



Former Pastor Discovers Freedom as a Copywriter

Back in 2006, Eddie Stephens stood at a crossroads.

He loved helping others through the power of words. But after over 25 years in the ministry, he longed for a lifestyle with more flexibility.

“I had to keep the plates spinning and be on the job all the time, tethered to the responsibility that goes with that,” he says.

“I was having to fly at such a high altitude on a day-to-day basis that I was really struggling to get air. And I said to myself, ‘Hey, maybe it’s time for a change.’”

Taking the First Step

Deep down, Eddie always wanted to be a writer. Writing cleared his mind, and he journaled for many years.

One day he came across a book about earning a living as a copywriter. Soon he was devouring information on the subject.

And then a letter from American Writers & Artists Institute (AWAI) arrived in his mailbox which opened a door of opportunity.

“When I read that letter, I couldn’t put it down and couldn’t sleep,” he says. “I thought, ‘I’ve got to do something with this.’”

Eddie didn’t know that copywriters write most of the mail that people receive. And he never dreamed of the many ways to make a living with the skill.

After verifying AWAI’s credibility and their team of freelance writing experts, he dove in.

He ordered *The Accelerated Program for Six-Figure Copywriting*, immersing himself in the writing exercises.

CASE STUDY:

Eddie Stephens

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Member:

Eddie Stephens

Location:

Tulsa, Oklahoma

Former Career:

Pastor

How He Got His First Client:

A friend who worked in marketing hired him to write brochure copy for a home security system.

Top AWAI Programs:

- *The Accelerated Program for Six-Figure Copywriting*
- *Circle of Success*
- *FastTrack to Copywriting Success and Job Fair*

And, although he had persuasive writing skills due to writing sermons for decades, he learned much more.

“I already knew how to get inside people’s heads. But what I was learning from AWAI was how to really turn that volume up,” says Eddie.

Before finishing *The Accelerated Program*, he landed his first copywriting client.

Making a Fortuitous Decision

During the early days of his copywriting business, Eddie’s wife was undergoing cancer treatment and surgery.

For a short time, he returned to his roots in the ministry. He didn’t have a lot of paid writing work, so he wrote a script to call local business prospects.

As a result, a publishing company hired him to write paper mailers. Small projects for advertising agencies followed.

Then he made a fortuitous decision.

With no previous experience in the dental industry, he got a job at the dental office where his wife still works today.

As his persuasive skills surfaced at the office, he was given various writing assignments, including a direct mail campaign and customer relations projects.

Meanwhile, content marketing was exploding. Eddie didn’t realize it yet, but his dental office experience was about to pay off.

Getting Invaluable Guidance

By 2009, Eddie knew it was time for hands-on guidance.

In October he headed to Delray Beach, Florida, for his first *FastTrack to Copywriting Success Bootcamp and Job Fair*.

Stunned at the number of attendees who were also making career transitions, his intimidation faded fast.

He met a copywriter who helped him hatch a mastermind group. They speak on the phone once a month, sharing ideas on business strategies.

But it was a chat with AWAI’s head of copywriting training, Pam Foster, at *Bootcamp* that changed the course of his career for the better.

Foster suggested Eddie specialize in one writing niche. Years ago, her copywriting business took off when she focused on writing for the pet industry.

Taking her advice, he became a dental copywriter.

“*Bootcamp’s* about the connections, the relationships. Every time I go to *Bootcamp*, it’s like a homecoming,” he says.

“When you get around people who are actually in the trenches, working copywriters — whether they are the masters that are on the stage or the people just getting started — you see that there are actually people doing this at a level you may never have thought of.”

Opening the Floodgates to Well-Paid Copywriting

Eddie pivoted into dental copywriting with the help of an AWAI program that Foster created, *Choose Your Niche*.

The program showed him how to attract his ideal clients, and he began writing blog posts and posting them on social media.

Dental companies around the world started contacting him, including a large group in Dubai. Eddie has never spent a dime on advertising his writing services.

“I’ve worked with clients all over the world. People see me as a person who can provide copy specifically in the dental industry,” he says.

“If you know the industry and know their language, if you’re adept at researching and getting to know who you’re writing for and to, it doesn’t matter whether you’re a technical expert or not.”



As a content marketing strategist, Eddie writes everything from web content to online sales letters. He also manages entire social media campaigns.

And if a client asks him to write an unfamiliar type of project, he never hesitates to accept the work.

As a *Circle of Success (COS)* member, he has lifetime access to all of AWAI's growing resources, plus free entry to *Bootcamp*.

He can try any program he chooses and see if it's a good fit. Working copywriters give him feedback on his copy, along with ideas for improvements.

"The investment in Circle of Success was just a slam dunk, you know? I viewed that as an investment in my new career," he says.

"As my wife said to me, 'If you're serious about this, honey, you need to do it.'"

Redefining His Purpose

Today, Eddie is an in-demand dental copywriter who is still active in his faith.

His latest endeavor? A website and podcast in the self-improvement space sparked by another AWAI program, *Money-Making Websites*.

Yet Eddie admits money isn't the primary reason why he loves writing for a living.

It's freedom.

A typical day finds him working in his home office, taking walks whenever the mood strikes him. Sometimes he writes by the pool, and he enjoys spending time with his grandchildren.

"For me, freedom is probably the greatest benefit," says Eddie.

"It's the ability to work where I want, when I want. If I make a lot of money, great. But it's the freedom —the ability that if I want to, I can."

Eddie's Tips for Copywriters

- **Capitalize on your background** — With no technical dental expertise, Eddie became a successful copywriter on the strength of his everyday dental office experience.
- **Write every day** — Diligent practice of the writing exercises in the *Accelerated Program* helped him land clients quickly.
- **Nudge your prospects regularly** — Eddie built his business by consistently blogging and sharing his posts on social media.

Ready to pursue *the Writer's Life*?

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

