

Become a Copywriter in 2025: 5 Steps to get started

The Roadmap to take You from Zero to a successful copywriting career



You want the writer's life. You've heard stories of copywriters making six figures online and you want in. But after doing some research, you feel lost. Where do you even begin? There are countless "copywriting gurus" whispering conflicting advice in your ear:

Jessy, the copywriting coach, says: *"You can't be a decent copywriter if you don't have a website."*

John, the Copy Killer, says: *"You don't need a website to start as a copywriter. That's nonsense!"*

Mary Jane Copycat insists: *"You need to build a strong portfolio first."*

Jimmy, the Copy Builder, claims: *"Anyone telling you to build a website or portfolio is lying to you. Skip all that and go straight to your ideal client!"*

Where does the truth lie?

Actually, none of them are entirely wrong. But none of them are completely right either.

The truth is: There's no "right" way to start a copywriting career. The only right method is the one that works for you, the one that feels comfortable, and fits your personality.

If you're a complete beginner looking for a solid head start, you're in the right place. AWAI offers tons of resources to help you break into copywriting, from learning essential skills to implementing proven strategies for success.

After reading this, you'll have a clear roadmap to follow and a strong sense of your next steps. Ready to dive in?

Starting from Scratch: The Five-Step Roadmap to Become a Copywriter

Step 1: Craft Your Identity

Start by asking yourself a simple question: *What kind of copywriter do I want to be?* There are as many types of copywriters as there are businesses. Your goal is to carve out a unique identity that sets you apart. But how?

Analyze yourself. Copywriting is about building one-to-one connections with clients. To succeed, you need to infuse your personality into everything you do, from how you market yourself to how you interact with clients.

1. **List your strengths:** Ask friends, colleagues, or mentors what they value most about you. Highlight qualities that are repeatedly mentioned and relevant to your work. These can become part of your value proposition or even testimonials (with permission).
2. **Understand your personality:** Are you more introverted or extroverted? This will influence how you interact with future clients, manage your workflow, and choose the right outreach methods. Copywriting allows you to tailor your career to your personality without sacrificing income goals. Remember: You don't need to attract every client to succeed; you just need to attract the right ones for you.

If you're unsure of your personality type, consider taking an online test to clarify where you stand.

3. **Identify your interests and areas of expertise:** List industries you're familiar with or passionate about. If you're a nurse, for instance, you might focus on healthcare copywriting. If you love the beauty industry, consider writing for beauty brands. While you don't have to pick a niche, having expertise in a specific field can help you connect more easily with clients in that industry.

Step 2: Pick Your Services

Copywriting covers all forms of written communication that help businesses advertise and connect with their audience. As a copywriter, you can write blog posts, web copy, video scripts, reports... the opportunities are endless. But with so many options, how do you choose?

Every year, AWAI publishes a pricing guide detailing the types of copywriting projects available, their price ranges, and industry trends. It's completely free and packed with insights to help you make informed decisions. Grab your free pricing guide *here*.

Here are some tips for choosing your services:

1. **Start small:** Focus on a few services to begin with and expand as you gain experience.
2. **Consider pricing:** Look at how much different services pay and whether they align with your income goals.
3. **Follow your interests:** Write pieces you're genuinely interested in. If a project excites you, your enthusiasm will reflect in the quality of your work. If you encounter a service you're unfamiliar with, you can check out AWAI's glossary for definitions and related resources.

Step 3: Set Your Goals

Get specific about the copywriting career you want. Set clear, actionable goals using the SMART framework:

- **Specific:** Define your goals clearly. For example, instead of saying, "*I want to make good money,*" say, "*I want to earn \$2,000 per month.*"
- **Measurable:** Include ways to track your progress.
- **Achievable:** Set realistic goals that challenge but don't overwhelm you.
- **Relevant:** Ensure each goal aligns with your overall plan.
- **Time-bound:** Assign deadlines to keep yourself accountable.

Divide your goals into short-term and long-term. For instance, a short-term goal could be creating five portfolio samples within a month. A long-term goal might be scaling your business from five to six figures in two years.

Step 4: Craft a Plan

Now you have to turn your goals into actionable steps. For each goal, identify what resources you already have and what you need to acquire to achieve it. Then, outline specific actions to bridge the gap.

Let's say your goal is to build a portfolio with three blog posts and three web copy samples within three weeks.

- **What you have:** Motivation and blog-writing skills.
- **What you need:** Web copywriting skills.

Your action plan could be:

- **Week 1:** Choose blog post topics and write three drafts. Dedicate the weekend to learning web copy basics.
- **Week 2:** Edit blog post samples, continue learning web copy, and start drafting your web copy samples. Seek feedback from experienced copywriters if possible.
- **Week 3:** Finalize your web copy samples and polish your entire portfolio.

Keep it simple. Use a calendar to map out deadlines for each action. Breaking goals into manageable tasks makes them less overwhelming and more achievable.

Step 5: Take the Next Step

Now, it's time to act. Choose one actionable step to move forward: refine your plan, take a course, or create your LinkedIn profile.

Feeling unready? That's okay. Plans often start messy. Consistency is key. Don't underestimate your progress; every step you take brings you closer to the writer's life you want. If others have done it, so can you. Stay focused, stay committed, and you'll thank yourself later.

Ready to Get Started?

AWAI has everything you need to streamline your journey.

Our programs and resources are designed to help you succeed at every stage of your copywriting career. Whether you're looking for foundational skills, portfolio-building tips, or insider strategies, we've got you covered.

Join our community and gain access to courses, webinars, and events, plus a network of fellow writers to support you every step of the way. Together, we'll celebrate your wins, motivate you during tough times, and help you achieve your goals.

Check out our *Writer's Starter Kit* for a more in-depth roadmap to launching your copywriting business. It includes blueprints, templates, and actionable tips to get you up and running.

Don't wait. Take the first step today and join the hundreds of writers who have built successful careers with AWAI.

Join Awai *now* and become the copywriter you deserve to be!