

The 7 Daily Habits of Successful Copywriters



HOW TO BECOME SUCCESSFUL...
BY IMITATING SUCCESS

Published by:

American Writers & Artists Institute
Delray Beach, FL 33444
Phone: 561-278-5557
Fax: 561-278-5929
Website: www.awai.com

© American Writers & Artists Institute, All rights reserved.

Protected by copyright laws of the United States and international treaties.

No part of this publication in whole or in part may be copied, duplicated, reproduced, or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without the express written permission from the publisher.

Copyright and other intellectual property laws protect these materials and any unauthorized reproduction or retransmission will constitute an infringement of copyright law.

Federal law provides severe civil and criminal penalties for the unauthorized reproduction, distribution, or exhibition of copyrighted materials. Penalties for criminal and statutory copyright infringement are set forth at 18 U.S.C. § 2319.

Introduction

Dear Fellow Copywriter,

Imitation is not only the sincerest form of flattery, it can also be one of the surest paths to success... if you imitate the right people, that is.

If you wanted to be a great pianist, you would study what Count Basie or John Legend did every day to master their instrument. You would want to discover and imitate their professional success habits.

And if you wanted to be a great tennis player, you'd follow the training routine of Serena or Venus Williams and delve into what they've done, every day, to become number one in the sport. You'd want to imitate their professional success habits.

Since it's your goal to attain that same high pinnacle of success and respect as a copywriter, it makes sense to imitate the success habits of the very best in our own field... as well as the up-and-coming copywriters who are rapidly rising to the top.

You hold in your hands a very special document that will allow you to do just that. Our American Writers & Artists Institute (AWAI) team surveyed some of the top copywriters in the industry to discover their success habits... copywriters like Mark Ford, Bob Bly, Marcella Allison, Paul Hollingshead, and David Deutsch, to name a few.

We knew you could get tons of helpful ideas from these well-established masters.

But we didn't stop there. We also asked the fastest-rising stars to share their secrets with you — copywriters like Candice Lazar and Christina Gillick, who, just a few years ago, were where you are now. We knew you'd want to know what they did that helped propel them up the ladder of copywriting success.

In order to understand the success habits of these copywriters, we asked them a number of probing questions. Then, from their answers, we extracted seven core concepts and compiled them into this report.

Developing Good Habits Takes Practice

Of course, it isn't enough to simply know the success habits of these men and women. To attain their level of success, you must make the effort to practice those habits... consistently... just as you practice your copywriting skills.

It's going to be easier than you might think. Follow ***The 7 Daily Habits of Successful Copywriters*** for only a week, and you'll see how much more productive you have become. Continue following them, and they'll become almost automatic. Before you know it, you will have made them your very own.

Meet Your Success Habits Master Copywriters

Before we begin, we'd like to thank the top-notch copywriters who took time out of their busy careers to answer our appeal for their core secrets of success...

- **Marcella Allison**, A-list copywriter in the financial industry
- **Bob Bly**, A-list copywriter, prolific author, teacher, and info-marketer
- **David Deutsch**, A-list writer for publishing
- **John Forde**, A-list copywriter and founder of *Copywriter's Roundtable*
- **Christina Gillick**, emerging top copywriter and part-time earrings innovator and business owner
- **Paul Hollingshead**, AWAI co-founder and A-list copywriter
- **Candice Lazar**, emerging top copywriter and lawyer
- **Don Mahoney**, AWAI co-founder and A-list copywriter (Don passed away in 2015 at the top of his game)
- **Will Newman**, A-list copywriter and teacher
- **Mike Palmer**, A-list copywriter for Stansberry Research

Yours for a successful career,



Katie Yeakle
Executive Director, AWAI



SUCCESS HABIT #1:

Make the Commitment to Be at Work

One of the main benefits of being a freelancer is being able to work at home... or anywhere you choose.

But no matter where they've chosen to work, every successful copywriter we interviewed has had to make the following commitment:

When it's time to work, you must adopt the mindset that you are at work.

The biggest obstacle to success that you're likely to run into as a work-at-home freelancer is distractions. This cuts into your productivity and, consequently, into how much money you're able to make.

The best way to overcome this obstacle is to establish an area that defines your "office."

The Freelance Copywriter's Office

You don't have to rent a room in an office building to have an office. Nor do you even have to have a separate room in your house. It can simply be a table in the corner of your bedroom. But by designating a distinct place for work, you will signal to others — and yourself — that when you're there, you're at work

and not to be disturbed.

Here's how three of our copywriters have set up their offices:

Bob Bly:

I used to rent a spacious room on the third floor of an office building around eight miles from my house in northern New Jersey. I was the only occupant on the floor, so it was quiet. No one else was there, so I could work long days undisturbed. (Bob recently moved to a different home with a quiet office space on a separate floor.)

Marcella Allison:

One thing that really helped me the most was to get a separate office outside my home. This was in part because my son was living with us at the time, and I couldn't work at home with his interruptions. But having a set time to get up and a place to go like a "real job" helped me to be more committed.

Paul Hollingshead:

I've traded in my big office for a small, comfortable, bright room in my home. I use a laptop to write. There's a good solid desk, a shelf for keeping old promos, a small filing cabinet, and a leather recliner that I'll often sit in when I'm on a roll writing copy. A fireplace that I'll light on particularly cold winter days caps off the space.

It's very important to create a space you enjoy going to — that's all your own — that's bright and conducive to creativity.

Dealing with Distractions

Setting up a home office will help you avoid distractions -- but it won't eliminate the temptations.

Here's how to handle the most common productivity-killers you'll face as a freelance copywriter:

- **Phone calls**

Train family and friends not to call you during your work hours. If you have a separate phone for your business, it will be easy.

But either way, don't answer personal phone calls during business hours. Put a message on your voicemail that says something like, "Sorry, I can't take your call right now. My business hours are between 8:00 a.m. and 4:00 p.m. I'll return your call at the end of my workday."

- **Household chores**

Do your big household chores during non-work hours -- like you did when you were working in a "real" office. Of course, the beauty of working at home is that you also have the option to get small chores out of the way during scheduled 10-minute breaks. You can fold a load of laundry, wash the breakfast dishes, chop some veggies for dinner, and so on.

- **The urge to goof-off**

When you hit a rough patch in a project, you might feel the urge to watch TV, go to the mall, or putter in the garden. When that happens, you're going to have to take drastic action to force your brain back to the business at hand. Jump up and yell, "Not now! I'm working!" Or drop to the floor and do 10 pushups. Do whatever it takes to get yourself back to work.

Be especially careful not to allow productive research work that you're doing on the internet to slide into time-wasting random surfing. Stay away from eBay, Etsy, or Amazon. Do your online shopping after hours.

Remind yourself that if you engage in time-wasting activities like these on the job, most employers would probably fire you. By stealing time from them, you would be stealing their money. Don't steal from yourself.

Here are a few comments from our copywriters about avoiding success-thwarting distractions:

Candice Lazar:

If you don't have a home office, maybe you take over the dining room table and shut the doors. Tell your family what you need in terms of time and space, and train them to stick to it.

Another thing that can get in the way of work? Cell phones. Do what you need to do to minimize that distraction. If I notice I'm reaching for mine too much, sometimes I'll put it in another room for a while.

John Forde:

Every morning, this is what you're going to do: You're going to set aside your email and phone calls. You're going to postpone meetings until at least after lunch, if not later. And if you work at home, you're not going to touch the breakfast dishes either.

Instead, you'll tackle the biggest job on your project list -- if only for a set number of hours. (Four would about do it.) That and only that will be what you work on until that time is up.

Will Newman:

I screen my phone calls. I answer only work-related calls during my work time. For instance, I have a godson who loves to call me from his work. I ignore his calls because they are not work-related.

If I get a call from the family, I can determine if it's important to answer right away or if I can let voicemail take the message.



SUCCESS HABIT #2:

Establish a Consistent Schedule... And Stick to It!

One of the secrets to being a successful copywriter is to work 12 hours a day, seven days a week ... right?

Wrong. Completely wrong. Many of the most successful copywriters work far less than that -- far less, in fact, than the average office worker.

Gene Schwarz — one of the early masters of copywriting — worked about four hours a day. And he created one million-dollar promotion after another. How did he do it? He understood the real secret of how to structure work time.

The secret is this:

Know when you work best... Know how you work best...

Build a productive schedule around those times... And stick to it.

Many freelancers, in all fields, ignore one of the most crucial habits to success: scheduling.

When you don't schedule your work, it will expand and fill as much time as you give it. And then, instead of knocking out four productive hours on a project (like Gene Schwartz), it will take you eight hours to make the same amount of progress.

You'll find yourself working 8, 10, 12 hours a day... every day of the week. And on your vacations — if you allow yourself to take them — you'll be tied to a laptop.

That's certainly not the lifestyle you dreamed of when you made the decision to be a freelance copywriter, is it?

Successful scheduling means more than just writing down the times you're going to work.

- It means understanding when you are at your most productive.
- It means understanding the way you work best.
- It means setting up a work schedule based on what you know about yourself.

Understand When You're Most Productive

If you've had a chance to hear or read what Mark Ford had to say about the subject of productivity, you know that he believes very strongly in getting an early start on your workday.

So we weren't surprised that 10 out of 12 of our copywriters told us that their most productive time is in the morning... sometimes very early in the morning.

Why do so many people experience a productivity spike at the start of the day? Some obvious — and not-so-obvious — reasons:

- Assuming you haven't been out partying until 2:00 a.m., you're refreshed and more energetic when you wake up.
- There are far fewer distractions at 5:00 a.m. than at 3:00 p.m. No phone calls... fewer family demands... and your surroundings are quieter and more conducive to concentrating.
- Your brain has a full supply of glycogen, the sugar it uses to do its work.
- Early morning is much closer to the time when your mind is at its most creative: during REM sleep, when you dream.

Not everybody is at their best early in the morning. Some people don't get started until noon. Others are dyed-in-the-wool night owls. Only you know what your own most productive hours are.

But before you discount the idea of getting an early start, give it a try.

Rise before the sun does. Enjoy the quiet. Harness the energy you feel... and turn it into copywriting success.

Here's what some of our copywriters had to say about their most productive work time:

John Forde:

I used to be the kind that worked best in the evening. Sometimes through the night. That's all changed now that we have a baby. When he gets up, we have to get up. And it pays to go to bed when he goes to bed.

So now I prefer to get started in the morning. I try to work in the quiet time before the house starts stirring. Then I help get things ready and go into the office.

This is really a much better way to work, anyway. It's the big, weighty tasks one should attack first thing.

Save the little things — like answering email — for the end of the day. You'll get a lot more done if you do.

Don Mahoney:

Very, very early... like 5:00 a.m. to 8:00 a.m., sometimes earlier.

Bob Bly:

From 7:00 a.m. to noon.

Candice Lazar:

I like to stick to weekdays. I usually keep roughly the same hours every day to help keep me focused and on track.

Paul Hollingshead:

From 5:00 a.m. to noon. I rarely do any writing after noon. Copywriters need to find a time when they're most creative. And that's usually when there are the fewest distractions.

Understand the Way You Work Best

All the successful copywriters we surveyed told us they have a routine to help them get into the right frame of mind to work. Some do mental warm-up exercises. Some have little "tricks" to get themselves started or stimulate their creativity.

As you continue to build your copywriting career, you'll develop your own routine to enhance your productivity. But start by trying out some of the ideas that are already working for our copywriters.

Here are the routines that some of our top copywriters have established to help them do their best work:

Set Up a Work Schedule Based on What You Know About Yourself

To set up an effective work schedule, you have to do three things:

- Make it work for you
- Make sure it's reasonable
- Write it down

Note that we're talking here about a general work schedule. This is not the same as a task list or to-do list. First, you come up with a general work schedule -- then, from that, organize the specific tasks that you plan to tackle for the project you are working on at that time.

Making Your Schedule Work for You

Your general copywriting schedule should be built around two things: when you can be your most productive... and when your personal commitments won't get in the way.

As we said earlier, most copywriters work best with an early-morning schedule. If you haven't yet tried getting up and working before the sun rises, try it for a week. You may be a bit draggy the first couple of days, but there's an excellent chance you'll discover that this is when your creative juices are flowing freely.

Of course, if you're already getting up at 4:00 every morning to get to your "other job" on time, maybe you'll have to adopt a late-night writing schedule.

That's what Danielle Steele did. Before she became the Queen of American Romance Novels, she wrote late at night after her husband and children had gone to bed. It was the only time she could find to turn her passion into profit.

Making Sure Your Schedule Is Reasonable

Many people who set up a work schedule sabotage themselves from the very beginning by being unrealistic about what they can accomplish.

If it takes you about an hour to write one page of copy during your most-productive early-morning hours, don't establish a schedule that says something like: "6:00 a.m. to 9:00 a.m. — Write five pages of copy."

Given the rate at which you normally write, you can't do it. On the other hand, you have to be honest with yourself. If the real reason it takes you an hour to write a page of copy is because you also check email, do a little internet surfing, and take time out to read the newspaper, you probably could do five pages of copy in three hours. And scheduling yourself that way could be just the kick in the butt you need.

Writing It Down

You are far more likely to stick with your schedule if you write it down.

To be as efficient as possible, your schedule should be organized in general blocks of time, grouping like activities together.

Here's how Will Newman, who lives on the West Coast, does it:

4:00 a.m.: Wake up, shower, and dress

5:00 to 7:00 a.m.: Work on current projects

7:00 to 7:30 a.m.: Check and respond to emails
[Will's East Coast clients are at work by then]

7:30 to 8:00 a.m.: Have coffee and breakfast with my wife

8:00 to 9:00 a.m.: Work on current project

9:00 to 10:00 a.m.: Check email again [for West Coast clients]

Will says that his creativity usually begins to ebb around 10:00 a.m., but he continues working on things that don't require much creativity (like editing, researching, answering phone calls, and the like).

Will's schedule is pretty standard -- the kind of schedule that works for most of the copywriters we know. At the other end of the spectrum is the oddball schedule that Gene Schwartz used. Crazy as it may seem, it has been adapted by many successful copywriters -- and might work for you.

Here's how Mike Palmer does it:

"I write first thing each morning for at least three hours each day. I use the Gene Schwartz method of setting a timer. Gene did 33 minutes ... I write for 45 minutes with no interruptions, and then take a short break. I do at least four of these sessions a day.

I set the timer and I'm not allowed to do anything else except look at and work on the copy for 45 minutes. Then, when the timer goes off, I must stop and take a 5-10 minute break."



SUCCESS HABIT #3: Read Every Day

Reading provides fuel for your brain. And because it's so basic and so necessary to being a good writer of any kind, every one of our top copywriters identified this success habit. So, what should you be reading? Everything. Including:

Current direct-marketing controls (best-selling sales letters)

If there's a company you'd like to write for... such as Money Map Press or Metabolic Living... get on their mailing list. You'll soon begin receiving their emails, which link to their current controls. You also should be familiar with our AWAI controls, which you can find through our [AWAI Catalog page](#). Simply click on any product description and scroll to the "**Learn More**" link at the bottom. Then you'll arrive at the control for that program.

Past controls

The AWAI Hall of Fame collection is a good place to find past controls. So is the internet. You can do an internet search using specific master copywriters' names to see if they have copy posted online. (The *Hall of Fame* collection can be found on your **Accelerated Program for Six-Figure Copywriting** member page. Not a member of this program? Check it out now.)

Good, mediocre, and bad examples of copywriting

Pay attention to all the sales material that shows up in your mailbox and your emails. How can you tell if it's a good piece or a bad piece? If you receive the same piece over and over again, it's probably doing pretty well. And once you've become familiar with really great copywriting through a source like AWAI's *Hall of Fame* collection or a company's controls, you won't have any trouble spotting weak examples.

Copywriting-related e-zines and online newsletters

Read AWAI's *The Golden Thread* newsletter, which automatically comes to you as an AWAI member. And, you may also want to subscribe to [The Writer's Life](#) (free) , plus [WealthyWebWriter.com](#), [TheBarefootWriter.com](#), [ProfessionalWritersAlliance.com](#), Bob Bly's [Direct Response Letter](#), John Forde's [Copywriter's Roundtable](#), and Gary Bencivenga's [Bencivenga's Bullets](#).

Everything you read (and see) becomes part of your creative idea bank. So in addition to immersing yourself in direct-marketing copy, you should also read:

Newspapers, magazines, and books

And not just *The New York Times* or *The Wall Street Journal*. Read the *National Enquirer* and other supermarket tabloids. You don't have to believe that space aliens are keeping Elvis alive in Area 51 — but your prospects may read this stuff. And you should know what's going on in their heads so you can "talk" to them in your copy.

You should also be reading periodicals that relate to your marketing niche (for instance, if you write for the travel niche, read travel magazines). Magazines and books are a great source of gems to scatter throughout your promotions. But you won't know about them unless you mine them through your reading.

Product labels

If you buy a product and like it, see if there's a website listed on the label. Look at the site. Learn about the product. Learn how they are marketing it. Study everything that can possibly help you in your career as a copywriter.

Fiction

Don't give up a passion for romance or science fiction or historical novels just because your brain is filled with direct marketing. You need to take a break from business so you can integrate information that's of interest to the rest of the world. After all, that's where your prospect lives — in the rest of the world, not in the world of direct marketing.

Here's what some of our master copywriters say about the importance of reading:

Mike Palmer:

Read like crazy — everything you can get your hands on. As a copywriter, you should be reading at least one new book a week.

Marcella Allison:

I try to keep up with new promos by reading copy every day. When I begin a new project and I'm deep in research, I'm reading articles and books about that topic. Or I start going down a rabbit hole on something. Lately I'm very interested in how creative teams work, so I ordered a bunch of books and I've been reading about Pixar's creative process and the process the Inklings used (Tolkien and C.S. Lewis) to give creative feedback.

Bob Bly:

I read every day.

I study at least one direct-mail piece or online promotion a day.

I watch people wherever I go, observing behavior and listening to conversation.

I absorb popular culture — TV shows, movies, and magazines that the masses read, like People.

Christina Gillick:

With smart phones, it's easier than ever to read every day. Use the Kindle app (or similar) to download a book and read while waiting... instead of playing CandyCrush or scrolling Facebook.



SUCCESS HABIT #4: **Write Every Day**

Writing is not art. Writing is not a special gift. Writing is a craft, a skill that that you learn... and then perfect with practice.

If you've been to one of AWAI's Bootcamps, you've heard Mark Ford talk about his 1,000-hour/5,000-hour model for copywriting success. It goes like this:

To be a good, competent copywriter, it will take 1,000 hours of practice.

If you want to be a great copywriter, it will take 5,000 hours.

So to accelerate your progress and supplement the hours you spend writing for a client or doing an AWAI exercise, copy the *Hall of Fame* letters. And any online sales letters you see or mailings you get that strike you as having something special. Copy each piece in longhand -- paying attention to the way it's constructed.

Another idea: When a poor piece of marketing copy lands in your mailbox (or you see it online), rewrite it to make it better... just for the practice.

While you're waiting to land the bigger, more lucrative clients, write for local clients, even if you have to do it on spec.

Write for local nonprofits that do work you believe in -- and don't charge them for it. This is a way for you to get more practice, develop your portfolio... and

start to make a name for yourself. (Plus, when those nonprofits have paid work available, your name will be at the top of their list to call.) All of our master copywriters agree that writing daily is incredibly important.

Here are a few answers to our question, “What are some things you try to do every day that contribute to the success of your copywriting business?”

Don Mahoney:

Write... write... write... write... write. I write every day, maximize my productive time, learn from mistakes, and try to figure out why others are successful.

Christina Gillick:

Writers write, right? ;) So, find time to write something every day. If you're not working on a client project, work on perfecting your marketing materials, writing samples, or copying effective copy by hand.

Bob Bly:

I write every day.

Paul Hollingshead:

Write every day. Doesn't matter if it's good copy or bad — just write every day.

Marcella Allison:

I try to start every day by writing in my journal. This is the brain-clearing exercise that starts my day fresh. When working on copy projects, I have a goal of at least two hour-long writing sessions each day.



SUCCESS HABIT #5:

Prepare to Write... Before You Write

- Before a master sculptor begins chiseling away at a chunk of marble, he gathers his tools together. He talks to the model. He makes sketches and maps out his approach.
- Before a master cabinetmaker touches saw to wood, he draws up a plan and makes extensive measurements.
- Before a master copywriter puts a word on the screen, he, too, makes some careful preparations.

And here's how seven of our masters do that:

John Forde:

The first thing I do is read.

I start by reading relevant articles. Then I study the product and any documentation or editorial elements that come with it. And, finally, I get together with two or three of those people who know the product best.

You can do this by phone. You can do it in person. You can do this online via Zoom or Skype. I record every preliminary meeting or conference call, and then listen to it when getting ready to work.

You don't have to go that far. But do take precise notes. A lot of what the people closest to the product or prospects will say eventually ends up in my finished copy.

Paul Hollingshead:

I do some research, of course, to get to know the product. I think of who my audience is, and then I boil it down to one person. Usually, I picture that person as someone I know, so I can have a visual image of who I'm writing to.

I start with the headline and usually don't get into the letter until I have a headline I'm at least happy with. Then I write the letter — sentence by sentence — as opposed to some writers who like to do the order form first, write out bullets, and so on.

The reason I like to write a letter from the beginning is because — as I add sentences — I'm constantly going back and editing previous sentences and paragraphs.

I find that this way, the earliest (and arguably the most important) parts of the letter get the most attention, and therefore tend to be the strongest.

Marcella Allison:

This is very "woo woo"... but I have a writing altar with a candle, a tarot card, and a chime. I start the day with a ritual of pulling a card and lighting a candle. This centers me and focuses me on the start of my day.

Will Newman:

Right after getting the assignment, I try to do a burst of research that includes examining the product and doing some internet work. But this research is to prime the pump. After the first day or so, if I have the luxury of time to be able to do so, I "let it go." I don't do anything for several days.

After a while, my conscience and my calendar nag me about getting back on the project. I start doing extensive research at this point into the product, the market, and the prospect.

I resist the impulse to try to force ideas about the promises or the lead. I just research and take notes. This is where ideas form. I make sure I have scraps of paper or tablets with me. And, of course, a pen. (I always carry at least one.)

Once I reach this point, most ideas come in the shadows: falling asleep, waking up, showering, etc. This is where I begin writing... usually on paper.

Mike Palmer:

Spend at least a week reading books, back issues, newspaper articles, talking to editors and product managers, etc. I don't try to figure out what the theme of the package will be — I just immerse myself in the research.

Bob Bly:

I gather as much information as I can about the product and the market. When you have a file full of facts at your fingertips, writing good copy is easy.

You simply select the most relevant facts and describe them in a clear, concise, direct fashion.

Here's the four-step procedure I use to get the information I need to write persuasive, fact-filled copy for my clients.

Step #1: Get all previously published material on the product.

For an existing product, there's (hopefully!) a mountain of literature you can request as background information. By studying whatever the client can send you, you could have as much as 80% of what you need to get started. And you can get the other 20% by picking up the phone and asking questions. That's where Steps 2-3 come in.

Step #2: Ask questions about the product.

You want to know things like: What are its features and benefits? How is the product different from the competition's? If the product isn't different, what attributes can be stressed that haven't been stressed by the competition? What

problems does it solve? How reliable is it? How efficient? How economical? Who has bought the product and what do they say about it?

Step #3: Ask questions about your audience.

You need to know things like: Who will buy the product? What is the customer's main concern? (Price, delivery, performance, reliability, service maintenance, quality efficiency?)

Step #4: Determine the objective of your copy.

This objective may be to generate inquiries... to generate sales... to answer inquiries... to qualify prospects... to transmit product information... to build brand recognition and preference... and/or to build the company's image.

Christina Gillick:

With enough research you'll have plenty to say, and writer's block will completely disappear. If you're like me, your biggest problem will be deciding what to cut.



SUCCESS HABIT #6:

Research Everything

In the last section of this special report, we hope you got the message -- loud and clear -- that research is of major importance to every copywriting assignment. It is so important that we asked our top copywriters exactly how they go about doing it.

Here is how several of our top copywriters approach the job:

John Forde:

If you had asked me how to do research 20+ years ago, I would have said, "Go to the library to read article clippings on microfiche." Of course, Google has completely changed all that.

You have to study the product, of course. And all the documents and premiums and cover letters that come with it. Studying past testimonials and other letters and emails from past customers also helps.

Aside from this, I'd have to say that the most typical research I do comes down to three things:

- 1) Talking to the people on the inside (who are closest to the product).*
- 2) Looking for books on the same great theme I intend to use as a thread running through my copy. And,*
- 3) Going to websites like Google.com (or, even better, Google's "News" section) and typing in keywords until I get links to hundreds of articles worth reading.*

Ah, there's one thing I'm leaving out: Studying past promos that have worked. Any marketing manager can help you identify the biggest hits of past marketing efforts. You gain a lot just by digging in to study the top two or three.

Candice Lazar:

For me, research often takes more time than writing. Of course, the time spent should be commensurate with the length of the project. You generally don't want to spend weeks researching something for small-budget project that's going to take you just a day to write.

Marcella Allison:

You can't write financial copy without knowing how to research. So anytime I'm working on a project, I spend a great deal of my time on research before I ever start writing. And then, there's more research that I do on the fly as I'm working on the project. The more research, the more proof, the better. BUT... do not fall into research rabbit holes where you spend all your time researching and not writing. It's a balancing act.



SUCCESS HABIT #7:

Put Writer's Block Behind You

William Faulkner described it as “the tyranny of the blank page.” Most of us call it “writer’s block.”

It’s that dead feeling between the ears when nothing seems to want to come out of your fingers.

And if you intend to be a successful copywriter, you cannot afford to let it go on very long.

Here’s how some of our other masters deal with this common — and serious — problem:

Will Newman:

I don't believe in large-scale writer's block (the "What the hell am I going to write about?" type).

My writer's blocks come when I'm stuck on making transitions. When that happens, I'll pace the house, take a five-minute nap, do something else, shower (if it's really bad), or pull out my hair. If it's getting near my down time, I'll simply stop writing and move on to my next non-writing project... and return to the writing at a later time.

John Forde:

I don't get writer's block. I do so much research that I get fascinated by the ideas. More often, I have a hard time NOT writing, even when it's time to stop.

Even when I do get stuck, it's usually because I have too MUCH information... too broad a core idea... or too poor an understanding of what I need to write about.

So I read something, start taking notes. Eventually, I find myself pounding away at the keyboard. Ultimately, there's no way around writer's block. You just have to plow straight through it.

Bob Bly:

I don't have a problem with writer's block because I am always working on multiple projects. If I get bored or stuck with Project A, I just move on to Project B until I feel ready to tackle Project A again.

David Deutsch:

There is always some part of the promotion I can work on. Or I just write whatever comes into my head without thinking about whether it's any good or not. It's important to just get the momentum going.

#

There you have it: The 7 daily success habits of many of AWAI's top master copywriters. Now it's your turn to become a huge success. Practice these habits. Make them yours. Make them natural and second nature to you.

Will that guarantee your success?

Of course not. You'll still have to find paying jobs and make a long-term commitment to being the best in your chosen field.

But this we can guarantee you:

If you follow *The 7 Daily Habits of Successful Copywriters*, your path to success will be easier, quicker, and more fulfilling.

Good luck to you on that path!

**Success Habit #1:
Make The Commitment To Be At Work**

**Success Habit #2:
Establish A Consistent Schedule... And Stick To It**

**Success Habit #3:
Read Every Day**

**Success Habit #4:
Write Every Day**

**Success Habit #5:
Prepare To Write... Before You Write**

**Success Habit #6:
Research Everything**

**Success Habit #7:
Put Writer's Block Behind You**