



## Copywriting Skills Help Texas Woman Launch Profitable Web-Based Business

In 2009, Texas native Christina Gillick was happily working as a “chat filterer” at a web design training company.

As the company prepared to create a sales campaign, her boss brought in Joshua Boswell, a copywriter trained by American Writers & Artists Inc. (AWAI). Christina was assigned to take notes.

“I had never heard of copywriting before and was blown away by everything I learned,” Christina said. “I remember thinking, ‘I want to do whatever it is this guy is doing.’”

That was Christina’s first introduction to copywriting, and the spark that ignited her entrepreneurial spirit. Fast-forward five years and Christina has not only built a successful copywriting business. She went on to use her newfound copywriting and marketing know-how to start a web-based retail business that brings in twice as much as her previous office job.

### *Becoming a Copywriter*

Upon Joshua’s recommendation, Christina invested in AWAI’s *Accelerated Program for Six-Figure Copywriting*, and things moved quickly from there. Her boss promoted her to copywriter, and she began writing marketing emails, product descriptions, sales letters, landing pages, and more.

“I was excited about having a chance to practice being a copywriter while getting a full-time paycheck,” Christina said. “Although I still yearned to ‘be my own boss.’”

Through AWAI, Christina met Rebecca Matter, which opened the door for Christina to write articles for AWAI’s *Wealthy Web*

#### **CASE STUDY:**

### **Christina Gillick**

*“Copywriting has become so much more than a path to quitting my full-time job. AWAI gave me the tools I needed to turn my idea into a business.”*

#### **MEMBER:**

Christina Gillick

#### **LOCATION:**

Farmersville, Texas

#### **OTHER CAREERS:**

Chat filterer, company copywriter

#### **HOW SHE GOT HER FIRST CLIENT:**

Referrals from AWAI, then content that generated traffic to her website.

#### **TOP AWAI PROGRAMS:**

- *The Accelerated Program for Six-Figure Copywriting*
- *Wealthy Web Writer*
- *How to Write Your Own Money-Making Websites*
- *Importing Fortunes*

Writer web site. In 2011, she attended AWAI's *FastTrack to Copywriting Success* Bootcamp and Job Fair.

"I was earning money at that point, but was afraid to make the leap to freelancing," Christina said. "*Bootcamp* helped me realize how big – and real – this opportunity is and that's when my business really took off!"

### *Becoming an Entrepreneur*

Throughout her AWAI training, Christina learned how to use copywriting to help clients build successful businesses. But she had dreams of launching her own web-based retail business.

Christina had an idea for a product she had been searching for her entire life: earrings that didn't pinch or poke and were actually comfortable to wear.

With her business idea in mind, Christina's next step was AWAI's *How to Write Your Own Money-Making Websites*, taught by Nick Usborne.

"The program included a step-by-step system for creating income-generating websites based on your individual passion or interest," Christina said. "If you do the work as you take the course, it snowballs."

Christina then invested in *Importing Fortunes*, offered through AWAI's sister company, Great Escape Publishing. Through this program, Christina learned about the import/export business, including how to find and work with a manufacturer and accept payments online.

"Learning what AWAI teaches is immensely valuable," she said. "But people don't realize they can use their copywriting skills to promote their own business!"

Following AWAI's programs, Christina created ComfyEarrings.com. First, she worked with

a friend at a body piercing shop to learn how her comfortable earring design could actually be based on body piercing jewelry. She then contacted several manufacturers with her idea and went through many rounds of design testing, eventually launching Comfy Earrings on October 10, 2010.

"My entire life, I've been looking for this product," Christina said. "I just decided to go for it. ComfyEarrings.com is a hybrid of strategies I learned through AWAI. I created my own product, then used information I learned in the *Money-Making Websites* program to build my traffic strategy."

### *Becoming Successful*

Christina has created dozens of pages of content about earrings, earring sensitivity, and earring allergies, which in turn generate traffic to her site, and ultimately sales of her product. The business was quickly profitable. Just four months after launching her website, Christina was making more money through her freelance work and Comfy Earrings than she was at her full-time job.

Six months later, Christina decreased her hours at her full-time job down to 16 a week and started working from home. Her goal that year was to double her income while working half the time. In seven months, Christina did just that; she went from making \$65 an hour to \$160 an hour while working fewer hours.

As she built Comfy Earrings, freelance copywriting work helped pay the bills and



gave her the time and flexibility the new business demanded. When she won AWAI's \$10K Challenge in 2013, bringing in \$10,000 in project work, the award validated that she knows what she's doing.

When her husband, Nick, lost his job, the couple realized it was an opportunity for him to help Comfy Earrings grow. Nick took over fulfillment and customer relations, which allowed Christina more time to work on new designs and product promotion, including a special they ran last Halloween that generated more than \$1,000 in sales in one day. Christina regularly posts

content to Twitter and Facebook, and uses Facebook ads and Google AdWords campaigns.

Today, Comfy Earrings generates more income than what the couple was making when they both worked full time. Now Christina's goal is to scale down the work she does for clients so she can focus more time and energy on her retail business.

"Copywriting has become so much more than a path to quitting my full-time job," Christina said. "AWAI gave me the tools I needed to turn my idea into a business."

### *Christina's Tips For Copywriters*

- **Get started!** – Whether writing articles for websites, starting your own website or blog, commenting on other people's articles, anything. Start writing every day and get your name out there.
- **Start business journaling** – Record notes, ideas, thoughts, and lessons as you start or run your copywriting business. A business journal gives you a chance to reflect on what you've learned, remember the decisions you've made and why you made them, keep track of what works and what doesn't, and more.
- **Take small actions** – Repeatedly taking small steps can really add up!

## Ready to pursue *the Writer's Life*?

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

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