

# AWARD-WINNING SALES COPYWRITER

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Successwise is looking for an award-winning sales copywriter to join our team on a part-time permanent basis. This is a remote position, with the potential to work on a variety of exciting accounts.

## ABOUT US

Successwise is the brainchild of Allan Dib, a serial entrepreneur, rebellious marketer, and the bestselling author of *The 1-Page Marketing Plan*. We provide practical marketing and business growth strategies for entrepreneurs and owners of small-to-medium-sized businesses across the world.

## ABOUT YOU

As the sales copywriter for Successwise, you'll be responsible for creating and crafting copy that packs a punch and gets a response. It needs to tug on emotions, and consistently reel in new leads.

It can be hard-hitting or quirky, tear-inducing or seductive, it just needs to grab our (or our client's) prospects' attention and compel them to find out more information about our online packages or better yet, buy them.

You are willing to become familiar with who we are, what we strive to do and whom we work with.

You're computer savvy and both able and willing to learn new software tools as we adopt them. You're meticulous with detail, able to self edit and can switch from American English to British English with ease.

You're happy to work autonomously, and thrive under pressure.

You'll report directly to our team leader, and may need to engage directly with our clients on occasions.

We are looking for a talented copywriter who can hit the ground running, so please only apply if you have the relevant skills, qualifications, and experience.



### SKILLS AND QUALIFICATIONS:

- Proven track record with sales copywriting.
- 5+ years of experience writing marketing and advertising sales copy a must.
- Must have a qualification from a reputable institute.
- An ability to work well under pressure and meet tight deadlines.
- Able to write copy, and come up with strong concepts, one-liners, strap liners, speeches, presentation, web copy, print copy, TV, radio, etc.
- Intimately familiar with writing for sales funnels and lead magnets.
- Strong communication skills with the ability to provide rationales for creative choices made.
- Critical thinking skills.
- Ability to influence people through creative ideas and written work.
- SEO is advantageous.

### RESPONSIBILITIES:

- Working with the team leader to understand Successwise and the client, and create lead-generating creative work.
- Create copy across multiple channels.
- Attend online client briefings and present to clients.
- Manage multiple projects simultaneously.
- Generate ideas and sell them to clients and other members of the team.
- Producing a variety of high-quality copy solutions, from punchy short-form to persuasive long-form and scripts.
- Developing concepts and approaches based on their understanding of the client's communication requirements.

### JOB DETAILS:

- Work will start on an hourly basis but has the potential to really grow (we're looking for help with our internal sales copywriting as well as for our clients).
- Ability to work with tools such as Hubspot, Gmail, Google Drive, Trello, Asana, and Slack.

**JOB REQUIREMENTS:**

- Must have daily access to high-speed internet, a smartphone, and a computer.
- Comfortable learning new online software (if not familiar with some of the above).
- A self-starter.
- Highly organized and task-oriented.
- Extremely timely with delivery of tasks.
- Ability to gain familiarity with our programs and philosophy a must.
- The ability to communicate and work with our team members.

**HOW TO APPLY:**

Send an email with the subject line “*Sales Copywriter*” to [tiffany@successwise.com](mailto:tiffany@successwise.com) In the body of the email, write a brief pitch stating why you think you’d be an excellent addition to our team and include a bit about your background.

Please also include a link to your online portfolio and attach your resume, which lists at least two references whom we can contact.

**NEXT STEPS:**

If you’re a good fit, our team leader will send you two or three short copywriting tasks to complete. Please ensure that you deliver these within the requested time frame.

If we like your work, we’ll follow up with a phone interview.