



Pastor Called to Convert Persuasion Skills for Copywriting Freedom

Eddie Stephens, a pastor and passionate teacher at heart, honed his writing and speaking skills to help people find solutions to their problems. And his flock responded to his compelling messages — all day — every day.

He had a demanding, yet rewarding call to serve his community. But it was never 9 to 5.

Eddie was a dedicated pastor, husband and father of two daughters. But after 25 years, he says, *“The personal toll of keeping all the plates spinning and being ‘on’ all the time was difficult.”*

“I could never really walk away from the responsibility. I was flying at such a high altitude day to day, that I was really struggling to get air.”

He wondered how he could transfer the power of words, and their ability to change people’s lives, to a new writing career. He wished for freedom to set his own hours and enjoy his life and family.

Finding His Way on the Winding Road to Success

Eddie knew how to be persuasive. But he needed to learn how to write differently — and manage his time so he wasn’t working day and night.

He researched copywriting at his local library and discovered several books written by successful freelancers. One book, *The Copywriter’s Handbook*, provided an appendix of promising resources including American Writers and Artists, Inc. (AWAI).

Eddie began to see that he could make a living writing persuasive copy. And he could get the education he needed without attending college again.

CASE STUDY: *Eddie Stephens*

“I am my own boss. I have the freedom to serve others well, while serving my business, where I want, when I want.”

CASE STUDY: Eddie Stephens

LOCATION:
Tulsa, Oklahoma

OTHER CAREERS::
Pastor, Dental Clinic Employee, Ghostwriter

HOW HE/SHE GOT HIS/HER FIRST CLIENT:

He asked a marketing church member if she needed help and landed a contract writing descriptive copy for a brochure.

TOP AWAI PROGRAMS::

- *The Accelerated Program for Six-Figure Copywriting.*
- *Fast Track to Success Copywriting Bootcamp and Job Fair*
- *Choose Your Writing Niche*

With his wife's encouragement to pursue his dream of a writing career, Eddie leapt at the chance to buy *The Accelerated Program for Six-Figures Copywriting (The Accelerated Program)*. But he was delayed from fully diving into it by a twist of fate — his wife was diagnosed with cancer.

As Eddie's wife began treatment, he tended to his family and even took on additional pastor work. But his determination stayed strong and he remembers, *"I sat in the hospital reading the program materials and handwriting the letters they told us to do."*

He didn't wait to start getting clients either. He approached a church member, a marketer, who provided him with one of his first projects - a home security brochure.

Now on a mission, he began a courageous cold-calling campaign. Wisely creating a persuasive, non-pushy script first, he called more than 1,000 yellow page businesses over 9 months — and vetted 250 potential clients and small projects.

The Event That Launched His Copywriting Career

He and his wife had begun working at a dental clinic. Although hired for a different role, the clinic approached him to help with their copy to reach patients.

Eddie's writing was making a difference. As his samples and portfolio grew, so did his confidence.

In 2009, Eddie went to his first *Fast Track to Copywriting Success Bootcamp and Job Fair (Bootcamp)*. It was scary at first, but he was meeting people like himself.

He says, *"We were exploring if this was something we could do. If it was legit."*

There were great speakers on the stage. Afterwards, these successful writers gathered in the lobby to generously offer their time and expertise.

Eddie says, *"Bootcamp really solidified the fact that people were actually copywriters. As freelancers, in an agency, or their own company, they showed me there was substantial opportunity here."*

He began to network, meeting future friends and mentors in this supportive writing community. One mentor, Pam Foster, persuaded him to pursue a niche.

He knew the dental industry, the patients, how to reach them, and even how to get copy past the sorter to the office manager. The freelance dental copywriter was born.

Success and Satisfaction on His Own Terms While Serving Others

Eddie writes focused content for B2B and B2C in the dental industry. He is as busy as he wants to be, rarely advertising beyond warm emails and sharing posts on his Twitter feed.

He has an enviable #1 ranking on Google. In fact, he is so visible, he unexpectedly landed a large dental firm in Dubai as a client.

Eddie writes under his own byline. But his visibility in his niche has provided opportunities to write for — and be paid well for — ghostwriting as well.

He runs a successful business. But you won't find Eddie in a suit and tie.

This now 'barefoot' writer can be found writing at home in a t-shirt and shorts. Or hanging out by the pool on a hot Oklahoma afternoon with his laptop and 10 year-old grandson.

Don't let his casual style fool you, though. He treats his writing as his business, as well as a pathway to freedom for him and his family.



Returning to His Roots

Has Eddie arrived at his heaven on earth? He hints at a calling to the personal development industry, as a return to “soulful writing”, his roots as a pastor and teacher.

He says, “AWAI has taught me how to create compelling, persuasive copy. And I use that along the way at every point on my journey.”

Eddie advises writers to use their experience and knowledge to begin writing. More important, he encourages writers to write about what they love and interests them.

Eddie says, “Write even if you don’t feel like it. If you wait to be in the mood, you will never write.”

He adds, “I did not start out writing for the dental industry. It may get difficult to move at first, but gets easier when you keep pushing.”

Keep an eye open for his next freelance writing chapter. Eddie is getting ready to soar again – but breathing easy this time.

Eddie’s Tips for Copywriters

- **Build from your experience** — “Use what you know and love. Look for opportunities.”
- **Manage your mindset** — “Think like a CEO. Treat your copywriting as a business,”
- **Grow your business over time** — “Grow your copywriting business with steady, daily progress.”

Ready to pursue *the Writer’s Life*?

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

