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7 Mindset Hacks to Boost Your Confidence as a Copywriter

By Michele Elliott

If you are to succeed as a paid copywriter, you must have the proper mindset and arm yourself so that you are protected from self-doubt. And you need to build your confidence.

Don't allow the dream zappers to control your thoughts because that will ensure you fail. But, when you eliminate that doubt from your mind, you can then focus on strategically charting your personal path to success.

These 7 mindset hacks will help you on your path to the writer's life, but you have to apply them. And don't allow the negative Nelly's any airtime in your head.

Belief in yourself is critical

You can do this.

No one knows what you've been through or what battles you've fought and won, but you. You're a survivor.

You have the capabilities to become a highly-paid copywriter, but you must **believe** it to succeed. Your mind is powerful so make sure it's fighting for you and not against you.

Stop trying to convince yourself you're not capable of being a paid copywriter because you are. You will be successful if you work hard, know the target audience and subject matter, and do the work consistently.

Allow yourself to grow

You will make mistakes. That is a fact of life.

But don't let those mistakes deter you. They are stepping stones on your path to the writer's life. These mistakes are because you misjudged or misdiagnosed a situation.

So then, make your focus on collecting the knowledge you're gaining from these mistakes. This information is critical to your success, much like the choices we make every day that affect our life. We learn to not repeat them and make adjustments to avoid them in the future.

Each stone in your path is a lesson learned. As you continue to **grow** so will your confidence.

Be a generous community participant

Find writer's communities and groups and join them. Go to local and online events. Be active in these communities and be **generous**.

Surrounding yourself with other people that have the same goals will be mutually beneficial. You can give feedback and help each other to grow.

You'll become better writers and have connections when you come across projects that aren't in your realm.

Clients will appreciate you recommending someone. And you might find someone who recommends you.

Accept feedback

Whenever you get the opportunity to get constructive **feedback** on your writing, be willing to accept it for what it is. It is feedback on the words written, not on you personally.

Feedback helps you become a better writer. It can teach you a new perspective, or a feeling your target audience may have that you missed.

This is more knowledge you can add to your toolbox to ensure you'll succeed as a paid copywriter.

Be fearless to do the work

When you begin telling people about your ideas, don't be surprised if they offer some advice that goes against your plans.

Know that some people will feel threatened by your ambition because you're forcing them to look in the mirror at their own life.

Remember though, their criticism doesn't mean your idea of the writer's life is stupid, it simply means that their thinking is flawed. They probably don't understand what a copywriter does and therefore can't offer worthwhile advice on the subject matter.

Therefore, you must be **fearless** enough to continue putting in the work every day and ignore outside criticism. If you find you missed a day, forgive yourself and get back to it.

By writing every day, you are giving the world proof that you are a writer. And by continuing, you will become a seasoned writer. This will boost your confidence.

Offer your valuable ideas

If you don't have the right mindset when negotiating with clients, you may find yourself being offered \$10 an hour or \$.01 per word for your services.

Before the client discovery meeting, focus on your past successes in life. Think of your personal accomplishments in your job, your volunteer work, or personal goals you've completed.

With this frame of mind offer your **ideas** instead of offering your services. Show the client what they need and how you can help them. This will demonstrate your confidence in your abilities and the client will then trust you as an expert.

Conquer your fears

Some writers are afraid of artificial intelligence taking away their opportunity for being successful as a paid copywriter. Don't let AI rob you of doing what you want to do.

You have a superpower that AI can't compete with and that is being human.

AI can't write about losing someone they love, being fired from a job, living paycheck to paycheck, or struggling with a disease.

But you can.

When you tap into the mindset of your reader, you can reach them wherever they are on the customer journey and move them to action.

Conquer your **fears** by keeping AI in its place as a helpful assistant in your research if you choose to use it.

Know that your fears are distractions your mind invents to stop you from succeeding.

The copywriter's mindset in action

Now that you have learned how to boost your confidence, you know that you can do this.

You can trust that you have valuable ideas to offer to clients, while you continue to grow in knowledge, and being generous.

AWAI has the tools you need to chart your course. Use the free [AWAI annual pricing guide](#) and other [resources](#) to help you become a successful copywriter living the writer's life.

You have the skills, and with daily writing and a fine-tuned mindset following these hacks, you can have confidence that you will succeed.