



5 SIGNS YOU WERE BORN TO BE A COPYWRITER

PLUS My Proven **Step-By-Step Method** To
Ignite Your Copywriting Career From Scratch
(Even If You Have ZERO Experience)



WERE YOU BORN TO BE A COPYWRITER?

So you're curious about this crazy little thing called copywriting? Cool. First let's start with **WHAT the heck copywriting actually is.**

Hint: it has nothing to do with trademark laws or anything to do with this
→ © That's *copyrighting*, not *copywriting* (I know, confusing right?).

In a nutshell, copywriting is the art of crafting words with the ultimate goal of selling something...

Or in other words – **copywriting convinces people to take action.**

Anytime you want to compel a prospect to click a link, call a number, sign up with an email address, or buy something... THAT is copywriting...

And you'll see it being used in various marketing materials – like sales pages, websites, emails, promotional videos, direct mail flyers, catalogs and advertising campaigns.

So now you know what it is...

But how can you tell if copywriting is the right career move for YOU?!

I mean, aside from the fact that it's a high-paying and highly sought-after skillset that requires no college education, no official credentials and no formal writing experience...

Oh and it can be done by anyone from anywhere in the world, as long as you have your laptop in tow (hello #travelgoals).

Well... if you find yourself saying “F YEAH” to any of these 5 signs then you can be pretty certain that you were born to be a copywriter!



SIGN #1:

YOU LOVE TO WRITE

I mean... obviously - right?!

One of the most common things I hear from my students is that they've always had this **deep, burning passion** for writing... but they never, in a million years, thought they could *actually make money* doing it...

They were “that kid” in elementary, middle, and high school that just couldn't stop writing - everything from notes, to poems, to full blown short-stories.

So think about it...

Did you write for your high school newspaper or yearbook? Have you always loved writing letters to friends and family? Are holiday cards your freakin' jam? Heck - do you just *love* to write out notes and to-do lists?

Good! Cuz here's the thing...

Copywriters write... like, a lot. I mean it's kind of the job - you know?

And I'm a BIG believer that if you're going to do something everyday for the rest of your career... **you should genuinely enjoy doing it!**



SIGN # 2:

YOU LOVE TO READ

You've probably heard this one before...

From educational books to memoirs, 800-page fiction novels, captivating poems, and even those shameless tabloids at the check-out lane (guilty!)

The best writers – be them creative writers, copywriters, or screenplay writers – like to read... A LOT.

But writers don't just read for education or escapism – they also read for **inspiration**.

Have you ever discovered a new word while reading a book, and then immediately had to write it down so that you could remember the meaning or context...

And then went on to find new ways to incorporate it into your life?

Well – as a copywriter, this is something you'll likely find yourself doing often. Be it a new word you want to test in a headline, a fascinating hook or angle you saw in an advertisement, or a super compelling story you want to incorporate into a sales page...

Reading will serve as one of your biggest inspirations and teachers – so you better like doing it!



SIGN # 3:

YOU CAN BE A LITTLE OBSESSIVE

Not in a creepy way... more in a must-binge-watch-every-episode kinda obsessive. You like to go deep and yearn to understand the hidden motivations, origins and quirks of a person, topic or story.

Do you often find yourself “going down the rabbit hole” on some totally random, off-the-wall topic... like say, ‘why do octopuses have blue blood?’ for hours and hours and hours?

Or binge-watch/read a new show, podcast or book because you simply *must* know how it's going to end... like NOW.

Or become fixated on a certain news story, scientific discovery, or historical event and kinda love pretending to be a private detective gathering clues...

Well... congratulations, you'd probably be **an excellent copywriter.**

Because – surprise! Copywriters don't just write... research and discovery is also a big part of the job description.

The very first thing all copywriters do is thorough research (well, all good copywriters that is).

Whether it's market research on your target audience, competitors analysis, deep-diving into testimonials, or learning more facts and insights about the industry in general...

Being low-key obsessive on your quest for knowledge is a telltale sign you're meant to be a copywriter.



SIGN # 4:

YOU'RE EMPATHETIC A.F.

Wait - why on Earth do you need empathy to sell something?

Isn't copywriting just asking for sales in the written form?...

NOOOOOOOOOO! Copywriting is *so much more* than "buy now" or "click here."

If that's all there was to it, then literally anyone could be a copywriter.

Copywriting - the really *good* kind of copywriting - comes down to one thing, and one thing only...

The ability to empathize with your audience and write directly to their fears, desires, and emotions.

The ability to write words that resonate so deeply with your audience that they feel as though you're speaking directly to them...

That's what **real persuasion** is all about.

Copywriting without empathy is just sleazy sales and inauthentic marketing.

It doesn't work in the long-run and it sure as hell doesn't earn you any loyal customers. Period.

So If you have a tendency to *feel all the feels* and have a genuine curiosity to better understand people (and their hidden motivations, tendencies, and emotions)... Ding ding ding, you're meant to be a copywriter, baby!



SIGN # 5:

YOU WANT FREEDOM

What you really want to know...

“CAN COPYWRITING MAKE ME RICH?”

Well – yes! Copywriting can be a very lucrative career. In my first year of freelancing, my income was exactly \$43,288. The year after that, I made \$168,978...

It took me 2 years to reach 6-figures.

Some of my students have done it in *as little as 6 months*. I know others who took 5 years to get there...

And I know even more freelancers who really couldn't care less if they EVER hit 6-figures, because they aren't in it for the money...

They're in it for the **sense of fulfillment & purpose**, the **freedom**, and the **work/life balance** that also comes along with freelance copywriting.

So yes – if you want a lucrative career, then copywriting can certainly give you that (in more ways than one). But just like any other trade skill...

What you get out of it will be directly proportional to what *you're* willing to put into it.



The more wisdom and mastery you invest into learning this skill...

- ➔ the *better* your writing will get
- ➔ the *more* your copy will convert
- ➔ and the *more* money you can charge.

And that is why there are copywriters out there who can charge *multiple thousands* of dollars for a single sales page.

UMMM... OKAY, I WAS TOTALLY BORN FOR THIS! NOW WHAT?!

So... the Universe is literally SCREAMING at you to take the plunge into copywriting. Yay!

But wait – there's just *one little problem*...

You have **no freaking clue** how to actually make that happen – or if you even "have what it takes" to be successful.

Maybe you're thinking to yourself...

"But I've never even written a blog post"

"But I didn't go to college."

"But my English isn't perfect."

"But I've never sold a thing in my life."

"But I've never studied marketing."

Listen – you **don't need to have years of experience** before starting, you don't need to have an English degree, you don't need formal education in marketing...



HERE'S THE TRUTH:

All you actually need is...

- ✓ Empathy
- ✓ A passion for learning
- ✓ Good research skills
- ✓ Burning curiosity & commitment

And most importantly...

- ✓✓✓ A LOVE FOR THE WRITTEN WORD.

And as for the rest of it...

I can teach you... and I have exactly what you need to get started.



IGNITE YOUR COPYWRITING CAREER – IN JUST 5 DAYS

So... how can YOU begin to build a 6-figure+ copywriting business from scratch?

I mean, if you're literally **starting from ground zero**. You know... with no clients and no portfolio...

How are you supposed to build a portfolio without any copywriting clients? And how are you supposed to get copywriting clients without a portfolio?!

This is what I like to call the *"Copywriter Catch-22"*...

And in my experience, this is the NUMBER ONE reason that most aspiring copywriters quit before they ever get started.

But what if there was a way you could **build a killer portfolio** and **land high-paying clients** WITHOUT needing any prior clients or experience at all?

In my **Write & Ignite Challenge**, you'll learn the EXACT sales page formula (and proven writing process) that I've personally used over the last 10+ years to...

- ✓ Execute multi-million dollar launches.
- ✓ Craft iconic promotional campaigns & evergreen income-generating machines.
- ✓ Help hundreds of coaches, consultants, & entrepreneurs IGNITE their businesses.
- ✓ And countless freelancers land high-paying copywriting projects and clients.



During this challenge, I'm revealing *everything I know*.

From my best tips, tools & techniques...

To the foundational skills & highly coveted secrets that will boost your conversions, create returning customers & set you apart from the competition.

Including my proprietary **Sales Page Formula** that I've used to make 7-figures for myself and my clients.

So that you can **completely avoid** the dreaded "Copywriter Catch-22", ignite your own 6-figure+ copywriting business, and land your absolute dream clients...

Even if you don't consider yourself a copywriter (yet 😊).

Click the button below now to learn more and get started today!

JOIN THE WRITE &
IGNITE CHALLENGE



And don't forget to follow me on Instagram [@copyposse](https://www.instagram.com/copyposse) for more copywriting tips, tricks, and wisdom!

ABOUT ALEX CATTONI

Alex is a copywriter, marketing strategist, and the founder of The Copy Posse—a boutique agency, online academy, and now **175,000+** strong global crew of authentic copywriters with a passion for creating community, credibility, and conversions with nothing but powerful and precise wording.

Her goal is to redefine what it means to be a copywriter and marketer today and share the techniques and strategies she's used to build a heart-centered **7-figure business** from the ground up.

Follow Alex on [YouTube](#) and [Instagram](#) for free content and copywriting tips. Visit [Copyposse.com](#) to learn more about her work and programs.

Follow Me

