

Checklist For Starting a Copywriting Business

Define Your Niche

- Identify your area of expertise
- Research market demand
- Select target industries
- Analyze competition
- Focus on a unique angle or style

Business Structure

- Choose a business structure
- Register the business
- Apply for necessary licenses
- Set up a tax identification number
- Protect intellectual property

Setup Your Workspace

- Create a dedicated home office
- Equip with necessary technology
- Invest in professional software
- Ensure high-speed internet access
- Organize for productivity

Develop Your Portfolio

- Compile sample works
- Create case studies
- Showcase diverse capabilities
- Highlight client testimonials
- Regularly update with new projects

Marketing and Branding

- Develop a brand identity
- Build a professional website
- Utilize SEO to attract traffic
- Engage on social media
- Network with potential clients

Client Acquisition

- Implement CRM systems
- Offer free consultations
- Set clear contracts and rates
- Provide excellent customer service
- Ask for referrals and testimonials

Go-to Resources for Starting a Copywriting Business

Project Management

- [Trello](#)
- [Asana](#)
- [Notion](#)

SEO Tools

- [SEMrush](#)
- [Ahrefs](#)
- [Moz](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [SWOT Analysis Generator](#)
- [Lean Canvas Generator](#)

*All of the resources are clickable links