

A woman with long, wavy blonde hair is smiling broadly, looking off to the side. She is wearing a large, black, wide-brimmed hat and a black top with a white polka-dot pattern and large red floral prints. Her hand is resting near her chin. The background is a blurred outdoor setting with a red and white striped awning.

Client Attraction for Female Copywriters

Little-Known Ways to Fill Your High Ticket
Client Pipeline in 30-60 Days

dawn **A**PUAN *Expert Copywriter*

Hello my beautiful fellow female copywriter!

I'm so thrilled you're here.

If you're anything like I was when I just started my copywriting journey, you're trying to figure out how to find those dream clients.

You know the ones...

Easily pay whatever you're asking. Don't hassle you. Love the copy you create!

Those are the dream ones, right?

Well, if you're here it probably means that you're not "finding" them often enough.

Or, they're not finding you.



Maybe you're even doing #allthethings like posting every day in free FB groups and posting to your own social media accounts, reaching out via cold email...

Plowing through all the motions and strategies won't work.

More time and more strategies won't finally end the feast or famine rollercoaster life of a copywriter.

I do have a few strategies I will share with you, but first, you gotta start with your mindset.

Believe that you are a magnet for dream clients.

Clients are easily attracted to you. Client attraction is easy and fun. And, the more fun you have, the more money you make.

Feel NOW how you think you'll feel when you book XYZ client for \$X. Visualize it, feel the emotions of it, see the money in your bank account, and then vibe at that level knowing that it's already done.

Be grateful now for the next pay in full client that's on her way to you.

You getting more clients STARTS with you shifting your mindset out of it being hard to get them.



Hold on a sec, who are you again?

Hey, I'm Dawn, lover of copy+woo. Formerly a pastor and non-profit Executive Director, I became an expert copywriter and funnel strategist after Googling "work from home" so I could raise my daughter.

Now, besides writing epic copy for wealth & spirituality coaches, I also help female copywriters charge \$10K+ for sales pages with joy and ease.

I tell my story of how I built my business to multi-6 figures in less than two years, and how you can do it too, on the Abundant Copy Queen podcast. [You can check it out right here.](#)



Little-Known Ways to Fill Your High Ticket Client Pipeline in 30-60 Days

1 – Start with who you know. This may be obvious, but often we overlook the fact that we likely already know plenty of clients. We just haven't asked the right people or made it known what we're offering.

This could be previous clients – touch base and see if they have other projects. Or you can upsell current clients into a monthly retainer. You also can ask previous clients if they know one or two people who might need your services.

Provide some kind of incentive for them: Always, *always* give a referral commission, whether it's cash, "free" copy, or Voxer access for a month, or something you know that they'd be super grateful for and that would motivate them even more to share



And, this should go without saying, but make the experience of working with you so divine that clients tell their friends about you and naturally send referrals. Treat them well. Respond quickly (within 24 hours during weekdays). Fix any issues. Offer copy follow-ups after their launch or once their funnel is live. Don't just disappear.

Send snail mail gifts –thoughtful ones, not just generic things. For example, for my client who loves Paris, I found Eiffel tower tissue paper, tea from Paris in a gorgeous tin, L'Occitane lotions, and more. Make each gift unique to show that you know them and took the time to really think through what to send them.

If you are commanding high ticket investments of your clients, then you get to offer them a high ticket experience.

2 – Podcasts & Summits: You can be a guest, or host your own. The key here is to be really strategic about how you approach both options so they don't become a huge time suck with little to show for.

Be a guest: Finding and pitching podcasts can take a lot of time. That's why you don't want to pitch just any podcast. Be SUPER strategic about what podcasts your ideal clients are listening to. This, of course, assumes that you have a fairly niched ideal client. If not, get one, stat. It's going to be so much easier to get clients and you'll get paid more, trust me (In fact, you'll get paid 96% higher - I explain it all inside the Abundant Copy Queens binge-worthy podcast mini-series [right here](#)).



Host your own: I hosted 7 summits and many of my guest speakers became clients because we had good conversation and developed rapport, and they got to know what I did. Summits are A LOT of work, but if done well, they'll build your list a little, but even better, they'll get you more clients if you choose ideal clients to be your speakers.

Now, you might be thinking you've definitely heard of this strategy before. It's not new, for sure. But the strategy you use can be really key, and I haven't heard anyone speak about hosting a podcast or a summit specifically to invite guests who are ideal clients. It's win-win. They get the exposure and you get their expert interview, plus an opportunity to share what you do.

PLUS, you never know who they might know. I've had summit guest experts refer me to clients who paid \$25K+. You just don't know where any conversation will lead.

3 – Pay to play. While this strategy isn't free, it can be extremely lucrative if you do it strategically. I've always joined courses or programs because I've liked the creator/coach and I want to learn the content, but the other important thing to keep in mind is whether or not your ideal client will be inside the group.

Almost every course and program I've paid for, I've gotten at least one client.

Honestly, when I consider the investment in anything, I weigh whether or not my ideal clients will be there and what kinds of opportunities I'll have to network.

Please keep in mind that this isn't the ONLY reason I join. That kind of energy feels icky to me. I love to learn and all the courses are to benefit my own business. It's just a really beautiful cherry on top to have programs pay for themselves.



For example, one program I joined was \$5K. During the intro call, one of the students sent me a private message in Zoom asking to connect with me because she'd been looking for a copywriter. She's been on a \$2,500/mo retainer ever since. That course was awesome for my business, and I got a client that has well more than paid for my original investment.



4 – Guest expert for masterminds.

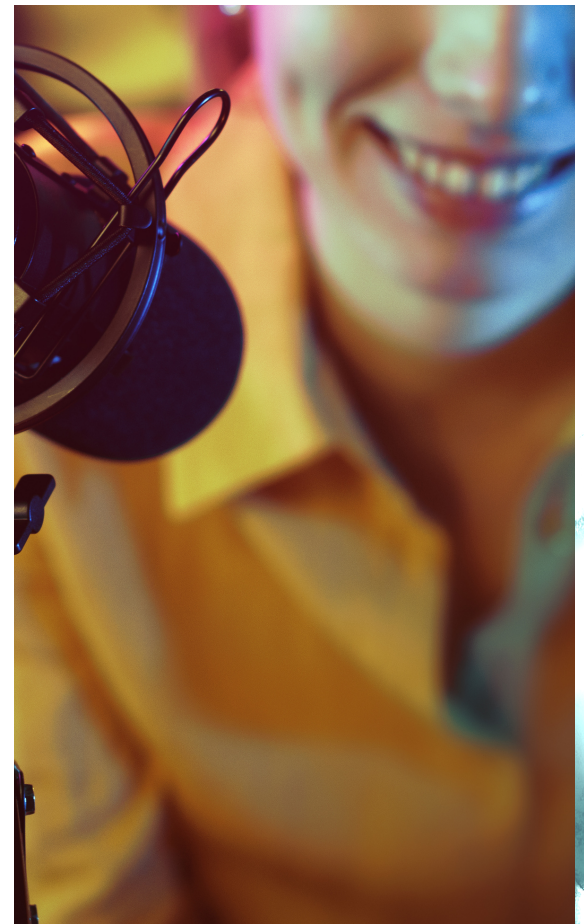
Find coaches who have group coaching programs and/or masterminds whose clients could use copywriting support. And trust me, every entrepreneur needs copy support. In the beginning I did these for free, and then I eventually started charging for them. But, I still sometimes “gift” one training session to people that I believe are ideal clients as a way to build rapport, help them get to know me better, and get a feel for how beautifully I can support their clients.

Often this has resulted in doing more trainings that they pay me to do, or in them investing in me writing copy for them.

Here are some ideas for what kinds of support you can provide:

- FB group engagement to answer questions they have about copy and to give them feedback on their copy. (\$200-400/mo+)
- Monthly or weekly copy hot seats (60-90 minutes, \$250+)
- Copy Audits (You can be specific, like their nurture sequence, launch copy, sales page, website etc. and charge a fee per client submission paid by the coach, \$150+/each)
- 1:1 copy support calls (30-60 minutes, \$250+/each)
- Copywriting training, ie what is copywriting, how to write emails, how to write good headlines or bullet points, etc. (\$250+/each)

I now get paid for single training sessions, training series, and to teach regularly inside masterminds. In fact, one coach I host weekly training for was a speaker at my very first summit. See, these strategies do work! We’ve worked together a couple years and she’s invested multiple 5-figures in my services to beautifully support her clients.



5 – Strategic FB Groups (not posting). A lot of people teach posting in FB groups regularly in order to get clients, and that is a strategy that works. It was never something that really interested me. However, since you're a copywriter and you can search "copy" and other such words inside FB groups, you can find posts that are relevant and that you can provide value.

It's important here to not get sucked into the FB vortex. Decide on how much time you'll spend each day and set a timer. I'd recommend 15-30 minutes max per day.

Choose 2-3 groups where your ideal client plays and is looking for copywriting support. Think funnel building software like DropFunnels, ClickFunnels, Kajabi, etc. Or, certain podcasts hosts or coaches who have a big following of entrepreneurs and have something to do with marketing, like Jeff Walker and Amy Porterfield.



Search for questions people are asking (or they might even be directly asking for feedback on their copy or their lead magnet), and provide valuable feedback.

I've booked a number of clients this way. It's not a strategy you'll do forever, but it can get the ball rolling and doesn't need to eat up a huge part of your day.

Bonus: Online Geniuses is a private Slack community for marketers. You pay a nominal annual fee, but inside there's a ton of people posting jobs looking for people (like copywriters) to hire, and you can post what you do and that you're available for hire.

6 – Copy audits. I know I mentioned I'm not a huge fan of posting in FB groups, but there were a few times when I'd make a post offering free copy audits of websites or sales pages in strategic groups.

I'd usually make it a game and tell people to comment what they're grateful for or something biz related and that I'd randomly choose 3-5 people who commented to get a free copy audit.

Then I'd create a Loom video that was around 10 minutes and I'd pack in as much value as I could. Those people LOVED the feedback I gave them, and some of them became clients as a result.



This is a strategy I'd use sparingly because, again, you want to be mindful of your time, and once you're more seasoned, you likely will have too many clients to have time for this.

Bonus: If you're building your list full of ideal clients (which I hope you are) then periodically host "copy hot seat" calls where you workshop their copy live on the call. This not only helps them, but it positions you as the expert and builds know, like, and trust. Some of those attendees just may become clients. I've had it happen.

7 – “Dream 100” list of ideal clients.

Think carefully about who you’d really love to write for. Follow them on social media. Comment and engage with their posts. Reach out to them to see if there’s any way you can support them (ie, doing a free training for their group?). Or straight up ask if they’re looking for a copywriter. Again, you just never know.

Bonus: Many IG and YT influencers with millions of followers do NOT have an email list. If you can help them see how building a list and selling to that list will add \$X to their income or XYZ to their impact (figure out which one they care more about), then you can land some really good monthly retainers for email marketing.

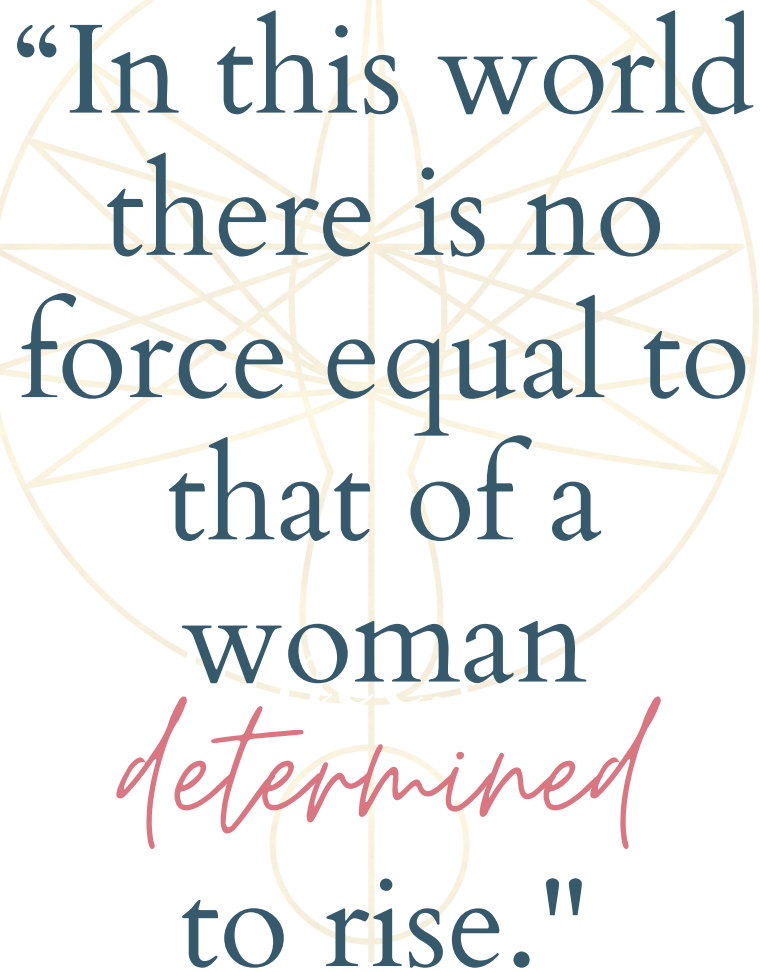


So, I’m dying to know...

Which strategy will you implement first? Send me a DM on IG @dawnapuan and let me know! I’d love to connect with you :)

And, if you’d like to discover how to charge \$10K (or more) for a sales page, check out the [Abundant Copy Queens podcast right here](#).

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“In this world
there is no
force equal to
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woman
determined
to rise.”

W.E.B. DuBois



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