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## From the Editor

Just getting in the swing of it after returning from our cruise! My back is still a problem. I went swimming yesterday and now my hip is so sore I can't move it worth a darn.

I have been looking into hiring a copywriter to spruce up some of my pages. Maybe you're doing the same. Today's article summarizes my research. Maybe it will be of use to you.

I haven't had time to up the price of my adaptation of the full featured \$7 Script, so you can still get it for \$7. If you don't have it yet, grab it [HERE](#) today. I expect to increase the price to a more reasonable \$27 later this week.

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## Should You Hire a Copywriter?

### Copywriting

This article is meant to give you a broad overview of copywriting. The demand for copywriters will always be strong due to the need of companies to send messages to their audiences to buy their products. If you do not employ someone to promote your product, your chance of being left behind is great.

One way to describe copywriting is, "Putting a creative message in front of a consumer." To be effective copywriting there has to be an involvement between the customer and the seller. You must then make sure that your copy explains the rewards for the customer who is purchasing your product. The final role of good copy is to cause the reader to take action. That is what you as the writer will be focussing on.

Whenever you write copy, you are looking to have a certain effect upon your readers. Usually this effect will be to turn readers into consumers by building a desire for your product because of the rewards the purchase will bring. You know that you've achieved your objectives when you hit the sales goals that you have set for your copywriting.

When you are writing copy for a product, you must remember to put yourself in the shoes of the consumer. This is done through doing

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extensive research and studying what goes through the mind of that particular consumer. Each niche or group of people will be different in what will motivate them to buy. By doing this research, you will have a better idea of where you need to go with the message that you are trying to convey to your target audience.

Anyone can write a sales piece. Copywriters, however, are the ones who write sales messages but mould them in a way that brings about an interest in a consumer. With the number of advertisements out there today, consumers will not respond unless it is something that specifically interests them. This is why it is more important than ever to have a clear focus when you are writing your copy so that you know which particular niche you're trying to hit within the broader population.

There will always be a need for copywriters no matter whether the economy is in a recession or in a boom. Companies must always put out a message to consumers and as long as this demand is needed, copywriters will be in high demand. Although there are many writers in the world, only a few of them are competent copywriters. If you do not have the necessary copywriting skills, you need to consider outsourcing your copywriting needs.

## **Copywriting Rates**

So how much should you expect to pay a quality copywriter?

If you employ a copywriter, you can pay a small amount or large amount of money depending on the expertise and how well the writer sells herself. The average writer in 2007 charged roughly \$60 per hour, but individual copywriters may charge less, or much more. Check before you sign that contract! Just a sidenote, copywriter rates are frequently negotiable, so don't be afraid to make an offer. You can generally get a better price if you contract by the task rather than by the hour. Even better, if you have enough work to fill a week, you may be able to negotiate a real deal for a full week of your copywriter's time.

Keep in mind that some people charge on a per project basis while others charge on a per hour basis. Here are some prices I gleaned from a number of websites that list prices. The fee for writing a single web page is between \$300 and \$500. If you want a sales letter that generates leads, most freelancers charge between \$1000 and \$2000.

Just as a sidenote, copywriting can be a very good profession as about 40% of copywriters earned between \$50,000 and \$100,000 a year in gross income in 2006.

The figures that were quoted here were based upon the median of copywriters surveyed so if you require specific knowledge and experience that few have, you could be charged a higher price than what the market would normally bear.

Please remember that all of the rates that were listed here were the

median rates. Rates within markets can always change so you must make sure that you're keeping up with what others are charging so that you make sure you are not being overcharged. The rate that you are charged for services will be contingent upon what the market is willing to pay as well as how willing you are to pay. Keep in mind that good copy can produce great sales, but mediocre copy is likely to produce no sales.

Depending upon how good a copywriter you are, outsourcing your copywriting can be a very profitable move.

Good luck and great profits.

**P.S.** Have you seen my new site [Ebooks and More](#). As the name implies it is stocked with ebooks, scripts, websites and more.

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## Recommendations for this Week

If you are interested in working from home, I have a free e-book that outlines five different work at home opportunities. To get your copy just click [HERE](#).

I'll just remind that if you haven't got the following products, then you had better jump now before the prices go up again! In fairness to my affiliates, I have ended the early bird sale of these products. I intend to increase the price on all of these products again very shortly, so if you are interested in any of them, act now before the next price increase.

[The \\$7 Script](#)

[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)