



Former Corporate Ad Exec's Freelance Copywriting Success Fuels Family's Dreams

Cindy Cyr had a direct sales business, which meant she was her own boss. But the hours she worked conflicted with the activities and schedules of her two growing boys. To phase out that business, she took a job as an advertising executive for a regional publication.

Although a top performer, Cindy strived to be better. That drive to excel led her to American Writers & Artists, Inc., the world's leading provider of copywriting training programs. AWAI was founded in 1997, and is headquartered in Delray Beach, Florida.

"One of the things that led me to AWAI was I was trying to figure out what made one ad work better than the other. So that's how I discovered what a copywriter was. I didn't know they existed. And that helped me answer my questions."

Without realizing it, Cindy actually wrote copy in her job. Devouring AWAI's *Accelerated Program for Six-Figure Copywriting*, she honed her skills, achieving the top advertising salesperson award in 2007.

While corporate life paid the bills and provided a stable schedule, it wasn't without drawbacks. As an employee, she was at the beck and call of her boss. It was almost like being a child again, asking permission for almost everything she did, including taking time off for family in emergencies.

CASE STUDY: Cindy Cyr

"AWAI has a lot of people to help you. A huge thing for me is the community, being a part of that community, and having people you can reach out to."

MEMBER:

Cindy Cyr

LOCATION:

Jacksonville Beach, Florida

FORMER CAREER:

Direct sales and advertising

HOW SHE GOT HER FIRST CLIENT:

After sending out targeted letters, she landed an assignment writing promotional emails for a local retail shop.

TOP AWAI PROGRAMS:

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

The downside of corporate employment was revealed in one of the most traumatic, heartbreaking times in Cindy's life.

A Major Disappointment at Work

While studying copywriting through AWAI, Cindy got the painful news that her sister Sue was diagnosed with inoperable stage 4 colon cancer. Her sister's condition was terminal.

Sue had been her hero and best friend all her life. Obviously, she wanted to spend time with her before she died. Unfortunately, the situation didn't fall under FMLA (Family Medical Leave Act) regulations. So, while HR was sympathetic, Cindy's request for time off was denied. However, they told her to check with her boss. If she gave her permission, a leave of absence might be granted. So, Cindy formulated a plan.

She could work remotely with most of her clients. However, many of her local clients needed personal attention. She turned to her coworkers for help and they agreed to cover her duties for the local work. With a plan in place to ensure work continuity, all that remained was asking her boss for permission.

Unfortunately, the plan wasn't accepted, and Cindy had to remain at work instead of visiting her dying sister.

Tragedy Turns Into Motivation and Triumph

Cindy wanted to leave her job so she could spend more time with her sister. Although she was already studying copywriting, Sue's illness put an urgency on it. She attended an AWAI-sponsored email copywriting workshop given by Matt Furey.

According to Cindy, the workshop wasn't cheap, but she could see the potential to make

money quickly. So, she invested her tax refund money and headed off to Tampa. The live event motivated her, and Matt's instruction made her confident that she could do this. She even got paid a \$100 bill that she kept framed over her desk for motivation.

Cindy also signed up for AWAI's *Circle of Success*. Her COS membership sped up the learning process and kept her accountable. Besides the ability to get her questions answered, Cindy relates another benefit of the program. According to her, "Having other copywriters that I could get feedback from was really, really powerful for me ... It kept me on track."

During that time, she also attended a Dan Kennedy workshop: *The Business of Copywriting*. Dan showed her a different way to think and be profitable. The workshop taught her how to run a copywriting business more effectively. She went from scurrying from job to job to landing clients who would contract her for six months or more.

Cindy credits her COS membership with another valuable asset. She didn't need to know how to write everything immediately. She had the resources to accept a job she'd never done before, get the training material she needed from AWAI, and complete the project successfully.

In fact, a local agency owner contacted her about writing case studies. Using what she'd learned about marketing herself, she landed the project. Her first case study was about famous salesman and motivational speaker Zig Ziglar, one of the agency's clients. The case study was a success and came with an unexpected reward. Cindy



was hired directly by the Ziglar Corporation for a year-long project.

Cindy's goal of leaving her corporate job became a reality when she quit her employer five months after starting her copywriting training. She credits a major part of her success to her *Circle of Success* membership.

Sadly, Cindy's sister died four months after the cancer diagnosis, just one month before Cindy was able to leave her job. Even so, when she got the call from the hospital that the end was near, she packed up and was there when Sue passed away. Even though she only had one week's vacation, Cindy spent two weeks with her family, supporting and encouraging them during this emotionally trying time.

She expected to be jobless when she got back home ... but she didn't care. Family came first and she was already upset that her boss didn't allow her more time to spend with her sister.

Surprisingly, her boss didn't fire her. But the work atmosphere changed. Her relationship with her boss became strained, even a little contentious. Some of the smallest, insignificant issues were cause for major disagreement.

Cindy could have let the changes at the office dishearten her. Instead, it had quite the opposite effect — it fueled her passion and drive to achieve her dream of a writer's life. She resolved to work harder, both at her job and in her freelance copywriting career.

Cindy vowed that never again would anyone keep her from being where she needed to be, when she needed to be there ... with those who needed her support and love.

Achieving Her Dream Also Enabled Her Family's Dreams

For Cindy, the ability to work from anywhere in the world is a dream come true. And it's been the catalyst for her family achieving their dreams as well, particularly for her sons.

For example, her youngest son Dalton is an upcoming singer, songwriter, musician, and actor. Cindy and her husband live in Jacksonville Beach, Florida. But her son works in Los Angeles much of the time. When they need to be with him for auditions or jobs, she can just pack up and go, never missing a beat with her clients. They even maintained a second home in LA for a while.

Even when her kids were younger, the freedom to work on her own terms boosted the quality of life at home. Cindy stated, "I remember that when Dalton got home from school, I would stop working. He could come in, sit on my lap and tell me all about his day."

The freedom of her lifestyle impressed her son Austin as well. He'd always had an entrepreneurial spirit. He watched his mother's business grow and he decided that it would be his path to success, too.

Cindy's personal success became the example and motivation for Austin's aspirations and his dream of the writer's life. He's already started his journey to copywriting success as a full-time copywriter at Agora.

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Cindy's Advice for Aspiring Copywriters

Cindy offers these three bits of advice for writers desiring to build a successful copywriting business:

- Define and write down your dream of a writer's life in vivid detail, right down to the smallest element.
- Find a community like AWAI and the *Circle of Success* that will train you in the skills for copywriting, answer your questions, and give you support and encouragement.
- Discover and hold onto your "why," your deepest, most powerful reason for building a strong, profitable business.

That last bit of advice is perhaps the most significant. As Cindy explains, *"For me, I had the "why" of my sister, and it was unshakable. It was very powerful and helped me to get through those times when I had doubts about whether I was good enough, whether I could do this."*

Are you ready to achieve your dream and empower your family's dreams, too?

Learn more about the program that launched freelance Cindy's career.

[The Accelerated Program for Six-Figure Copywriting](#)

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