



Aaron Gentzler

Unemployed Graduate Answers Ad, Falls in Love, Crafting Lucrative and Fulfilling Copywriting Career.

Aaron Gentzler was sitting in a coffee shop reading the Baltimore City Paper when an old-West-style “Wanted Poster” caught his eye and captured his heart. It was a help-wanted ad for copywriters.

He’d graduated from Johns Hopkins University with a Master of Fine Arts, intending to teach fiction writing. However, after months of applying for jobs with no response, reality hit hard. He needed a job to pay the bills.

He read the job description and thought he could use copywriting skills to his advantage. Aaron answered the ad and landed his first job as a junior copywriter at Agora Financial. It wasn’t long until he was hooked.

“I came to copywriting out of necessity,” Aaron says. “I needed a way to make a living and earn a steady paycheck. It was hard at first, but I fell in love with it, with ethical persuasion and motivating people to act based on good, clean, crisp, well-executed ideas.”

He’s been writing ever since with the same conviction and love for the industry.

Unlearning to Learn

Shortly after joining Agora, Aaron realized he faced an even greater challenge—unlearning and relearning.

Spending most of the first eighteen months at Agora Financial unlearning what he thought made good writing was frustrating. What he learned in college didn’t apply to copywriting, and the process of relearning came with many growing pains.

“Using the skills and resources from AWA! , I was able to accelerate my development and growth as a writer. I put myself in places of constant inspiration to build relationships. I say yes to opportunities, and now I’m earning an income by doing what I love.”

CASE STUDY:

Aaron Gentzler

LOCATION:

Baltimore County, Maryland

OTHER CAREERS::

Golf Course Attendant, Junior Copywriter

HOW HE/SHE GOT HIS/HER FIRST CLIENT:

Aaron worked as a Junior copywriter at Agora financial. After attending AWA! copywriting training, Agora assigned him his first client.

TOP AWA! PROGRAMS::

- *The Accelerated Program for Six-Figure Copywriting (now The Accelerated Program for Seven-Figure Copywriting)*
- *FastTrack to Copywriting Success Bootcamp and Job Fair*

There were days when he wanted to quit, but Aaron took it one step at a time, never giving up.

Soon enough, his boss enrolled Aaron and his coworkers in *The Accelerated Program for Six-Figure Copywriting* (now *The Accelerated Program for Seven-Figure Copywriting*) through American Writers & Artists Institute (AWAI).

The program impacted his copywriting career in a meaningful, eye-opening way.

“The *Accelerated Program* was my first live-fire introduction to those big picture copy concepts to punch up an idea, to compare copy to one another, and think how a piece of copy could perform,” he remembers.

“It made me look at ads and copy in a totally different way. I wanted to take the ideas, break them down, and learn what they did and why.”

After completing the program, Aaron attended AWAI’s *FastTrack to Copywriting Success* Bootcamp and Job Fair.

“At *Bootcamp*, I was exposed to the Mount Rushmore-level copywriters in the industry,” Aaron says. “It was the special sauce that was transformational for me in my copywriting career. I love that AWAI makes it easy and accessible to take the steps to move forward.”

Since his first *Bootcamp*, Aaron has returned multiple times—not only to learn but also to recruit new, talented writers for his company. He loves that he’s come full circle with AWAI, from student to seasoned copywriting professional. He continues to attend *Bootcamp* when he can, serving as a mentor, copy chief, and publisher.

One Passion, Two Niches, Big Wins

The time Aaron spent unlearning and relearning paid off—he got a big win, followed by many more. From there, he built a template for his team to follow, leading them with sales in the tens of millions. He was successful even during the great financial crisis and market collapse of 2008-2009.

Over the years at Agora, he’s led many successful in-house projects on cannabis legalization, biotech industries, immunotherapy, and cancer therapeutics.

He’s worked as a senior copywriter, copy chief, chief marketing officer, and publisher of his own business, Seven-Figure Publishing while experiencing the industry’s highs and lows. He’s written direct mail, Facebook ads, special reports, sales pages, and more for Agora Financial, Mauldin Economics, and Paradigm Press.

Even more, Aaron’s dedication to learning compelling copywriting skills added unexpected value to his professional and personal life. He’s been able to help his wife with her real estate marketing and take on occasional freelance jobs covering another niche he enjoys—golf.

“Golf is my passion,” Aaron admits. “I don’t necessarily go around looking for freelance opportunities, but I leave the doors open. I enjoy writing about golf, clubs, and training aids.”



Relationships Matter

Today, Aaron works on campaigns and encourages others to achieve their goals while having the flexibility to choose projects he's passionate about. His favorite type of copywriting is the type that makes great sales, brings in happy customers, and leads to long-lasting relationships.

Aaron credits AWAI programs for providing him with many opportunities early in his career.

“Using the skills and resources from AWAI, I was able to accelerate my development and growth as a writer. I put myself in places of constant inspiration to build relationships. I say yes to opportunities, and now I'm earning an income by doing what I love.”

He's working with incredible research teams, looking

at interesting products and brands and writing about them. These experiences continue to change his view of the world around him and how he reacts to it—in a good way.

“Being around people who are genuinely excited by the industry and creating copy always jazzes me,” he says. “I want to be a part of what's going on, in the action and the ideas. Fantastic rewards are possible with copywriting – I'm living proof of it. I have the freedom to choose the projects I want, the flexibility to work where I want, and the ability to take on freelance gigs for fun.”

Aaron continues to nurture relationships and build his professional network while doing what he fell in love with many years ago—copywriting.

Aaron's Tips for Copywriters

Invest in relationships— “Pay attention to people, be available, talk and don't close doors. Say yes to things; with time, they can lead to opportunities,” Aaron says.

Dive into projects— “Find opportunities to look at projects that no one else is looking at, work on them, and try them out,” he says.

Don't quit— Everybody has projects that break their spirit. So, get another one, stay committed to the craft, and improve your skill set each day,” Aaron says.

Ready to pursue *the Writer's Life*?

Learn more about the program that launched Aaron's career:

<https://www.awaibootcamp.com>.

