



Psychic Finds Rewarding and Lucrative Career as Intuitive Copywriter

From the start of her working career, Jessica McKay wanted a rewarding career without the nine-to-five grind.

She started by expanding her tarot card reading skills she learned from her mom as a child, and became a psychic. Jessica thought having her own clients and dodging the suffocating corporate boss would give her the rewarding, flexible job she envisioned for herself.

Eight years in, Jessica is hustling from the moment she wakes up to the moment she goes to sleep. She has very limited time and money to invest in herself, and the stress of trying to keep herself afloat is weighing down.

“It’s a really hard business model when you’re selling session by session,” Jessica says. “I would need to sell 30 people a month just to make \$3,000. It was definitely challenging, and I was burned out.”

The Search For A Better Way Forward

In 2019, Jessica started signing up for business development classes and looked for support in Facebook groups, hoping for a better way forward.

Shortly after, she heard that a friend of hers had made a career for herself as a writer, and Jessica thought maybe it was time to shift her business focus.

Jessica had always loved writing, yet her whole life, she had not dreamed she could make money doing it, so she never tried. But with the spark of hope, she searched online and found the American Writers and Artists Institute (AWAI).

CASE STUDY: *Jessica McKay*

“This is the most lucrative career I’ve ever had in my whole life and that’s huge! I can think about putting money away for retirement or go on vacation with my husband. We’re having our groceries delivered. Money makes it easier to take care of yourself in a deeper way.”

CASE STUDY: Jessica McKay

LOCATION:
New Jersey

OTHER CAREERS::
Psychic

HOW SHE GOT HER FIRST CLIENT:

A friend dropped her name in a Facebook group.

TOP AWAI PROGRAMS::

- Accelerated Program for Six-Figure Copywriting
- Circle of Success

She was so excited about *The Accelerated Program for Six-Figure Copywriting* and decided to sign up. Jessica says, “I remember I started the course and AWAI got me excited about the career. I thought, here's a whole community of people who are dedicated to teaching this as a craft. They're so passionate about what they're doing. And there was so much information. Nothing was left out. So, I thought, well, this is it.”

But the demands of her psychic business were still eating up her time. She couldn't devote herself 100% to *The Accelerated Program*, but she really wanted to.

Pandemic Hits and Changes Jessica's Life for the Better

Although the pandemic lockdown is challenging for most, it gave Jessica the gift of time and money, which were the two necessary elements she needed to change her life. Jessica was beyond grateful to receive unemployment money as a self-employed business owner. So she put the hustle on hold and dove into copywriting.

Jessica loved studying all the copy that was successful and proven to work, she says, “Just getting halfway through *The Accelerated Program* made me feel competent enough to start, which I think was pretty amazing. AWAI made me a better writer, and I got one client right away within 24 hours of making the decision that I was going to be a copywriter.”

Jessica had mentioned to a friend of hers that she had become a copywriter. That friend dropped her name in a Facebook group, and she got her first client, without any samples or a website!

Jessica's first client was a million-dollar coach. So naturally, she was intimidated, and almost told her to

go find someone more qualified. But then she read one of the emails her prospective client had sent out, and she knew she could do such a better job, so she decided to just go for it.

Luckily, Jessica is able to use her experience as a psychic to make her a unique copywriter. She uses her strong intuition skills to go deep into the target audience's perspective and write with a voice that moves them.

Just four months after starting *The Accelerated Program*, Jessica made it big, she says, “I am not an expert, but I'm making 13 grand a month, and I am getting results for my clients. So it's possible!”

Jessica Perfects the Art of Landing Clients

Jessica knew she had made it with copywriting, but her business was built off referrals, and she wanted to make sure she could be in control of her client acquisition.

She decided to invest in the *Circle of Success* because she could access all the resources she needed to perfect her business. Jessica says, “The best part of it was being able to email the office if there was something I didn't know how to do. And then within just a few hours, I would have that class in my library of classes, and I could reference that information. And that was so key. I needed that for my pricing, templates, and for doing proposals.”

Now she gets to choose who she wants to work with. After working with a law client, Jessica decided she needed to be excited about the company she takes on so she can really get them amazing results.



Jessica is now mostly working in the self-help niche and has a website. She's also working with a mentor to learn more about how to get clients organically on Facebook.

The Relief of Financial Abundance Benefits Jessica and Her Husband

Jessica says her new income has helped her husband as well. He used to be the rock of the family, with a more consistent income as a music teacher. Now Jessica can provide financial security and give her husband a break so he can figure out what he wants to do next.

Jessica finally got her rewarding career without the nine-to-five, and it pays! Jessica says, "This is the most lucrative career I've ever had in my whole life and that's huge! I can think about putting money away for retirement or go on vacation with my husband. We're having our groceries delivered. Money makes it easier to take care of yourself in a deeper way."

Jessica's Tips for Copywriters

- **Love Your Niche-** You don't have to have professional experience in the niche, as long as it's a topic you're passionate about.
- **Use Your Intuition-** Get quiet and go inward and think about the reader. What is their biggest frustration, and how does that feel? Put yourself in their shoes and say to yourself, how annoying would that be if I had this particular frustration?
- **Write the Hero's journey-** Position the client as the perfect expert, you're writing for humans and they're on a life journey. They're looking for a guide, an expert, someone to just hold their hand and make it easier. And as long as you have that perspective, you can really write for anyone.
- **Just Do It-** I always say that, even if you're not confident yet as a copywriter, it's okay, you still will know more than a lot of your clients, so don't worry about it. Just do it!

Ready to start your own lucrative business?

Start with the course Jessica used to launch her copywriting career,

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

