



Former Corporate Manager finds New Purpose, Freedom, Equivalent Salary Working Fewer Hours – as a Copywriter!

For 25 years before she found copywriting, Rochester, NY resident Lisa Christoffel was a global corporate manager for Kodak; traveling a lot and missing her kids' birthdays, concerts and baseball games, as well as anniversaries and more. Lisa needed to communicate with business colleagues around the world 24/7, accommodating them in their time zones, even if that meant 5:30 in the morning or 9:30 at night for her.

Around 2014, Lisa began thinking, "Is this how I want to spend the rest of my career?" She realized she wanted to move her career into a new phase, with better control over both her time and income; and she determined, "I'm *not* going to do corporate management any more."

About that time, she received a financial newsletter from Mark Ford (coincidentally, a co-founder of American Writers and Artists Institute (AWAI)), and she noticed a "side hustles" feature with a note that read, "*Hey, can you write a letter like this?*"

It was a promotion for AWAI's *Accelerated Program for Six-Figure Copywriting* (now the *Accelerated Program for Seven-Figure Copywriting*), from the very man who inspired the flagship program that has launched so many copywriting careers.

Like many people, Lisa hadn't thought about writing as a career before...but she immediately thought, "*Yes, I can write a letter like that.*" She was used to writing business emails, presentations and persuasive business writing; and had enjoyed writing stories and poems; but had never heard of copywriting – so she diligently researched AWAI. After her research convinced her that AWAI is a long-standing and reputable education and training company, Lisa concluded, "This sounds like a great opportunity; I'm going to try it."

CASE STUDY:

Lisa Christoffel

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- Lisa Christoffel

Case Study Writer:

Roberta Roffo

Contact me

to write YOUR case studies!

rroffo@comcast.net and on

LinkedIn

CASE STUDY:

Lisa Christoffel

LOCATION:

Rochester, NY

OTHER CAREER:

Global corporate manager

HOW SHE GOT HER FIRST CLIENT:

Lisa found her first client through what is now called Upwork.

TOP AWAI PROGRAMS:

- *The Accelerated Program for Seven-Figure Copywriting, paired with the*
- *Accelerated Program Companion Series*
- *The FastTrack to Success Bootcamp and Job Fair*
- *Circle of Success*

Lisa's Journey of Foundational AWAI Programs

While still working her full-time corporate job, Lisa began working her way through AWAI's self-paced *Accelerated Program*, and it was taking a while to get through it. Fortunately, AWAI soon offered up a newly-developed live companion webinar to the *Accelerated Program* called the *Accelerated Program Companion Series*, taught by none other than legendary copywriting experts, AWAI Co-Founder and Executive Director, Katie Yeakle, and President, Rebecca Matter. It was a personal walk-through of the *Accelerated Program*. Lisa carved the necessary time out of her busy life to absorb all she could from these knowledgeable women, taking everything in and completing all assignments.

"Katie & Rebecca are so enthusiastic in discussing the opportunities, and presenting the skills, that it creates enthusiasm in you!" Lisa says. She felt herself becoming very inspired!

Lisa also likes to experience opportunities in person, so soon after she started the *Accelerated Program*, she attended AWAI's in-person *Web Copywriting Intensive* (no longer offered as a live event), where attendees interacted often with mentors; and where Lisa met copywriters who *were* making six figures after studying with AWAI. That same year, she participated in programs with copywriting legends Clayton Makepeace and Bob Bly.

Lisa also attended her first *FastTrack to Copywriting Success* Bootcamp and Job Fair in 2015; and hasn't missed one since. "Meeting people who were succeeding; I could see it was going to happen for me; and the more events I attended, the more I believed that it was possible," says Lisa.

Lisa cites one more AWAI program of utmost value to her: very early on, she joined *Circle of Success* (COS), and greatly benefited from a network of colleagues that support each other and refer work to each other.

And critically, Lisa gained access to the entire COS library of resources for learning absolutely any skill she needs for success with her clients. "I can confidently say "yes" to anything, because I have the amazing COS resources to learn and do anything," says Lisa. For example, when a client asked her to write for social media, a project she'd never done, she turned to her COS resources, and she aced it.

Lisa took a cadre of fascinating AWAI programs as needed, including B2B copywriting mastery, digital copywriting, SEO copywriting, email writing, money-making websites and virtual business building.

Landing Her First Clients and Making the Full Transition

To build up her confidence as a paid copywriter, Lisa bid on jobs on what is now called Upwork, and her clients *loved* her work! Soon she updated both her LinkedIn profile and her website with her new skills, focusing on copywriting for the education and training niche, which closely aligned with her corporate and volunteer background, as well as her passions.

A local education program reached out to her on LinkedIn, and became a well-paying client. And she joined the local Chamber of Commerce, then began actively networking through Masterminds business groups, her preferred and very successful methods of gaining well-paying clients. (Now, most of her clients come to her!)

For the first few years, Lisa was writing copy around her corporate job responsibilities; but in 2020 she took on monthly retainer clients when she was furloughed to halftime at Kodak. "I like to be financially safe. Getting monthly retainer clients reduced financial risk, and made me believe I could make copywriting a career," says Lisa.

The floodgates opened, and her copywriting business zoomed! In 2022 she finally made the leap to full-time copywriting. She is never looking back!



Her “this is for real” moment came when AWAI Learning Chief Pam Foster called and invited Lisa to be the *B2B Writing Success* managing editor, saying, “You’ve done the work, you’ve got the skills, you could help our members advance their careers.” *And just like that*, AWAI became Lisa’s biggest monthly retainer client. As managing editor, Lisa plans out the content for the site, and hires and mentors content writers.

Nowadays, Lisa has four retainer clients for whom she creates marketing strategy, blogs, content marketing copy, web copy, white pages and more. And beyond the retainer clients, she also has several additional fascinating client projects — all in her passion niche of education and training: supporting clients who are providing a skill set to adults in workplaces to be able to realize their dreams. “It’s awesome to help create happier employees, better supervisors, happier teams — I love it!” says Lisa.

A Night and Day Difference in Quality of Life!

Lisa is loving the freelance world, and says it’s a night and day difference between the quality of life she has now with copywriting versus the quality of life she was missing with her corporate job.

First, Lisa cites the personal fulfillment she feels every single day, knowing that all the copy she writes helps others fulfill their dreams and goals and improve their lives, through purposeful education and training. She loves her education and training niche, and loves that there is education and training in every space: B2B, financial, human resources and more... There are all kinds of clients, which keeps freelancing fun and interesting.

Second, Lisa finally has the freedom to choose where, when and how she wants to work! “I can work from anywhere! I can arrange my schedule around things I want to do. I can help my family whenever I’m needed. I travel for fun now, instead of for a corporation. And what I *really* love is the ability to say, “No, this isn’t a good fit for me;” or “Yes, I’ve got a lot of ideas; let’s build this together!””

Third, though having only recently made the full transition, Lisa is already making the equivalent of her six-figure corporate salary, while working *fewer* hours.

Lisa can be found through LinkedIn and www.christoffelcopywriting.com. “I’m very thankful that I picked up that Mark Ford letter, and decided to pursue copywriting!” says Lisa.

Lisa’s Tips for Copywriters

- **Tip one — Copywriting is real!** New copywriters: get a couple of solid skill-sets such as emails and blogs; then go get clients! — And build additional skills through AWAI programs, as you need them.
- **Tip two — Go for It!** — If you really want a life you have control over, with the freedom and the ability to design a job however you want to, do whatever you can to make it work.
- **Tip three — Be Persistent!** — If you feel you can’t break through, keep going — because persistence is key. Don’t turn around when you’re near the peak!

Ready to pursue *the Writer’s Life*?

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

