

# The Confident Copywriter

Bringing Sanity Back to Freelance Copywriting

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## Allison Nazarian's Freelance Writing Secret

January 25th, 2010 | Author: [Victoria](#)



[Allison Nazarian](#) is a copywriter in Boca Raton, Florida. But she's not just any copywriter. Allison has uncovered a secret, and it's a good one. Pay attention.

Allison operates [TheCopywritingStore.com](#) and the [AllisonMediaGroup.com](#), writing copy for a variety of clients like many of us do. But Allison doesn't just write...she teaches.

That's right- she teaches her clients how to write for the Internet, so they don't have to pay her every time they need new copy in the future.

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How is that a good secret, you ask? Isn't it terribly counterproductive to her profit margin?

To explain the beauty of Allison's secret, I must reveal one of my own. Some of you have heard this story already, so feel free to grab a cup of coffee while I retell it.

I began my copywriting career in September of 2006. It was a complete accident. [You can read all about it here](#), on page 5.

The copywriting industry is highly competitive, but it was even worse four years ago. I learned quickly that no one was going to help me. I couldn't understand what everyone was so secretive about. Turns out the issue was that I might steal their clients. Yet, there was always plenty of work for everyone, so I didn't quite get that. Anyway, this made me upset, confused, angry...so I did what any feisty young copywriter would do: I swore that, if I became successful, I would offer my advice for free to other copywriters, so they could avoid the struggles I faced.

Granted, that may not seem very revolutionary now, with free advice lurking around every corner, but it was a stunning concept in 2006. My peers thought I had gone crazy. "Why give it away when you can charge for it?", they would ask. But I knew my plan was a good one and slowly, over the last four years, I've worked to get where I am now, offering my own brand of copywriting advice here on this blog, via [The Copywriters Business Network](#), through my group on SoAct, [Free Help for Copywriters](#), and many other forums.

Granted, not everyone agrees with my methods or my opinions, but that's ok, because I'm dancing to my own beat.

Anyway, back to Allison...

It seems Allison has discovered what I discovered, and what many of the world's most enlightened marketers already know: When your customers succeed, you succeed. Rather than continue on with the same old 'fee for service' projects, Allison got the bright idea to teach her clients how to write dynamic copy, thereby smartly elevating herself to expert status. Now, she's not just 'that copywriter'. She's **the teacher**. Pretty smart, huh? On top of that, Allison secures clients that might never have had the money or inclination to hire a copywriter. These clients know that, by aligning with Allison, they only have to pay once for a lesson that can save them thousands over the life of their business. Another very smart win/win.

Allison Nazarian is just one example of what can happen...(with no investment other than engaging that most impressive of tools that lies right between your ears)...when you think way far outside the box.

I hope this will motivate you to revie your own business model and look for opportunities to surprise and delight *your* clients.

Here's the thing. We live in a very noisy world. It's not easy to stand out. But somewhere in the hubbub of your day, there is a kernel of greatness just waiting to be plucked. When you finally discover it, it could very possibly be the one thing that transforms your business, your brand, your personal success. As Gary Vaynerchuk says in his fun, fascinating book, *Crush It!*, "If you want it badly enough, the money is there, the success is there, and the fulfillment is there. All you have to do is take it."

Get going!!!

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## 9 Responses to "Allison Nazarian's Freelance Writing Secret"

-  [Allison Nazarian:](#)  
[January 25, 2010 at 1:10 pm](#)

Hi! Thanks so much for this awesome shout-out. Would LOVE to talk to you about being a guest copywriter/expert in my RealCopywritingBusiness program. Either way, thanks again — so glad to discover you/each other.

Allison

-  [Victoria:](#)

[January 25, 2010 at 1:16 pm](#)

Hi Allison,

You're welcome! My pleasure. I thought your story was very unique and so close to my own philosophy. I would love the opportunity to guest blog with you! Let's schedule a time to chat?

Victoria



• *Anne:*

[January 25, 2010 at 9:41 pm](#)

Hi there,

I couldn't agree more. I have always offered myself as a mentor (for anyone who was asking) and recently began offering small business writing workshops (as part of the registration fee, all attendees get 2 hours of my time to proof/edit any copy they're working on after the workshop). Allison, I lived and worked in PR in South Florida (Fort Lauderdale) for 14 years so we probably have some friends/colleagues in common!

Anne



• *Ajeya:*

[January 28, 2010 at 11:22 pm](#)

Hi Victoria,

I run a small 10-person company in Mumbai, India called Mool Content Solutions ([www.mool.in](http://www.mool.in)). I started off on my own in mid-2008 and it has gradually grown into what it is today. Your approach to work is revolutionary, as is Allison's, and deep down, I believe in it.

I love my work and starting off on my own was the best thing I could've done, irrespective of how it turns out eventually. To be honest, I'm just scared to take your approach right now when my business is so young. I probably need to question my fear and dig up the reasons for it.

Thanks for this wonderful post!



• *Straighttalk:*

[February 1, 2010 at 4:43 am](#)

I found this article to be very useful had to Blast it out!

Norman Flecha

Straight Talk



• *Victoria:*

[February 4, 2010 at 8:44 am](#)

Thank you Norman! I really appreciate it!

[WORDPRESS HASHCASH] The poster sent us '0 which is not a hashcash value.



• *Victoria:*

[February 4, 2010 at 9:01 am](#)

Ajeya, your comments reflect a common fear. I'm not advocating giving all your hard work away for free! It's more about an attitude of giving...of being available and of freely providing resources others can use to grow...and, as they do, so do you. (Instead of constantly focusing on profits only). If you begin now, when your business is young, you are sure to reap the rewards down the road. Go for it!!! (btw, I looked at your website. Cool stuff!)

[WORDPRESS HASHCASH] The poster sent us '0 which is not a hashcash value.



- [Lorraine:](#)  
[February 4, 2010 at 9:19 am](#)

Hi Victoria:

I think this is a super tactic that benefits clients AND copywriters. It makes a lot of sense to train clients--and even their in-house staff--to write tighter, more effective marcom materials.

Clients get the advantage of your expertise at a fraction of the cost. You develop yet another income stream.

And I bet you generate even more copywriting work when the job proves too big, too unfamiliar or too complex for client/in-house staff.



- [Victoria:](#)  
[February 10, 2010 at 9:23 am](#)

Lorraine, you're absolutely right! I guess you could say it's a secret strategy of sorts that won't work for everyone, but can be effective when used properly. If you decide to try it, let me know how it works out!

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