



Austin Writer Creates Dream Life in Europe

In late 2016, Rebekah Mays was visiting her family in Austin, Texas. She had to make a crucial decision about the life she was going to design for herself.

She knew that she was moving to The Netherlands with the love of her life, whom she had met in Prague almost three years before.

But how was she going to support herself? How would she pay off her student loans now that she had her Master's Degree in English Literature?

Could she find work that she would love and that would also give her the income and freedom to visit her family when she wanted? "I had no money," she recalls. "I was just trying to figure out what the next step was."

She Needed a Plan

Rebekah had taught English for three years in Prague shortly after getting her B.A. in English Literature in New York. All of her moving around Europe, including going to grad school in Paris, had been to stay close to the Dutch and French man she would later marry.

She found herself rethinking her assumption that she would teach high school English.

"The idea of getting up early every morning and facing a bunch of high school students and talking to them about stuff they might not find interesting," she says, "was something I didn't think I could do."

She had always loved writing and had been doing diverse kinds of writing since college, but she didn't see it as a way to make a living. She had even taken a stab at travel writing without success.

CASE STUDY: Rebekah Mays

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LOCATION:
The Netherlands

OTHER CAREERS:
English teacher

HOW SHE GOT HER FIRST CLIENT:
She persuaded her father to hire her to write copy and content for the family publishing company remotely.

TOP AWAI PROGRAMS:

- Circle of Success
- FastTrack to Copywriting Success Bootcamp and Job Fair
- Web Copywriting 2.0: Your Complete Guide to Writing Web Copy that Converts

A New Direction

A couple of months later, Rebekah had the chance to meet Rebecca Matter, President of AWAI, in a casual Austin setting. “It was meeting Rebecca and some of the people from the AWAI community where I realized that there was a real heart and soul behind the company. They really believed in us and wanted us to succeed,” she says.

That was a pivotal moment in trusting AWAI and in her decision to invest her time and money with them. Maybe writing was the answer, after all.

She started her new career in early 2017 writing copy and content for her family’s textbook publishing company remotely from The Netherlands. She also held a local part-time administrative job, which she eventually transformed into copywriting work.

In the summer of 2018, Rebekah bought AWAI’s program, *Web Copywriting 2.0: Your Complete Guide to Writing Web Copy that Converts*, taught by Nick Usborne. This program opened her eyes to the massive value of copywriting.

She discloses, “I needed some help and coaching, so I decided to invest in *Circle of Success (COS)* in October of 2018.”

Her Career Ramps Up

That decision was another turning point for her. She explains, “I started actually writing for AWAI. I first wrote an article for Professional Writer’s Alliance. It was the most I’d ever been paid for a single piece of writing, and it felt so good.”

As she won various writing challenges, she also wrote pieces for *The Writer’s Life* and *Wealthy Web Writer*. Rebekah had found something she felt good about selling because of the value she had received from the programs she had taken.

She was attracted to the *Simulated Training* program because of the opportunity to be coached in writing a sales letter. She felt that finishing *The Accelerated Program* gave her the foundation to excel in *Simulated Training*. “Everything made a lot more sense after that point,” she reveals.

When she realized that her *Circle of Success* package included free admissions to *FastTrack to Copywriting Success Bootcamp and Job Fair*, Rebekah decided she needed to meet people and make some connections. Despite the distance, she attended her first *Bootcamp* in May 2019.

On the last day of *Bootcamp*, she learned that her sales letter had won the *Simulated Training* competition. She was thrilled to accept her \$1000 check on stage.

“That was one of the best days of my life,” she says. It meant that she would receive coaching from a copy chief, and her resulting letter would be tested as an actual sales piece for AWAI.

“The copy chief pushed me to be my very best. It was so valuable. I was getting mentored by someone who really knew what they were talking about.”

Rebekah had discovered her passion for the meditation and wellness industry. She had been writing different kinds of content for that industry for some time. In November of 2019, she secured a 20-hour per week position writing copy and content for a meditation app. This job was a new challenge that she found inspiring.

The Perfectly Balanced Life

Now Rebekah has the variety she craves doing the work she loves in an industry that is her passion. She gets to write blogs and interviews as well as a lot of web copy as she learns about cutting edge technologies in the meditation and wellness industry.



She reports, “The long-form sales letter writing, coupled with the web writing that I learned from Nick Usborne, covers so much ground.”

Rather than running a business as a freelance copywriter with many clients, she is working what amounts to two part-time jobs for very different companies in the same industry. She is surrounded (remotely) by a team that provides her with the accountability and support her personality relishes while enjoying plenty of flexibility.

“I’m in a more employer-employee relationship,” she says, “but it’s remote, and there are lots of nice benefits about it that seems to be the right fit for me.”

Everything She Wanted

Rebekah considers herself fortunate to work in a niche that means a lot to her personally, with one company in meditation and wellness retreats and the other in

meditation apps. “Everybody knows me now as the go-to content copywriter in my very specific niche.”

She lives with her husband in a beautiful area in The Netherlands, but she also can travel. “I realized that I’m arriving at success when I was able to take six weeks and go to Texas to spend the holidays with my family and just keep working,” she says. “I had the freedom to do that and still get paid very nicely for it.”

One concern when she had to make that decision about what career to pursue was paying off her student loans. Although it has only been a few months since she started getting the great opportunities she dreamed of, she has already paid off a third of that debt.

Rebekah is planning to go to Bootcamp again this year. “There were so many turning points, and so many of them happened with AWAI,” she reports. “I’m definitely making more now than I ever have, and I still have a lot of room to grow.”

Rebekah’s Tips for Copywriters

- **Don’t wait** - “The number one thing is just not to wait, no matter where you are in your career or your life.”
- **Figure out what you personally need to succeed** - “The really crucial thing for me has been figuring out how I learn and how I best perform.”
- **Take advantage of every opportunity** - “The more opportunities you take advantage of, the faster you are going to move forward.”
- **Keep a victory log** - “Write down all your little wins and they will become bigger and bigger.”

Ready to pursue *the Writer’s Life*?

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

[Circle of Success](#)

