



Introverted Techie Discovers Copywriting and Makes Six Figures While Playing Board Games With His Children

From the Pacific coast as a native Oregonian, to the Atlantic coast, Ralph McGinnis worked in New York for almost twenty years as an industrial controls technician. After Ralph married and had children, the family moved to North Carolina where his wife's family lives. There, he started doing industrial engineering and performing other technical tasks for the company. But Ralph's employer wanted him to travel and get higher education degrees.

That wasn't Ralph's plan.

Ralph says, "As a bit of an introvert and family man, I wanted time with my kids and my wife without being sucked into the corporate world."

Trying Something New

So, he opened his own business in property preservation, which is maintenance of foreclosed homes. In 2010 or thereabouts, he started another business doing the technical side of web work.

Ralph moved his loved ones to Oregon so his children could know his parents. There, he started flipping houses, which he enjoyed very much, but he wanted to use his own money instead of investors' money. There just wasn't enough profit in flipping houses for Ralph.

So, he went to work for a small marketing firm. There — again — he worked on websites, doing the technical side of things. At one point, Ralph found himself editing poorly

CASE STUDY:

Ralph McGinnis

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MEMBER:

Ralph McGinnis

LOCATION:

Sanford, North Carolina

OTHER JOBS:

Controls Technician, House Flipper, Industrial Engineer, Client Manager

HOW HE GOT HIS FIRST CLIENT:

The first pipeline company that hired Ralph also became the first client he did copywriting for

TOP AWAI PROGRAMS:

- Content Marketing
- The Accelerated Program for Six-Figure Copywriting
- Circle of Success

written articles and spending too much time doing it. Due to some shady dealings by the company, he wasn't happy at that job.

Late in 2016, the small marketing firm went out of business, but that dark cloud left Ralph with a silver lining: when he let one of his clients know he was available, the client hired Ralph on the spot! The new job required him to write articles. Because of the technical work he'd been doing, as well as his new position, Ralph knew his writing skills needed improvement.

"I began to understand quality of content is super-duper important," Ralph says.

AWAI Makes All the Difference

He looked into copywriting. When he came across an ad for an AWAI program that required a small investment, he took a chance on it. Impressed with *Brian Clark's Content Marketing*, Ralph followed that course with *The Accelerated Program for Six-Figure Copywriting*. Soon after, he joined *Circle of Success (COS)*.

One of the investors from Ralph's house flipping days had a pipeline company, and when Ralph told him about his interest and experience with SEO, the investor got a position for him with his company. After Ralph began copywriting there, others signed up for his services.

Since then, Ralph has diversified. Though his main focus has been with infrastructure pipelines and industrial construction, he has found work in other areas.

Ralph's ability to tackle any copywriting job that comes along is due to his membership in COS.

COS is a library of written training materials and videos on most every copywriting subject out there. In addition, COS provides access to

live tutors and guides. Ralph has studied with other organizations.

But, according to Ralph, "AWAI is the cream of the crop."

So far, Ralph has participated in six live and on-demand events with AWAI. Because AWAI uses teachers who have demonstrated their expertise in the particular subject they're teaching as well as being good instructors, Ralph has been able to rely on the information he finds through his membership in COS.

Ralph's certification badges speak well of his credibility, but the glowing reviews and the samples of his work found on his website (visibilityup.com) say even more.

Freedom to Come and Go

In addition to a six-figure paycheck, the freedom to put down what he's doing and do something else, is another big advantage of Ralph's lifestyle.

Once, a disabled wheelchair user from his congregation had not responded to repeated phone calls. She had been sick, and a friend called Ralph and asked him to check on the elderly woman.

He stopped working and went right over. After many knocks, Ralph's neighbor hadn't answered the door. He had to let himself into her house. She was fine, but it could have been a different story. His ability to respond when others need him is another reason Ralph has fully embraced copywriting.

With family on both sides of the country, it's no problem for Ralph to travel. He takes his business with him. He simply goes to a spare



room with his laptop to do his online research and writing. With copywriting, he has the flexibility to take his children for a visit with Grandma and Grandpa.

New Goals

Since June of 2019, just four months after he joined COS, Ralph's only source of income has been copywriting. Though he is able to work whenever he wants, eats three meals a day with his family, or stops working to play cards or a board game with his children, there are other things he'd like to do.

Ralph and his family are on a mission to eat healthier, so he has been growing microgreens to add to the tubs of organic spring mix his family

eats every day. Recently, he set up a website selling microgreens. He hopes to turn it into a money maker. Until his new website brings in the necessary returns, Ralph can rely on the clients who use his copywriting services on a retainer basis.

Also, Ralph has other plans for some of that big money he's making. Eventually, he wants to flip houses again, but this time he'll be using his own money. And he wants to teach SEO and marketing. But, like Ralph says, "With copywriting, you can do what you want to when you want to. I'm currently at six figures, but the biggest improvement is freedom, flexibility, and family."

Ralph's Tips For Copywriters

- **Take pride in your work** — Don't be content with doing a half-hearted job. You'll see more positive results when you make your best effort.
- **Never stop improving** — Get the training you need, whether it's on the technical side of things or in the quality of your writing. Do this and you'll be in a better position to compete.
- **Keep in mind your reasons for wanting to be a copywriter** — Remember the freedom and flexibility copywriting provides as well as the great pay. Doing this will fortify you when obstacles come up.

Are You Ready to Make a Six-figure Income With a Career in Copywriting?

Check out the program that led Ralph to his good fortune:

[Circle of Success](#)

