

Three Critical Mindsets of Top Freelance Copywriters

Let's talk about the three critical mindsets that all top freelance copywriters have in common.

Mindset #1: Strategy is more important to copywriting than words.

Now, let's talk about what I mean by that. Imagine if we took the world's 10 best freelance copywriters and we secretly gave them all the exact same assignment. Let's say we told them to write an "About Us" page for company X.

Now, what do you think would happen? Do you think that they would all individually submit pieces to us that are identical to one another? Obviously, that would never happen, right? They would all be totally unique.

So, what do we learn from this thought experiment? We learn that it's not so much about the words that you choose. They're all going to choose different words. I'm going to choose different words than you will.

And not only that, but I'm actually going to choose different words today than I would tomorrow.

Imagine if I rewrote this video a day later. Do you think it would look exactly the same? Of course not. Some of the words would

be different, some syntax would be different.

So, it really kind of irks me when people get hung up on, “Oh, Danny, what are the right words to use for this piece of copy?” Great copy is not about words.

I’ll tell you something else. A lot of the copy that I write is not particularly poetic. Most of it is not particularly sexy. It’s definitely not what you would call hypnotic copy.

Sure, there’s moments where you’re gonna write a great piece of copy and you’re going to look at it and go, “Wow, you know, I really nailed that, really very poetic.”

But for the most part, you really just wanna make sure that your strategy is on point. If you approach copy from a strategic perspective, you’re always gonna choose words that work.

But on the other hand, if you approach copy from a word smithing perspective and you’re overly focused on the words but you’re not really so focused on the strategy, then that piece of copy is going to fail.

So, in this course, we’re really gonna teach you a lot about the strategy and we’re also gonna teach you about how to choose words but we’re really gonna be focused first and foremost on that strategy because that’s where that great copy is gonna flow out of.

Okay. Let’s talk about Mindset #2: Be the consigliere.

Now, consigliere is an Italian word. I’m probably butchering it. There’s almost no chance I’m pronouncing it right but it’s a great

word that really encapsulates something that I and many other top freelance copywriters have been doing for their clients for years.

And what it really means is that you're more than just a copywriter, you are a trusted advisor.

Now, I got the word from the movie "The Godfather," which is a classic mob movie.

Hopefully, you've seen it but if you haven't, there's a character in that movie named Tom Hagan and he is a consigliere to the Corleone family who's a very powerful mob family, fictional of course, in this movie.

And Tom is technically a lawyer but the family actually trusts him with all kinds of tasks that are cooler than legal related matters and really above and beyond the scope. They'll send him to Hollywood to negotiate a contract, they'll send him to do some horribly unspeakable things that we hope you don't do in your copywriting career.

But the point is that they trust Tom, because it's easy to find a lawyer but it's very hard to find a trusted advisor who can really help you strategically.

And that's really what we want you to do in your freelance copywriting career. We want you to learn about your clients' business goals and try and figure out great ways to help them. Sometimes it might not be what they have in mind. And I'll tell you a true story about this.

One of my favorite clients, when I first met him, he was looking

for someone to rewrite his entire website which was like a 100 pages worth of copy. He wanted to rewrite the whole thing.

So, I said to him, “Why would you want to rewrite 100 pages of copy. It seems like kind of like a rash thing to do.”

And his response was, “I don’t know. I paid a copywriter to write all this stuff and it’s 100 pages now and we’re not getting any conversions. So, like, I’m freaking out. I just wanna change it all.”

So, my response to him was, “Hey, yeah. You probably do need some updated copy but aren’t you afraid that if we just rewrite a 100 pages worth of copy without really putting a lot of thought or research into it that you might end up with just the same problem? You’ll end up with a new 100 pages worth of copy that doesn’t really work.”

So instead, I suggested some alternative strategies like, “Let’s research the customers a little better, let’s see where the old copy went wrong, let’s rewrite one page of copy and test it out.”

And immediately this guy felt an amazing sense of relief because he could tell that I wasn’t just trying to take him for a ride. Like I could’ve just said, “Oh, sure. Pay me tens of thousands of dollars and I’ll rewrite all 100 pages of your copy.”

But we don’t really know if that would’ve solved his business goals. So, what we really needed to do is take a step back, investigate the situation. And we’re gonna show you how to do that in this course but it all starts with this mindset of, “I’m gonna help this client achieve their business goals and be a trusted advisor.”

Let's talk about key Mindset #3: The detective mindset.

Now, here's what I mean by that. When you're writing a piece of copy, the obvious solution is usually not going to be the correct one.

Very similar to a detective trying to solve a crime. If he gets to the crime scene and he says, "Oh, for sure, the butler must've done it," probably, the butler did not do it.

Now, it works the same way when you're writing a piece of copy. I'm gonna give you an example.

One of my favorite clients that I ever worked with is a financial advisor who specializes in helping US federal employees plan their retirement.

Now, you might think if you're an average copywriter you might come in and you get to the crime scene and you might say to yourself, "Oh, well, I know what kinda copy we need to write here. We're going to paint this picture of a great retirement and tell them that we're gonna help them save all this money so they can retire comfortably."

But that sounds great on the surface but if you do a little bit of digging, it actually is not the best way to approach it. And the reason for that is because these employees, these federal employees, they've heard this pitch already from their HR departments and from various other companies.

The problem is not that they don't think that they need to retire comfortably. The problem is that they're so used to being incredibly confused by these very, very complicated benefits

packages, what they really wanna hear is, “Hey, we’re going to explain your benefits in a way that’s simple and that you can understand.”

So, the obvious message in that case is not the correct message. And the way that you figure this out is by doing your homework and doing your research and digging like a detective. And we’re gonna show you tactics for getting that done right here in this module.

Another thing to keep in mind when you’re cultivating this detective mindset is that sometimes you just have to go wherever the trail leads you and it’s gonna be a bit different every time.

Again, think of the detective. Sometimes they’re gonna go in hunt down records in an office somewhere, right. And other time, they’re gonna be maybe taking a magnifying glass and like literally looking for footprints or fingerprints on the ground. So, you need to go wherever the trail leads you.

Now, I’ll tell you an interesting story. I was writing for a painkiller product, a number of years ago, and I was really trying to go beyond the obvious and really trying to get the picture of his customer in my head.

And I was having a really hard time really envisioning what it is that made these people choose this particular painkiller out of all the other painkillers on the market.

So, I did something a little crazy. I went on Amazon and I found actual reviews from people who had purchased the product and I googled these people, I tracked them down, I got some phone numbers and I called up the customers on the phone and I just

said, “Hey, this is gonna sound crazy but I saw that you liked this product. I’m actually writing for the product right now and I’d love to get some insights.”

And a few of them hung up on me but a couple of them talked to me and it helped so much. They gave me these amazing insights, I wrote them down, and we ended up with copy that knocked it out of the park.

Now, are you gonna have to go to these crazy lengths in order to get the information you need? No, not at all.

As a matter of fact, I was much less experienced when I pulled that move and I have since figured out great ways to get the information that I need without having to do crazy stunts like that.

But the point is you’re gonna think like a detective, you’re gonna go where the trail leads you and always go beyond the obvious.

Let’s do a very quick recap of the three critical mindsets that all top freelance copywriters possess in spades.

Critical Mindset #1: The strategy behind the copy is more important than the copy itself or the words you choose.

Critical Mindset #2: Be a consigliere or a trusted advisor who helps your clients achieve their business goals. Not just write copy.

And finally, **Critical Mindset #3:** Be a detective. Go beyond the obvious, go wherever the trail takes you, ask lots of questions and you will do awesome.