

# How to Navigate a Mentor and Mentee Relationship (1)

Tue, Oct 18, 2022 1:27PM 11:12

## SUMMARY KEYWORDS

mentor, work, boundaries, subcontractor, projects, copy, mentorship, mentee, agreement, copywriter, thinking, give, business, arrangement, feel, badassery, guess, sales page, write, copywriting

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You're listening to business badassery, the audio advice column for your online business. I'm Kirsty Fenton.

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And I'm Amy Posner.

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We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.

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Oh, right. The question that we have here today is this, someone has asked me to mentor them as a copywriter. I'm open to the idea, but not sure what to ask to figure out what they know, or exactly how to mentor them, per se. Advice. Amy, what have you gotten?

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That's an interesting one. I think the best place to start with that is to see what they you know, what they've got, like, you know, get get a sample of their writing. If they've got one, and if they if they don't, depending on what kind of thing that they want to write, I'd make up an assignment like, hey, well write me, you know, say they want to learn? I don't know, the sales pages, that's a big one. But like, Oh, you're writing it, you know, write me a short sales page on this and you give that you give them some parameters and see what they do, or? Yeah, I think I think what you need to do is you need to get you need to get like some sense of where they are, that's the first thing that you need to do. And then you want to find out from them, like what what are they? What would they like to achieve? What would be a good mentoring relationship for them? You know, why did they choose

you? There must be some reason. It's like, is there some specific, you know, skill you have or style you have that they're that they're interested in? So I would I would start there, I think figuring out like, where they are level wise, and then what it is that they're looking for? What about you?

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Yeah, I think I do the same, because I think the question you want to really answer is, you know, are you actually a good match? And will the mentorship be rewarding for both of you? Because I think mentorships absolutely can be incredibly rewarding for both people, the mentor and the mentee. But I also think if there's a mich mismatch there in terms of, you know, perhaps if you expect that this person has more skill than they actually do, then you may find that you need to spend more of your time mentoring them on things that you hadn't really thought about or considered. So just Yeah, way to make sure that you're a match. So I think, as you say, getting samples of their work, is a really good way to see sort of, what quality of work that they're churning out and where they might need help. And also sort of working out I think, like, how are you actually going to work together like, is the mentorship going to be a setup whereby, you know, they, you copy chief them, for example, on some of your client projects. Because I think if that's the case, and of course, you want to want their copy to be really at a certain standard, so that, you know, they're actually adding value to that project, or you're adding value to them by showing them the ropes a little bit in terms of how things go, and where things can be improved, and how and why etc, etc. If it's going to be a slightly different setup, where they perhaps won't be so involved in your client projects, and maybe in other parts of your business, you know, you might need to be thinking about different questions or different points that you might need to get out of them before you actually set the process up. I also would say that I think like anything in business around working with other people, I think it's also probably a good idea to have some sort of like a trial period, because either one of you or both of you may find that it's not really what you were thinking it would be. So I think rather than set up something like a six month mentorship from the outset, perhaps it's more sensible or more, a better use of both of your time, if you do have a point of view that's much earlier on. Would you sort of had that same approach to me? Or would you just go all in and work it out?

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No, I love I feel like you're you're giving the really the really sage advice here. I love that you've gotten sort of big picture, like, what is this relationship? And then you've gone down to it down to tactical, like, how is it? How is this actually going to work? And will it work? And how and having a trial period? I think in any kind of new relationship is brilliant. No, I think you hit really great points.

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Excellent. Anything else to add?

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Yeah, I mean, I think, you know, one thing that I hadn't thought of that you brought up is, you know, what's the what's the expectation in terms of time, right? Like, is this a six month thing? And are we doing this for, for life and for it for the next week? And the thing that you brought up to hadn't

occurred to me, like you said, like, I didn't think of mentoring someone, and you mentioned like, sort of bringing them into client work, which would kind of be like, sort of like an intern, I guess, right. I hadn't thought about that. I mean, is that do people do that? Is that I don't know. I never thought about anything like that.

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Well, I mean, I feel like so, really early on. I worked as a copy cub for Kira hug for, I think it was like three projects. And then we ended up sort of splitting the project. So we did 5050. But I would say that was kind of like a mentorship in a way, because as well as getting a copywriter who was far more experienced than me, you know, giving me feedback and suggestions on my copy, I also got to understand her process and way of working. And I think that stuff was also really valuable for me at the time. So I would almost consider that kind of arrangement, I guess, even though I was technically a subcontractor. I feel like it turned to a bit of a mentorship. But yeah, I don't know. So maybe I'm just sort of drawing on my own experiences there a bit too much. And maybe I'm positioning it in a way that I would imagine would work well. But I think like, you know, because people often ask me, you know, if I want to, you know, if I'd be open to mentoring or to having subcontractors, and I'm not, unfortunately, it's not how I like to work. But I imagined for them, a lot of the value in that would be not just getting feedback on their copy, but also in seeing how I guess my projects run. So I think in that way, it might be valuable for them to be working with me on client projects. But of course, you know, that would be a question that would be important to ask the person who wants to be mentored by you like, what are you looking for from this? And what's the arrangement? Because it may be that it's not what they want? Or it may be that yeah, that is kind of what they're thinking like a subcontractor type agreement, and therefore, they're probably expecting or hoping that they'd be paid some sort of money for their work. So again, I think it's really important to get on the same page, before you make an agreement about what they're after, and what you can provide. So that you know that okay, it's a fit or Okay, or not what I'm thinking this actually probably won't work.

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Yeah, that's a really good point. And I think the other thing that happened because I was thinking of mentoring, like strictly as a non paid sort of almost removed thing, as opposed to being, you know, sort of a junior or a sub. But the cool thing about being a junior or a sub is you do get mentored. I mean, I don't know, because I've done that with people. And I don't know that it's like an outright part of what we talked about. But it was it was kind of part of the agreement, right? Like, I'm willing to do this for you for less or, you know, do X because you will teach me how to do it better, and how you do it, and all of those and all those things. Yeah, that feels like a different a very different kind of thing to me. But, yes,

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and you're right, like, you know, they're very, probably very distinct things. And, you know, it's, I think it might be important to, but I think it's definitely important to understand, like sort of what the arrangement would be, because you're right, it could be totally separate. And it could be that, you know, they're bringing you their copy that they're doing for their clients or for their own business, etc. And you're mentoring them on that. Or it could be even different from that, again, where you're, you know, once a month, you have a 60 minute, zoom with them, and you deep dive with them into some

element of copywriting or the copywriting process. So yeah, I think there's lots of different ways that could work. So it's very important to make sure you're on the same page with, with what they're going to get and what you're going to give before you make it official.

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I think so too, is one more thing is, as I think was we covered all this, it's so funny, I was just straightening my desk this weekend, and I came across something I had written about six years ago who might like the qualities of my ideal mentor, and the qualities of my ideal mentee. A lot of overlap there. No surprise. But it's kind of interesting. I mean, I to think of that it from that point of view to like, what would you like in a mentee? What would be satisfying for you as a mentor? Right to to be able to? Or to, you know, to give something like that might be it's a little bit of a different approach. But that might be something to consider as well.

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Yeah, definitely. And just to throw some ideas in there before we wrap this up, because I think, you know, one way it could work is more the subcontractor kind of route where you know, they're getting some money, and you're also getting some help with your projects. But it could also be, you know, if you're someone who is thinking of maybe creating some sort of offer, where you do teach, you know, elements of copy, whatever that might look like, it could be a way for you to even test those lessons out on someone who's a willing participant. So I think as long as there's some sort of exchange in there that feels good and fair and exciting and nurturing for both of you, you know, what that looks like can really vary quite wildly. So there's no, I don't think there's any one way to do it. It's just you need to make sure that both parties are in agreement with how it's going to work and what they're going to get out of it. Yeah,

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I think I think that makes I think that makes perfect, perfect sense. So I think I think we've covered all of the deaths. Yeah, mentoring mentees. Exactly. So mentor them. Yeah. Well, I guess Yeah, I guess exactly how to mentor them. I guess the thing is, like, do all this discovery work and then put up boundaries? Right? That's that's going to be the Yes. That's the formula.

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100% Yeah, I think the boundaries are be key. I was just gonna say I was working with one of my one to one coaching clients on boundaries last week. And I love we got to a place where you're like the best boundaries are generous but contained. I'm like, Yes, that's such a good way to think about them. Because you don't want to feel like so rigid with your boundaries that you're like, Yeah, you get like a little tiny snippet of me but you also don't want the boundaries to be so generous for the other person that she gives too much of yourself away. So yeah, generous by contain maybe a good way to think about boundaries as you set them up for this relationship.

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Like that. Okay, cool. Well, I

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think I think we covered this one. Be interesting. It'd be interesting to hear what what comes of this. So keep us posted. I'd be very curious, like, you know, because I didn't hear about this that this situation all that often just occasionally sounds kind of cool. Yeah, me too.

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I would love to hear update. So if you have any updates or any other questions, head over to [businessbadass.co/podcast](https://businessbadass.co/podcast) And feel free to shoot me them our way. There. We will catch you next week.

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Thanks for listening. Catch you next time. Bye for now.