

Copywriter

Write the words that sell something. Judged on whether they work, not on whether they are pretty.

TYPICAL PAY**\$76,910**

a year, full time

PAY RANGE**\$44k to \$140k**

starting to experienced

TIME TO QUALIFY**up to 4 years**

after high school

DEMAND**Moderate**

job outlook

LICENCE NEEDED**No**

anyone can do it

WHERE YOU WORK**Ad agencies, in-house marketing teams, freelance from home**

How you get there

- 1 High school** Grade 12
Write constantly and read advertising critically. Notice which lines made you want something.
- 2 A degree, or not** 0 to 4 years
English, advertising, marketing, journalism and communications are the usual majors. Plenty of working copywriters studied none of them.
- 3 Build a portfolio of 6 to 10 pieces** 3 to 12 months
Real work if you can get it, invented campaigns for real brands if you cannot. It must show thinking, not just words.
- 4 Internship or junior role** 1 to 2 years
Agencies hire juniors in pairs with an art director. In-house teams hire you to write email, web pages and product copy.
- 5 Senior copywriter** 4 to 7 years in
You own campaigns, brief others, and present the work to clients who will argue with it.

Pros and cons

- + No degree, no license and no exam stands between you and this job
- + Remote and freelance work are genuinely available
- + Every industry needs it, so you are not tied to one sector
- Most of what you write gets rejected or rewritten
- The entry level is crowded and text generation tools have thinned it out
- Agency deadlines mean late nights before a pitch

Optional boosts

Search engine optimization. Email and conversion copy. Brand voice and strategy. Video and social scripts.

Where these numbers come from

My Next Move: Writers and Authors (27-3043.00)
Federal Trade Commission: endorsement guides for advertisers
American Advertising Federation
United States Copyright Office: what is copyright

Numbers checked September 2026. Pay figures are typical full-time annual amounts in United States dollars, based on Bureau of Labor Statistics wage data and published pay scales. They vary by state, employer and experience. Tuition is for in-state students at public schools unless the card says otherwise. Sources, links and the click-through version: <https://career.help/us/careers/copywriter>

Good to know

Hidden paid partnerships are illegal, not just rude

Federal advertising rules require a clear and conspicuous disclosure whenever there is a connection between a brand and an endorser that the audience would not expect. The disclosure has to be in every pos...

Your employer owns what you write

Under work made for hire rules, writing you produce as part of your job belongs to the company from the moment you write it. For freelance work it stays yours unless a written contract says otherwis...



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