



How To Get Copywriting Clients WITHOUT Asking for Business

*Start Booking Yourself Solid In As Little As
5 Minutes Per Day, Even If You're A Rookie!*

Dear Budding Copywriter,

Whether you're just starting out on your copywriting journey, or you've already hit the "full-time" freelancer level... or anywhere in between... filling your client pipeline is CRUCIAL!

Too many copywriters struggle with the feast or famine cycle. They get a few clients, then they get busy doing the work for those clients and stop filling their pipeline.

Then, once those jobs are finished, they have to start all over again, practically from scratch, working to get new clients.

And the wheel keeps on turning...

That's worse than living paycheck-to-paycheck.

You never know when the next project is coming, when the next check is coming, and if or how you're going to feed yourself and those who depend upon you for support.

If you don't fix that vicious cycle, and I mean FAST... your life is going to be *no bueno*... and no fun.

All it takes are 5 simple strategies you can start using TODAY to begin filling your pipeline on auto-drip for the long term.

WARNING: Some of these tools may seem TOO simple and TOO easy.

I implore you... don't be like the followers of Moses who were dying from poisonous flying serpents, and who, if they would only LOOK at Moses's staff, were promised they'd live.

But it was TOO easy. SO easy in fact, that they didn't believe it would work.

So they didn't look. And therefore, they didn't live.

Here's my advice to you...

LOOK. AND. LIVE.

Stay committed to these techniques. Be consistent. You need to put in 5 minutes EVERY DAY... and THAT'S what makes this work. That's really the magic in this system. 5 minutes a day, every day, day in and day out.

Here's another tip...



Don't be pushy or salesy and try to get the gig on the first contact. Remember, the core idea here is to get clients WITHOUT asking for business.

But consistency is the REAL key.

The great Dan Kennedy used to said... *"Don't let a single day go by without planting at least one seed that could result in business in the future."*

And if you do that day after day, week after week, month after month, you'll reach a point in your career where you're NEVER wanting for business. And it doesn't have to take years.

So, 5 minutes a day is your way of planting that daily seed to prepare for the future. Even the future of tomorrow, next week, next month.

I'm going to teach you five, 5-minute client getting techniques. Your job is to do ONE of them (at least) EVERY. SINGLE. DAY. No excuses. Okay?

Okay, enough preamble. Let's get into these five simple, 5-minute per day client-getting techniques.

5-MINUTE CLIENT-GETTING TIP #1:

This first tip is very simple, yet powerful. Go through your contacts list, your directories, your rolodex, and write down the name, phone number, and/or email address of EVERY person you've ever known.

That's right... EVERYONE.

Most people can spit it out of their contacts app on their phone in less than 5 minutes.

You're going to start contacting them... but in a very non-MLM way.

You're going to start contacting 2 or 3 of them every day. And here's the script for what you're going to say (whether on the phone, or by email)...

Hey, it's Ray!

I was just thinking about you.

It's been a while since we talked, and I'd like to catch up. I'd love to see what's going on in your life.

That's it!

It will lead to a conversation, or it won't.

If it does, DON'T try to sell them something! Just get caught up.



They may ask you what you're up to, and you might mention that you run a writing practice. But you don't have to. Let the conversation unfold naturally.

DON'T go into this conversation with the intention of closing a deal.

Just spend 5 minutes making contact with people you used to know. That's all there is to it.

Over time, you'll begin to reap rewards from these activities. After a while, people will start calling you back asking you about your writing practice. They'll start asking you what it involves, who you know, and how you can help them.

But that comes later.

For now, just make the list and call or email them every day.

And here's a tip about calling...

How many people really call anymore? SO. FEW.

Do you want to stand out?

Calling is a GREAT way to stand head and shoulders above all the other copywriters out there looking for clients.

5-MINUTE CLIENT-GETTING TIP #2:

Tip #2 is even easier!

Every day for the rest of your life, write a short, hand-written letter to someone on that list.

All you have to say is something like this...

Hey, it was nice talking to you!

Thanks for the gift you sent me for my birthday.

Let's have lunch sometime.

Whatever...

Something like that. Something simple.

It's easy to do, and it takes less than 5 minutes.

But it will make a HUGE impression.

And sooner than you think, it will start paying off.



5-MINUTE CLIENT-GETTING TIP #3:

Next, it's time to use a tried and true strategy not enough freelance copywriters take advantage of.

I want you to make a list of your Dream 100 clients. Then, begin following them on their social profiles.

Your Dream 100 is a list of the top 100 dream clients you'd absolutely LOVE to work with.

All you need to do is just watch for opportunities to connect.

When you see one of them celebrating an anniversary or birthday, reach out and congratulate them.

But DON'T reach out through the social platform.

Reach out by email, phone call, or by a hand-written note.

Let them know that you'll be paying attention in a non-creepy, non-stalker kind of way.

If you do this every day for just ONE person on your Dream 100 every day, it's going to start snowballing.

Pretty soon, someone on that list will think... *"Hey, Ray's really thoughtful, I like that, he's doing good things, and he really cares about us. We should do business with Ray!"*

It sounds too simplistic, but that's how it works.

5-MINUTE CLIENT-GETTING TIP #4:

The next tip is similarly simple yet profound. It is...

Be a resource for people in your network.

Your network is everyone you know. People in your contacts list, people on social media. Anyone in your sphere of influence.

And how exactly can you be a resource to them?

Here's an example...

When you meet someone who's a graphic artist, think back to that person you know in college who needs a graphic artist for his project.

Put them in touch with one another.

And when you connect them, make sure to double check with both parties before introducing them.



You never want to send an email blindly to two people telling them you think they should get to know each other.

Bob, meet Jane. Jane, meet Bob. You guys should talk. See you later.

That's rude. It's puts both people on the spot.

You need to contact each person individually and say...

Bob, I think my friend Jane is a designer who can help you.

Can I put you in touch with her?

And then, if he says "yes," you go to Jane and say..

Jane, I think I've got a client who might be interested in your work.

Can I put you in touch with him?

If she says "yes," then you put them in touch with each other, and you back out.

That's how you can be a helpful resource to people, and it will pay you back in dividends.

5-MINUTE CLIENT-GETTING TIP #5:

Okay, this last one may take more than 5 minutes to do, but, it will only take 5 minutes to arrange.

Decide on 5 strategic client-getting events you can attend over the next 12 months.

What are strategic client-getting events?

Figure out which seminars, industry gatherings, and trade conferences your ideal clients will attend, and go to those events to meet your future clients.

WARNING: Going to events with other people in your same profession will not help you. You need to go to events where there are people who need people help from people in your profession.

If you're a copywriter who specializes in product launches, you need to consider attending Jeff Walker's "Product Launch Formula" event, because it will be full of your perfect clients.

Find 5 events like these in your industry, get a ticket, book your travel, and get yourself to these events.



This is the main strategy I've used to build my 7-figure writing practice over the last 15+ years. It works!

Then, think about how you can connect with people while you're at this conference. I bet you can figure it out.

But here's a tip... don't be pushy or salesy. Serve them. Help them. Be a resource.

And, go back to the previous tips and see how you can use them during a live event. They work there too!

Now, this is just the tip of the iceberg.

If you'd like some additional tips and tools to help you grow your copywriting business, I hope you'll consider checking out my program, the Profitable Copywriting Business.

You can do so by clicking the link below.

www.rayedwards.com/pcb

Now, don't wait.

Get started with your 5-minute client getting techniques TODAY!

To Your Prosperity,

Ray