



Former Musician Finds Freedom and Harmony in Copywriting Career

As a professional musician, Jim Wright spent over 30 years playing music throughout Ontario and Quebec, Canada. You name it, he did it: musicals, rock, pop, country, and even marching bands.

This meant plenty of late nights and traveling for extended periods. When touring, Jim would leave home, play six nights in a town, travel to his next gig, and repeat this schedule five or six times in a row. At best, he managed to play at night then return to sleep in his own bed.

“But,” he recalls, “loading gear in a truck at three o’clock in the morning, driving, and getting home at five wasn’t much fun. And I had a day job.”

By day, Jim worked as a high-tech expert teaching at his local community college. He knew he had a heavy schedule because he felt it. “It’s a young man’s game,” he says.

Then he got married and had kids. “It became a little too much,” he reflects.

How could he improve his quality of life while supporting his family and doing something he loves?

A Lifelong Learner Becomes a Copywriting Student

In 2009, Jim came across American Writers and Artists Institute’s (AWAI) *How to Write Your Own Money-Making Websites* program. As a techie and self-declared lifelong learner, the program struck a chord with him.

On the one hand, he’s long had a passion for words. In his youth, he wrote articles for his local newspaper, though he never got paid. He just thought seeing his name in print was cool.

CASE STUDY: Jim Wright

“Not being tied to a job or worried that the economy will kill your job is freedom. I love being able to do what I want to do when I want to do it. That’s success.”

CASE STUDY: Jim Wright

LOCATION:
Perth, Ontario, Canada

OTHER CAREERS::
Musician, high-tech expert, local community college teacher

HOW HE GOT HIS FIRST CLIENT:
He sent a short email to Heather Robson proposing a 3-Minute Guru video for Wealthy Web Writer.

TOP AWAI PROGRAMS::

- *How to Write Your Own Money-Making Websites*
- *Build Your Freelance Website in Four Days*
- *Wealthy Web Writer*
- *FastTrack to Copywriting Success Bootcamp and Job Fair*

On the other hand, he's had personal computers since he was young. Networks, modems, websites, you name it, he learned it and mastered it.

Jim's desire to learn and figure things out are instrumental to him. So, it is no surprise that they drove him to register for the program.

Around the same time, he found the *Build Your Freelance Website in Four Days* program, also from AWAI.

The two website-focused programs resonated with Jim's natural curiosity for anything tech and computer related. "Both of these programs seemed interesting to me," he says.

While completing these two programs, Jim found everyone he encountered at AWAI to be dedicated and supportive. "There was a genuinely helpful, caring atmosphere there," he says. "You can tell they're quality people who really care about what they're doing. That made me want to be part of it even more."

Overcoming Stage Fright Thanks to a Welcoming Community

Jim's natural curiosity and desire to learn - especially anything tech-related - harmonized when he became a member of *Wealthy Web Writer*. Here, he found a welcoming community of likeminded people.

At the end of each *Wealthy Web Writer* monthly live Member Update Webinar, the Managing Editor, Heather Robson, would invite people to pitch her ideas in an email. Because everyone at AWAI was so committed to members' success, Jim wanted to give back. He wanted to be helpful in return.

While listening to these calls, Jim realized he could combine his technical and writing passions to help AWAI help others. He was already doing technical writing like Search Engine Optimization (SEO) in his day job, so expanding that to web writing to help others made sense.

Jim drafted an email to Heather. But stage fright crept in and he didn't press the send button. This happened

two months in a row. The third month, he finally sent the email proposing a 3-Minute Guru video, and she accepted his idea.

"Heather was the first person I dealt with at AWAI. Her openness and receptiveness to new writers was very important. She was my first client," Jim says.

His journey to becoming a copywriter was gradual. Over the next couple of years, Heather agreed to more ideas, which led to Jim becoming one of *Wealthy Web Writer's* Reality Bloggers and then the Tech Corner Editor while still doing the 3-Minute Guru videos.

A Turning Point

"One day I noticed I had two or three clients, and I realized I'm a freelancer now," Jim says. "If you just stick with it, keep at it, and do okay - and if you're easy to work with - then good things will happen. Opportunity A turns into opportunity B, which turns into opportunity C."

Sure enough, over the next few years, Jim picked up more jobs, met more people, and had more opportunities. It started with his immediate personal and professional networks.

For example, he helped his kids' figure skating club by taking over its website as a volunteer. Soon, another volunteer approached him asking whether he could do a website for a client of hers.

"There were never any formal sales calls in the beginning," Jim remembers. Like music improvisation, "it was just keep talking about what you do, keep your ears and eyes open, and follow the opportunities where they go. It's not a straight path."

He knew that being a generalist would come with some challenges. So, he picked up many different jobs like social media, SEO, websites, and explainer videos - anything technical.

He also knew that being a freelance writer is usually a solo gig. So, when he attended his first *FastTrack to Copywriting Success* Bootcamp and Job Fair in 2013, he connected with people who understand what he



does. He found everyone at Bootcamp to be friendly and approachable, even the President, Rebecca Matter.

He built relationships and landed new job opportunities. In fact, “picking up a few jobs here and there at Bootcamp more than covered my Bootcamp expenses,” he says.

From Copywriting Student to Teacher and Freedom

Jim came full circle when he started teaching in the *Build Your Freelance Website in Four Days* program. “To go from being a student in that program to actually teaching in that program was big for me,” he reflects.

Beyond that, Jim found security in being a freelancer even during uncertain times. Like an orchestra conductor directing a symphony, he feels in control of his destiny now because he has a range of abilities and skills that can generate income.

“You have skills that can generate income and you’re not dependent on a job, especially now with what’s going on with COVID-19,” he says. “Some of my friends have had their jobs and incomes completely wiped out. But when you’re a freelancer, you have skills that can generate income from many different sources. I feel more secure now being a freelancer than when I was working.”

Achieving Harmony

In uncertain times, Jim found freedom and harmony as a copywriting freelancer. He found flexibility to do what he wants when he wants. But most importantly, he found a way to get paid to do what he loves to do.

“Success to me is primarily in my quality of life, truly loving the work I do and having flexibility in how I do it. So, primarily lifestyle. It also helps in times like these to have more than one income stream or many different clients. Since the work I do is mostly remote, I’ve been lucky to not be too affected by quarantines, lockdowns, and such. I’m very grateful for that too.”

Jim’s Tips for Copywriters

- **Do good work, meet your deadlines, and be easy to work with** — Always try your best. “You don’t necessarily need all three. If you have two of these three, you’re probably going to be okay.”
- **Trust what you do** — “You’re not going to be everybody’s cup of tea. Just love and serve. Trust the path, follow the path, and good things will happen.”
- **Be a lifelong learner** — “Always be curious, always learn.”

Ready to pursue your own definition of success?

Learn more about the program that kicked off Jim’s career,

[*How to Write Your Own Money-Making Websites.*](#)

