



How a Beginning Copywriter Goes from \$0 to \$75,000 a Year

➔ (10:20)

JUDY: The #1 thing I think about is what one of my clients said one time:

"I _____ crappy _____!"

I found that to be true. If you find a freelancer who actually _____ and does their _____ and does great _____, they'll _____ to you.

➔ (15:20)

RAY: How do you recommend people start pricing themselves?

JUDY: I have to give you my #1 rule that I learned from someone several years ago. And it's very simple.

RAY (reading): Don't _____ your _____!

JUDY: It's the _____ that you'll _____, but you'll _____ every _____ of it.

➔ (20:25)

JUDY: One thing I would recommend is, I started off doing _____ I _____ how to _____. I knew how to _____ sales _____, policies, and _____. So I built up _____. Then I could use my _____ to go into _____.

RAY: And you want to be sure you can _____ the _____. I think it was _____ who said, "Nothing _____ a bad _____ faster than good _____."

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