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Module 1
Marked Assignment

I can think of a plethora of other topics I would enjoy writing about other than myself. At times, though, one must venture out of one's comfort zone for a worthwhile task. So here I am, introducing myself to you.

I was not born into royalty. My childhood home was not an address in Beverly Hills or even a comfortable cul-de-sac, for that matter. I grew up on nondescript Main Street, USA. So through my life, as I waited for the letter to come stating a long-lost relative had died and left me a grand inheritance or hoping my numbers were the luckiest perfect combination to a life of comfort, I have had to work.

I have worked dull office jobs that slowly sucked the life out of me. I have worked directly with the consumer in the hospitality business and managed young, first-time jobholders, which quickly sucked the life out of me and robbed me of my sanity. Now, when a global pandemic has forced people to slow down, rethink ways of doing things, or take that leap of faith, I found myself seeking fresh, creative, and ultimately fulfilling work.

I am in the infant stages of this new adventure, so I am sure I will reevaluate some goals. I must state one firm purpose straight away, and that would be finding the proper family/life/work balance. I am sure this is not an uncommon goal and is included in many of these essays you receive. Working freelance and remotely and the freedom that it brings is appealing to me. I believe that my organization, time management, proficiency in technology are strengths that will support this success. I have always been a wordsmith and had a strong creative side. Looking back into my past, a time that seems so distant, I don't think a pair of binoculars could help me focus on it; I had a passion for writing.

Early life on Main Street, USA, did not nurture such characteristics as self-assurance, worth, or value. As such, I have been the most potent cataclysmic force in hindering my career in writing. Until now. I have clawed and scratched my way out of a dark, soul-wrecking abyss of self-doubt and loathing. I am facing head-on the pain and reality of my past and redefining who I am. I am destroying the pillars of sand that were once my foundation and rebuilding with materials so strong that Superman would find it impossible to break. I am a work in progress. I have never been comfortable with myself or where I am, and I think that is a good thing. When one gets too comfortable, there is a halt to seeking ways to learn, grow, heal and take risks. The most significant hurdle I will find in this new undertaking will be putting myself out there, marketing my work, and doing it confidently.

I began to type that I had never written a single word of copy. As I look back at the various jobs I have held and the work that I did under the scope of "other tasks as required," it struck me that I was on the verge of writing an untruth. I was writing copy, and I didn't know it. Some of my projects included creating in-house newsletters that were aesthetically pleasing, funny, and informative. I designed signage marketing events and workshops that encouraged customers to attend. The experience was ages ago and minimal, but I can say that I have gotten my feet wet in copywriting.

This is me. I am middle-aged. I have not bought a fancy red sports car, drank wine in my morning coffee cup, or signed up to bungee jump. Sky diving is not an option either. So here I am, introducing myself to you as the first assignment in this copywriting course. I am sure I will almost hit the submit button three times before I send this. I will eventually send it confidently and with an appreciation for your time.

