**Motivational Mondays interview:**

**Jacob McMillen – *Airing* 01.04.2021**

**Music intro** [00:00:00-00:00:01]

**Max Irzhak** [00:00:02] Welcome to another episode of Motivational Mondays.

I’m your host Max Irzhak, and joining me today is Jacob McMillen.

Just Google the word “Copywriter” and chances are JacobMcMillen.com will be the first search result that pops up.

Now that’s no accident. That’s content strategy, focus, and hard work.

I’m really excited to have Jacob here today so he can share his journey of going from door-to-door sales, to majoring in accounting, and now running a successful Copywriting business, and teaching others how to do the same.

Jacob it’s so good to have you on the show!

**Jacob McMillen** [00:00:30] Thanks for having me Max, it’s great to be here.

**Max Irzhak** [00:00:32] So to me, Copywriting is much more than just words on paper.

It’s about understanding human psychology and convincing people to take action with your words.

Now, you’ve been a professional Copywriter for the last 8 years. Can you share what Copywriting is, and how you used that one skillset to go from door-to-door sales to building multiple businesses?

**Jacob McMillen** [00:00:52] When we talk about sales, sales is sort of intending to, you know, speak with someone and move them towards a decision. Copywriting is the same thing. Only instead of a one-to-one conversation where you have the benefit of asking questions, and you know, listening to them provide you with the fuel to then drive your own presentation; you have to anticipate. You have to understand them preemptively, and then communicate and speak to them based on knowing what they want, knowing what they’re looking for and then presenting an offer that’s going to be appealing to them and move them towards a point of real action.

So for me, it started with door-to-door sales, and then as i started to discover the world of copywriting, i learned how to take that one-to-one conversation and turn it into a one-way conversation. And at first, you know, as i was learning that skill, i realized there was a huge market for it. You know, every business online runs through copywriting. Any place that you go online to purchase, there’s words looking to drive you to a fairly extensive series of actions. And so, once I learned that skill, there was just this endless demand of businesses all over the world that needed copywriting for their businesses. And so you know for several years, it just looked like selling that skillset. You know? They’d bring me on, and I'd work with all sorts of companies, get exposed to tons of business models, meet all sorts of entrepreneurs. And then you know you start to see these business models at work, you start to see how people are driving revenue online using this skill that you’re providing, and you start to think “hey you know, why not make my own businesses? Why not use that skill to drive money directly to my own products and my own productized services?” And so from there, it took the shape of building one business, and then multiple businesses, and so that’s kind of been the journey—all revolving around this one skillset, of “hey can you look at a screen, anticipate the person behind it who’s going to ultimately read your words and have a conversation with them”.

**Max Irzhak** [00:03:12] I’ve heard you mention that Copywriting is like selling shovels in a gold rush. Can you elaborate on what that means?

**Jacob McMillen** [00:03:19] Yeah, so back in the California gold rush, you had all these people coming in from across the country looking to get rich. You know, looking to dig in, tap into this mythical stream of gold you know. You had all these stories, all these hype stories of people striking it big, and getting rich. But when you look back, the people who really made the most money were not the prospectors; you know a few of them did strike it rich; but the vast majority made nothing. The real people who made off like bandits were the merchants who were selling them shovels. And i sort of, i equate this, i connect this to the current online sales and ecommerce landscape. Because you absolutely have tons of people striking it big in ecommerce, but you also have hundreds of thousands of people grinding hard just to you know make a buck; and the people who really are you know most consistently making money are the people selling the shovels which is the copywriting. You know the writing is the in-demand service that is fueling all of these you know “prospecting businesses”. So it’s kind of this reliable service that’s powering this trending movement. And so, you know it’s the sweet spot to be.

**Max Irzhak** [00:04:41] And how can people actually become stronger writers if they don’t have that background? And then how can they use that to grow their own businesses?

**Jacob McMillen** [00:04:49] Yeah so a lot of people think that copywriting, you know because the word writing is in it, people associate writing with creativity. They think they need to be super creative. But i would say copywriting is 90% science, and 10% creativity. It really comes down to understanding how people make decisions, how people think, and you can learn that just by studying core copywriting principles, persuasion principles, principles on how people learn in a teaching environment even. And so you know it really just comes down to understanding what a core framework is that people think through when they're making a decision, and you know you can find tons of resources for those things online on my own site, on many other sites—it’s a well-documented many different processes for how people go about analyzing information and making decisions. And so if you can really just follow the formula of people who are already doing it and just adapt it to the specific business, that’s really all copywriting is.

**Max Irzhak** [00:05:56] And if i remember correctly, you also have a podcast that focuses on writing, marketing, and freelancing… is that right?

**Jacob McMillen** [00:06:03] Yeah, it’s called Write Bites, it’s 10-minute episodes typically once a week, and I just go through a concept—usually something that’s been requested a lot, a common question i get. I’ve had over 8,000 conversations with writers over the last 2 years, i get a lot of questions, and i try to funnel the most common questions, the stuff that i think is most helpful into these episodes and we just go through you know real quick concepts, and details, and training. So, if you enjoy podcasts, check them out.

**Max Irzhak** [00:06:36] And what actionable advice do you want to share with NSLS members today?

**Jacob McMillen** [00:06:40] Yeah, so i would say one of the big shifts that we’ve seen over the last few years is that companies are transitioning from a product-first mentality, the “build it and they will come” mantra, that’s historically been there, to more of an audience-first mentality. And that is the future. Instead of taking the risk and needing upfront capital to go invest in something that you don’t already have someone to sell it to, you know, building that audience first, that is where business is heading. And you can participate right now as a content creator. So whether it’s writing, and writing really appeals to you. Or you want to make videos, or record audio—however it is that you want to create… building that audience around creation is the future of business, and you don’t need any upfront money; you don’t need qualifications. The gatekeepers of the past are disappearing. So if you’re someone who wants to write, you know, start writing. Start building that audience around what you have to say, around what you want to create, and that’s going to position you—if you can build an audience first, you’re never going to need a job. You’re never going to need to go pursue anything; you’ll basically be able to write your own ticket for the rest of your career. So if that appeals to you, start now, don’t wait for anyone’s permission—start writing, start creating, and you’ll really have full control over the rest of your career.

**Max Irzhak** [00:08:10] Jacob, thank you so much for sharing your story, and for showing us that the path to success is rarely straightforward, and that you can truly write your own ticket no matter where you begin.

**Jacob McMillen** [00:08:20] Absolutely, thanks so much for having me Max.

**Max Irzhak** [00:08:22] You got it.

And thank you everyone for listening. We’ll see you next time on Motivational Mondays!

**Music outro** [00:08:26-00:08:32]