Effective Self-Marketing Gives an Early Boost to this AWAI Member's Freelance Career

Denise Renee

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A few years ago, Denise Renee worked at an executive search firm where she discovered she had a talent for revising resumes – they consistently landed applicants job interviews. She didn't think much of it until … she joined AWAI and signed up for *The Accelerated Program for Six-Figure Copywriting*, and then discovered the *Pro Resume Writer Program*. That's when she decided to leverage her skill to jumpstart her freelance career. And after starting earlier this year to market her services, things are going very well.

"In the last two months alone, I've generated over $1,000 from resume services and landed my first copywriting assignment with an executive search firm, my new niche!" says Denise Renee.

Denise Renee credits her success so far to her proactive approach to landing clients. After launching her resume writing services, she has worked hard to get her name out there in several ways. It's a great example of how "offline" self-marketing and establishing yourself as an expert can be very effective.

"I've landed myself several speaking gigs at job seeker ministries. Even though most attendees aren't able to pay for my services, it's been great exposure to be involved and a chance for me to sharpen my public speaking skills. I paid to have my talks recorded and will soon make snippets available on YouTube to add to my authority and branding. I'm also working on hosting my first webinar in a few weeks," explains Denise Renee.

"Currently, I've got all pistons firing. I'm leveraging my reputation in Atlanta as a networking event host to help further market my business. In September, I'm launching an event series called Atlanta Career Connect that brings career professionals seeking a change together in the same room with recruiters and job placement firms. This way, I am developing prospects for both resume clients and for my niched copywriting services for executive search and job placement firms."

Denise Renee is still working full-time for her employer while growing her reputation and freelance business. But this single mom looks forward to the day when her copywriting and resume writing will allow her live *the writer's life* full time instead!

Check out Denise Renee's website here.

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So inspiring!

Guest *(Erica)* – over a year ago

Wow! Kudos! You matched your experience, knowledge, and interests to pursue your dreams. You go, girl! :-)

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American Writers & Artists Institute
220 George Bush Blvd, Suite D
Delray Beach, FL 33444
(561) 278-5557 or (866) 879-2924