

3 Profit-Sucking Mistakes to Avoid When Hiring a Professional Copywriter

(And How to Forge a Super Profitable Relationship
With Your Perfect “Hired Gun”)

**A CONSUMER GUIDE
TO FINDING THE RIGHT PROFESSIONAL COPYWRITER
FOR YOUR MARKETING CAMPAIGNS**

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What This Report is About

Have you ever uncovered a business opportunity you'd love jump into but found yourself too busy to make it happen?

It takes time and talent to create writing results-getting content, to get it out where your prospects will see and respond favorably to it and to test, track and measure your results.

You may be tempted to hire away the problem, and if done right, leveraging other OPT (Other People's Talent) can be a real win. But, as you've probably heard, it can turn into a real bummer when the profits don't roll in.

I wrote this beginner's guide to help you avoid three profit-killing pitfalls of a bad relationship with a professional copywriter... And how to get the most out of this most crucial partner in your business.

For instance, the choices you make about content, traffic and follow up can make or break your web site. With thousands of people visiting your site and turning into customers, isn't it worth careful investment?

Carefully identifying your target customer, detailing out the features and benefits of your product in a way that puts it in the best light and making a strong appeal to your prospective buyer without seeming too pushy can be tricky!

If you are too busy running your current business to invest the time it takes to get a profit-producing message up on the screen, maybe it's time to bring in a "hired gun" to help you get the job done.

But Jeez, you say... How do you do that without getting taken to the cleaners?

You don't want to go too cheap and get a message that's way off base and doesn't convert. But you also don't want to go overboard and hire an expensive copywriter whose gonna' cost you a small fortune up front when you haven't even made dime one yet!

Relax, you can find and profit from leveraging some great copy talent to save time and grow sales, all while you focus on your business. Or your life. Gee, what a concept!

The 3 Mistakes to Avoid...

And How to Get Maximum ROI by Hiring the Right Copywriter for Your Next Campaign

Mistake #1: Hiring “Clever” vs. Effective

Every year at the Superbowl, the two best football teams in America battle it out for championship in front of millions of viewers. And those millions of viewers attract another battle that culminates during the commercial breaks.

Hiring somebody who’s a clever, funny or even brilliant writer, but just doesn’t deliver the goods can be entertaining and fun to show off to friends and family. But at the end of the day, if the results aren’t there in the form of products purchased and profits produced, all you’ve had was a fun ride – and you cannot take that to the bank...

Instead, ask your prospective practitioner, could you show me the results – in terms of numbers - of a campaign you’ve had a hand in? Look for a writer who takes an active interest in sales tracking and performance and can help you plan your marketing ROI measurement system from the get-go.

Mistake #2: Thinking You Can Just Pass Off Your Product Specs And Let Your Copywriter Handle It From There...

If your new copywriter just takes your product info and doesn’t ask about your customer, who they are, what turns them on, what keeps them up at night, where they hang out, what they’re currently doing to solve the problem you offer to take care of with your product... Run the other way.

Effective copywriting is about 90% psychology and 10% technology.

Look for a writer who takes an active interest in your target customer, asks lots of questions about them and their relationship with you and helps you form an “avatar”, or image of the perfect customer you seek to attract.

Mistake #3 – Shooting Too Low

David Ogilvy, legendary copywriter and advertising executive, dubbed “The King of Madison Avenue” said, “Don’t bunt. Aim out of the ball park. Aim for the company of immortals.”

If you are working with a writer who cranks out ordinary copy day in and day out, how are you going to stand out from your competition? Even an ordinary product can be turned into a smash hit with just one positioning strategy.

Consider the “Pet Rock”...

On the other hand, even the best product in the world won't have paying customers beating a path to your door without a compelling message to get their interest and carry them all the way through the sales process.

The key here is to find a web copywriter with a little imagination, willing to consider unconventional ways of thinking about your product and sales process that may unearth a breakthrough positioning or marketing strategy that even you hadn't considered.

As Einstein said, “Imagination beats knowledge.”

Copywriting, whether for offline media or for the web is a critical part of your marketing strategy and the quality you put out can make a huge impact on your bottom line.

To your massive success,
- Mike Connolly

For more information...

Mike is an experienced professional copywriter, Infusionsoft Certified Consultant and marketing strategist. A dedicated student of the craft of results-getting content, he has earned certification as a Dan Kennedy Certified Copywriter for Info-Marketers and graduated from the American Writers and Artists B2B Copywriting Intensive, 2012. He also teaches copywriting for the web at a popular local venue, Boulder Digital Arts in his home town of Boulder, Colorado.

To discover how a professional copywriter, can save you time and grow your sales, visit <http://StrategiCopy.com>.

Or call 303-444-6644 or visit <http://strategycopy.com/30-minute-phone-consult/> to schedule a free 30 minute copywriting consultation with Mike Connolly.



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