

Burned-Out Museum Coordinator Achieves Life-Long Dream of Being Paid to Write for a Worthy Cause

For NC Hawkins, COVID-19 was a blessing in disguise. As a successful art museum curator and exhibition coordinator, she had a robust, busy career. But that 'on the go' grind eventually wore NC out.

"I got tired of it," she said. "It can wear you down. I left the field to pursue writing." NC put the art world behind her top focus on her family and her life-long dream of becoming a writer. "I spent a good five years working and learning the craft."

But after years of research and learning about the publishing world, NC knew just how hard becoming a successful writer could be. "The publishing world is a tough industry. And it takes a long time to write a novel and learn the skills."

A Chance Online Encounter Changes Her Life Forever

NC had a life-long desire to become a writer, with a goal to be published by age 50. After pursuing creative writing through writing classes and going to seminars, she was no closer to her goal. But after stumbling across a Facebook ad, NC had her 'eureka' moment.

After seeing AWAI's promotion for starting a new career as a copywriter, NC realized the power of this new direction. "I realized, 'Oh, wow, you can actually make good money as a writer while also pursuing creative artistic endeavors.'"

NC's first step into the world of professional copywriting started with AWAI's *Accelerated Program for Six-Figure Copywriting*. But she didn't dive headfirst into this bold new world. For that to happen, a little incident known as COVID-19 gave her the push she needed.

"I didn't start it right away," she admits. "It wasn't until the pandemic hit. In the fall of 2020, I started the program and I

Case Study:

NC Hawkins

"AWAI's resources are phenomenal, and the training is top notch. It's everything you need."

MEMBER: NC Hawkins

LOCATION: Seattle, Washington

FORMER CAREER: exhibition coordinator for museums and project manager of art collections.

HOW SHE GOT HER FIRST

CLIENT: A colleague who manages and runs an ecology website was looking to swap out some of the site's content. With NC's experience with ecology, Soil Science and Forestry, she felt comfortable approaching him directly. The client loved her proposal and she started writing content for an ecology website. It was really that easy.

TOP AWAI PROGRAMS:

- *The Accelerated Program for Six-Figure Copywriting*
- *Sales Letter Mastery Certification*
- *21-Day Challenge*

loved it.” NC’s love of both writing and research made copywriting the perfect fit for her new direction in life. Once the copywriting bug bit, NC kept learning.

Not long after finishing the Accelerated program, NC enrolled in AWAI’s Sales Letter Mastery Certification. But NC’s ‘watershed’ moment was when she discovered AWAI’s 21-Day Challenge. For NC, Elise Benton’s program was the key to unlocking her success as a newly minted copywriter.

The Power of Having 200 Million People at Your Fingertips

With so many options to choose from, picking a direction as a new copywriter can sometimes be intimidating. The *21-Day Challenge* helped NC find her way in the copywriting world. Because she was never a social media junkie, NC found the attention to detail invaluable to starting her new career.

“It was daunting to set up a LinkedIn profile and starting to network that way,” she says. Despite have zero connections and knowing nothing about the platform, Elsie’s program got NC to push past her fears.

“The whole focus is finding your niche, setting up your profile, and how to work LinkedIn,” NC says. Once she started the 21 Day Challenge, NC realized the power of networking. “LinkedIn has a 200-million-member reach, so it’s daunting because it’s so huge. But it’s really accessible and it’s free.”

After learning the ins and outs of LinkedIn’s powerful resources, NC got to work building her network. And because she already had her niche, NC took a very strategic approach to LinkedIn.

“I didn’t want ‘fluffy’ connections that didn’t have anything to do with my niche,” she explains. NC’s goal was to focus 100% on her niche, with 80-90% of her connections be colleagues in her area of specialty. And NC’s niche was something near and dear to her heart: environmental sustainability.

A Laser-Focus on Her Passion Fuels a New Writer’s Success

After spending six months focusing her LinkedIn network on her niche, NC soon had a robust network of over 50 connections. For NC, working hard to build a pool of businesses, nonprofits, speakers, entrepreneurs, scientists, researchers, and writers simply made sense.

“I don’t even view my connections as prospects, clients, or leads. I view them as colleagues and collaborators,” she elaborates. “People sense that authenticity when you care about what you’re doing, and you do it for all the right reasons.”

For NC, seeking these kinds of connections helped her build a foundation for her new career to support something deeply important to her.

“Environmental sustainability was something I was passionate about and believed in. I wanted to make a difference with my writing in the world,” she says. Coming from a background of mission-based, research work, this decision was a no-brainer. “The green umbrella encompasses so many interesting facets.”

Keeping her LinkedIn connections tightly focused on her passion makes bringing in a steady stream of writing assignments an almost automatic process for NC.

“People want to connect with me,” she explains. “It’s all been organic networking. They have all been incoming to me now.” Once NC hit 50 LinkedIn connections, she found she rarely has to reach out to other people. All of NC’s current clients reach out to her first, after they connect with her or after reading something she wrote.

The key, according to NC, is posting content her network will care about.

“I try to diligently post things that touch people’s hearts,” she elaborates. “That’s how you get engagement. And people can see when you care about what you do.”

Enjoy a Flexible Lifestyle While Making a Difference

For NC, copywriting wasn’t just a way to pivot out of an old career. It was the realization of something she had wanted to do her entire life.

“It launched the career I’ve always wanted,” she says.

But her writing is more than just a job change. NC feels she is effecting change on a world that desperately needs it. And this change isn’t even for NC or others in her generation.

“I’m achieving the goals I want to do for my daughter and her generation,” she says. “Let’s clean up the Earth. Let’s clean up the oceans. Let’s stop forcing species into extinction.”

The Gift of Ultimate Flexibility and Control During a Pandemic

NC had already left her former pressure-cooker career shortly before COVID-19 struck. For her, the adjustment to working remotely was the perfect antidote to her fast-paced former job.

“I came into this in the beginning of the pandemic,” she says. “It was great because everybody was working from home. I love the flexibility remote work offers because I get to choose my clients. You get to self-empower yourself in this profession.”

For NC, being able to control her career is her definition of success. Being able to use all her business skills and academic training and turn it into a new career from home on her laptop is the ultimate form of empowerment.

“Parenting is my number one job,” she explains. “Copywriting is something I can do on my own from home, on my own schedule, on my own terms. I want to write until I literally can no longer write until I’m dead,” NC says with a laugh.

NC’s Tips for Copywriters:

- **Use LinkedIn** – LinkedIn allowed NC to build a laser-targeted network of professionals in her chosen niche.
- **Be authentic** – “Look at your clients as colleagues and collaborators,” NC says.
- **Keep building** – “Put in the work! LinkedIn is a phenomenal free resource with a humongous reach.” Use LinkedIn and AWAI to stay engaged. “If you love to learn,” NC adds, “you’ll get there.”

Ready to pursue a career with unlimited flexibility?

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

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