



THE COPYWRITER CLUB

Let's talk about FAQs, baby!

We love getting love letters. And we *love* how many love letters we've been getting this week, Violet because they've let us know that you really, really want to know more about **The Copywriter Accelerator**.

And, since we kick off **The Copywriter Accelerator** in just 24hours, we want to make sure that every last Question you have about what's going on inside the program gets an Answer. That's right, we're dotting the "I"s, crossing the "T"s, and "A"-ing the "Q"s!

When it comes to **The Copywriter Accelerator**, there's no silly questions Violet.

Zero. Zilch. Zip. Nada.

All questions are good ones to us, except maybe for the number one "is" question on Google – "is water wet?" We're really not sure whose been asking that one.

Anyway – let's dive in, shall we? (← see what we did there?)

🎺 Da-da-da-DAAAA!! 🎺

Your MOST FAQs – answered once and for all!

1. Who is The Copywriter Accelerator for?

We built **The Copywriter Accelerator** especially for people like you. People who are passionate about the art of copywriting and who want to create a sustainable, profitable business around it.

Some of our past students started TCA like this...

- Recently falling googly-eyes in love with copywriting and wanting to make a great business out of it, as a “newbie”,
- Spinning their wheels on sites like Upwork and Freelancer, fighting for low-paying, one-off gigs, and unable to stop that cycle,
- As a generalist freelance copywriter with some experience, haphazardly taking whatever comes along, without a niche, processes, or structure,
- As an in-house copywriter, wanting to branch out on their own, but feeling stuck about how to quickly and consistently replace their steady paycheck
- Committed to their copywriting business and needing accountability and mentorship to meet their next income/strategy/marketing/structural goal

The range of starting points is exactly why we created 8 full modules for **The Copywriter Accelerator** to cover all of the critical aspects of starting, pivoting, or growing a freelance copywriting business.

TCA participants come from a range of diverse backgrounds – and that’s a big reason why our participants get so much out of the program!

THAT'S ME! LET ME INTO THE COPYWRITER ACCELERATOR!

2. Who shouldn't join The Copywriter Accelerator?

While we'd love to say our course is for *everyone*, we're BIG fans of niching. That's why it's one of our core modules in TCA! So, if you are...

- Looking at keeping your copywriting gig as a part-time hobby
- Just dipping a toe in the copywriting waters but have never written a word
- Interested in purchasing a library of resources "just in case," but not actually doing the work during the next 4-months
- Already making a consistent, steady salary with well documented processes and a long list of clients banging down your door
- Looking for a course that's about the "copy of copy" rather than the "business of copy"

Then, **The Copywriter Accelerator** might not be right for you right now.

And that's ok! It will be here when you're ready for it – or you might be ready for our Think Tank for more seasoned copywriting business owner pros.

3. How much time does The Copywriter Accelerator take?

That's a toughie. It's kind of like saying: how many s'mores can you eat, Rob? (answer: how many s'mores d'ya got?)

Some of our participants find that a few hours a week of dedicated time is plenty, while others prefer to spend much more. Some even find that fitting their TCA stuff into little nooks and crannies of their day works best for them.

The Copywriter Accelerator program does require some time on a weekly basis for the 4-month program. But, how you choose to focus that time is up to you!

**I CAN TOTALLY DO THAT!
SIGN ME UP FOR THE COPYWRITER
ACCELERATOR!**

4. **How does TCA compare to courses like 10xFC and AWAI**

Many of our participants have come from, go on to, or simultaneously enroll in **The Copywriter Accelerator** as well as other super popular training courses like 10xFC and AWAI.

And, since we're big fans of learning ourselves, we're always on Team Career Development! (if there's enough of us, we're ordering jackets)

Unlike some of the other courses out there, **The Copywriter Accelerator** is explicitly designed to help you to conceptualize and set up the structure of your own freelance copywriting business.

That means **we dig deep into the business side of copywriting where other courses focus on writing techniques and theory.**

5. **Which course should I take first?!**

We had a feeling you'd be thinking about taking multiple courses. That's cuz you're smart – and smart is exactly what we like!

The support, guest speakers, copy crews, and challenges in **The Copywriter Accelerator** all happen live within the 4-month timeframe.

So, even if you choose to get in on a couple of courses, **we recommend focusing on The Copywriter Accelerator first**, knowing that other, self-directed courses usually require a much

slower pace and/or focus specifically on writing skill development not business structure.

**THE COPYWRITER
ACCELERATOR IS EXACTLY
WHAT I NEED! SIGN ME UP!**

6. How many people will be in The Copywriter Accelerator?

We're looking forward to welcoming a larger cohort this year than in previous years, but the group will still likely be way smaller than your last graduating class.

Expect enough seats to fill a few party buses complete with twinkle lights and on-board DJs – not a 747 jet airliner where you have to squeeze by 4 people whenever you need to pee.

7. How much coaching will I receive?

Both Rob and I will be in the Slack community on the regular, always popping in to lend our expertise, share our opinions, and provide support. And, of course, we'll be on live with each of our guest speakers, too!

PLUS – you'll also have your intimate 4-5 person Copy Crew available to you for more direct, daily support and peer coaching 24/7! The community is one of the most important and long lasting takeaways our TCA grads talk about most!

8. How much does The Copywriter Accelerator cost?

The Copywriter Accelerator is \$2,000 USD or 4 equal payments of \$550/month.

What can we say? We want to make it a snap for you to join **The Copywriter Accelerator** and totally transform your business before 2020!

We want you to feel *totally excited* and *ready to dive in* when you join us! That's why we have our 30-Day "Don't be a Jerk" Money-Back Guarantee. When you join **The Copywriter Accelerator, you'll have 30 days to try it and make sure it's for you. If it's not? We'll happily refund your money.**

**MY Q HAS BEEN A-ED! LET
ME INTO THE COPYWRITER
ACCELERATOR!**

We built The Copywriter Accelerator based on fundamental realizations we learned while building our own businesses so that you don't have to experience the same pitfalls we did when we started out.

Realizations like:

💰 Working for more clients doesn't make you more money, it just zaps your creative energy → Creating value for your clients does. We help you nail down how *you* do that for *your* ideal clients.

💰 Being a generalist doesn't help you find more clients, it just turns you into a commodity → Solving specific problems does. We help you figure out your niche *and* the problems that you're primed to solve.

💰 Working non-stop won't grow your business, it just leads to burnout → Self-management does. We teach you how to take care of the most important asset in your business – *you!*

💰 Constantly going over-the-top to keep clients happy won't grow your biz, it just turns you into an order-taker → Becoming a strategic partner does. We show you how to bring value and expertise to the table.

💰 Copywriters don't need a website, they just need words → Having a presence is much more than words (cue our favourite karaoke song). We help you develop stand-out branding, making you a sought-after specialist – not a commodity.

Did we answer those last burning questions of yours Violet? If not, please don't hesitate to reply to this email and ask away! We're here to help.

Don't miss the chance to transform your business this year. **The Copywriter Accelerator closes in 24 hours!**

If your heart's in it, Violet you can do this.

**I'M READY! LET ME INTO
THE COPYWRITER
ACCELERATOR!**

We can't wait to share **The Copywriter Accelerator** with you and see how much you grow!

We start on September 4. See you inside!

Rob & Kira

P.S. Remember doors to The Copywriter Accelerator close in 24-hours! Make sure you grab your seat!

P.P.S. Every offer needs a "DON'T BE A JERK" 30-DAY 100% MONEY-BACK GUARANTEE. You've got a whole month to decide whether or not you like Rob's voice, or Kira's nervous laughter, or growing your business in a private room with some of the most talented up-and-coming copywriters in the industry.

**I'M READY TO TRANSFORM MY
BUSINESS! SIGN ME UP FOR THE
COPYWRITER ACCELERATOR!**