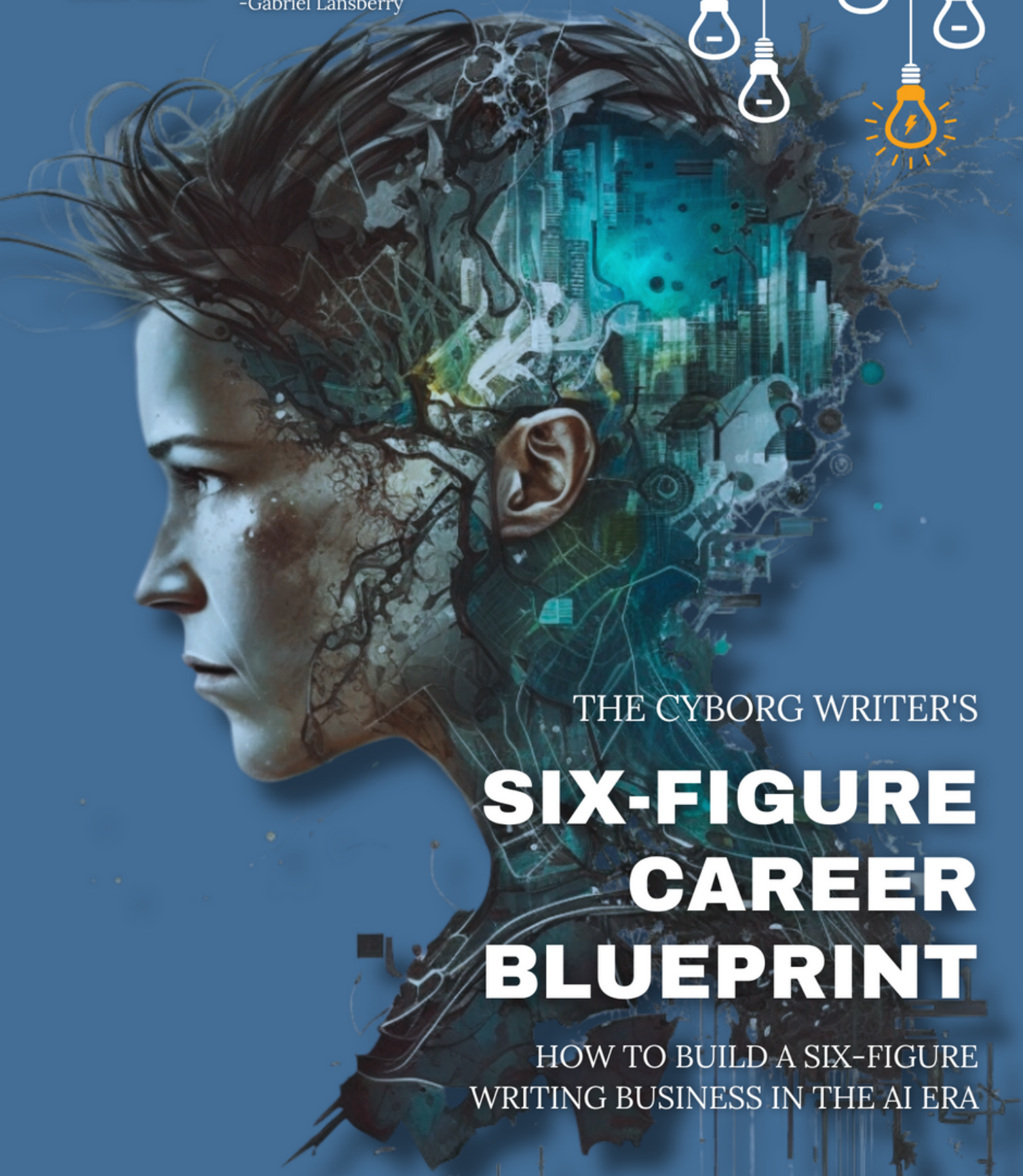


"Jacob's free content is better than most of the paid stuff I've thrown money away on, full of actionable content, very focused, no fluff and it's helped me in my job to be a much better writer."  
-Gabriel Lansberry



THE CYBORG WRITER'S  
**SIX-FIGURE  
CAREER  
BLUEPRINT**

HOW TO BUILD A SIX-FIGURE  
WRITING BUSINESS IN THE AI ERA



JACOB MCMILLEN



# HI, I'M JACOB MCMILLEN

## AKA THE CYBORG WRITER

I started my career as a copywriter and reached six figures in my second year freelancing full-time. While consistent pitching was enough to get me to six figures, I soon dove into SEO and began ranking for highly competitive search terms like "website copywriting" and "email copywriting", which helped scale my business to \$20k per month.

After seven years of working for clients, I began helping other freelance writers master client acquisition and escape the infamous feast-or-famine cycle, with hundreds of my students hitting their first ever \$10k month.

When GPT3 emerged, I jumped into the AI space, investing in several companies, developing writer-focused tools, and consulting for leading VC firms scouting the industry.

With the release of GPT4, I went all-in on becoming a "Cyborg": mastering AI-assisted workflows and helping writers, marketers, and entrepreneurs leverage AI to write better, faster, and more profitably than ever before.

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# 1 CHAPTER

## HOW TO "AI PROOF" YOUR CAREER



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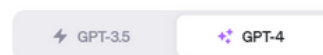
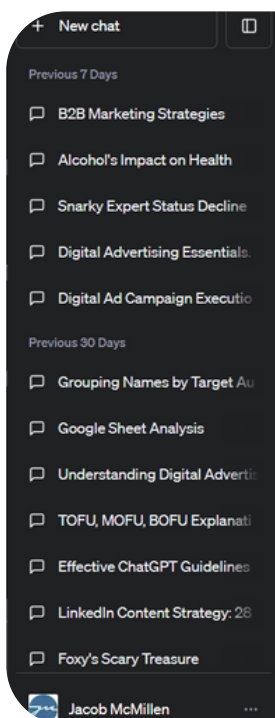
# GPT4 IS A GENERATION-DEFINING TECHNOLOGY

There has been a lot of hype around AI over the last few years, and while many claims are overblown, make no mistake: GPT4 is a generation-defining technology for two very specific reasons.

First, it functions as a tireless, almost-free junior copywriting assistant. Whether you are a writer, marketer, or entrepreneur, GPT4 is like having a young, competent copywriter available to research, write, and brainstorm 24/7 at a remarkably high level.

Second, GPT4 is in the process of permanently shifting the way we interface with the sum of human knowledge as represented by the internet.

Google search has become an absolutely HORRIBLE, anti-user interface over the last decade, propped up by inertia and a lack of better options. GPT4, popularized through the ChatGPT interface, has reset expectations and started us down a path to something better, although exactly what that is remains to be seen.



ChatGPT PLUS

GPT-4 currently has a cap of 25 messages every 3 hours.

I want to write an email sequence for a health supplement company |



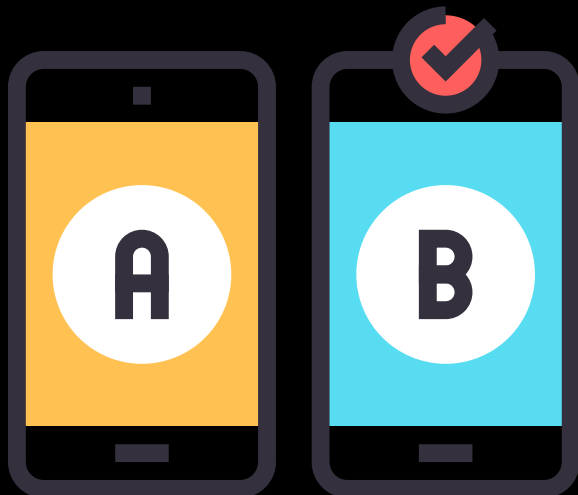
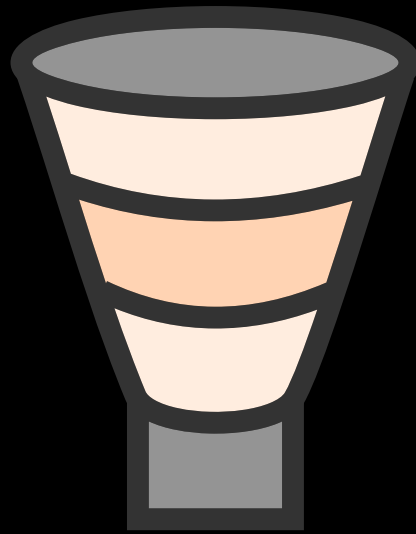
ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)

## So what does this mean for your writing business?

# HOW TO ADAPT TO GPT4

## FUNNELS > DELIVERABLES

Demand for individual deliverables like blog posts, and emails are down, while demand for the funnels they fit into (content marketing and email marketing) is greater than ever.

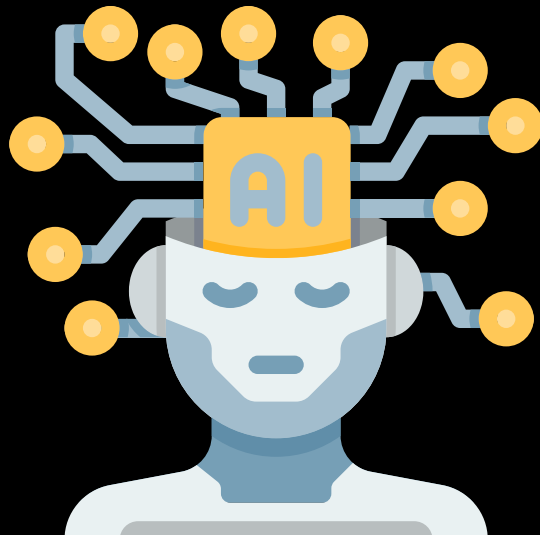


## PRIORITIZE PROOF POTENTIAL

Going after projects where results are clear and measurable will give you proof to show that investing in your service is worth the additional expense relative to ChatGPT self-serve.

## MASTER AI FOR YOURSELF

Just like developers are the best at using GPT4's coding potential, copywriters who master AI are the primary beneficiaries of AI's writing potential.



# LET'S TAKE A CLOSER LOOK AT THOSE 3 CONCEPTS

## **First, focus on mastering a full funnel or marketing channel.**

While GPT4 has enabled more business owners to create passable (even good) copywriting assets by themselves, the need for someone who understands how these assets fit together into a profitable funnel or full marketing channel is greater than ever.

For example, while your initial offer might be email copy, you want to advance to full-service email marketing as quickly as possible. When your service includes setting up email software, planning and publishing a welcome sequence, weekly email broadcasts, and regular sales events, you don't need to worry about how much the market rate is for a single email.

## **Second, prioritize projects that have the potential to give you Proof.**

What's the difference between an About Page written by you and one written by a business owner using ChatGPT? There is none... because 99% of businesses aren't measuring results on their About Page.

There's no proof. It's all subjective. And most business owners will choose free over hiring a copywriter in subjective situations.

You know what isn't subjective? Advertising results. When you work on stuff like Facebook ads, sales pages, and sales emails, nobody cares about their opinions on the copy. Either your work drives profit or it doesn't. How you create that work isn't important. It's all about the results.

## **Third, be proactive about mastering AI for your own workflows.**

If I gave you an app idea and hired you to design, code, and publish it, would you be able to do it with ChatGPT? Probably not. Even though ChatGPT can write code and many developers are using it to create apps, you don't have the knowledge to ask ChatGPT the right questions, review the resulting code, or know what to do with that code even if it was right.

The same is true for copywriting. ChatGPT's writing potential is at its highest when talented copywriters ask it the right questions, evaluate and tweak the results, and apply it in the right scenarios. If you take the time to master GPT4, you will get MORE from it than anyone else!

*I spent 3 months turning my personal AI-assisted workflow into a practical, in-depth training. **CLICK HERE** to learn the exact process I use to write profitable copy for myself and my clients in a fraction of the time it used to take me.*

# 2

## CHAPTER

# HOW TO DEVELOP YOUR CORE OFFER



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# FOLLOW THE MONEY

When it comes to money, not all writing is created equal. Some types of writing are extremely lucrative, while others will leave you scrambling for gigs. If you write for the art of it, that's great, but you just have to accept that you are unlikely to bring in a lucrative income from your writing.

If you want to financially succeed in copywriting and marketing, you need to follow the money, and this is especially true in the AI era, where simple messaging help is no longer a large part of demand.

Here are the most lucrative writing deliverables you can focus on today, as well as the broader campaigns and funnels you'll advance into:

1. Ad copy > paid advertising funnels
2. Email copy > full-service email marketing
3. Blog posts > full-service SEO marketing
4. Scriptwriting > full-service video marketing

If you know just from looking at these four which you want to specialize in, great! RUN WITH THAT AND DON'T LOOK BACK! Each of these can sustain a massively successful career on their own. Go through the process of creating your chosen deliverable once or twice to validate that you don't hate the work itself, and then you're ready to go.

If you aren't sure, here's a few factors to consider:

First, what do you consume the most? Do you watch a lot of Youtube/Tiktok? Read a lot of blog posts? Follow a lot of emails lists? Consuming a lot of any given content gives you a competitive advantage in creating it.

Second, are you motivated by participating or competing? Ads and SEO are zero-sum games where some people win and some people lose. Does that scare you or excite you? Choose accordingly.

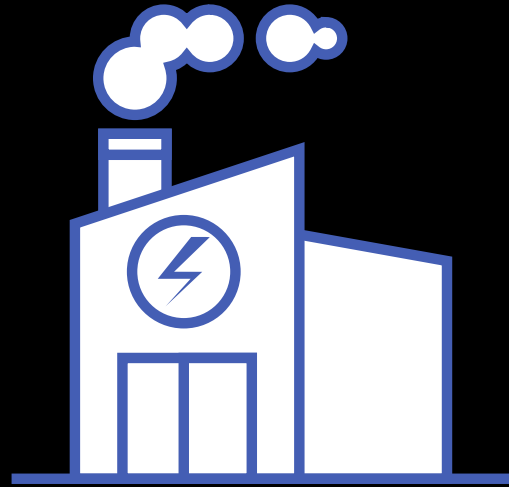
Third, if you still aren't sure, go through the process of creating deliverables in each of these categories and see what you enjoy creating. You will need to spend a lot of time creating deliverables and THEN learning the full funnel or campaign these deliverables fit into, so working on stuff you are interested in makes a big difference.

*I teach you how to create all four of these deliverables, step-by-step, taking full advantage of AI, **in my AI copywriting course.***

# COMMON MISTAKES

## 1 FOCUSING ON NICHE

New writers frequently paralyze themselves trying to find the PERFECT industry to focus on. You'll have much more success specializing around the type of copy and marketing you offer, especially in the beginning.



## 2 FOCUSING ON PASSION

You don't want to build a business around something you hate, but at the same time, anything you do to make money is going to feel like work. Follow the money first, and then make slight pivots where you can to align with your interests.

## 3 FOCUSING ON TRENDS

While there's value to being an early adopter, there's also a lot of risk. When you are first starting out, pursue proven business models, industries, and offers rather than the latest trending tech, concept, or tactic.



# 3

## CHAPTER

# HOW TO LAND YOUR FIRST CLIENTS



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# READ THIS IF YOU WANT A CHANCE AT SUCCESS

Here's what you're thinking right now: "Jacob wait! You skipped a step. I just picked an offer. I'm not ready to get clients yet. I haven't even practiced!"

But I didn't skip a step. After you've identified the initial deliverable you're going to offer and gone through the process of creating it once or twice, you have two options:

One, spend the next 6-12 months doing exercises and practice and buying a bunch of worthless writing courses. Then pitch your first client and write very weak copy for them.

Or two, go pitch your first client, get paid immediately, and write very weak copy for them. Repeat for the next 6-12 months and finish that period as a much stronger, experienced copywriter.

The ONLY way to improve as a copywriter is to work on REAL projects for REAL businesses. Exercises do next to nothing.

Once you understand how to go through the process of creating a piece of copy, the single best thing you can do for your career is begin shooting your shot at working on real projects for real businesses however possible.

**5 REASONS  
FREELANCE  
WRITERS  
FAIL**



**WATCH NOW**

So how do you land your first clients?



# THE BEST PLACES TO SOURCE YOUR FIRST CLIENTS



## Get An Entry-Level Copywriting Job

Historically, I haven't recommended getting a copywriting job to pursue a copywriting career, as salaries were low and getting entry level freelance gigs was incredibly easy. Currently, however, marketing salaries are quite high, job availability is strong, and the entry-level freelancing market has been heavily disrupted by ChatGPT. Starting your writing career in-house is a great option.



## Reach Out To Your Warm Network

The people who know and like you are the MOST likely to give you a shot at helping them out. DO NOT MAKE ASSUMPTIONS. I've had numerous course students close 5-figure projects right out the gate just from reaching out to friends and family and asking if anyone could use some help with writing, including individuals that they didn't even realize had a business.



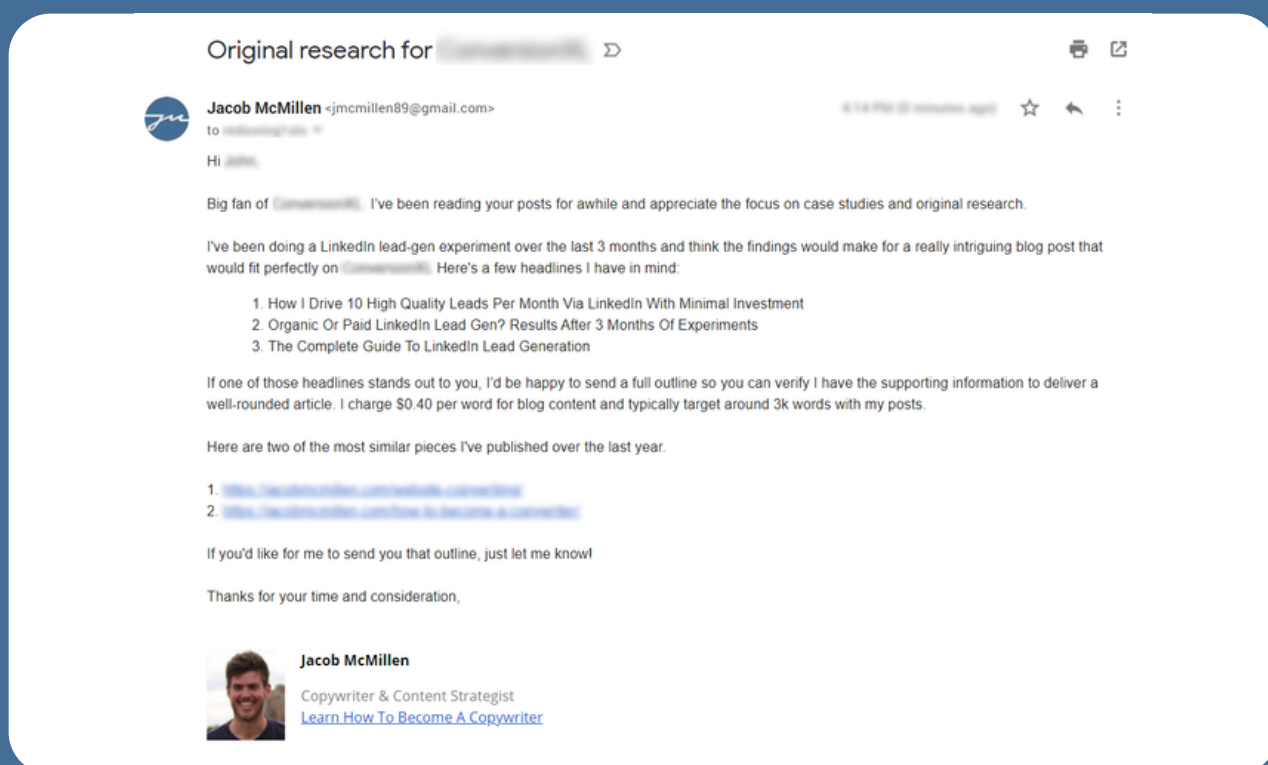
## Pitch Gig Boards, Listings & Roundups

For many freelancers, the easiest place to start pitching are gig boards ([like this](#)), job listings ([like this](#)), or gig roundups ([like this](#)). These don't require you to get over the mental block of being the initiator when pitching, and you already know the recipient is actively looking to hire a copywriter. At the same time, these gigs tend to pay less and get lots of applications from other writers.



## Pitch Writing & Marketing Agencies

Agencies are constantly adding and losing clients, and this ebb and flow means that most agencies are built around a core salaried team supplemented by a larger roster of freelancers. You can be one of those freelancers, and while pay is rarely optimal, you will typically get a much larger volume of work from agencies than any other client type, which can help you improve faster.



## PITCHING IS SIMPLE

At its core, pitching is really simple. You can begin landing clients right now by following these steps:

1. Pick people to pitch.
2. Concisely offer them something specific.
3. Follow up until you hear back from them.

There are two primary challenges to pitching. The first is in your head. Everything you've learned up to this point in your life has conditioned you to feel VERY uncomfortable putting a new skill in front of people and asking them to pay you.

The second challenge is in the numbers game. The earlier you are in your career, the larger the number of people you'll have to pitch to get your first few clients, and the more "no's" you're going to have to handle emotionally before your first "yes".

It's also easy to get hung up on the details of each step, which is why **my comprehensive copywriting course** walks you step-by-step through finding unlimited businesses to pitch, crafting a winning pitch, closing leads when they respond, and upselling clients to bigger and bigger projects.

# CHAPTER



## HOW TO QUICKLY REACH FULLTIME INCOME



JACOB**McMILLEN**.COM

# WHAT ARE REALISTIC INCOME EXPECTATIONS?

**You are some number of pitches away from whatever income you need.**

Do you need to make \$6,000 per month in order to replace your current employment income?

There is a certain number of pitches that is GUARANTEED to result in you making \$6,000 per month within the next 12 months.

I don't know what that number is. Neither do you. All I can tell you is averages based on my experience working with a LOT of freelancers.

Over the last 6 years, I've coached 2,500 students, had 10,000 email discussions with freelance writers, and seen over 1M writers and marketers read through the free training on my website.

Based on that experience, I've observed that freelancers who can sustain a minimum of 20 pitches per week (with weekly follow-ups) average around \$500 in additional monthly income for every month they pitch.

In other words, if you can send 20 pitches per week with follow-ups for the next 3 months, you will be making \$1,500 on average by the end of that period. Continue that for another 3 months, and you'll be at \$3,000 per month.

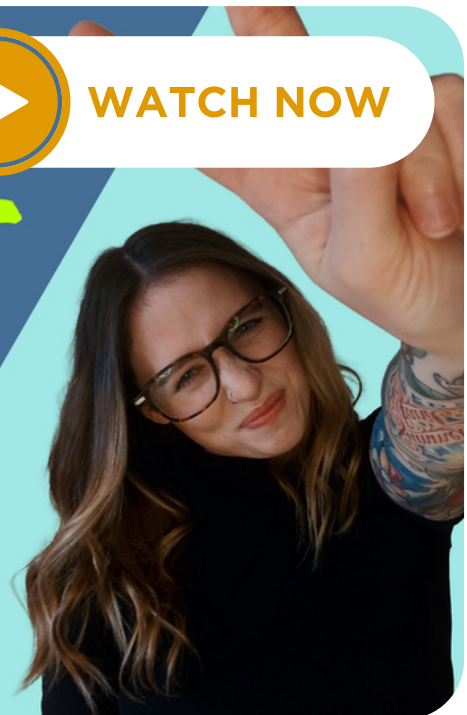
Again, that's an average, but it's a good reference for realistic goals.

**Click here to watch an interview** with one of my students who started her business in 2022 and crossed the \$10k/month milestone in 2023.

**KRISTA**  
**SPEEDRUNS**  
**HER FIRST**  
**\$10K MONTH**



**WATCH NOW**





# HOW TO GROW QUICKLY

Follow these steps to grow 10x faster than most new freelancers.

## SEND MORE PITCHES

The #1 reason most freelancers fail BY FAR is because they don't send enough pitches. If you want to make more money, the single most impactful thing you can do is put your offer in front of more potential clients. The challenge here is purely mental. Can you handle 99 "no's" per "yes"?



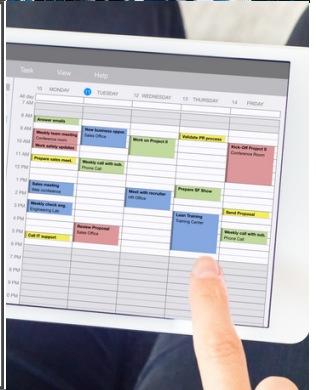
## PITCH BIGGER CLIENTS

When you pitch big clients, you get to be a small, specific cog in a big machine, where you have a high chance of success. When you pitch small clients, you have to essentially be their VP of Marketing and are almost guaranteed to fail. Pitch the big fish, make more money, and experience way less stress.



## KEEP PITCHING WHEN YOU'RE BOOKED

What would happen if a Fortune 500 company fired its sales department every time they had a strong month? This is how most freelancers run their business. They stop pitching and selling when their schedule fills up and then bemoan how freelance income is "feast or famine" (it doesn't need to be).



## DO THE LITTLE THINGS RIGHT

If you can follow directions, hit deadlines, adjust to feedback, and be professional with clients, you are going to deliver a better experience than 90% of freelancers and have incredible client retention. Do the little things right, pay attention to the details, give every project your best effort, and you'll do well.



# 5

## CHAPTER

# HOW TO INVEST IN LONGTERM GROWTH



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# IMMEDIATE REWARD VS LONGTERM RETURN

At any given moment, there are actions you can take that will result in an immediate reward and alternative actions that you can take that will result in a longterm return.

When you are first starting out, you need to prioritize immediate rewards. Nobody has the capacity to side hustle alongside a fulltime job indefinitely. Your window is limited, and you need to make choices that prioritize immediate income and experience, so you can quit your job and go fulltime as quickly as possible.

But once you've reached that point and gone fulltime, everything changes.

Now, your schedule has opened up a bit, and you want to start investing in things that will bring in a longterm return.

While you'll need to keep pitching, you want to start building a personal brand that attracts quality clients to you. You want to prioritize projects that develop your skills, increase your niche expertise, and give you proof to use in pitching new clients, even if the project is risky or the immediate payout is a bit lower.

You want to start identifying and finding the types of clients that will pay you well and retain you for years, **like Mike and I talk about in this interview.**

**MIKE**  
**CRUSHES**  
**HIS FIRST**  
**\$30K MONTH**



**WATCH NOW**



# CHOICES THAT DRIVE LONGTERM RETURNS

## TAKING RISKS TO GAIN PROOF

When you go after gigs like sales page, sales sequences, and Facebook ads, you put yourself in a position where you will either objectively fail or objective succeed with proof you can leverage.



## GROWING YOUR PERSONAL BRAND

Investing in weekly content creation for your brand on channels like LinkedIn, Youtube, SEO, Tiktok, etc. will result in you growing an audience that will regularly supply clients, customers, and opportunities.

## INVESTING IN SKILLS DEVELOPMENT

While some development will happen passively, the more intentional you are working on projects that challenge you, developing new skills, and connecting with smart folks, the further you'll go.





# THANKS FOR READING!

I HAVE A SPECIAL OFFER FOR YOU

Whether you are a beginner or have some experience under your belt, there are two things that I KNOW will absolutely benefit you moving forward.

The first is my AI-assisted copywriting course: COPYWRITER 2049. This course is just \$199 and walks you step by step through creating a sales page, video script, blog post, and email sequence using the same "Cyborg" writing method I use for my own clients and businesses.

The second is my Write Minds community: an ambitious group of writers experimenting with and mastering AI to create profitable businesses, launch creative projects, and impact the future. It normally costs \$20 per month, but if you grab my COPYWRITER 2049 course today, I'll give you three months of free access to the community.

**Best-in-class AI training + membership in a highly active, tight-knit community for just \$199. Click below to grab this limited-time offer.**

**GET THE DEAL!**