

**AD**

How to Run Your Business Smoothly Like Ad

Pro with These 16 Essential Business Templates! Skyrocket Your Success! Limited Time Offer!

Attention copywriter: No need to wonder (anymore) how to run your business like a Pro! These 16 Essential Business templates give you all the needed tools from getting clients to getting paid on time! And get repeat business too! Everything is laid out for you in a way that makes sense. Run your business like a professional with these templates for 50% off (offer ends at midnight). Learn more right here.

**BLOG**

How to Run Your Business Smoothly Like A Pro for a Limited Time Offer!

Here it is! Finally, the help for which you've been waiting! These 16 Essential Business Templates will make your life easier. From getting clients to receiving referrals because of doing such an impressive job. You'll look like a Pro, and it'll boost your confidence. I won't go over all sixteen templates. But I will highlight a few you'll want to look at right away.

Where to Start

Let's say you found your very first prospect but you're not sure where to begin. In other words, what do you need to know about your client? What questions should you ask? Well, you would begin with the "[New Prospect Intake Checklist Template](#)." It's very simple. Just ten questions that will easily show the prospect that you care about their business. And that you know what you're doing.

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Make sure to go over these questions before your first meeting. You want to sound as natural as possible and not like you're reading from a script. And it will help you to relax when you know in advance what you'll be asking. When you're relaxed, you'll seem more confident to your prospect (even if you're nervous inside 😊).

Once you've gotten that information from your prospect, you will then take that information and write a proposal using the "[Project Proposal Template](#)." No worries 😊, the heavy lifting has been done for you. You don't have to write it from scratch. It's a template. All you need to do is fill in the blanks.

### The Money Matters

It's true that talking about money makes copywriters a little uneasy, especially when you're new. But this is a very necessary conversation to have with your prospect. So, to help you know your value and the value of your services, a "[Fee Schedule](#)" template has been included. It includes the most common types of projects you will be asked to write.

I recommend that you read it over. You can even plan which types of services you would like to offer to meet your financial needs and goals. It's very exciting to see the possibilities. And you may want to combine some services as a package deal as you become more confident. It'll show your value and willingness to help your prospect save money.

### The Agreement

Ok, so you find that your proposal has been accepted. You're jumping up and down with joy. What's the next step? You want to be sure that everyone is on the same page. It's super important to have an agreement regarding the expectations. You'll want to review the "[Project Terms of Agreement Template](#)." In this template you will define your guarantee, payment terms, deadline, caveats, and results.

You'll appreciate the simplicity of this form and how it gets straight to the point. When everyone knows what to expect, it reduces the chance of misunderstandings and disappointments. You want your prospect to have a good experience and invite you to do more work in the future.

### Do Your Best Work

As a new copywriter, it may be hard to know if what you've written is any good. Does it serve the client's needs? Here is a good way to measure your work to see if it meets the standards. Use the "[Copywriting Quality Checklist Template](#)." You will use this template to insure you are writing at your best level that will meet or exceed the client's expectations.

This is a template that you should use for everything you write for a client and even for yourself. This is the best way to put your best foot forward and look like a real Pro! It will boost your confidence that you have met the mark. There's always room for improvement. So be sure

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you make plenty of room for that. It will help you grow in your copywriting career. Speaking of grow, wouldn't referrals be nice too?

## Keep the Money Rolling In

Now that you've got the hang of things from the most used templates I've mentioned, how do you keep that gravy train of money pouring in? Let's start with the use of the "[Retainer Terms of Agreement Template](#)." When you work with clients, pay attention to what they seem to need most on a regular basis. All companies need emails, blogs, newsletters, and ads (to name a few). Use this template to make yourself the go-to person for those repetitive project needs.

And if your client doesn't have a need now, but they are happy with your work, here's an idea. Use the "[Referral Request Template](#)" so that you can build your credibility and reassurance for other prospects to try your services. You'll want to get these referral request very shortly after your client lets you know that they're very pleased with the results or at least enjoyed working with you.

I've only mentioned a few of the sixteen templates. But as you can see, they can really skyrocket your success. I can't wait for you to check out the others. These templates will have you looking like a real professional. Everything you need in one neat toolbox of copywriting tools of the trade. How confident you'll feel not having to worry about what to do next or what to ask. A weight lifted from your shoulders.

You can concentrate on copywriting. You won't need to worry about creating business forms every time you need something. And most importantly, your clients will be impressed at how organized and confident you are. They will come back for more!

[Click Here to Learn how you can download your Essential Business Templates today!](#)

**SALES LETTER**

## How to Run Your Business Smoothly Like A Pro with These 16 Essential Business Templates! Limited Time Offer!

Get All The Forms You Need From First Contact, To Getting A Referral From Happy Clients!  
You'll Never Have To Create Forms For Your Copywriting Business Again. We've Got You Covered!

Dear Copywriter:

You'll know when you pull out the "New Prospect Intake Checklist" with that first conversation, that you won't forget anything. You smile to yourself as you go through each question. Your voice is steady and reassuring as you ask the questions and record your prospect's answers. Before you end the call, you'll know what to ask to keep the conversation going for a set follow up date and time.

But that's just the beginning. There are other templates in this toolbox to help you along the way. There're the Business & Billing templates that will cover you from obtaining your prospect to receiving your payment. Oh, what a wonderful feeling that will be! There's a total of six templates in this section.

Let's unpack these together.

### **Business & Billing Templates:**

- New Prospect Intake Checklist – a list of questions that helps you create a proposal for work
- Fee Schedule – a rates guide that helps you to talk about your rates with confidence
- Project proposal – it's like a persuasive sales letter that gets you hired
- Project Terms of Agreement – this legal document manages expectations and responsibilities
- Retainer Terms of Agreement – This will keep the projects and the money coming in for you with protections for both parties
- Invoice – a detailed request for payment

And there's the Copy Creation that will help guide how you manage your copywriting project. There's a total of six templates in this section too.

### **This is what Copy Creation looks like:**

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- Creative Brief – helps you to collect all the information you need to complete the project
- Project Time Frames – gives you an estimate of how long each project should take to complete
- Testimonial Request and Approval – helps you to collect testimonials for your client
- Content Map – helps you to plan the layout for a webpage
- Copywriting Quality Checklist – makes sure your copy is error free before sending to the client
- Copy Delivery Email – instructions and explanations to the client to make sure they understand what you did and why

Oh, and there's a **bonus section with a total of four templates.**

And here is what it includes:

- An inquiry email - to help you respond in professional way to prospects who reach out to you
- prospecting email - so you'll know how to reach out to prospects
- Your website homepage checklist - which helps you put your best foot forward when a client is checking out your website
- Referral request template - shows you an effective professional way of asking for referrals.

Yes, these templates are a real game changer! But don't take my word for it. Here's what a couple of AWAI members had to say about it:

"I literally couldn't run my freelance copywriting business without AWAI's "Essential Templates" program. It covers everything I need to help me run the marketing side of my business so that I can stay focused on what I do best — writing. I hate the drudgery of paperwork, so I really appreciate how easy the templates make it to generate professional looking client proposals, contracts, fee schedules and invoices. One of my favorite templates is the "New Prospect Checklist." I get a bit nervous when talking to new clients, but the checklist keeps me on track by listing the questions I need to ask to earn the client's trust and land the project. This template is so valuable to me that I keep a copy of it by my phone just in case a client calls up." ---AWAI member E. Blessing

"Using the Essential Templates program takes a load off my mind. For example, a prospect reached out to me the other day, asking about my services. They were in dire need of a professional copywriter. I brought up the Inquiry Reply template, plugged in a few details, and emailed it to them. Two emails later, we had a time set up for our initial phone call. When it was time for the call, I used the New Prospect Intake Checklist. It's a set of ten important questions to ask about the prospect's business and project. The questions are designed to get the prospect comfortable with you, and to get the essential information you need from them. Then I was asked to send a project proposal. Oh, there's a template for that as well. If you're new to the copywriting biz, especially contacting prospects and winning jobs, check out this program. With 16 templates, you get everything you'll need. And it promotes you as a professional, too. Essential Templates is a part of my marketing tool kit that saves time ... and makes money for me. ----AWAI member S. Maurer

So don't wait another minute! You don't have to go it alone. Copywriting is a profession where you tend to write alone. But you have more support than you think. These 16 Essential Business Templates will elevate the way you do business.

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You get six Business & Billing Templates that will help you, from getting your client to getting paid. Six Copy Creation Templates that will help you with the intake information and delivering your final project. And four Bonus Templates that'll help you increase your workflow and get repeat business.

You will receive all of this for our limited time offer of \$98.50. And of course, there's a 365-day money back guarantee. You can't lose!

These templates will have you looking like a real professional. Everything you need in one neat toolbox of copywriting tools of the trade. How confident you'll feel not having to worry about what to do next or what to ask. It'll really takes the weight from your shoulders.

You can concentrate on copywriting. You will never need to work from scratch. And most importantly, your clients will be impressed at how organized and confident you are. They will come back for more!

Download your Essential Business Templates today!

**THANK YOU LETTER**

[Subject Line: Look Like a Pro with Essential Business Templates]

Congratulations {name}!

I'm so happy for you that you bought the Essential Business Templates 😊. They'll really help you run your business like a Pro! You've made the right decision. Let me help you get started.

DON'T wait another moment. Check out your great investment today! You'll be able to easily find what you're looking for. DO read the "How to Use These Templates" section. That's right after the table of contents.

You'll want to check out the "New Prospect Intake Checklist." That'll be your first form that you'll ever use to get your very first client and many more to follow. You'll find that in your Business & Billing Templates.

There's a template for everything you can think of that'll help you run your copywriting business like a Pro. Using these templates will boost your confidence. You'll impress your clients with your excellent organizational skills. You'll be able to place yourself in a position for repeat business and referrals.

So, go ahead and dig in. Get started! You'll be so pleased that you did 😊.

If you have any questions or need any help, don't hesitate to contact us. You may call us toll free at 866-879-2924 Monday – Friday 8:30 am – 5 pm EST. Or you can send an email at any time through your member page via the Contact Us button. Our contact information is also found on the bottom of each email we send. You're not alone 😊.

We want you to succeed! We're here for you, cheering you on and supporting you!

To Your Success!

Rebecca Matter

President, AWAI (Publisher of Barefoot Writer)

Author, "It's True! You Can Make a Very Good Living as a Writer!"