



Aaron Gentzler: Junior Copywriter Accelerates Career with Multi-Million Dollar Idea

Looking back, Aaron Gentzler describes his career trajectory as a collision course with opportunity.

With a new Master of Fine Arts from Johns Hopkins under his belt, Aaron did not plan on a copywriting career. He wanted to teach fiction writing. However, after applying for numerous teaching positions, he had few prospects.

Sitting in a coffee shop, looking through the newspaper, Aaron saw a classified ad for copywriters. He took a chance with his recently acquired writing skills and landed a position as a junior copywriter with Agora Financial. He quickly learned, however, that he needed to change his approach to writing.

“My first assignment was handed back nine times because it wasn’t good enough,” Aaron says. “A lot of the things that I learned about writing from an MFA program simply didn’t apply to quality copy. I spent a year unlearning things that I thought made you a good writer.”

A Critical Opportunity at a Challenging Time

Prior to becoming a copywriter, Aaron worked at golf courses, picking up range balls and mowing tee boxes.

After graduation, his first position in copywriting was out of necessity. Despite his efforts, he hadn’t found a teaching position, and he needed a paycheck. Aaron never expected it to be the only career he would ever have.

CASE STUDY: *Aaron Gentzler*

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CASE STUDY: Aaron Gentzler

LOCATION:
Baltimore County, Maryland

OTHER CAREERS::
Gold course range picker, grounds crew member

HOW HE GOT HIS FIRST CLIENT:
He answered a help wanted ad and landed his first copywriting job.

TOP AWAI PROGRAMS::

- The Accelerated Program for Seven-Figure Copywriting
- Fast Track to Copywriting Success Boot Camp and Job Fair

“The work you do, the people you’re exposed to – I fell in love with copywriting,” Aaron says. “I fell in love with ethical persuasion and with motivating people to action.”

But Aaron was still in an unlearning process, and the first 18 months of his new career were difficult. Luckily for him, Agora sent all its junior copywriters to the American Writers & Artists Institute’s (AWAI) *The Accelerated Program for Six-Figure Copywriting* (now *The Accelerated Program for Seven-Figure Copywriting*).

“Going through *The Accelerated Program* was eye-opening,” Aaron says. “It was my first introduction to big-picture copy concepts.”

Learning from Industry Giants

Not long after completing *The Accelerated Program*, Aaron attended AWAI’s *FastTrack to Copywriting Success* Bootcamp and Job Fair. His early experiences at *Bootcamp* were a series of masterclasses that led to long-standing relationships with many of the top copywriting experts.

“You were exposed to these Mount Rushmore-level players in the industry,” Aaron says. “It was transformational to learn from highly regarded writers that I would never have had the opportunity to engage with otherwise. When I look back, I have an overwhelming sense of gratitude for the opportunities I had early in my career.”

Aaron maintains contact with many of those early connections today and knows he can reach out with questions when he has a challenge he cannot solve. The people he once called mentors are now close friends.

“It’s worth it to take a step back and look at the relationships that made it possible for you,” he says. “AWAI programs were a big part of that for me.”

A Sense of Community Fosters Inspiration

The community fostered by AWAI led Aaron to attend several *Bootcamps*. It is a space where he found constant inspiration.

“AWAI does a fantastic job of nurturing enthusiasm,” Aaron says. “It was motivating to be around other people who are genuinely excited by the industry and what was possible with good copy.”

Aaron also appreciates how AWAI makes a potentially daunting pivot point in a career seem accessible.

“There was always a place to start, always a way to evaluate what you did, always a next step,” he says. “I was getting feedback daily as a junior copywriter, but AWAI provided an extra layer of support that accelerated my development and growth as a writer.”

Aaron’s *Bootcamp* journey came full circle when he returned years later as a publisher looking to hire new writers. But the first thing he did when he arrived at his final *Bootcamp* was sit down in the audience. He was watching one of the mentors from his first *Bootcamp* present on stage. Even then, he was learning from the giants.

A Multi-Million Dollar Idea

Aaron put his new skills to work after completing *The Accelerated Program*, receiving informal feedback from his mentors on a copy idea.

“The feedback encouraged me to keep working on it, and that piece of copy ultimately produced tens of millions of dollars in sales,” he says.

The success was validating, providing access to new conversations and projects.



“Being able to work on the things you are most passionate about is a fantastic facet of what’s possible in this industry,” Aaron says. “Now I get to pick and choose what I work on. That’s freedom.”

The ability to choose also includes writing about hobbies.

The former range picker has not completely put golf to the side. Although he does not actively seek out freelance opportunities, Aaron enjoys writing golf copy for fun and credits being open to opportunity for the success he has had.

“I’ve never closed the door to potential,” he says. “You don’t get lucky by saying no. Lean into yes, because you never know where those relationships could lead.”

Back to Where It All Began

Just like with *Bootcamp*, Aaron is having another full circle moment, returning to the company that started his copywriting journey.

This time, rather than a junior copywriter, he will be at the heart of Paradigm Press's (formerly Agora Financial) action, generating and developing key ideas.

“Don’t quit,” Aaron says. “Keep moving forward even when you feel like nothing is working because, if you do, fantastic rewards are possible. I’m living proof of that.”

Aaron’s Tips for Copywriters

- **Say yes** — “Don’t close the door.” Be open to opportunity because you never know where things will lead.
- **Nurture relationships** — Take the call. Take the meeting. That’s how you build a bigger network over time.
- **Take one step at a time** — Try to get a little better each day. Keep putting one building block on top of the other to improve your skill set.

Ready to pursue *the Writer’s Life*?

Learn more about the program that kicked off Aaron’s career,
[*The Accelerated Program for Seven-Figure Copywriting.*](#)

