



Electronics College Teacher & Musician Finds Financial Freedom as a Copywriter

Jim Wright was a guy who was curious about life. He worked hard at everything he did. In his early years, he loved being a professional musician, singer, and drummer. He played in musicals, rock, pop, and country bands – even his local Perth, Ontario marching band – one of the oldest marching bands in Canada.

When Jim found and married the love of his life, he adjusted his priorities and settled down, taking a day job using his talents in electronics and website design. To make ends meet, he continued working as a musician weeknights and weekends; often loading and unloading band equipment after performances at 3 in the morning.

Jim said, “I did that for quite a few years, worked in high tech as well, because I’ve always been interested in electronics.”

When the first internet tech bubble burst in the late nineties, Jim became a part time community college teacher which he has continued to do for twenty years. He never stopped looking for a better opportunity that would give him more time with his family.

The Turning Point in Jim’s Career

In addition to teaching electronics college classes, Jim also managed websites and online social media for technical clients.

He said, “I was into tech and websites and I was interested in computers and I’ve always been a lifelong learner. I liked to learn new things and figure things out.”

One day he ran across an online course that caught his attention, *Build Your Freelance Website in Four Days Webinar Series* offered by the American Writers & Artists Institute (AWAI). As he participated in this program, he also signed up for the *Wealthy Web Writer* program and began attending webinar calls.

CASE STUDY: *Jim Wright*

“Do good work, meet your deadlines and be easy to work with. Probably at the beginning, you’re going to get more no’s than yes’s! Just celebrate the yes’s and knock it out of the park as much as you can. If you keep doing that and if you’re easy to work with and keep turning in good work, good things will happen.”

CASE STUDY: Jim Wright

LOCATION:
Perth, Ontario, Canada

OTHER CAREERS:
Musician, Website Manager, SEO, Community College Teacher

HOW HE GOT HIS FIRST CLIENT:
Signed up for *Wealthy Web Writer*, submitted a suggestion and got hired to help implement and teach

- TOP AWAI PROGRAMS:**
- *Build Your Freelance Website in Four Days*
 - *Wealthy Web Writer*
 - *FastTrack to Copywriting Success Bootcamp and Job Fair*
 - *The Accelerated Program for Six-Figure Copywriting*

Jim said, “As I got to know and work with more people at AWAI, I discovered they are fantastic people who really do care.”

Jim signed onto AWAI because he found a credible course that showed him how to be more successful with his websites services; but, he signed up for more training with AWAI because of the good people at AWAI who cared about his success.

This was the turning point that eventually led to the big solution he yearned for; a way to support his family and have time to enjoy them, too.

How He Got His First Client

During the Monthly Member Update webinar calls, Jim was invited to submit ideas. At first, he hesitated to impose his opinions.

He said, “My finger would be over the send button and I would chicken out; but, eventually, of course, I did actually hit the button and send it.”

It actually took Jim close to three months to make this decision, but, he was glad he did. His suggestion was a big success. AWAI became his first client.

AWAI Bootcamp – Where Everything Began to Change

Jim worked with course instructors providing technical assistance and reality blogging for a couple of years. Then he decided to attend AWAI’s *FastTrack to Copywriting Success Bootcamp and Job Fair*.

Jim describes his first Bootcamp experience, “Just being at Bootcamp, just being in an environment where everybody gets you and gets what you do, people understand what you do. They’re supportive of what you do. It makes it more real.”

Bootcamp crystallized Jim’s thinking and set the stage for future success. He continued to work hard and apply himself – always focussed on the goal of personal independence and freedom.

Good Work & Good Reputation resulted in Clients asking for Jim

A close friend who worked at a car dealership mentioned their social media specialist was leaving and asked if Jim might be interested; so, he sent them a proposal and landed the job.

Jim’s children belonged to a figure skating club where he was helping one day when one of the managers approached him to explain their Webmaster was moving. They asked Jim if he would consider taking the job and he accepted their offer.

Later, one of the volunteers at this same figure skating club mentioned Jim’s website work to a friend who ran a business in a few towns over. That referral connected Jim to the business owner who hired Jim to manage his company website.

Jim explained his growing success, “There were never any formal sales calls at the beginning. Just keep talking about what you do, keep your ears and eyes open and follow the opportunities.”

When did copywriting first emerge as a career path?

Jim said, “I don’t think there was one moment. It’s kind of like your hair, right? You don’t see your hair growing, but then one day you realize, Hey, I need a haircut.”

Jim’s happiness and success came from his willingness to try something new and stick with it.

He found it a little surprising when he overheard some of the parents of his children’s friends talking about how unhappy they were in their jobs.

As he considered his own situation, he realized he had no complaints. In fact, it was this opportunity to compare and reflect that gave Jim a deep appreciation for the blessings of being a copywriter.



How is it now?

“My parents live five minutes away on a lake. I have a little sailboat I keep there and if there is a nice breeze and I want to go sailing at three o'clock in the afternoon on a beautiful day, I just take the five minute drive and hop in the sailboat,” Jim said.

He shared an insight, “I don't live in a mansion and drive fancy cars, but to me, success is being able to do pretty much what I want to do when I want to do it.”

So, all of life's problems have not gone away. Jim continues to search for solutions to everyday challenges and life long goals.

He continues to teach online classes and labs for his local community college and still responds to his technical clients; but, his copywriting career has afforded him personal freedom and financial independence – no more long late hours hustling barely enough cash to make ends meet.

Gone are the days when Jim's schedule was dictated by someone else.

Discovering Security in a place he did not expect to find it...

With success came freedom, something Jim values more than riches. With that freedom, some might expect a certain amount of anxiety over not having a solid dependable job.

Jim said, “Especially now with what's going on with COVID and everything – I mean, some friends of mine have had their jobs and incomes completely wiped out; but, when you're a freelancer and you have skills that can generate income from many different sources, not all your eggs are in one basket, strangely. As weird as it sounds, I feel more security now being a freelancer than when I was working.”

Jim's Tips for Copywriters

- **Tip one** — Stick with it! – “Probably at the beginning, you're going to get more no's than yes's! Just celebrate the yes's and knock it out of the park as much as you can.”
- **Tip two** — Be a Lifelong Learner – “Always be curious, always learn, always try to do your best. If you're genuinely doing your best, and serving people as best as you can, good things will happen.”
- **Tip three** — Be easy to work with – “I think people underestimate the power of three big things mentioned earlier – do good work, meet your deadlines, and be easy to work with. You don't have to be the best. Rebecca has this expression, she says all the time, just love and serve, love and serve. And if you do that, you'll be okay.”

Ready to pursue *the Writer's Life*?

Learn more about the program that kicked off Jim's career,
[*The FastTrack to Copywriting Success Bootcamp and Job Fair*](#)

