if that many people are teaching it, but still room for opportunity for you to teach it to local business owners, who might be more willing to trust someone in person than online.

Don't want to get involved in Facebook or Google ads? Frame it the same way and recommend a hometown virtual billboard via EDDM (Every Door Direct Mail®), the U.S. Postal Service's brilliant direct marketing method, or giant postcards via Postcard Mania.com or any number of other ideas.

It's just a different way of positioning yourself, like all of these. **The key is to somehow look and sound different than every other copywriter.** Stand out and create a memorable brand!

## 38. HOMETOWN MARKETING SPECIALIST



A twist on #24. That one was focused on becoming a Main Street Marketer, where you take direct response marketing ideas, package them for small, local businesses in a way they can understand and use, and sell it to small and medium-size businesses anywhere.

**As a Hometown Marketing Specialist, you'd essentially do the same thing but focus it on your own town, or the nearest closest town big enough to sustain this type of venture.**

For example, I live in the small town of Verona, Wisconsin, population about 11,000.

We have a number of professionals here who proclaim themselves the "Hometown Specialist," like a real estate agent who calls herself "Verona's real estate specialist."

You could do the same thing in your hometown. If no one has proclaimed themselves the "\_\_\_\_\_ marketing specialist,".

## STAKE YOUR CLAIM!

It's great if you enjoy meeting with people in person instead of just online.

And it doesn't have to limit you only to your hometown. That could be just one part of your business, and you could do the same thing in other towns or continue doing the services you already do for everyone.

If I somehow lost internet and phone service for a month, I'm convinced I could go from business to business in Verona and drum up enough business quickly to sustain myself for a year. I might just try it sometime.

## 39. THE IDEA FACTORY

I just like the sounds of this one. The Idea Factory.

I talk about generating ideas all the time. Why not specialize in this?

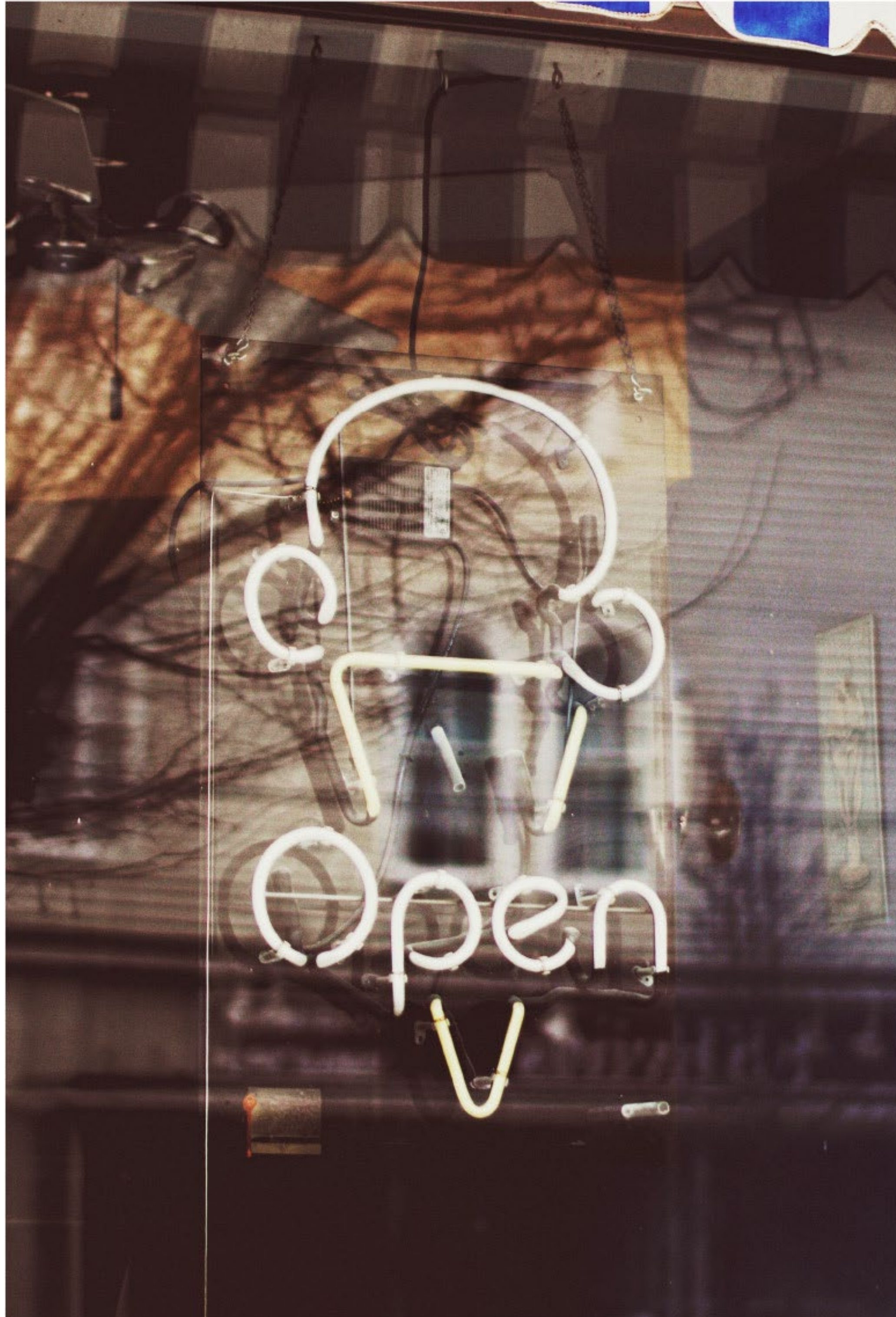
Instead of generating good ideas and giving them away as a way to generate leads, demonstrate your expertise, and up-sell clients to higher services... sell the ideas themselves!

Lots of ways you could package this. **You could promote your services anywhere from Big Ideas for \$99** (crank out three ideas a day and you're at six figures annually) up to high-paid consulting work.

IdeasFactory.com is taken, but there are variations available at the time of this writing. Big Ideas Parlor is one that I'd grab. If you don't, I might.



## 40. FOOT-TRAFFIC CONVERTER



Most brick-and-mortar businesses that rely on foot traffic are missing out on a huge opportunity. They don't convert enough of that in-store traffic to online business. They either don't know how, haven't figured out what to offer, or their employees are lazy.

Here's what I mean. When's the last time someone at a retail establishment asked you for your email address?

Seems like it happened a lot more in the early days of the internet than it does now. I can't remember the last time it happened to me. And if they're not asking for an email address, they're probably also not building or using an email list.

Huge opportunity for you! You could get creative and show any business:

- ▶ **Why** an email list is crucial.
- ▶ **How** to use it on an ongoing basis (which could supply you with work for months or years to come).
- ▶ **What to offer** initially to make it more likely that store patrons will give them their email address.
- ▶ **What to say.**

Train the owner and the employees on exact scripts to use to collect email addresses.

Simple idea here, right? Just like the other 39 ideas so far, these are stand-alone ideas you could build a business around, add-on services you can list on your website, or simply ideas you can give away in the normal course of conversation. **In fact, that could be the most valuable part of this book!**

You now have 47 new ideas to talk about with clients.

Find one or two you like and run with them.

# 41. MONTHLY MONEY MACHINE

Show businesses how to turn their services into a money machine.

This one could be kind of fun. You could even use this name. (I did own it as a domain name in 2015 but didn't renew it last year.) **Come up with a 12-month marketing plan that any business can use to generate year-round business with a pre-planned marketing campaign for each month of the year.**

I got the idea from a GKIC Super Conference I went to, and they were selling a program on this for \$997. It's easy enough to create your own version. I would strongly recommend that you not only offer this service to clients, but do it yourself. Figure out exactly what you're going to promote each month over the next year.

It's pretty much an editorial/marketing calendar, right? If you want more details on this one, let's talk sometime. I did a 90-minute session on this at one of my Northwoods Plunge retreats, but it's too much information to pack into this book here.

Call me at 608-848-2679 or message me at [steve@copywritercafe.com](mailto:steve@copywritercafe.com) if you're interested.



We need to find out what they're doing right, what they're doing wrong, what their USP is, whom their customers are, what their customers are saying about them, and how to position ourselves against all of it. Tell clients, **"I'll help you figure out exactly what your competition is doing, and show you exactly how to do it better."**

By the way, as of 4-4-17, [competitionsPY.com](http://competitionsPY.com) was taken. [CompetitionSleuth.com](http://CompetitionSleuth.com) is available, if you think you'll go all out on this idea. At the very least, like with the other ideas, incorporate this into your marketing arsenal as something you regularly do, whether you sell it as a valuable service or not.

**I would certainly talk it up with every prospect and client you talk to, and I do believe you could build a business on this idea alone.** [CompetitorPrivateDetective.com](http://CompetitorPrivateDetective.com) is also available, by the way. If you haven't noticed, I'm a bit of a domain name junkie. I currently own 77, I've sold a few for decent money, and many of my current ones are for sale. I'm using about ten or 12 right now, and I have big plans for some of the really good ones.

# 42. COMPETITION SPY

Everybody – including you and me as copywriters and marketers – should be closely following and studying what the competition is doing.

## 43. BUILDING YOUR AUTHORITY

"I help you write a book to establish your authority" would be a great tagline.

It's another way to position your ghost writing services. **Sell the idea of a book as an authority - building, credibility-generating, celebrity-making tool!** In my book, every business owner should have a book.

Most have thought about it, and most will never do it. Change that.



Here's another take on ghost writing. Different than #43, and different than #14, but the same message: "I make you look good." Yes, promote your ghost writing as an "I make you look good" service.

It's a different angle than "I help you write a book to establish your authority," although it will do that, too.

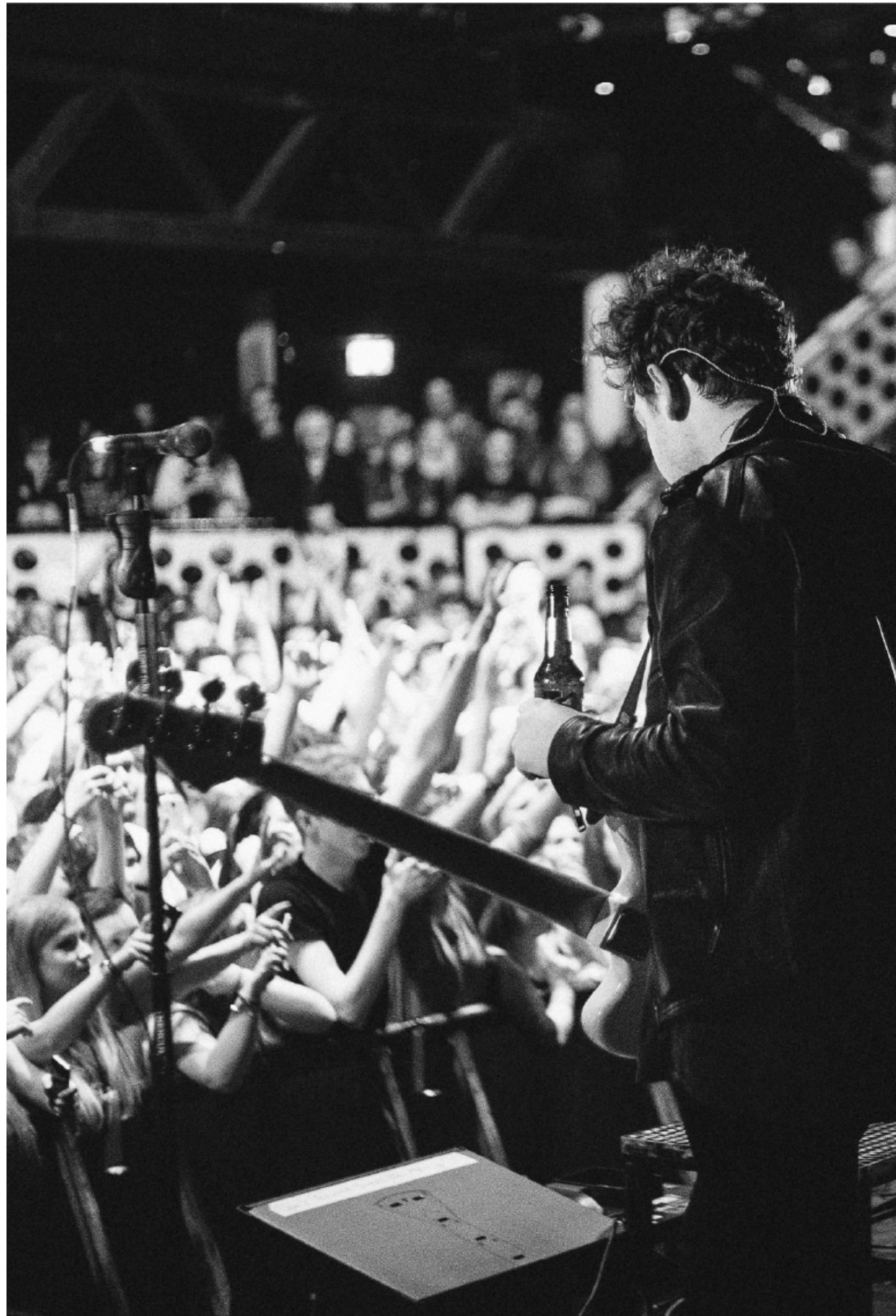
**You're going for the vanity angle here. Everyone wants to look good. Most need help.**

Show people all the different ways writing a book will boost their business and grow their income. In fact, that could be a Special Report lead generator: 17 Ways a Ghost Writer can Boost Your Business Income.

## 44. GHOST WRITER



# 45. “BECOME A CELEBRITY”



“So, what do you do?” asks a business owner and prospective client. “I help businesses like yours become a celebrity in your niche.” “How do you do that?”

“Good question. It’s a 3-step process.:

## First

## I act as a “competition spy (see #43)”

I do an in-depth analysis on what all your competitors are doing, and how we can do it better. (Notice the use of “we” rather than “you”? You’re already planting seeds of acting as a team.)

## Second

## We determine two key pieces

An instant authority-building component (a ghost-written book), and a marketing component. This phase can take some time but it’s crucial.

## Third

## We implement the marketing plan

With the goal of dominating the competition, becoming a celebrity in your niche, and essentially, creating a new ‘category of one.’”

Wow. If I do say so myself, that right there is a powerful script! Use it as a Celebrity-Maker or as a regular copywriter, and watch your business grow.

Are you starting to see that scripts are a big part of this process? Its’ one of the things I do best. **I’ve used scripts myself, very effectively, for 30 years in direct sales, as a direct response copywriter, and as a copywriting coach.**

I’ve helped hundreds of copywriters develop scripts that work. I can help you, too. Go to [cafewriter.com](http://cafewriter.com) for more information on my services.

Okay, only two more to go here...

## 46. DIRECT MAIL MASTER

"Using old school tools to help you thrive in a digital world."

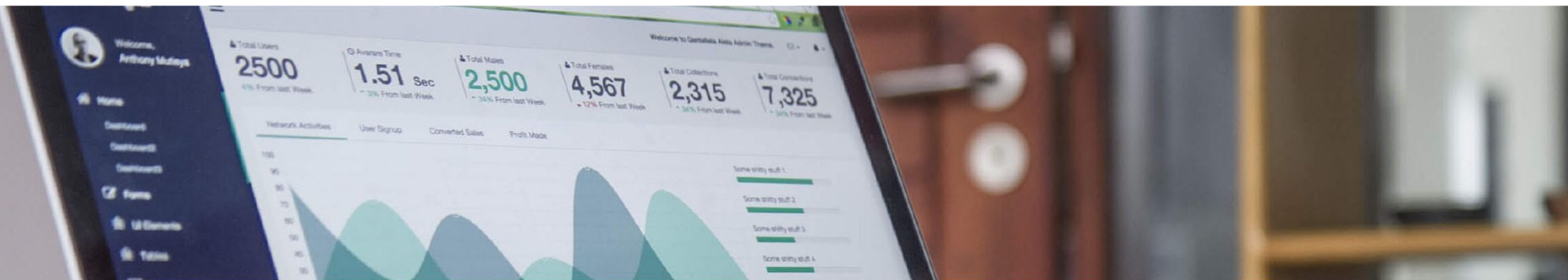
BAM!

That could be a great USP and a great way to stand out in a very crowded digital marketing landscape.

There is still a place for direct mail. It's not going away. Even Google and Amazon use direct mail. I know, because I get some of it. I don't know about Facebook. Maybe they do, too.

They should. In any case, **there are very few businesses today who wouldn't benefit in some way from using direct mail. It's not going away!**

And I've saved one of my favorites for last...



This is a further extension of #40. Show your clients exactly how to use these two lists.

What will it take? **An outlined plan, which will probably include a lead magnet (which you can write for them), an online/offline, back-and-forth marketing plan, and some good email messages and direct mail pieces (which you will also create, of course).**

It's no different than what every copywriter should be talking about. You're just framing it differently, and learning exactly what to say (something I can help you with if you need it).

## 47. LIST-BUILDING SPECIALIST

Help businesses develop, build, and leverage both an email list and a physical list.

THERE YOU GO. 47 WAYS TO DO COPYWRITING





Don't just be a  
freelance copywriter.  
I'll do whatever I can  
to help you.

See you in the Café.

**STEVE ROLLER**

MAKE YOUR  
*mark*  
AND

BUILD A  
*business*

THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR

written by  
**STEVE ROLLER**

Contact at [steve@copywritercafe.com](mailto:steve@copywritercafe.com)

designed by  
**FORM & TYPE**

Contact at [formandtype@gmail.com](mailto:formandtype@gmail.com)