



Family Man Swaps Career Pressures for a Writer's Life... With a Six-Figure Income AND More Family Time!

Ralph McGinnis had what many would say was a great career. But it was demanding, and getting MORE demanding on his time. It didn't give him the freedom he needed. It was frustrating. And it wasn't what he really, ultimately, wanted to do. "I wanted to have more family time without being sucked into the corporate type world," says Ralph.

Ralph McGinnis is a family man, with a wife and three kids. He spent decades building a successful engineering career so that he could take care of his family. His career brought in a suitable income, such that his family was comfortable. But yet, his life balance was not where he needed it to be. Time with his family is critical to him. As well, he is a man committed to his congregation, and helping the less fortunate.

Rather than settling for the status quo, Ralph dedicated himself to finding the career that would give him the right balance between job satisfaction, a stable income, and ample time for his family and church congregation. His search for a better life was NOT straightforward... it was full of twists and turns.

Doing What Pays the Bills, but Deciding on What's Important

After graduating high school in Oregon, Ralph moved to New York and worked for a New York Bible and Bible literature manufacturer, as an industrial controls technician. He met and married his wife there, and they started a family. After 18 years in New York, they moved to North Carolina to be close to his wife's mom and sister.

CASE STUDY:

Ralph McGinnis

"If you work for a company, you may or may not be able to just stop for whatever priority in your personal life comes up. With copywriting, you can. You can do what you want to, when you want to."

MEMBER:

Ralph McGinnis

LOCATION:

Sanford, North Carolina

OTHER JOBS:

Controls technician, industrial engineer, property preservation

HOW HE GOT HIS FIRST CLIENT:

He landed work with a pipeline company due to a previous work relationship.

TOP AWAI PROGRAMS:

- *The Accelerated Program for Six-Figure Copywriting*
- *SEO Copywriting Mastery*
- *Circle of Success*

Ralph continued his career as an Industrial Controls Engineer, and his career started to take off. However, the job started demanding more and more of his time, with requirements for travel, and educational development courses. He says, “I wanted time with my kids and my wife.”

He and his wife decided that that life wasn't right for their family, so Ralph quit and started his own company in property preservation, something he's interested in.

In property preservation, he maintained foreclosed properties for large institutions until they could be sold. It was lucrative, earning him a good living, but he began to realize that wasn't right for him either.

Making Changes to Find the Balance Between Work and Family

After four or five years of this, they decided to move back to Oregon so that their kids could get to know his side of the family. Family is particularly important to both Ralph and his wife. But so is a stable, six-figure income. Back in Oregon, Ralph dived into house-flipping with some partners, and although lucrative, it didn't provide the financial stability they needed.

Once again, it wasn't working out... he needed to find something else that better balanced his priorities.

Developing a Web-Based Marketing Career on His Own is Challenging

So Ralph started developing his web-based marketing career, essentially on his own. Leveraging his technical strengths, he realized he had a knack for SEO. Ralph focused on SEO long-form copywriting, and pay-per-click ad creation. Ralphs says, “I really wanted to do web work.”

He started dabbling in this in 2009, doing free work for friends, and then got his first paid project in 2010. But then he began to realize that excellent content was critical to effective SEO, and Ralph began to understand his limitations with writing creative content. He sensed he needed to further develop his skills. Ralph says, “I started delving more into copywriting to up my skills and make me more useful to my clients and what I'm providing them.”

So, Ralph got a side job in 2010 with a small marketing firm editing on-line articles. He quickly realized that the quality of the content he was editing, was very low. It needed to be better, especially to have a positive effect on SEO. This side-job was an eye-opener... the amount of low-quality copywriting being produced was astonishing. Ralph realized he really liked copywriting, but he also realized he needed to be better at it.

Through one of his house-flipping partners, he got a job focusing on SEO work for a pipeline company, which led to similar projects for other companies in the industrial market segment. He loved the work! However, he says, “I needed my articles to be top notch and so that's when I started getting into the American Writers & Artists Institute (AWAI) and trying to improve my level.”

Finding Quality Training Programs

Ralph saw an ad for AWAI, and got onto the AWAI e-mail list in 2018, but took several months to evaluate the available programs. He was at first skeptical, “to decide, you know, if it was legitimate or not,” he says. In his experience, he felt that most programs didn't deliver. He was suspicious, but cautiously optimistic. He says, “I wanted to make sure before I made a move that it (AWAI) was worthwhile.”



Ralph took his first major AWAI program, Brian Clark's *Content Mastery*, in December of 2018 and realized the quality of AWAI's offerings. Excited, he quickly followed that program with *The Accelerated Program for Six-Figure Copywriting*, before joining the *Circle of Success (COS)* in February 2019. He says, "I got into COS very early, and started taking programs in there that had to do with what I was doing."

For Ralph, it just made complete sense, and was a natural extension of his journey to achieve his goals. AWAI was set up to help copywriters achieve success, and Ralph realized investing in his education was very important. In fact, his clients say that his ongoing commitment to his education is one of the reasons they like to work with him. Ralph says, "Getting all this great training has put me in a unique and valuable position that clients do appreciate."

In mid-2019, Ralph had a serious conversation with his wife. She really wanted to go back to North Carolina to be closer to her mom and sister, and he felt he had finally reached a point where he could rely on copywriting full-time to support his family in a reliable, ongoing manner. AWAI gave him the freedom to make the move

back to North Carolina... and make his wife happy.

Now back in North Carolina, Ralph has achieved his goals. He continues to take AWAI programs, continuously learning and improving. Thanks to AWAI, he's earning a six-figure income, doing what he loves helping industrial clients with their web-based copywriting requirements, while working from home. He has time for his family, and can be flexible to accommodate those special moments and times because of his established copywriting career. He says, "The pay-scale is better now with freelancing. But the biggest improvement is freedom, flexibility, and family." That pretty much says it all.

The next stage in Ralph's journey is yet to be written. However, he's fascinated with healthy eating and microgreen products that support that interest. He's also excited about transitioning into teaching his newly honed skills to others. All while continuing to support his family and lifestyle through web-based copywriting skills learned from AWAI.

Ralph says "AWAI has always focused on picking leaders in the industry... I know that when I take an AWAI program, I'm getting solid information."

Ralph's Tips for Copywriters

- **Build off your strengths.** "Know what your strong points are and your weak points. Don't discard your weak points, they're important too. But focus on your strong points and build out from there."
- **Stay positive about your abilities.** "Don't let NOT being number one make you think you're a failure. It's ok for 30% of writers to be better than you. You are still better than 70%!"
- **Keep learning.** "Never stop improving."

Ready to pursue the writer's life?

Learn more about the program that launched Ralph's career,
[Circle of Success](#).

