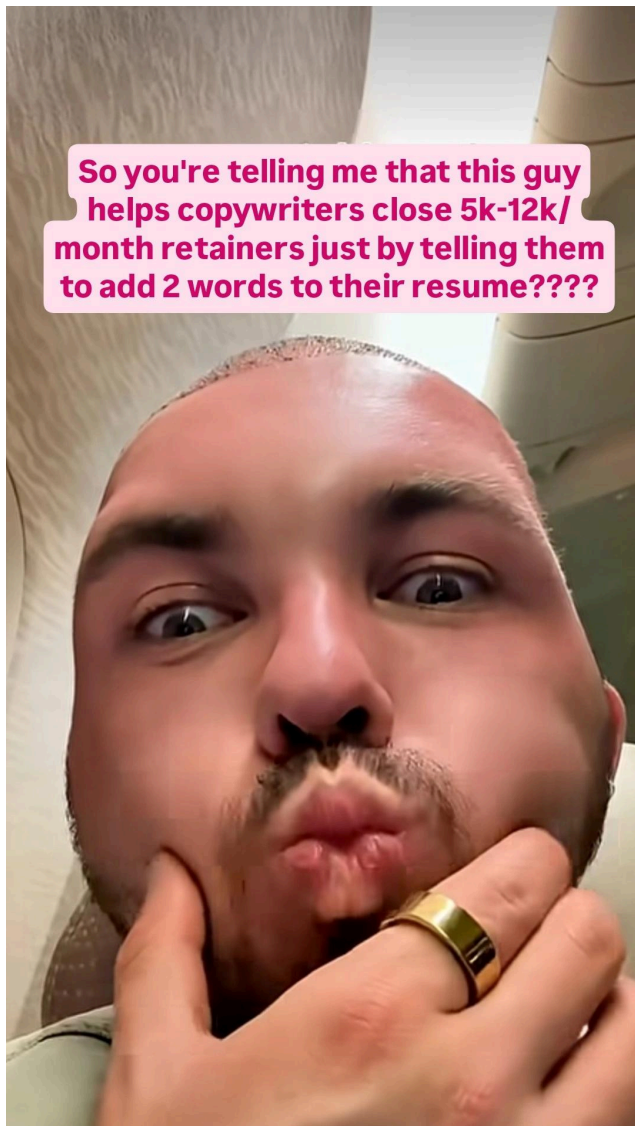




So you're telling me that this guy helps copywriters close 5k-12k/month retainers just by telling them to add 2 words to their resume????

Ad: This guy IG story

Primary Text:

Not exactly.

The two words can get founders into your inbox.

Neil added them to his LinkedIn bio, got 400+ opportunities...

And had to take them off again because he couldn't keep up.

Once a founder messages you, they want to hear how you'd research their customer, which angles you'd test, and why their last batch of ads stopped working.

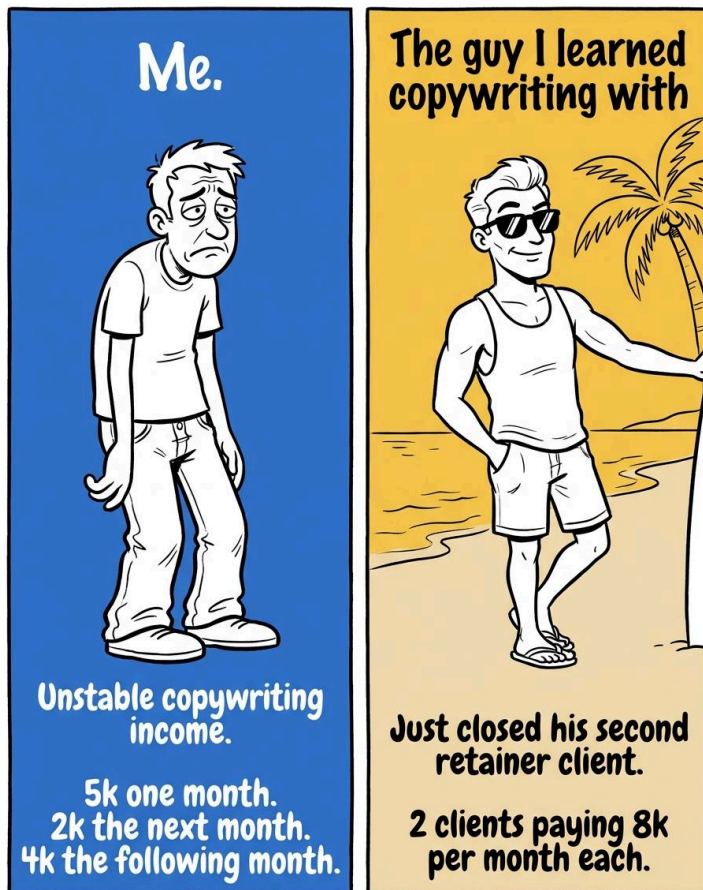
A new title in your LinkedIn bio or resume can't answer those questions.

The good news is, if you've been writing copy for a while, you already know most of the answers.

Tap the link below and I'll spill the tea.

Headline:

What Neil added to his bio



Ad: Me vs the guy I learned copywriting with (comic)

Primary Text:

"How are 'worse' copywriters than me landing high four-fig retainers?"

"Meanwhile here I am, 5k, then 2k, then 4k. One client pauses and the whole month is cooked."

If that sounds like you, you've got more in common with them than you'd guess.

You both write copy.

They also took on the part of the job that brands now pay for monthly,

And started calling it what brands call it: creative strategist.

Copywriting on its own keeps getting compared to a free ChatGPT tab.

At the same time, brands went from needing 3 to 5 ads per campaign to 25 to 50, and someone has to decide:

- Which ads to make, and how many?
- Which ones to scale, and which to kill?
- Why did one ad work while the other flopped?

That someone is the creative strategist.

If you already write copy, you're closer to being one than you think.

Evelina made the switch, closed another \$4k/month retainer plus 5% commission on ad performance, which took her to \$10k a month.

Tap the link below and I'll spill the tea, with real examples of copywriters who've already made the switch.

Headline:

What 'worse' copywriters figured out



Ad: Copywriter skills WA ss

Primary Text:

One of them is making \$500 per client. The other is closing 5k retainers. They both learned to write copy.

Sean Ferres here. I've watched a lot of copywriters make that jump.

Leilani sent one application as a beginner creative strategist. It came back as a \$12k/month trial-to-hire offer, first try.

Like Leilani, they kept the copy skills they already had and pointed them at the job that brands are hiring for right now.

Copywriting on its own keeps getting compared to a free ChatGPT tab.

Meanwhile, brands went from needing 3 to 5 ads per campaign to 25 to 50,

And someone has to decide which ones get made, which get scaled and which get killed.

That someone is the creative strategist, and brands pay for it monthly.

Tap the link below and I'll spill the tea, with the actual messages Leilani and others sent me.

Headline:

Your copy skills would be worth more if...



Sean Ferres • 6d (edited)

[@Joshua Chui](#) Josh, this is the one. Best submission in the thread IMO

What you nailed: three completely different formats (comic, WhatsApp screenshot, IG story), all three look like content instead of ads, and every one is built on a single angle: worse writers out-earning you because of positioning. Your copy is where you really pulled away from the pack though. It reads like a person talking, and it's loaded with real proof (Neil's bio, Evelina's \$10K month, Leilani's first application). That's the research doing the heavy lifting, which is exactly what the 10 weeks were about.

Level up: your headlines are the weakest link. "What Neil added to his bio" is meh. Remember the same principles from hooks apply: add a lot of curiosity and benefit and pattern interrupt

Congrats man, you've officially graduated 🎓 Certificate's on its way