

# Command higher-paying clients

Get the mentorship and feedback you need to work with copywriting clients who value expertise

BOOK YOUR PLACE

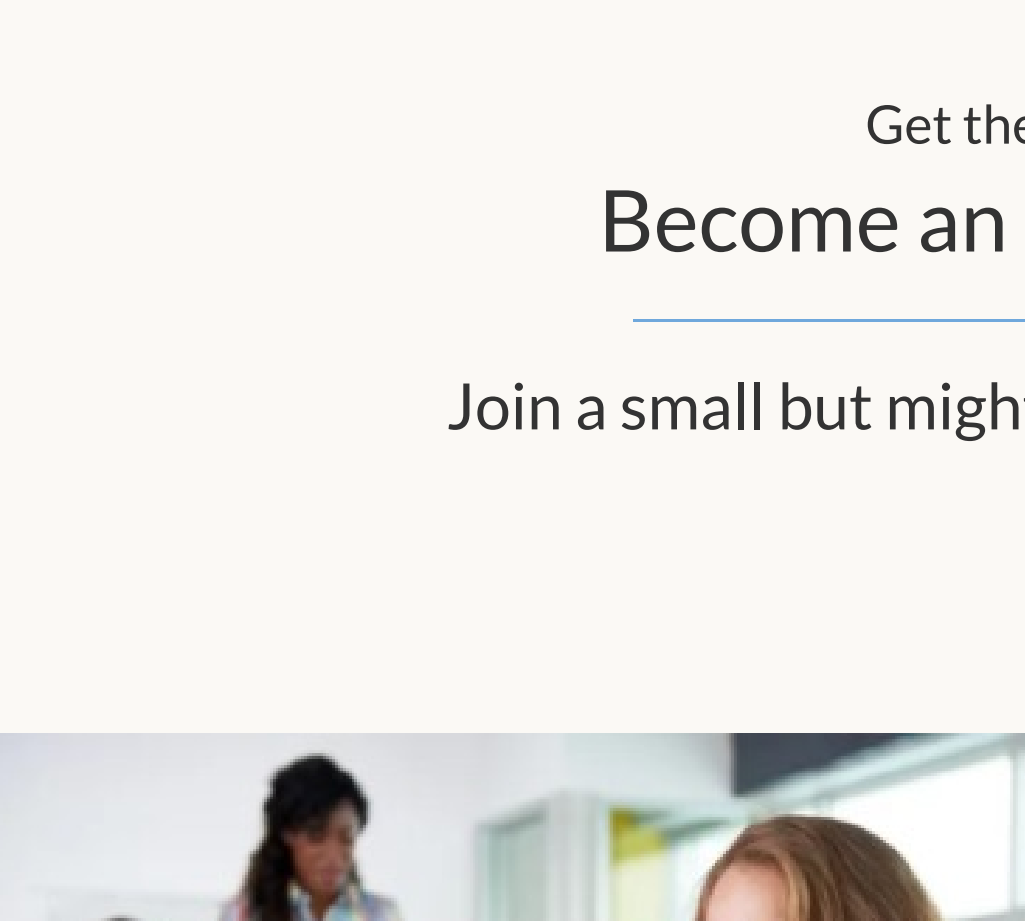
☆ Sales Pages

☆ Lead Magnets

☆ Email Marketing

## Second-guessing your copywriting shatters your confidence

You've gone through CORE. You've landed some clients. You even have a small portfolio. And yet imposter syndrome *still* rears it's ugly head.



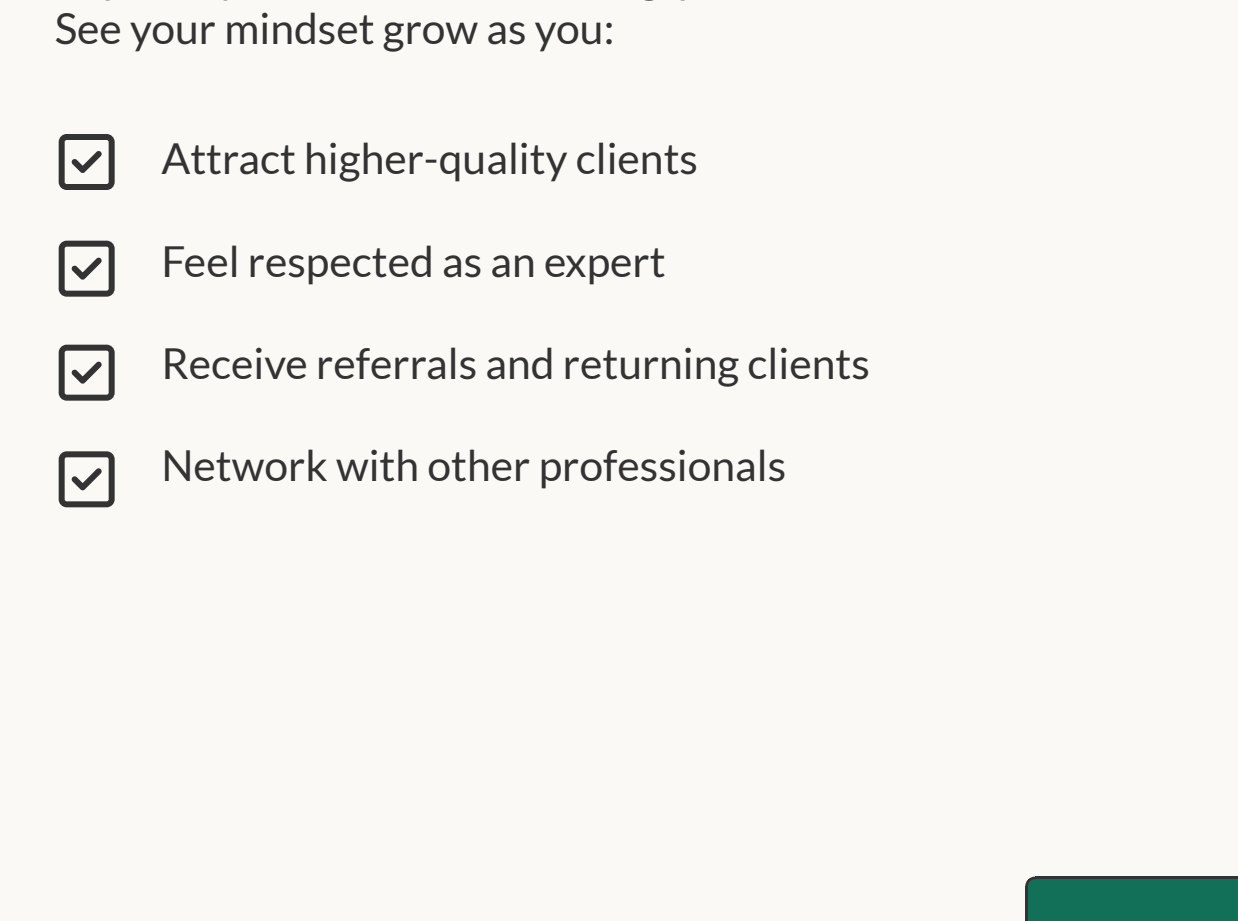
It's hard to grow a business when you're:

- » Self-doubting your writing ability
- » Feeling insecure from lack of experience
- » Afraid to raise your rates
- » Under pressure to make a decent living

Get the support you need to

## Become an in-demand copywriter

Join a small but mighty group of like-minded copywriters



### Grow your confidence

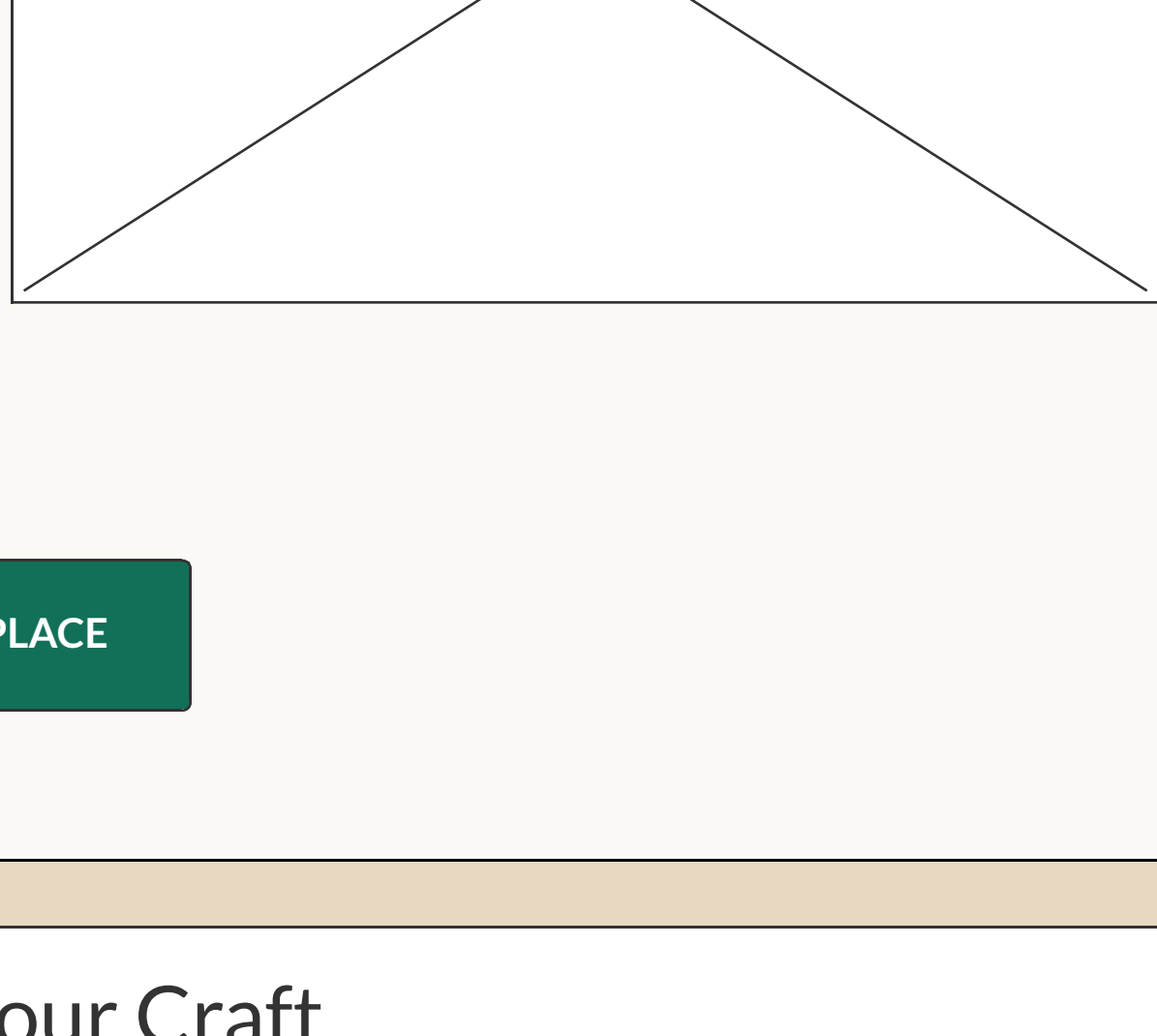
Expert mentoring and small group coaching for the support you need to:

- ☒ Charge higher rates
- ☒ Take the lead in client relationships
- ☒ Manage multiple projects at once
- ☒ Trust your writing ability

### Build your authority

Improve your craft with teaching, practice and honest feedback. See your mindset grow as you:

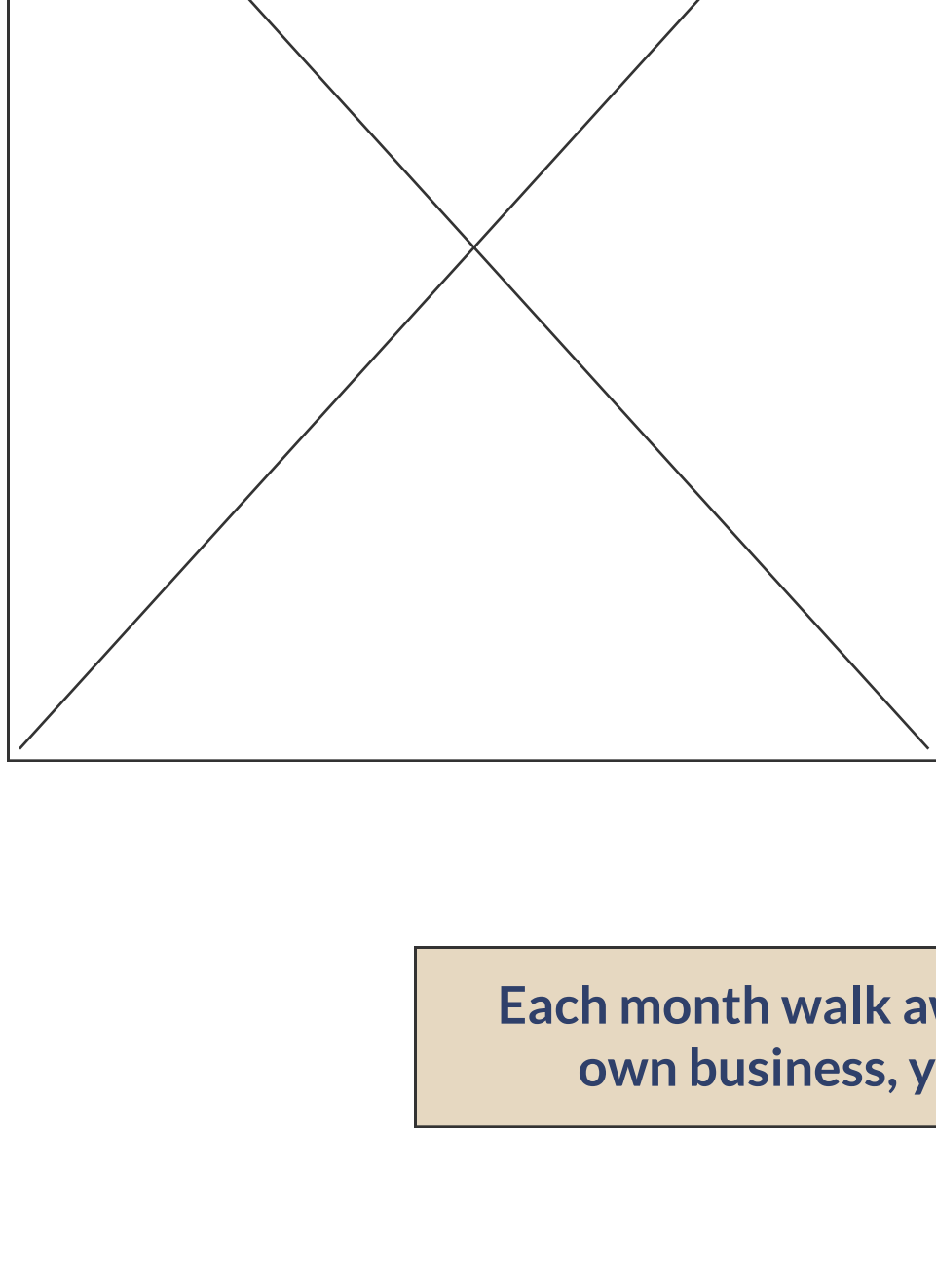
- ☒ Attract higher-quality clients
- ☒ Feel respected as an expert
- ☒ Receive referrals and returning clients
- ☒ Network with other professionals



## Master your Craft

### Advanced 4-month Copywriting Mentorship

with live teaching, templates and client project work



### WHAT YOU'LL LEARN

- 🕒 **Month 1: Website about, services, process pages**
  - Determine which web pages your client needs
  - How to get the information you need from the client
  - Learn how to sell without knowing the pages upfront
- 🕒 **Month 2: Lead Magnet + Emails**
  - Create, write and design a pdf lead magnet
  - Email writing formula and template
  - Learn how to sell this as part of your offering
- 🕒 **Month 3: Sales Pages**
  - How to advise when a sales page is needed
  - Learn how to help a client clarify their offer
  - Understand the launch process and support your client
- 🕒 **Month 4: Sales Emails**
  - Learn to take your client through the strategy
  - Email subject and preview lines
  - How to pivot and edit during a launch

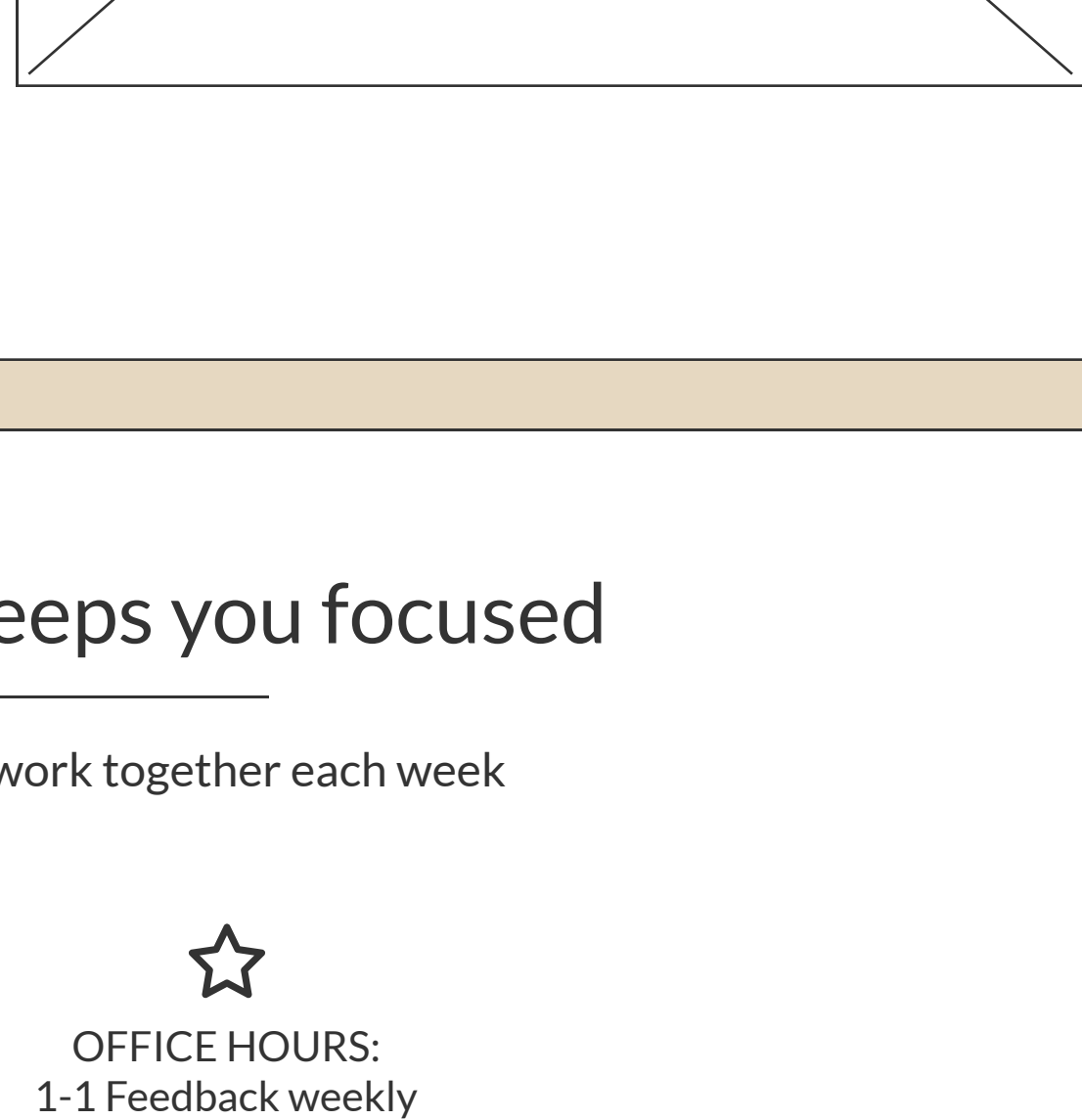
Each month walk away with completed projects for your own business, your client work or portfolio pieces

### HONEST FEEDBACK

- 🕒 Weekly feedback on the work we do together
- 🕒 Submit your own client work for review
- 🕒 Group Slack channel to ask questions 24/7

### WHITE LABEL EXPERIENCE

- 🕒 Work alongside an experienced copywriter
- 🕒 Get up close to see the process in action
- 🕒 Build your portfolio with the work we do



## Accountability that keeps you focused

Make consistent progress as we work together each week



COACHING CALLS:  
90 minutes weekly



OFFICE HOURS:  
1-1 Feedback weekly



COPYWRITER SUMMIT:  
May 2025



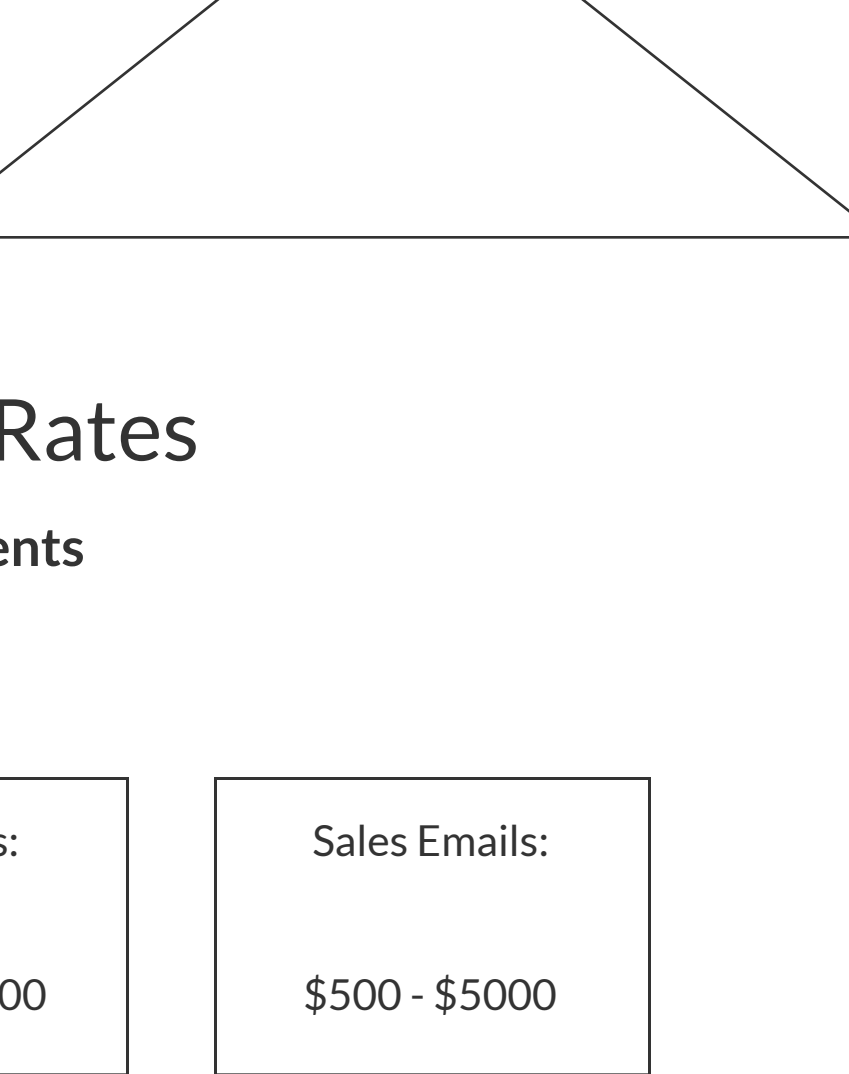
KICK-OFF:  
Jan 2025



COMMITMENT:  
10 hours weekly, including calls

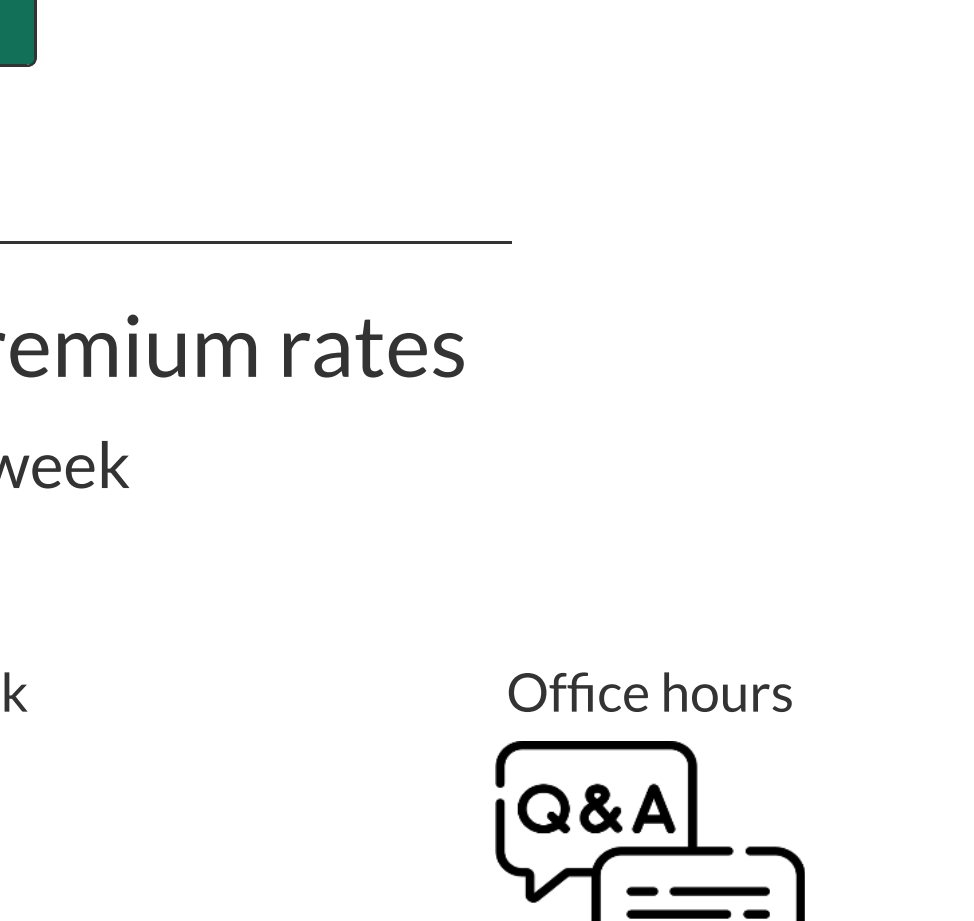
"Lisa is totally invested in seeing others succeed. Her guidance alone has helped my skills level-up and confidence skyrocket. Add to that the invaluable wisdom and ideas from my peer copywriters and this mentoring program has been even more than I imagined

- Sarah O'Connor



## Be a trusted in-demand copywriter

- ➡ Learn and implement **advanced copywriting strategy techniques**
- ➡ Extend copy skills to **increase the services you offer**
- ➡ **Develop your process** and feel in control of client engagements
- ➡ **Expand your capacity** to 5+ clients simultaneously
- ➡ Create **strong portfolio pieces** that attract more clients



## Finally, Charge Expert Rates

Work at this level and expect clients to pay rates you deserve

Websites:  
\$2000 - \$6000

Lead Magnets & Emails  
\$1500-\$3000

Sales Pages:  
\$2500 - \$5000

Sales Emails:  
\$500 - \$5000

Be paid rates that reflect your expertise

BOOK YOUR PLACE

## Learn how to command premium rates

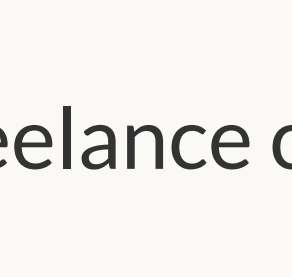
What to expect each week

### Live Training



We'll breakdown each type of copy, identify the key elements and walk through examples. You'll get templates and samples to build your own pieces.

### Homework & Feedback

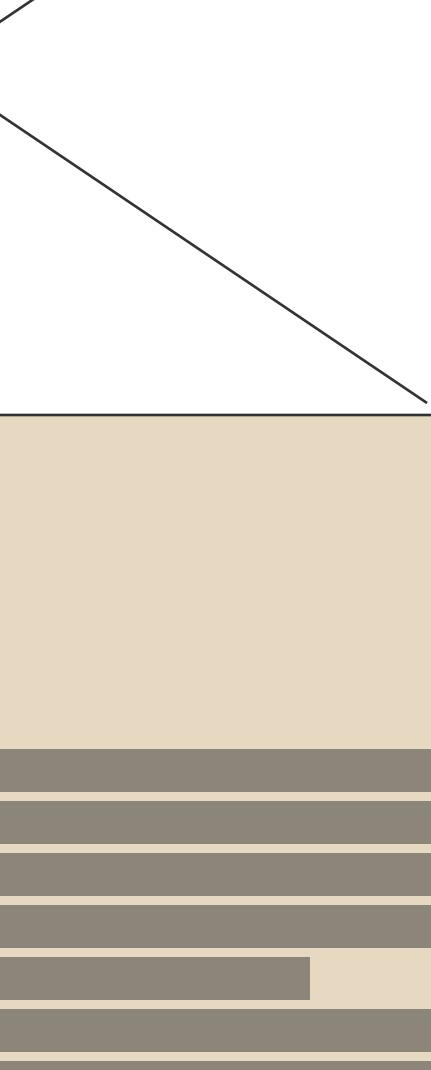


Get hands-on and put learning into practice. Weekly assignments take you through the steps to create your own work, guided by mentor and peer feedback.

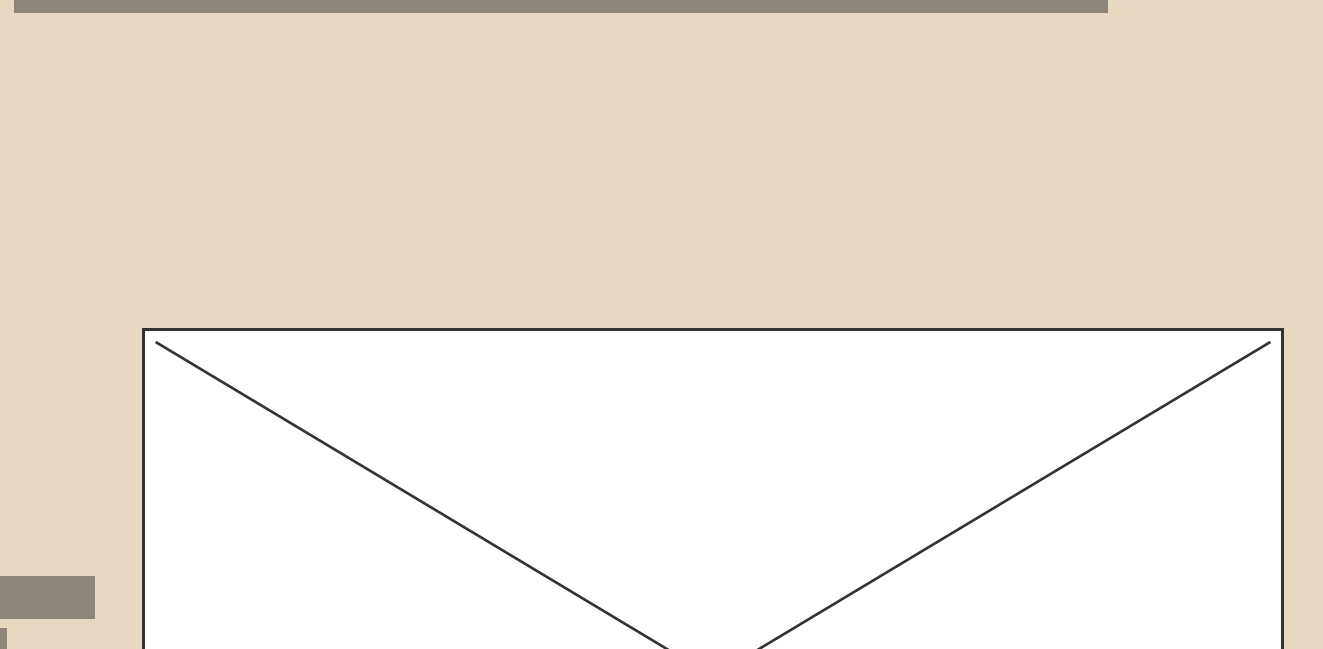
### Office hours



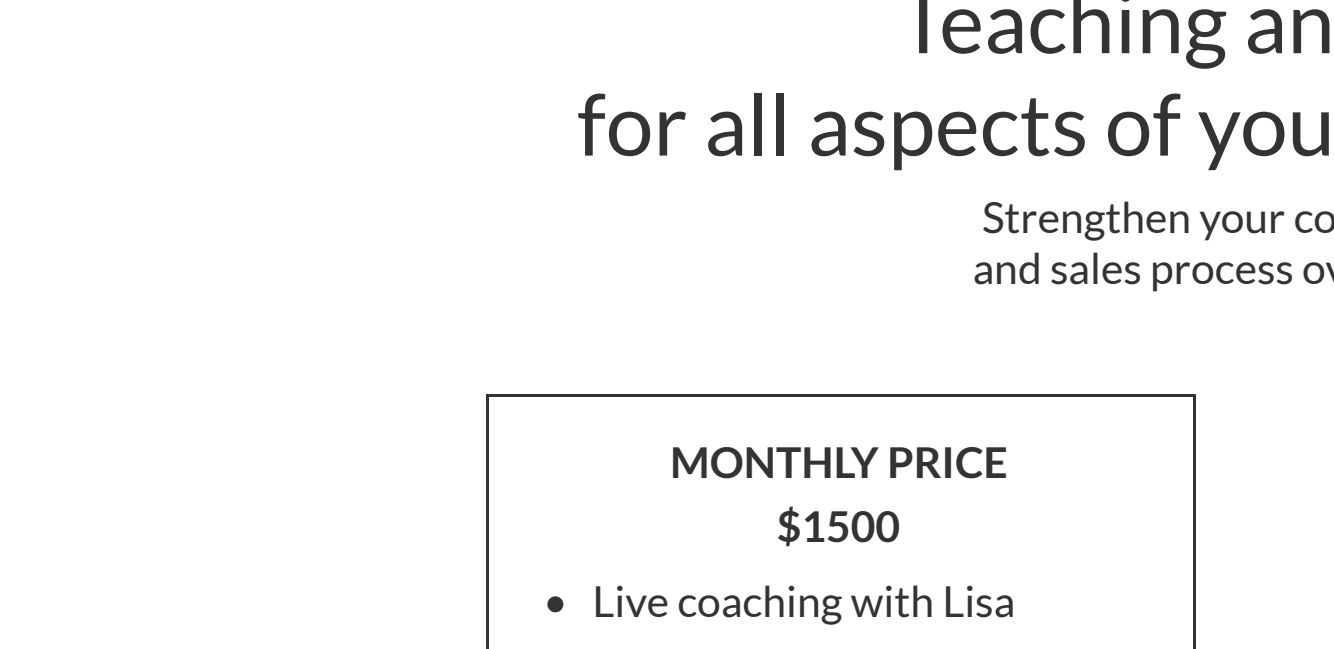
Another opportunity to ask questions, get feedback, discuss ideas and review client work. Get help with your mindset and expect impactful conversations



### TESTIMONIAL



### TESTIMONIAL



## Teaching and mentorship for all aspects of your copywriting business

Strengthen your copy, client management and sales process over 4 **monthly modules**:

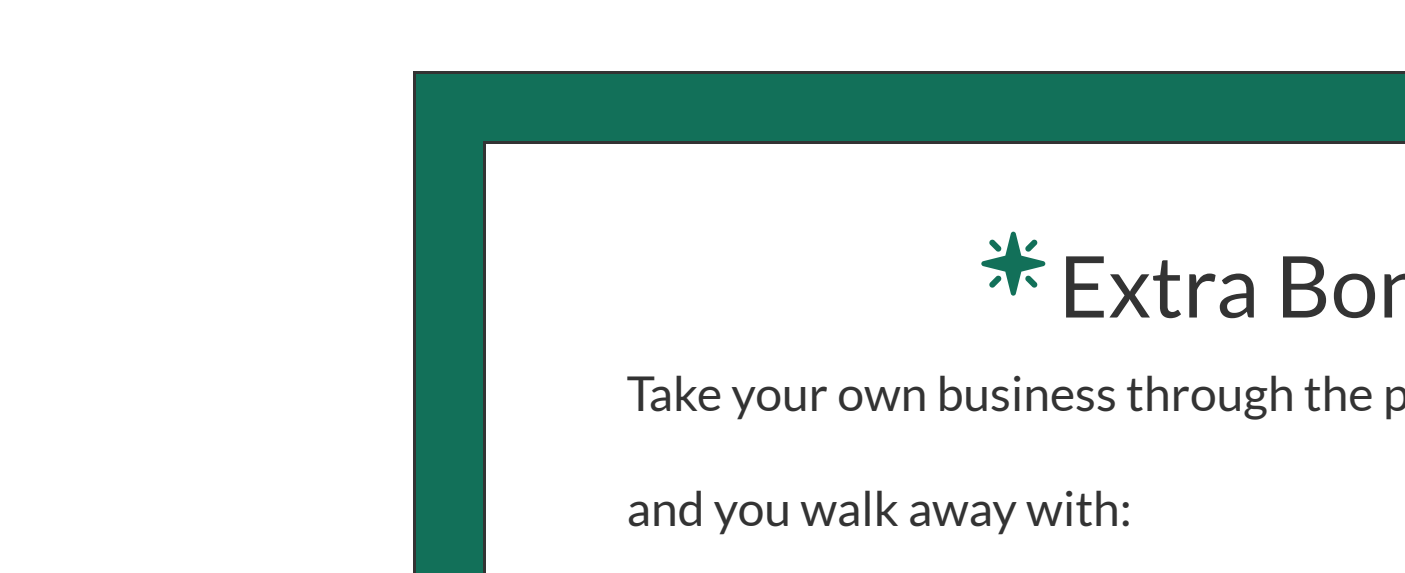
### MONTHLY PRICE \$1500

- Live coaching with Lisa
- Hot seat feedback sessions
- Unlimited replay on-demand
- Ready to use templates
- Advanced strategy techniques
- Support on current client work
- Network and community

### 1 TIME PAYMENT \$6000

- Live coaching with Lisa
- Hot seat feedback sessions
- Unlimited replay on-demand
- Ready to use templates
- Advanced strategy techniques
- Support on current client work
- Network and community

## Just Imagine, in 4 months.....



- ☒ Feeling confident as a multi-service copywriter
- ☒ Proudly displaying a strong portfolio that shows your skills
- ☒ Landing \$3000-\$6000 projects for websites and lead magnets
- ☒ Delivering professional copy and getting 5+ reviews
- ☒ Managing 3-5 clients at a time

## \*Extra Bonus\*

Take your own business through the process each month, and you walk away with:

Full website wireframe  
Lead Magnet  
Follow up email sequence  
Sales page  
Sales emails

## Don't lose momentum

Be the copywriter with a wait list of amazing clients

Spaces are Limited - Only 5 Spots

Because of the high-quality personal feedback, group sizes are kept small, so spaces go quickly

BOOK YOUR PLACE