

TITLE: How a 50-Something-Downsized-Engineer-Turned-Copywriter Became His Family's Superhero!

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	TITLE:	How a 50-Something-Downsized-Engineer-Turn ed-Copywriter Became His Family's Superhero!
	WRITTEN BY:	Lori Kirstein
	TRT:	7:00
SHOT	AUDIO	VIDEO
01	<p>MUSIC UP FULL: Angry, Dark, Heavy Metal SFX: Typewriter sound</p> <p>All audio out</p>	<p>FULLSCREEN GFX: Typed one letter at a time: "How a 50-Something-Downsized-Engineer-Turned-Copywriter Became His Family's Superhero!"</p> <p>FADE TO BLACK</p>
02	<p>MUSIC UNDER: SFX: Superhero flies and lands VO - DRAMATIC: Meet Steve Maurer...superhero</p>	<p>FADE IN CU OTS: Slow motion: Steve putting on leather jacket & Indiana Jones hat. Slow motion: Steve walking away in jacket and hat.</p>
03	<p>VO - DRAMATIC: Celebrated Speaker... Writer... Panel Expert... ...AND downsized 35-year employee?</p> <p>SFX: record scratch</p> <p>MUSIC OUT</p>	<p>CU Steve stops and then turns and looks soberly into the camera. FADE OUT</p> <p>FADE IN VIDEO MONTAGE: Rock Audience cheering</p> <p>Popular author signs books - excited fans Panel of important speakers being photographed Industrial business floor</p> <p>BLACKOUT</p>

04	<p>STEVE: I'm a lucky guy. SFX UNDER: Plant work in progress MUSIC FULL UP: Beyond Rivers & Dust Hopeful, Suspenseful MUSIC UNDER: STEVE: I have a job I love. I'm an Industrial Engineer and I've worked at the plant for 35 years. SFX FADES OUT:</p>	<p>CU on Steve at desk in the plant</p> <p>Beat</p> <p>WS</p>
05	<p>But I suddenly lost hours and money when my hours were cut. Came to \$9,000! And I didn't know what would happen in the future - if even more money and hours would go away!</p>	<p>WS Steve</p>
06	<p>I got married in 1978. My family - my wife, children, grandchildren, they mean everything to me. I didn't want to see this just when I was seeing retirement start to come up over the horizon</p>	<p>FADE IN BROLL: WS of family outside interacting at cookout CROSSFADE TO CU of STEVE CUDDLING GRANDCHILD FADE OUT</p>
07	<p>STEVE VO: I wasn't sure what I was going to do, but I knew that I needed two things: (1) I needed to replace that income. And (2) I wanted to spend more time with my family, not less!</p>	<p>MS Steve entering his office at home and sitting.</p>
08	<p>My wife and I have adjoining offices. We had a couple of dreams. We wanted to work side by side, and we had always had this dream of having a lot of extra money we could use to support our family's needs.</p>	<p>CROSSFADE TO: DOLLY SHOT TO ECU ON HANDS: Mary (wife) sewing by hand. CROSSFADE: DOLLY SHOT: WS STEVE and MARY Both soundlessly talking and laughing with each other through adjoining open office door. FADE TO BLACK</p>
09	<p>I was thinking, there's gotta be something MORE than just getting an extra job</p>	<p>FADE IN MS Steve in home office</p>

	MUSIC FADE OUT	
10	<p>STEVE: I always liked writing. SFX: OUTDOOR SUMMER NATURE SOUNDS The website writing I did for my wife increased her income by \$7,000 in the first year and I liked the writing I did at work! But I didn’t know if I could really fill in my lost earnings with writing. And I had never done a business of my own. That was another challenge of this thing!</p>	<p>CROSSFADE BROLL: Steve leaning back in chair, looking out the window.</p>
11	<p>But I wanted to try. SFX FADE OUT</p>	<p>WS: Steve looks at camera. Steve gets out of his chair and walks quickly out of his office.</p>
12	<p>MUSIC UP FULL: Epic, Busy and Frantic MUSIC UNDER VO: “Steve thought he might have a new direction. The possibility of the kind of life he and his wife had always wanted. So this 53-year-old engineer knew what he had to do. SFX of flight...</p> <p>“He put on his new identity’ –</p> <p>“Made a quick stationery store stop for pens and paper - because...well...writers and stationery supplies...</p> <p>“And he sped home to start the life he had never expected to start at this time in his life...</p>	<p>IRIS WIPE ESTABLISHING SHOT – HOUSE</p> <p>WIPE TO: Sped-up drone view moving quickly away from Steve’s home</p> <p>CROSSFADE: ILLUSTRATION OF SUPERMAN exiting cleaner’s with a see-through bagged item: a Superman shirt or suit with the “S” clearly showing through the bag. Superman exits and then stops for a second, looking around.</p> <p>Video clip of pens for sale at store</p> <p>CROSSFADE: DRONE ESTABLISHING MEDIUM-FAST SHOT FROM ABOVE: Sped-up drone view moving quickly toward Steve’s home from the left side of frame.</p>

	<p>“Tremblingly he opened up all of the possibilities...</p> <p>MUSIC OUT</p>	<p>QUICK OTS CUT TO: Steve’s hands slowly opening the lid of his laptop.</p> <p>QUICK CUT TO: Google search page with “copywriting programs” typing out in the search bar</p>
13	<p>STEVE: I found some cool online videos and courses about copywriting. They were...good, but I was looking for something...deeper.</p>	<p>MS on Steve seated at desk</p>
14	<p>STEVE: Meanwhile, I got started. My first copywriting job I found on Craigslist working for a content mill. I made a whole \$4.95 for 6 hours of work!</p> <p>My brother laughed at me.</p>	<p>MS on Steve seated at desk</p> <p>BROLL CUTAWAY: WS Steve’s brother laughing. CROSSFADE</p>
15	<p>But I’m an engineer - I stick with problems until I solve ‘em! Especially with my family incentives keeping me going! I had to keep going. I don’t know how to just give up.</p>	<p>BROLL: Animated illustration of Superman carrying a heavily chained box marked “Problems” into frame, putting it down and using his x-ray vision to scan it. CROSSFADE</p>
16	<p>STEVE: One day, I went to the local farmer’s market. Guy I met there needed someone to write Press Releases for him - I told him I was a copywriter - and I gave him my card. I figured what the hell?</p> <p>Couple of months later he called and asked me if I could write press releases for him. I was shocked, but I told him, Sure, I’ll do that for you! The truth was...I had no idea how to write press releases!</p>	<p>MS Steve in kitchen leaning back against counter with cup in hand</p>
17	<p>Then I remembered ...All of those people I had found on the internet all had a link back to this place in Florida called AWAI. I looked it up.</p>	<p>BROLL: CROSS DISSOLVE AWAI Web Product Catalog FADE OUT</p>

18	I was pretty surprised to find exactly what I needed. I found a course that was called Publicity Matters. I bought it, and literally just one week later I looked like I'd been doing press releases for years! AWAI was definitely the something "deeper" I'd been looking for!	MS on Steve with cup in kitchen. CROSSFADE
19	I delivered the copy and my client was thrilled! So was I!	BROLL: Happy customer clip FADE OUT
20	This seemed like a definite sign that I was on the right track.	MS Steve stops leaning on counter. Steve walks out of the kitchen.
21	STEVE VO: There was still a lot I didn't know, though! How to be an entrepreneur, how to market, how to niche, and what kind of writing I really wanted to focus on.	BROLL MONTAGE: Marketing images of various AWAI courses.
22	If I was going to make this really work, I was going to have to commit the time, and that was fine with me. We didn't have the money yet, but I already had a lot more time with my family.	FADE OUT MONTAGE: FADE IN BROLL: Grandpa with grandson on shoulders. Little girl superhero.
23	It took me 2 years but I finally went to the AWAI Bootcamp and that's when everything really took off! MUSIC BED: Can't Let Go Happy, Eccentric	BROLL: Video clip of Bootcamp FADE OUT
24		FADE IN MONTAGE: Video of Steve receiving \$10,000 award, Video of Steve speaking at Bootcamp, Video of Steve on a panel at Bootcamp.
25	STEVE VO: Because Covid has temporarily stopped Bootcamp, I recommend taking the 7-day AWAI's Writer's Launch Party . You'll learn so much and you'll also meet other people who are on the same path. You'll get support, information, and a solid start.	BROLL: CU on AWAI.com search field and "AWAI Writer's Launch Party" typing itself into the search field. BROLL: Image of Jake talking in a training or marketing video on the FB Page . CROSSFADE
26	Retiring is a TERRIBLE idea - unless	BROLL:

	<p>you have something else to do that you love!</p> <p>I have not only replaced that \$9,000 per month, but I've gone beyond that to 6 figures and I also get to work directly with AWAI doing some trainings! You'll see me there on their website.</p>	<p>NO VIDEO AUDIO: Facebook Writer's Launch page with video showing Mindy McHorse and Jake talking soundlessly. VIDEO of Steve teaching on AWAI site. FADE OUT</p>
27	<p>STEVE: I feel incredibly lucky. But it's not luck, just hard work made easier by working with AWAI.</p>	<p>CU Steve seated in home office.</p>
28	<p>STEVE VO: AWAI - the programs and the people - really is the best way there.</p> <p>I feel incredibly lucky. But it's not luck, just hard work made easier by working with AWAI.</p> <p>I only wish I'd started long ago.</p>	<p>ECU Steve's face CHANGE OF BACKGROUND SLOW CAMERA PULLBACK REVEAL STEVE NOW OUTSIDE with family on lawn</p> <p>WS - FACING CAMERA:</p> <p>Steve, wife and family standing with hands on hips in superhero poses CAMERA CLICK freezes the image.</p>
29	<p>MUSIC UNDER: Happy, Hopeful</p> <p>STEVE VO: AWAI gives me so much: the community, the support, the trainings and the opportunities! And I've replaced that \$9,000 and THEN some!</p> <p>In fact, my wife and I now have that money box we always wanted for supporting family needs! The best part of this is the time I get to spend with my family. This journey has made us all stronger.</p> <p>SFX: Family takes off - multiple flight sounds</p> <p>QUICK FADE TO BLACK</p>	<p>BROLL: Photo of family with their faces lifted high to the sky. Picture shakes & sounds like rocket as entire family gets ready to take off.</p> <p>BROLL: Picture rises out of sight on black background</p> <p>BROLL: Animated illustration of air puff as picture rises.</p>
30	<p>VERTICAL SPLIT SCREEN</p> <p>LEFT: Video of STEVE with his coffee cup, toasting Superman on the right side of</p>	<p>VIDEO UP</p>

	<p>screen RIGHT: AWAI Logo With link below - "www.AWAI.com" ILLUSTRATION OVERLAY: Superman leans on AWA Logo, pointing smilingly back at Steve on left side of screen</p>	
31	<p>LEFT: Steve turns back to his computer, puts down coffee cup, gets back to work. FADE OUT LEFT SIDE RIGHT SIDE FILLS SCREEN: Superman illustration flies in front of AWAI logo, toward camera, points at us, and flies up and away. FADE TO BLACK MUSIC FADE OUT</p>	

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	TITLE:	How a 50-Something-Downsized-Engineer-Turned -Copywriter Became His Family's Superhero!
	WRITTEN BY: Lori Kirstein	Lori Kirstein
	TOTAL RUN TIME:	7:00
SHOT	SHOT SIZE ANGLE	DESCRIPTION/NOTES
02	OTS CU Slow Motion	Steve putting on leather jacket and Indiana Jones hat. It's part 1 of a hero shot.
02	CU Slow Motion	Cut to Steve outside walking away in slow motion. Part 2 of the hero shot Steve turns his head to left to give something in mid-distance a hard look. This is so we can see that he is his age, and not 25. Also, it's badass.
03	CU	Continuation of previous shot. Steve stops, camera stops following, Steve turns head slowly and LOOKS into camera.
04	CU "I'm a lucky guy."	Steve's face as he sits at his desk in the plant.
04	CU "I have a job I love."	Steve at his desk in the plant.
04	WS "But I suddenly lost hours and money..."	Cut to WS of Steve at his desk in the plant.
05	WS	Steve at his desk in the plant
06	WS	Family outside interacting at cookout
06	CU	Steve cuddling a giggling grandchild at the cookout.
07	MS	Steve walking into his office at home and sitting down.
08	DOLLY TO ECU	Dolly shot from behind Mary showing us the side of her face (so we know what she

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		looks like) and ending on her hands sewing one of the wedding dresses.
08	WS	Steve and Mary, each in their separate offices, talking and laughing with each other while seated at their desks.
09	MS	Steve at desk in home office
10	MS	Steve at desk in home office. Steve leans back and looks out the window, thinking.
11	WS	Steve looks at camera then gets up and leaves the office.
12	WS AERIAL	Establishing shot of the house.
12	WS AERIAL MOVING AWAY	Drone pulls back, turns and starts moving down the street with increasing speed.
12	AERIAL SHOT	Drone moving quickly back up the same street as before and moving down and in toward front door of house.
12	OTS CU	Steve's hands slowly opening the lid of his laptop and the screen lighting up.
12	DIAGONAL OTS	Steve doing Google search with "copywriting programs" typing out in the search bar
13	MS	Steve seated at desk in home office.
14	MS	Steve seated at desk in home office.
14	WS	Steve's brother sitting on a step, outside, laughing. Not terribly unkind - just a "brother thing".
16	MS	Steve walking into either well-lit or naturally lit kitchen, picking up coffee/tea cup, leaning back against a stove or counter.
18	MS	Steve in kitchen.
20	MS	Steve pushes away from the counter, takes his coffee cup with him and leaves the room.
27	CU	Steve seated at home office desk.

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28	ECU	Steve's face
28	Slow camera pullback	Reveals Steve in middle of lineup of family members standing on lawn. Steve is holding a box that clear reads "Money Box".
29	WS	Steve and family standing with hands on hips in superhero poses raise their faces to the sky - preparing for takeoff!
30	MS	Steve seated in office with coffee cup facing SCREEN RIGHT. Steve raises his coffee cup to toast Superman (who is on the other half of the screen) HOLD 2-3 BEATS
31	MS	Steve turning to his computer, putting down his coffee cup and getting back to work.

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	TOTAL RUN TIME:	7:00
SHOT	AUDIO	QUESTIONS
04	I'm a lucky guy. I have a job I love. I'm an Industrial Engineer and I've worked at the plant for 35 years. SFX FADES OUT	Would you say that you're someone who has had it hard, or would you say that you're a lucky guy? Tell me about your job is, how long you've done it, and how you feel about it - if you like it, put up with it or love it!!
05	But I suddenly lost hours and money when my hours were cut. Came to \$9,000! And I didn't know what would happen in the future - if even more money would go away!	Something happened at work that started you thinking about different options. What happened? Were you worried that even more money could go out?
06	I got married in 1978. My family - my wife, children, grandchildren, they mean everything to me. I didn't want to see this just when I was seeing retirement start to come up over the horizon.	Have you been married for a long time? How big is your family? I'll bet you were thinking of them when those hours went away - were you thinking about the future then? Tell me the difference between how you were thinking about your life before that point? You were inching up on retirement when that happened. That had to have an impact.
07	I wasn't sure what I was going to do, but I knew that I needed two things: (1) I needed to replace that income. And (2) I wanted to spend more time with my family, not less!!	In thinking about what you might do next, what were your non-negotiables for your next step? What were, say, your two main goals? I understand there are two dreams - one comes from having adjoining offices and one comes from wanting to be able to help

		your family out financially whenever you want. Would you tell me about those two dreams?
08	My wife and I have adjoining offices. We had a couple of dreams. We wanted to work side by side, and we had always had this dream of having a lots of extra money we could use to support our family's needs.	Tell me about how you and your wife are set up next to each other and what the two dreams are - the working together dream and the money box dream.
09	I was thinking, there's gotta be something MORE than just getting an extra job.	Were you thinking about getting more work at the plant, or were you looking for a different kind of answer?
10	I always liked writing. The website I writing I did for my wife increased her income by \$7,000 in the first year and I liked the writing I did at work! But I didn't know if I could really fill in my lost earnings with writing. And I had never done a business of my own. That was another aspect!	What are some of the things you considered? Had you always been attracted to writing? Why did you choose it? I hear you did some writing for your wife - tell me about that. You must have had some doubts - what were one or two of those?
11	But I wanted to try.	What did you say to yourself when you decided you were going to give it a shot?
13	I found some cool online videos and courses about copywriting. They were...good, but I was looking for something...deeper.	Tell us about the start of your search? Where did you look, and why did keep looking until you found AWAI?
14	Meanwhile I got started. My first copywriting job I found on Craigslist working for a content mill. I made a whole \$4.95 for 6 hours of work!	Doesn't seem like you were standing still. While you were looking for the "right" training, what did you want to do? Tell me the story of your first copywriting job, and how much paid.
14	My brother laughed at me.	What did your brother do when he heard?

<p>14</p>	<p>But I'm an engineer - I stick with problems until I solve 'em! Especially with my family incentives keeping me going!</p> <p>I had to keep going. I don't know how to just give up.</p>	<p>You didn't back down from the process. What makes you that kind of person, would you say - your personal aspect, professional? And what were your incentives that kept you going? DO you ever give up?</p>
<p>16</p>	<p>One day, I went to the local farmer's market. Guy I met there needed someone to write Press Releases for him - I told him I was a copywriter - and I gave him my card. I figured what the hell!</p> <p>Couple of months later he called and asked me if I could write press releases for him. I was shocked, but I told him, Sure I'll do that for you! The <i>truth</i> was...I had no idea how to write press releases!</p>	<p>Tell me the story about going to the local farmer's market - your first real ongoing client.</p> <p>What happened after you gave him your card?</p> <p>What did he want you to do and what did you say?</p>
<p>17</p>	<p>Then I remembered ...All of those people I had found on the internet all had a link back to this place in Florida called AWAI. I looked it up.</p>	<p>What gave you the confidence that you could take on this unknown type of writing?</p> <p>Why did you think AWAI could help you, even though you weren't that deeply involved at that point?</p>
<p>18</p>	<p>I was pretty surprised to find exactly what I needed. I found a course that was called Publicity Matters. I bought it, and literally just one week later I looked like I'd been doing press releases for years!</p> <p>AWAI was definitely the something "deeper" I'd been looking for!</p>	<p>So how did that go? You went looking on the website and were you surprised to find what you needed? What was it called?</p> <p>And once you'd taken it, was it effective?</p> <p>What was your thinking about AWAI at that point?</p>
<p>19</p>	<p>I delivered the copy and my client was thrilled! So was I!</p>	<p>How happy was your client? How happy were <i>you</i>? Did your experience with this client give you confidence? How did it impact your connection with AWAI? What did he say about your work? Did you work</p>

		together again?
20	This seemed like a definite sign that I was on the right track.	So what would you say about this first successful foray? What kind of confirmation did it give you?
21	There was still a lot I didn't know, though! How to be an entrepreneur, how to market, how to niche, and what kind of writing I really wanted to focus on.	So did you feel all prepared now, or was there more you needed to know?
22	If I was going to make this really work, I was going to have to commit the time, and that was fine with me. We didn't have the money yet, but I already had a lot more time with my family.	What was the biggest commitment going to have to be for you to make this thing work, would you say? And did you already have some benefits that were showing up from this choice you'd made?
23	It took me 2 years but I finally went to the AWAI Bootcamp and that's when everything <i>really</i> took off!	What was the real turning point for you, and how long did it take you to get there?
25	Because Covid has temporarily stopped Bootcamp, I recommend taking the 7-day AWAI's Writer's Launch Party . You'll learn so much and you'll also meet other people who are on the same path. You'll get support, information, and a solid start.	So you're recommending Bootcamp. Can people go, right now during Covid? If not, what would you suggest is the very best course to start with? What will they get out of it, specifically?
26	Retiring is a TERRIBLE idea - unless you have something else to do that you love! I have not only replaced that \$9,000 per month, but I've gone beyond that to 6 figures and I also get to work directly with AWAI doing some trainings! You'll see me there on their website.	What would you say about the idea of full retirement now? I've heard something about money coming in and about some work you're doing with AWAI. Tell me about that!
27	I feel incredibly lucky. But it's not luck, just hard work made easier by working with AWAI.	Still feel like a lucky guy? And is it luck?

28	<p>AWAI - the programs and the people - really is the best way there.</p> <p>I only wish I'd started long ago.</p>	<p>So tell me the obvious: what is the best way to start a copywriting career and why?</p> <p>Do you ever think about what might have been if you'd started earlier than you did?</p>
29	<p>STEVE VO AWAI gives me so much: the community, the support, the trainings and the opportunities! And I've replaced that \$9,000 and THEN some!</p> <p>In fact, my wife and I now have that money box we always wanted for supporting family needs! The best part of this is the time I get to spend with my family. This journey has made us all stronger.</p>	<p>Now that you're sort of "there", tell me what AWAI has given you, continues to give you, and what you've gotten in terms of meeting your goals you mentioned.</p>

