



***A Day in the Life of a
Copywriter -
Earn Your First \$200***

with Sarah Turner

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Being a successful copywriter is
more achievable than you realize...

Take my challenge below to see JUST how easy it is!

When I decided I wanted more freedom – to work wherever and whenever I wanted – I didn't think I'd be able to earn very much money. But I was ok with that. I just wanted to be happy and do work that I enjoyed.

But then I started ~~copywriting~~ ^{A Life of Meaning}
~~copywriting~~ ^{Use Your Passions to Earn Great Money}

And holy cow—Making a quick \$200 was so much easier than I ever imagined.

But before we go any further, I want you to do some quick and easy math so you know how this \$200 fits into your life.

- How much do you want to **earn per year**? Write this down.
- Next, take your desired annual salary and **divide by 12** to discover how much you'd need to earn per month to achieve your annual income goal.
- Then **divide your monthly income by 20** to discover how much you'd need to earn per weekday to achieve your annual income goal.

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Let's use \$100k per year as an example...

\$100,000 - Desired annual salary

÷ 12 - Months in a year

\$8,333 - Salary per month

÷ 20 - Number of average weekdays per month

\$417 - **Daily income target**

Your turn. Find your daily income target.

Now that you have your daily income goal, I am going to guide you through writing four product descriptions.

Make sure to time yourself doing this exercise.

Because even a relatively new copywriter can earn \$200 for four product descriptions. You're going to know by the end of this exercise how many hours it would take you to reach your daily income target.

By the end of this exercise, you'll also be able to answer the question:

"How many hours a day or a week would I need to work as a copywriter to earn my desired annual salary?"

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I'm willing to guess you aren't going to have to work full time.

And keep in mind, as quickly as you were able to do this exercise, with practice you're going to get even faster!

Writing these four product descriptions would take me about an hour. With a little practice, and some helpful tips from your's truly, you'll be able to do the same.

Not only that, freelance copywriters usually charge per project, rather than by-the-hour. Meaning, YOU reap the benefits as you start working faster.

This exercise is simply a practice to show you what it's like to be a copywriter and how much you can earn, so you can start to see what's possible!

You might be thinking, "Now, wait a minute. I've looked up what writers make and it's not 100k a year. People who charge that much are the EXPERTS. How can I make that much without any experience?"

Let me let you in on the secrets of why YOU are qualified to make that much writing copy:

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- **You have in-depth knowledge.** Everyone does. And I don't care how obscure or odd your knowledge might seem. Maybe you know a lot about being the mother of a child with cystic fibrosis. Or know a ton about computer programming. Or about beauty products or hair care. Guess what? You have the knowledge it takes to write awesome copy. In fact, if there's a product you love, or recommend often, you're super-qualified to write top-notch copy for it.
- **You know how to carry a conversation.** This is where lots of people get tripped up. When they think about writing, they get flashbacks of writing papers in high school and college. I'm here to tell you that's NOT at all what it's like to write copy. Good copy is just carrying on a compelling conversation. That's right—imagine you're talking to a friend about something you think they'd be interested in. If you'd use slang, lingo, laid back grammar, and a casual tone to talk about a service, product, or business you love... you can write copy. Easy-peasy lemon squeezy!
- **You can predict people's questions and objections.** If you write about what you know (or what you're willing to learn about), it's super easy to figure out what people are going to push back on. And do you know what makes great copy? Answering people's questions and handling their objections well. (See what I did there? 😊)

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- **You want to make more money.** Ok, I'm making an assumption. But do you want to make \$50-\$100+ an hour? For many of us, it's a resounding hell yeah! There is a huge demand for copywriters. Your area of expertise and your willingness to write is a godsend for companies that need good copy. And here's another secret—for many people, writing is like math. They hate it. It confuses them, or they simply don't have the time. They'll pay top dollar to pass it off to someone else (like YOU).

I'm confident you can make \$200, \$400, or \$600 per day as a copywriter.

Now, I want you to feel that confidence by crushing this challenge.

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The Challenge: Write Four Product Descriptions

Product descriptions are the last stop a buyer makes before they click “add to cart” and make a purchase. Companies can often correlate how effective a product description is with the product’s sales.

So what does this mean for you as a copywriter?

Product descriptions are valuable pieces of copy – and you can charge more than you'd probably guess. How much you should charge will vary depending on the complexity and price of the product, but for this challenge, I’m going to give you four fictitious products where a reasonable price would be \$50 per product description.

Meaning by the end, you’ll have “earned” \$200!

But don’t forget, you’ll be much faster and more effective with practice.

The first time you do anything always takes the longest.

First, I'm going to give you an example, just to get your gears turning. Here's a product description I wrote for a pair of fictional \$200 leather shoes:

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Example: Anthony Lace-Up Boot



You're a well-rounded guy who takes pride in how you get the most out of life. These versatile boots are for your multifaceted lifestyle. Made with the sophistication of a dress shoe and the utility of a hiking boot, they'll take you wherever you want to go.

Sleek and adaptable—just like you.

These leather boots pair handsomely with jeans, dress pants, and chinos alike.

Like your beloved leather jacket, the Anthony boots have that already broken-in feel—So they come ready to be your absolute favorite, go-to boot.

Finding Your Perfect Fit:

The Anthony Lace-Up Boot runs true to size. But if you receive them and they don't quite fit, it's a breeze to return or replace them. We offer a lifetime guarantee.

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Fabric and care:

- Our premium leather is designed for a sturdy fit that molds to your feet for maximum comfort
- Boot sole features deep criss-cross treads so you're confident in any terrain
- Easily spot cleaned because you need easygoing boots that can keep up

Details:

- Made in Italy
- Almond-toed construction with timeless wingtip-stitched detailing
- Colors include Whiskey Brunette (shown above), Redwood, and Inkwell Black
- Lace-up front with 54-inch jute/cotton laces
- Cushioned insole and tongue pad for comfortable extended wear

Look at that—it's engaging, short, straightforward, and informative. And it only took me about 15 minutes to write!

Granted, I've been doing this for a while. But you'll be as fast as I am in no time. I'm not special, it just takes practice.

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Let's break this product description down further. I've highlighted different copy elements on the next page and added a corresponding key below.

Orange = "This is for me!"

These are the elements that call out the reader and make them think, "Wow! This is for me!"

Green = Features

Things highlighted in green are the features. These can also be considered the "facts" about the boots.

Pink = Benefits

Things highlighted in pink are the benefits. Remember, when possible, translate those features into benefits (you'll notice they're often close together)

Yellow = Handling Objections

Everything in yellow are instances where I handled potential objections.

**Keep in mind there is some overlap and I didn't highlight all examples.

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The Anthony Lace-Up Boot

You're a **well-rounded guy** who takes pride in how you get the most out of life. These **versatile boots** are for **your multifaceted lifestyle**. Made with the **sophistication of a dress shoe** and the **utility of a hiking boot**, they'll **take you wherever you want to go**.

Sleek and adaptable—just like you.

These leather boots **pair handsomely with jeans, dress pants, and chinos alike**.

Like your beloved leather jacket, the Anthony boots have that **already broken-in feel**—So they come **ready to be your absolute favorite, go-to boot**.

Finding Your Perfect Fit:

The Anthony Lace-Up Boot **runs true to size**. But if you receive them and they don't quite fit, it's a **breeze to return or replace them**. **We offer a lifetime guarantee**.

Fabric and care:

- Our **premium leather** is designed for a **sturdy fit** that molds to your feet for **maximum comfort**
- Boot sole features **deep criss-cross treads** so **you're confident in any terrain**
- **Easily spot cleaned** because you need **easygoing boots that can keep up**

Details:

- **Made in Italy**
- **Almond-toed construction with timeless wingtip-stitched detailing**
- **Colors include Whiskey Brunette (shown above), Redwood, and Inkwell Black**
- **Lace-up front with 54-inch jute/cotton laces**
- **Cushioned insole and tongue pad** for **comfortable extended wear**

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It's time to try your hand at it.

I'm going to give you questions and hints to guide you along the way, and by the end, you'll have written your very own product descriptions.

So, set a timer and get ready to turn the product notes I provide into organized product descriptions. Use the example above as a template.

TIP: Trust your gut—there isn't one "right" way to do this.

You've seen lots of product descriptions, so lean into your intuition about what YOU think would make it sound compelling.

Ready?

Start that timer.

Let's go!

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Description #1: Lightning Streaming Service

Lightning Streaming is a home streaming service that streams movies 3 days after they come out in the theater. Essentially, a customer could watch movies that are still in the theater at home.

The Lightning Streaming company is marketing to movie junkies that don't want to go to the theater but don't want to get behind on new releases. It's also ideal for people who enjoy hosting watch parties, people who need to stay home for their health, and people who are tired of spending outrageous amounts of money at the theater each month.

This streaming service costs \$20 a month, has no ads, and has a free week long trial option. One membership is allowed on up to five devices. A customer can cancel at any time.

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YOUR TURN: Lightning Streaming Product Description

In a sentence or two, describe one type of person who would benefit from Lightning Service? (HINT: Using people from your real life helps. I might describe my sister, who is a movie buff, for this one.)

Name three characteristics describing the person from the above question. (HINT: With the Anthony boots I used well-rounded, multifaceted, sleek, and adaptable.)

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List three features of the Lightning Streaming service in the first column. Then in the second column, translate these features into benefits. (HINT: Think of features as facts and benefits as why those facts matter. A feature might be it can be used on five devices and the benefit is you can share it with your friends.)

Features:

1. _____
2. _____
3. _____

Benefits:

1. _____
2. _____
3. _____

What are two objections a customer might have? Call out and handle those objections. (HINT: How do they know they'll like it? Free week trial.)

Potential Objections:	Handling Objections:

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Include any other details. (HINT: Here you can talk about the other subscription details. Feel free to list them as bullets!)

Now, put the pieces of your product description together.

First, call out the person you're talking to by describing who they are and what they are like using the answers to the first two questions.

Next, take your feature + benefit combinations to explain why they would love Lightning Streaming.

Then, handle a few objections.

And finally, include any last details.

Voila! You wrote a powerful product description!

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Description #2: TreasureBox Chocolate Company

TreasureBox Chocolate Co. wants you to write a product description for their signature chocolate box called the Sweet & Salty Medley, which has over 5,000 five star reviews. It has salted caramel swirls, bourbon bonbons, coffee-infused dark chocolates, almond-extract white chocolates, and milk chocolate-drizzled peanut brittle. The Sweet & Salty Medley is \$50. The chocolate is premium quality, fair trade, and shade grown – making it an ethical choice.

The medley should be stored at room temperature for up to 3 weeks. They come in a beautiful embossed blue box. The 2-day shipping is free, and they can be shipped anywhere in the US. TreasureBox aims to market these chocolates to people that are looking for a gift for their chocoholic loved one.

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YOUR TURN: Sweet & Salty Medley Product Description

In a sentence or two, describe one type of person who would enjoy this chocolate box? (HINT: Using people from your real life helps. I might describe my aunt, who LOVES chocolate, for this one.)

Name three characteristics describing the person from the above question. (HINT: This could also be a gift, maybe for someone who deserves appreciation.)

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YOUR TURN: Sweet & Salty Medley Product Description

List three features of the Sweet & Salty Medley in the first column. Then in the second column, translate these features into benefits. (HINT: Think of features as facts and benefits as why those facts matter. A feature might be free two day shipping and the benefit is it's a great last minute gift.)

Features:

1. _____
2. _____
3. _____

Benefits:

1. _____
2. _____
3. _____

What are two objections a customer might have? Call out and handle those objections. (HINT: How do they know they'll like it? Over 5,000 five star reviews.)

Potential Objections:	Handling Objections:

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Include any other details. (HINT: Here you can talk about the other subscription details. Feel free to list them as bullets!)

Now, put the pieces of your product description together.

First, call out the person you're talking to by describing who they are and what they are like using the answers to the first two questions.

Next, take your feature + benefit combinations to explain why they would love the Sweet & Salty Medley.

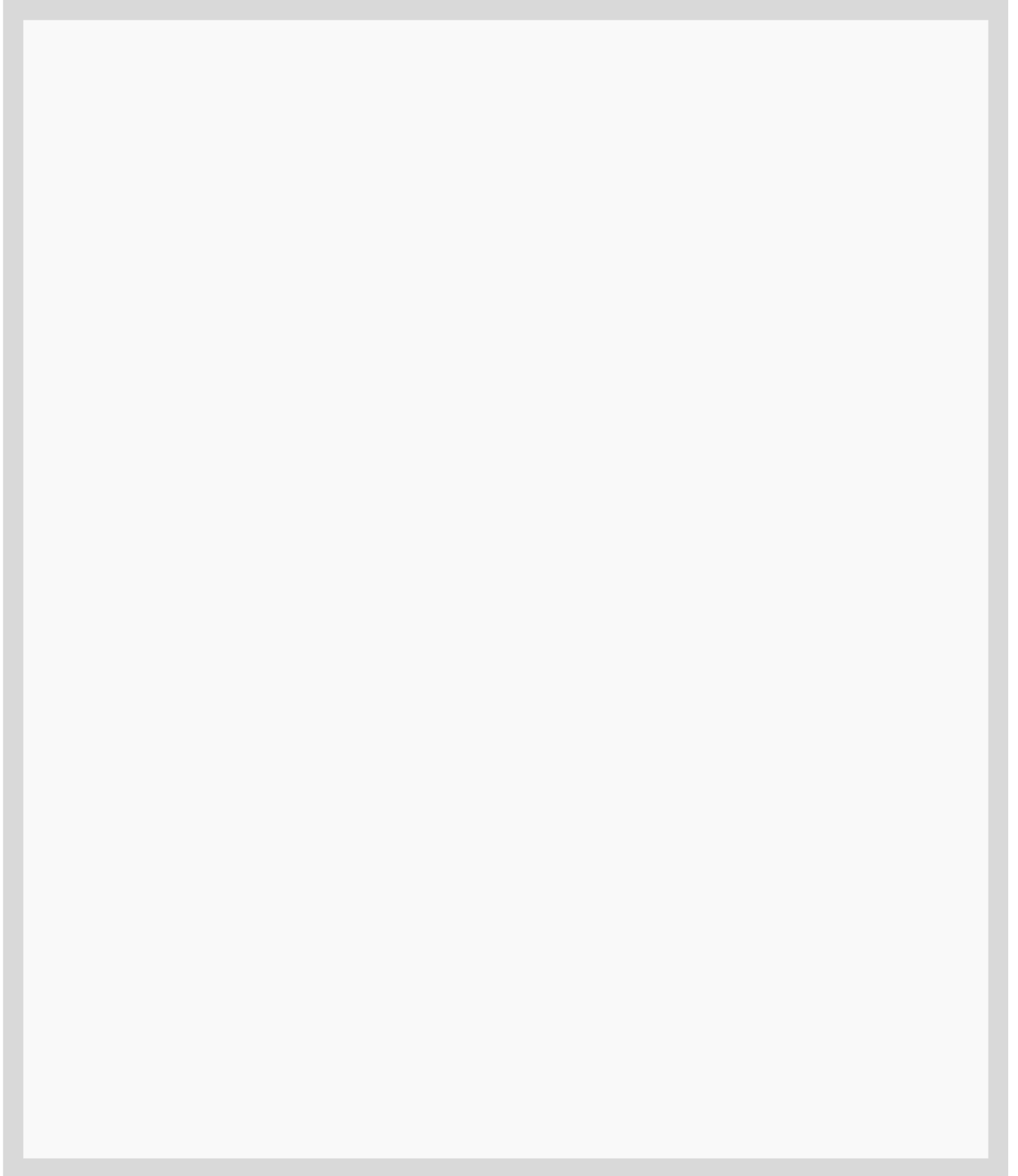
Then, handle a few objections.

And finally, include any last details.

Voila! You wrote another powerful product description!

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Description #3: Stressless Chess Curriculum

A female International Grandmaster (the highest title for a chess player) has created an online curriculum called Stressless Chess to teach chess to girls and young women. Stressless Chess is for females who want to learn chess from the ground up.

These ideal users are especially interested in breaking into chess culture to enjoy the game, improve their overall strategy skills, and meet new people. The ideal buyers of the curriculum are their parents—they'd like to train their daughter in chess, but with lessons that have empowering female representation.

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The curriculum is 50 pre-recorded video lessons from the Grandmaster herself. It also includes a workbook. Each lesson is 10 to 20 minutes long and has 5 exercises per lesson in the workbook. When a buyer makes the one-time purchase of \$200, they can then create a login that gives them access to online lessons and workbooks. The workbooks can be downloaded and printed out. The user's access never expires. The curriculum has a 30-day satisfaction or your money back guarantee.

The Grandmaster emphasizes that the chess subculture, especially the professional one, is overwhelmed with males. She says she's made this curriculum to give interested girls a way to learn in an environment with strong female representation.

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YOUR TURN: Stressless Chess Product Description

In a sentence or two, describe one type of person who would enjoy this chess course. (HINT: Using people from your real life helps. I might describe my friend, who recently watched the Queen's Gambit on Netflix and is currently obsessed with chess.)

Name three characteristics describing the person from the above question. (HINT: Also consider how they'd like to be perceived.)

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YOUR TURN: Stressless Chess Product Description

List three features of the Stressless Chess course in the first column. Then in the second column, translate these features into benefits. (HINT: Think of features as facts and benefits as why those facts matter. A feature might be lifetime access and the benefit is they can learn when it fits their schedule.)

Features:

1. _____
2. _____
3. _____

Benefits:

1. _____
2. _____
3. _____

What are two objections a customer might have? Call out and handle those objections.

Potential Objections:	Handling Objections:

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Include any other details. (HINT: Touch on how a customer would access the curriculum, the curriculum's satisfaction guarantee, and other benefits.)

Now, put the pieces of your product description together.

First, call out the person you're talking to by describing who they are and what they are like using the answers to the first two questions.

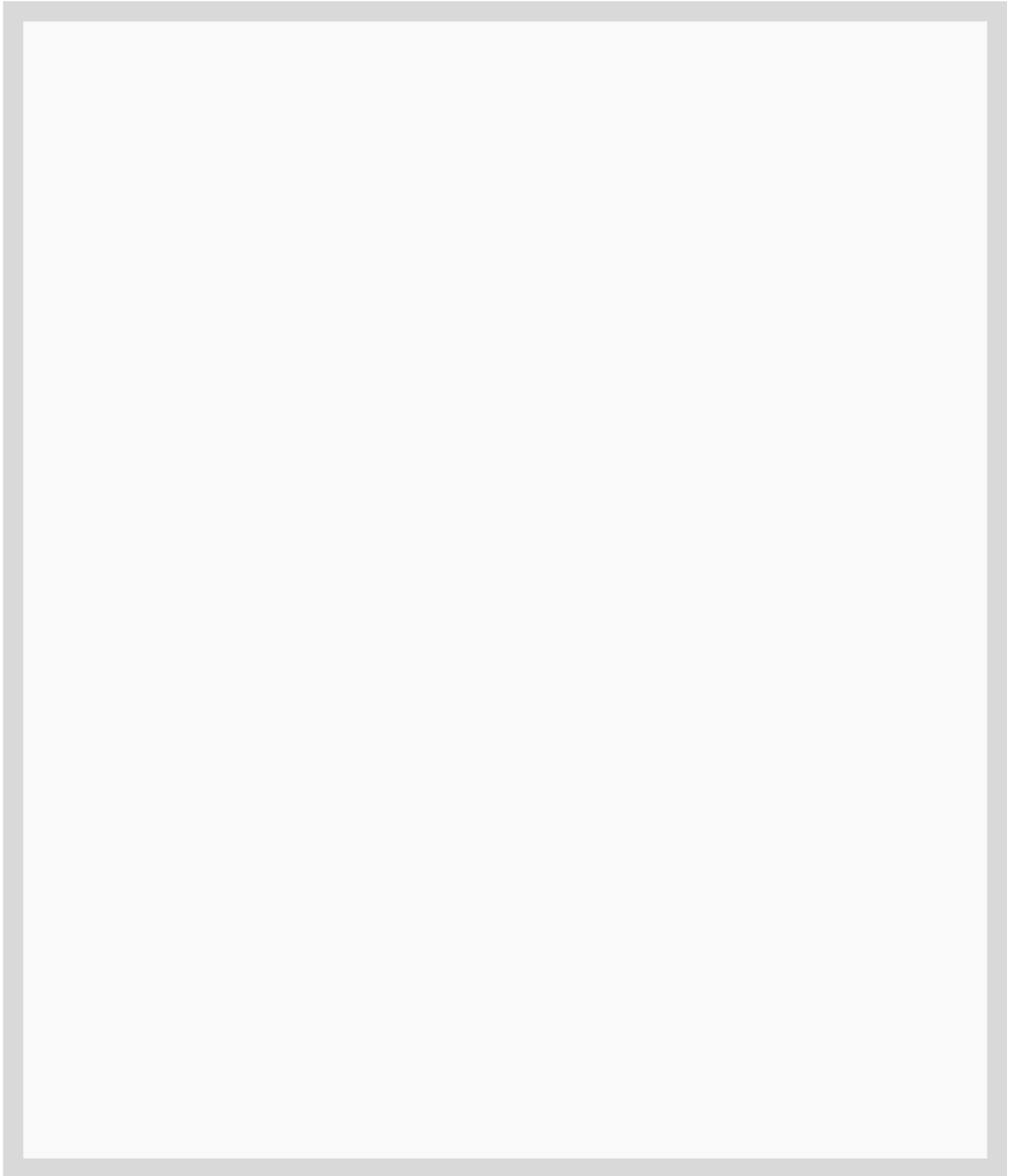
Next, take your feature + benefit combinations to explain why they would love the Stressless Chess course.

Then, handle a few objections.

And finally, include any last details.

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Description #4: First Nature Parenting Book

Jacqueline Smythe, PhD, and Don Smythe, PhD, the child psychologist authors of the book, are excited to share their research and parenting experience. *First Nature: Trade Screen Time for Green Time* discusses integrating more of the outdoors into childhood that's so easily dominated by virtual entertainment.

The book covers the many benefits kids experience when their play can be outside, instead of primarily in front of a screen. This book was written especially for parents that want their child to love the outdoors, but have lifestyles and environments that make it challenging. The Smythes tackle the tough questions, like

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finding nature when living in a big city, safely introducing infants and toddlers to the great outdoors, working with a child's resistance to less screen time, handling a nature-disinterested child, and activities to engage both the children alone and the family together.

The Smythes meet parents where they're at with understanding. The book is sprinkled with the authors' own successful (and other humorously unsuccessful) experiences with helping their two boys break away from the TV and iPad. They also include several case studies from their own client's experiences.

The book costs \$24.99, and the shipping is \$3.99, with a standard shipping time of 5-7 days. This 318 page first edition is hard-cover. It was published May 30, 2020. It has a 4.7 star average from readers. And it comes with access to an online community so parents can connect.

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YOUR TURN: First Nature Parenting Book Product Description

In a sentence or two, describe one type of person who would enjoy this book. (HINT: Using people from your real life helps. I might describe a friend who lives in Los Angeles and is always trying to get her children into nature more.)

Name three characteristics describing the person from the above question.

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YOUR TURN: First Nature Parenting Book Product Description

List three features of the First Nature Parenting Book in the first column. Then in the second column, translate these features into benefits. (HINT: Think of features as facts and benefits as why those facts matter. A feature might be the online community and the benefit is a chance to connect with like-minded parents. They may even make a new friend!)

Features:

1. _____
2. _____
3. _____

Benefits:

1. _____
2. _____
3. _____

What are two objections a customer might have? Call out and handle those objections. (HINT: How do they know they'll like it? Talk about the reviews.)

Potential Objections:	Handling Objections:

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Include any other details. (HINT: Bullet some of the details the authors talk about in the book.)

Now, put the pieces of your product description together.

First, call out the person you're talking to by describing who they are and what they are like using the answers to the first two questions.

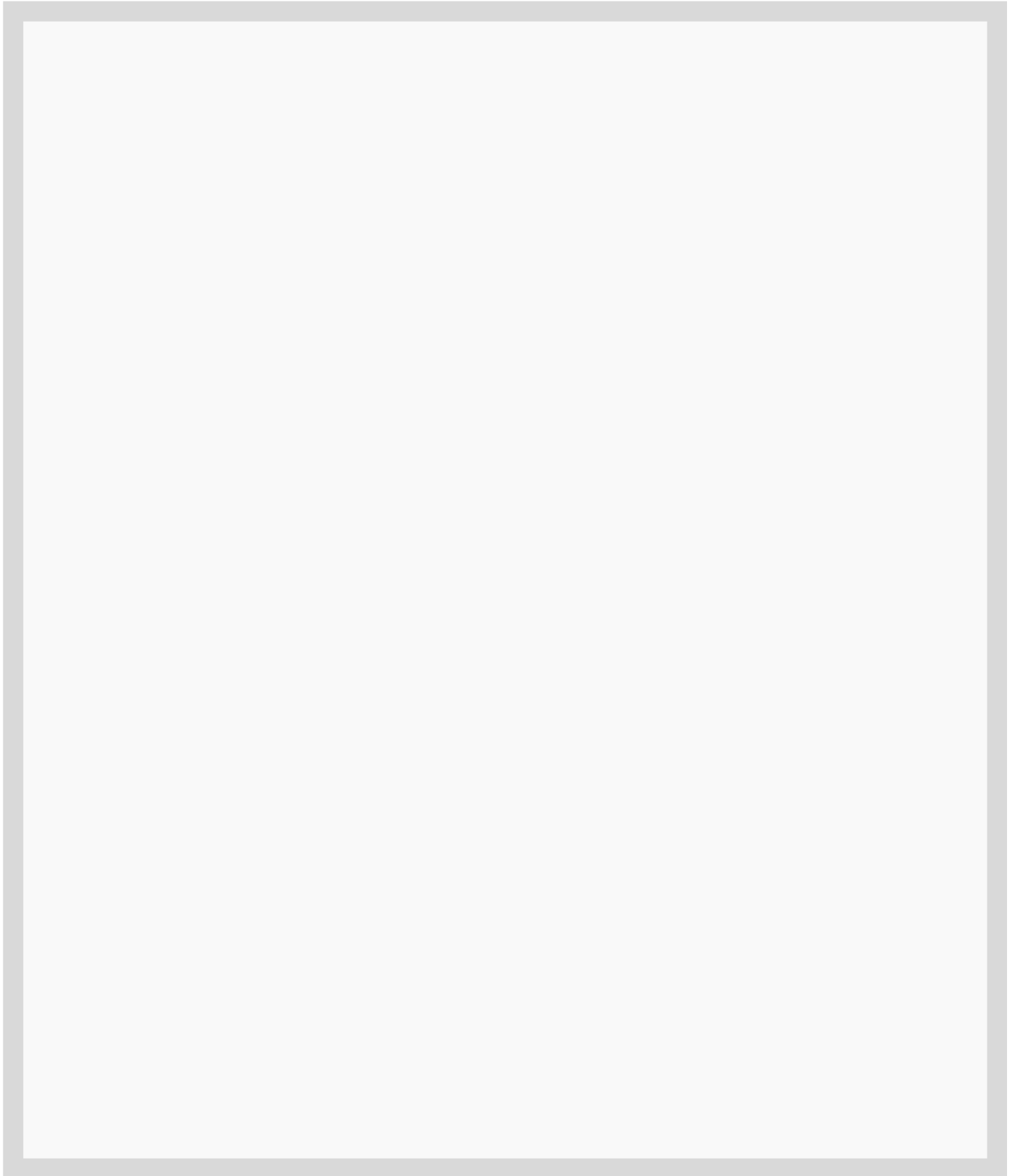
Next, take your feature + benefit combinations to explain why they would love the First Nature book.

Then, handle a few objections.

And finally, include any last details.

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Annnndddd....time!

You did it! Congratulations!

Don't forget – the first time you do anything is always the hardest. I am SUPER proud of you.

Did you know that companies in every niche imaginable need someone to write these descriptions?

Now imagine yourself creating those descriptions for things you LOVE. Things you're super knowledgeable in. Products you believe in. There's no need to even have a Ph.D. in what you're writing about—you just need to be willing to do it!

Plus, you earn as you learn. Meaning you can make money as you gain experience and practice. Yep, you can be making \$200+ in an afternoon as a new copywriter. No need to work for wimpy rates when starting up. (Who's got time for that? Not you!)

Do you know how deeply passionate I feel about this? **I created an entire in-depth program to help you Write Your Way To Freedom.**

Not only do you get lessons and workbooks that help you learn from the ground up, but you also get access to the Write Your Way to Freedom community.

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Get direct help and encouragement from fellow writers, coaches, and editors. Plus, get your questions answered directly by me in our weekly Live Q&As.

When you're a Write Your Way to Freedom student, **you have lifetime access to everything you need - and then some! - to build your very own copywriting business** and reach your personal and professional goals.

Ready for the freedom lifestyle?

[Click here to apply for a Strategy Session!](#)