

Professional Writer's Alliance Interview

Holly Rhoton

Speakers: Jen Adams, Holly Rhoton

Transcript

Jen Adams

Good afternoon everyone. PWA director Jen Adams here, sitting down with Holly Rhoton to talk about something that many of you have told me is a big dream for you, which is quitting your day job. And I asked Holly to join me today because she's someone who has made the leap, she left her full time job. And now she is a full time writer. And unlike a few of us who like had to make the leap into full time writing, because we had lost her other jobs. Holly planned and chose this path for herself. And now she's working with clients that she loves and gets to be the active designer of the kind of life that she prefers to live. So Holly, I am so glad that you could join us today.

Holly Rhoton

Thanks for having me. I'm excited.

Jen Adams

You bet. So when you first kind of like crossed the the PWA member radar, it was while you still had your day job, and you were working as a demographer, and you had used your Facebook friends list and the messenger app to land your first few clients. Something which continues like I see PWA members asking all the time now like, how did she do it? What did she do? What did she say? By just reaching out? And can you tell us a little bit more about what had you interested in the writers life in the first place in kind of pulling you in that direction.

Holly Rhoton

So I always wanted to be a writer, from when I was a little kid, I was always writing songs and poems and little stories and stuff like that. And when it came time for high school to be over, and for me to choose a career path, I come from a family that's a little bit unorganized, you don't really have a plan for life. Nobody has a retirement, half of them didn't finish high school, it just felt really important to me to have some kind of stability. So I chose to go to X ray school, because that was like a sure thing, like guaranteed money in the bank, you'll have a guaranteed retirement plan, and some stability. So because of where I came from, that felt like the right choice at the time. But I always really thought that I'd go back and start doing the writing thing. But then you know, you have kids, you have bills, you have all these life

stressors. And it's not as easy as you think it's going to be. So I always wanted to circle back around that. And as time progressed, you know, it got harder and harder to work at the hospital because it's just not where my heart was. So slowly eating at me over and over the years. And then I had gotten a couple years ago, I'd gotten I think I saw it on Pinterest, actually, I saw some links that said something about being a writer, and I just was scrolling through. So I clicked it. And it was a letter by minima course, talking about the writers life, and how you can get paid to be a writer. And I within the first week, I'd signed up for the accelerated course, like I need to, I need to see what this is all about. And then over it took me probably two years before I went to my first boot camp. And slowly I started taking courses through Awa to kind of build up my skills and my confidence and just try to stick my toes in the water a little bit. But I was still working full time and wasn't really sure how I was gonna get into that, officially. But I was slowly trying to make it work.

Jen Adams

Well, I think that's something that a lot of people have done. And like even when I started like, I had a full time job and I but I, I wanted out of it so bad. But it was a job that like my family understood what that job was. They were like, Oh, you do HR, like, this is a thing. And then she said like, it's sibility it's something people understand. It comes with this, like built in like this is your path, and it will have these things and

Holly Rhoton

are proud of you too. You know what I mean? Like, especially when you come from a family where most people don't graduate high school. They're like, my kid went to college, he's working at a hospital. And they associate that with your identity. And it's really hard. That's probably the hardest part like that's in your mind who you become. And you have to find a way to become somebody else.

Jen Adams

That was interesting to me, too. When I left corporate America. I guess I had really liked not, I had never thought of myself as like a corporate person. Or that corporate people were like a whole separate species, species of people. But then as I was like out in the real world, for lack of a better term, people were like, Oh, well, you used to be corporate and like it is not a separate universe. It was just like the place I went to. And but it was just like how much identity was wrapped up in that work, and then you're like, Oh, well, I'm going to be a freelance writer and people didn't have any identity frame to then kind of snap on to that and it was. I mean, it was disorienting for me a little bit. But it was also clearly disorienting to other people in my social circle.

Holly Rhoton

We have people I know still have no idea what I'm doing, like, what are you doing? That's copyrighted.

Jen Adams

And they're like, Oh, and don't you want a job? There's an opening at my work. And I'm like, no, no, I very much. I do not want the opening at your work. Thank you. No, thank you. Yeah, because this year for you, you've made like, the big leap, you left the day job. And one of the things that I've been working on some other materials, like nationally, you are like, right on trend, like this is the year where everyone is, is quitting. Like, just over the summer alone, more than 10 million people quit their jobs. And there was a survey out, like, in the last week or two that was saying, like 55% of people currently employed, are looking to change or upgrade their jobs. So for you, when you when you started out, to do this to leave your job, like, did you feel like you were joining a movement? Or was it something more personal, like, what kind of drew you to that that moment of like, No, I'm doing this I'm leaving,

Holly Rhoton

it was definitely more personal, I think you have to be careful with, you know, trending things. It's, it sounds nice to get caught up in a movement. But a lot of times, when you get caught up in something that's you're caught in, I mean, like you're not following a path that you're supposed to be on, you're following like a river, you've been caught in the flow of the water, and you're just 10 downstream. When, when you're going to change something as big of a, as a career, it's changes so much of your life. And you have to be sure that that thing that you're changing is something that's going to be what you actually want, like you have to be true to yourself. And during boot camp, everybody was talking about, you know, authenticity being true to yourself, following your own path, doing the thing that sparks joy in your own life. Me that's always been writing, I always feel like when I'm writing, like, almost like I have a connection to like a writing guru that just kind of puts ideas in my brain. I got like, I was reading a book the other day, and it was talking about the Muses in mythology, and how some writers think that they're, you know, they pray to the Muses before they write, because they think that that's where the creativity comes from. And I almost feel like I'm connected to some divine source, at some point, call it you know, God, or the universe or muse. Because when I'm writing, I just feel so connected. And like, there's a message that needs to flow through me to someone. And that, for me, that was writing is just always been the thing that I was supposed to do, I think we all have some inherent talent that we're supposed to gift the world with. And if you're not giving that gift that you know, you have, there's something eating away at you. That's what gives people anxiety. That's what makes people hate their jobs. As it makes people feel like you know, they, I don't know what my purpose in life is, if you feel like you don't know what your purpose in life is, you haven't found that thing. That's your gift that you're supposed to contribute to the world. So it's very personal for me. That one seven,

Jen Adams

a touch that you were in this job, and it didn't feel it just, it wasn't right for you anymore. And you're like, I'm going to leave. So can you walk us through a few of the steps you took to identify like what you needed to change in your life so that you could comfortably quit, because like you've gone into it for the stability. But now you're like, Okay, I'm gonna intentionally walk away from this. But that doesn't mean I want like chaos life, either. Hmm. In your essays, you talked about, you know, getting rid of some debt and making time in your life for writing as a profession. So what were some of the other things that that you considered? And just like, how did you approach old.

Holly Rhoton

So like I said, I had started building up my skills on the side. So I worked 40 hours a week, full time at the hospital, I'm a mom of three, you have to kind of make time where you can sometimes I'd get up early, like an hour or two earlier before I have to be at work and work on it. Sometimes I'd work on it right after work or on the weekends in the mornings when everybody was sleeping in. But I was building up my skill set on the side taking Awa courses, practicing writing. And then I was also paying off debt, paying all my credit card debt off, you know, because if you're going to make a big leap like this, you want to feel like you have some security that makes you feel safer. That makes it easier to do that, especially for me. I needed that stability and that assurance, and there's no guarantees in life, but it makes you feel a little bit better if you can be a little more prepared. So that's what I was trying to do. I was trying to prepare myself. I was also telling people that I knew that I wanted to be a writer that I was thinking about quitting my job to kind of put the idea out there. And during this process, I also ended up getting a divorce. And, you know from a good man, he's a good person, but I just felt like where I was going next, he couldn't go with me. And I feel like a really big important part of this is surrounding yourself with people, they're going to lift you up, they're going to make you. So feel supported, and are going to be proud of you and are going to push you to excel. Because if you have people holding that holding you back, it's harder for people that don't want you to succeed, maybe because they're insecure themselves, or maybe because, you know, you succeeding makes them feel bad for not doing the things that they're supposed to be doing, most of which is subconscious, and they don't even realize it. So that's important too. And then just having the mindset like, I can do this, you know, and the big thing for me, I mean, other than I paid off the debt, I started practicing writing, I started surrounding myself with positive people, I was building up my skills. I was telling people, I told my boss, you know, I think somebody's gonna want to quit, which they thought was ludicrous at first, and they stopped believing me because it was like two years ago. But I started putting it out there. And I started doing things on the side of sort of pitching ideas to Awa for articles, and I just started to try to mentally prepare myself. And then I think, the big, the big change for me was when my mom passed away, she passed away in May. And when she did, it was like a very eye opening experience for me. My mom was in her 50s, there was a lot of things that she did not do, she

didn't get to do. And, you know, she could have that was her choice that she didn't do the things that she wanted to do. But it was a big eye opening experience for me that tomorrow's not guaranteed. You have today, and you have dreams. And if you don't reach for those dreams, no one else is going to reach for them for you. And one day when you're at the end of your life, you're the one that has to look back and say, You know what, I didn't do all those things I wanted to do, or you get to look back and you say, You know what, I gave it a go. I tried it and I went for it. And you can feel good about it. And that was like the big push. I was you know, Baby Baby stepping it until that point. And then when that happened, I was like, Okay, it's now or never, I if I am going to do this, I need to just step out on faith and do it. Just give it a shot. You know, if it all crumbles and falls apart, I can go back to the hospital. I still have my license. And yeah, we're hiring all the time, especially right now. I can go make 15 bucks an hour KFC, if I want to

Jen Adams

make this even more than that up here, like moved to Michigan, though. Well, I think maybe we're like, Okay, well, I told everyone I was gonna quit my job. And people weren't believing me because I didn't do it, like the next day. Or they put it out of their heads. And you know, you're preparing that whole time, but also realizing like, if you leave too soon, you can jump back into a job like there's not a it's out there. There's definitely always KFC that's on serve. I used to work at Arby's when I was younger, and over the years, I'm like, Well, if it ever comes to, I know how to work

Holly Rhoton

it. Right? I was a great waitress all through school. So

Jen Adams

fair, like there's always that when you've talked about mindset, a lot, and like really believing that you can do it and not letting some of those those doubts hold you back. And especially seeing someone else who had potentially missed the opportunity to do some of the things that they wanted. So how have you really cultivated that, that I can do this attitude, like my time is now and I am I am doing this?

Holly Rhoton

Well, I don't want to say I didn't have any doubts, you're going to have doubts and you're going to worry, especially when you have kids and bills and responsibilities, you have to be realistic. And you have to say, okay, these things matter. I do have bills, you know, I reduced a lot of my bills, I sold my house, I got a cheap place with cheap rent. I, you know, stopped going to Starbucks every day. I don't I don't eat out very often, you know, I started being a little more frugal with my money. And then I also I started doing some things that says it still sounds silly to me when I say it out loud. But you have to work on your, your mindset and your own belief in

yourself. And for me, what I would do is I and I still do. I do daily affirmations. So get out a piece of paper or you can do it on the computer. And I read about how amazing I am. And I'm like You are amazing. God has given you the ability to write this is your purpose who can stand in your way no one if God wants you to do this, nobody can stand in your way. And I just write all these hype girl things. And I you know, hype myself up. It makes me feel better. You know? And then surrounding yourself with people that believe in you to like I have, I'll give you an example my brother, I have five brothers, but my one brother in particular, is negative Nancy, he is always he loves to talk crap to people. And when I was quitting my job, he was like, Ah, are you sure? I don't know, I don't know if you should do this, that sounds kind of risky. And he wasn't one of the positive people. But he was like, whatever, it's your life. But last week, he calls me and he says, You know, I thought you're crazy when you're quitting your job. But I read some of the stuff you write, and you're good. He's like, You need to keep doing this. And just hearing that feedback, you're never going to hear it. If you don't put yourself out there. You're never going to hear how how you affected somebody's life, how you how your words inspired them, which is like the ultimate compliment to somebody that's a writer. Right? We'll never feel what that feels like, if you don't put it out there and try. And it's worth it, it's worth the risk. It's worth the stress. It's worth trying to learn something new and being uncomfortable. It's worth it. Because then you feel like, I've done all this for a reason. And I'm here for a reason. And you're aligned with the purpose that you've been put on earth to do that, well,

Jen Adams

I like how you break up with me, you know that there were people that were negative nancies. And like, that's a really specific example. And the thing that people tell me all the time, like, oh, it's risky, it's risky. It's risky. Some of my research, I pulled up like the the median income numbers from last year for normal people, right? Not, not writers. And they're making like in the upper 30s. Like, that's, that's where that sits. So maybe like 18 bucks an hour is middle. And then for writers last year, the median income was like 62. And it's probably in all the years that I've looked at those numbers, it's like the biggest gap that I've, I've seen, because it's like \$25,000, more than like, the traditional normal, and I'm like, okay, but people still years into this. They're like, Oh, isn't it risky? Being a freelancer? Aren't you really taking this big risk? And I'm like, no, there, there's money here, there's the chance to inspire people, there's the chance to do something you really enjoy that really makes you feel like you're making a positive difference. And like, it pays people like this will be fine. So like that judgment, kind of seeing that shift into people being like, Oh, I didn't realize or Oh, like, you're really good, like this is really working out. So what are some of the other ways that that's just like continued to be a surprise for you, or like some other things that you've seen shift in your life as a result?

Holly Rhoton

Well, you know, I'm just starting out, as you know, this is my only source of income. So I'm, I've never been more poor in my life. But I've also never been happier. And it's so funny, the things

that you think, are going to be problems, you know, like, I was making 35 bucks an hour at the hospital, had benefits at insurance. And I felt like I needed that. But you know what most of the money I made, I spent on junk random nonsense that I didn't need. And now that I'm, you know, being a little more frugal and working from home, I'm happier. My kids are happier. I'm able to do things that I couldn't do before my kid had a field trip the other day. And I was like, Yeah, I'll go. I couldn't have done that before. There's no way my boss would let me off last minute to go on a first grader field trip. And when they're sick, and I'm less stressed, so I work all day, doing my writing stuff, the kids get home from school, I do homework with them, and I'm not screaming at them. Because I've worked all day. Now I have to do this, then I have to cook dinner. And then I'm going to work on my writing stuff on the side. I'm not trying to cram everything into one day, I have this sense of peace, and I can kind of flow. And you just feel better. I feel like I'm where I'm supposed to be. And that's

Jen Adams

great. And it does make such a difference. Having some of the anxiety just out of life because you're like, I'm not trying to fit in a commute, and dealing with everything at work all day. And then a commute home. And then like, here's my home life, and you only have like the dregs of yourself left to give to your home life or like

Holly Rhoton

too much. And you just see what's important. You know what I mean? You think that money is important, and having this title is important. But it's not really what's important. What's important is feeling like you have a sense of purpose and it's being happy. And and it's connecting with the people that you love and having time to do that. And it's just really, really nice. Good,

Jen Adams

good. Well, and then so what about some of the clients that you're working with? You'd mentioned but before when we were talking about the the Facebook ads and in that article But you know, you still had your full time job. And so you were writing on the side and the kinds of clients that you could work with was kind of limited by still having this day job and still having all these other things to do. So what about now? Like, what do you think is different, or you know, some of the differences about who you work with how you approach then what kind of clients stuff you're taking on?

Holly Rhoton

Well, before I was reaching out to anybody, anybody that needed me, so I took on three clients doing social media management, one of which was a group of hunters, they do hunts, and they guide, and they paid me the best out of all the ones that I was working with. But you know, when you're, when you're trying to be true to who you are, and do things that make you feel

good, and make you happy, I realized, like, I can't, I can't work with these people, not because I have anything against hunters, like, if you want to hunt, that's awesome, go hunt. But I just, I don't hunt, it doesn't interest me. I don't know anything about it, you know, so it's not something that I was finding joy in doing the writing for. So I think now I'm in a really good position where I can take my time. And I can find clients that align with who I am and what I want to be doing. So I'm trying to work with clients that are more into I've been calling myself the woowoo guru. Because I want to work with people that are like in spirituality or you know, holistic health, or the you know, things that make you feel good female empowerment, you know, my height girls, I want to, I want to work with, you know, women owned businesses, and people that have products or services that are making other people's lives better. You know, I want to help make people's lives better. And if you're making people's lives better, I want to help you help them. So I'm in a position now where I can take my time and find clients that align with who I am. And what I want to do and what feels good to me.

Jen Adams

That's nice. Well, it also kind of growing that awareness of like, okay, well, I can do this kind of writing work, but it doesn't light me up. And it doesn't make me excited to get out of bed. And,

Holly Rhoton

and it feels good to put yourself in a position like doing all those other steps, like paying off your debt and reducing your bills. And, you know, I've established place by doing all those steps that I can comfortably do this, you know, if you're stressed out, and you're just trying to take on anything you can, you're going to end up doing work, that doesn't feel good, you're going to be more stressed, you're going to quit a job that you didn't enjoy, just to work in another job you didn't enjoy. And that completely defeats the purpose here, if you're gonna move in to do something you love, do it with the, with a niche that, you know, aligns with who you are, and brings you joy.

Jen Adams

And it's amazing to me how much more productive I am on projects that I'm excited about. I have all these ideas, I have all these things that I can do when I'm talking with the client. I'm like, oh, and we can we can do this. And we can do that. And in ways that I I am not in the jobs that I can think of sometimes it's like the repair the furnace kind of jobs where you're like, Okay, I just need something right now. But like being in that better place to be a little more choosy. So, alright, so is, as of this point, you're about coming up on six months into it, like what do you see ahead for kind of the next year or like any big goals for for 2022.

Holly Rhoton

So I want to actively reach out to customers that are, you know, in my niche, my woowoo niche, and I want to work with some clients like that. But I'm also I also have a female

empowerment blog that I've been building up slowly called Girl fix your crown calm. No, I want to put a little more attention into that. I'm writing a book. So I kind of have a lot of different things that I'm doing. And I'm also I'm working with my copywriting skills and building that up while I'm also letting my creative juices flow into other ways that make me feel good. And I have the time to do that now that I'm a full time writer. So I'm sort of letting the path reveal itself to me as I go in figuring out where it is that I need to be. Nice. Well I know this month

Jen Adams

like NaNoWriMo they're like oh, everyone's writing a book the content like No, no everyone that was working on a book before is now still working on their book.

Holly Rhoton

Life happens and it takes a lot longer than you think it's gonna take. It's very true.

Jen Adams

I have one that I've been working on for a while and I know that some of the PWA members in the group they're doing like a copy skills building for their They're nano time this month, but just being able to blend in ways that you kind of can't when you have a full time job, like you have the full time job, and then you're like, oh, and I have to carve out the space for my creativeness. And it's very hard some days, versus when you're like, No, I'm creative all day. And I have a space for all of these projects.

Holly Rhoton

Usually, when you're working a full time job, you're trying to carve out space. Like the copywriting stuff, the stuff that you're going to replace your income with, which can be really fulfilling and rewarding. And you can use your creativity. But you don't have a lot of time left over for that extra stuff. Like, hey, I want to write a book someday, I'd like to write an autobiography for my kids or, you know, whatever it is that you also want to do on top of those things. And when you clear the space that you can put yourself in a position to just stay at home and write you have a lot more time and opportunity to do all the things. That being said, you have to respect your time at home and not think I'm home so I can just you know, go watch Netflix, because that you have to be careful. You have to hold yourself accountable. I keep telling everybody I know because they'll call me Oh Holly's not at work. Hey, do you want to watch my kids? Hey, do you want to go to lunch? And I say weekdays are workdays I cannot say

Jen Adams

it is true about like setting up your boundaries. Like I I have designated times. I don't do a full day. I do like a half a day. And I still talk because my husband also works from home. But just

being like, No, these are my work hours. This is when the magic happens. The money happens. All the things like this is the time when it's business time. Yeah,

Holly Rhoton

I'm on a zoom call with the guru now. So like, the Muse is speaking to me. I can't I can't go to watch. I

Jen Adams

can't go to lunch. I can't go the peanut butter. I can't unstick the Legos. Yeah. All the things I definitely remember my first year as a freelancer, I was like, well, you're just at home, I'm like I'm working from my house. I'm not just at home.

Holly Rhoton

I think it's a little bit easier right now for a lot of people to understand the working from home thing, because so many people have been working remotely. So they're like, Oh, you're still working, you're just working from home. That's what I'm doing. I'm working from home. You know. So I think that that part is a little more understandable for people now, just given the COVID. craziness,

Jen Adams

that with everything that's happened in ways that I mean, maybe even two years ago, the number of people working from home, like versus now it's just like, oh, it's established, you're working at home.

Holly Rhoton

One, a lot of people they've been talking about how their productivity is done up working from home, they're doing just as well working from home as they would in the office. And it's cheaper to employ people that are working from home than to have office space for them. So I think the culture is changing a little bit that they will in the future start allowing some job roles to be at home.

Jen Adams

Be nice, will make us writers, the normies and then not so outstanding. Well, is there any other advice on kind of quitting the SmartWay or making the leap that you'd like to share with PwC? Members?

Holly Rhoton

I don't think that there's any one way, I think that everybody has their own specific challenges to overcome, they're going to have their own specific, you know, I, you may have a sick parent at home that you're trying to care for. You may have kids that need health insurance. That was

a big stressor for me, you know, like, what am I gonna do about insurance? But it turns out when you quit your job, you can apply for, you know, health care, and then they'll actually let you do that. There's a lot of options. Yeah. And, you know, you may, you may have a partner who doesn't want you to quit, who's adamant that you don't, you may have, you know, the the list of challenges is endless. But the main thing that you have to get under control is your own head. Because that's what's standing in your way, you're the one standing in your way. And if there is somewhere you want to be, you're the only one that can start taking steps in that direction. And if you don't, no one's going to do it for you. And that doesn't have to be overnight. Doesn't you don't have to go into work tomorrow and say, Hey, I quit. Yeah, you can slowly over time do this. But write down your goals. Write down when you want to quit, tell people what your plan is, and start slowly building and doing the things that you need to do to make it more comfortable for you. It doesn't have to be overnight. But it can be done.

Jen Adams

Yeah, well, I think that's the thing too.

Sometimes we

Jen Adams

have an expectation that there will be overnight success or failure and it's really it's a process for everybody. And I mean, I think you said it took about two years for the time where you're like I'm gonna quit this job and be a full time writer. Like okay, and now I

Holly Rhoton

thought it would happen faster.

Jen Adams

Yeah, but I mean, it's like, we never recommend that people like leap before they're ready or put themselves in positions that are less than ideal. But it's like you are the only person, as you've said that you're like, you're the person that takes that next step, you're the person that reaches out to the client online, you're the person that sets up a website, you're the person that completes a skill building session, you're the person who finishes the article and turns it in, like, you are the person who makes that happen. So

Holly Rhoton

and you never know the ways that you can do that. You know, you just be creative. You know, there's say, you go to a coffee shop, and they want you, you see, like, they have a, hey, like our page, and you get 10% off, you like their page, and you say, hey, you know, they don't really post a lot of stuff. You can say, hey, who does your social media and they tell you that I

don't, you know, I don't have a lot of time to do social media. And you say, hey, well, I manage social media opportunities everywhere, you just have to open yourself up to them. You know, I'm sure you everybody has friends that are business owners that are running businesses that could use some help. And it's, you're not, you're not begging for work, kind of like Scott Stratton said, you're not chasing them, you're, you're providing a service. And they want your help. There are some companies that are like, Oh, my God, if I have to deal with social media, I'm gonna say they hate it. And you're showing up and saying, hey, I can do that. You're like a knight in shining armor? They want to kiss your feet? Like, take my money here. Take it?

Jen Adams

Yes, well, I've written that places before to it's like, you're really, as you said, you're not begging them for work, they are not doing you a favor. The reality is like you're helping them and many, many small business owners, big business owners to they would love marketing help, but they just don't know anybody didn't even know how to ask for some of the stuff that they need. It's surprising sometimes. You know, people say, oh, I need marketing help. And you're like, Well, what kind of help Are you looking for? And they're like, I don't know, help. They can't even ask me. Like, they don't know how to say I need a content strategy. They need someone like you, who knows something about it to walk in and be like, oh, oh, God, you need a content strategy, like really bad.

Holly Rhoton

They know they have pain, but they don't know what the solution is. And you have solutions that you can offer them. And that I be a miracle for them.

Jen Adams

Yes, I was so surprised, because I was reading through the book club pick of the month, which Nick Lopers \$1,000 100 ways and it's all these interviews with different types of business owners. And how many of them when he's talking about, you know, what do you regret, right to your lessons learned? Like, I wish I'd gotten some marketing help earlier, I wish I'd figured out the marketing part of it. So it's like, as you said, like, you know, people that are doing side hustles are business owners, you know, work in big companies that can can help you. So the LEAP is possible, probably closer than you think.

Holly Rhoton

And even if you want to just, you know, start slow by you can pitch Awai articles. That's the first business I ever got was pitching you guys article ideas. And some of them you guys probably read me were like, No, this is ridiculous. I'm not doing an article on that. But then there were some winners like okay, yeah, write that for me. And yeah.

Jen Adams

I know, people are nervous about pitching sometimes, like, I really don't remember. The ones I say no to, like, some that are maybes, I kind of keep it a folder of like, oh, maybe I'll go back to that. But it's like, if you pitch 30 things, I don't remember what they all are, like, I'm not keeping a tally or holding it against you if you don't have a perfect pitch, or you don't hang a picture of him

Holly Rhoton

on the wall like silly ideas, John? No.

Jen Adams

No, so it's really not like that. And, you know, just being consistent with it too. Because, as Holly said, like, Okay, this idea didn't work, but the next one might. So just continuing to be that idea machine

Holly Rhoton

is really helpful. I'm just trying, if it's something you want to do, you have to try. It's not going to magically fall into your lap. And all the things won't just line up magically, you do have to put some effort into it. But you'll know you're on the right track. Doors will open you will find ways to make it happen. And it'll feel really good and really exciting. Terrifying to really good and really excited.

Jen Adams

Nice well and so for interested PWA members who want to follow you follow you follow your career, kind of just kind of watch what happens next. What's the best way way for them to follow you, girl fix your crown, LinkedIn, Facebook.

Holly Rhoton

So for my copywriting stuff, all of it like I have integrity, copywriting calm, or I'm on Facebook for integrity, marketing and customer care. munications I'm on LinkedIn as Holly Roatan. If you want more of my you know hype girl stuff, my girl, fix your crown calm is the blog on tick tock, as girl fix your crown ever girl, fix your crown Facebook page. And, you know, I'm pretty easy to find. Nice. Nice. Well,

Jen Adams

thank you so, so much for joining me today. And it's a big moment for writers to like change career and make that big switch and in their identity and their daily life and kind of everything around them. So I know members love hearing from people who are, who are doing it and who are doing it now, not people who did it 10 years ago, like, this is what's going on now. So thank you so much for sharing kind of what you've been doing kind of what you've been working with. Yeah,

Holly Rhoton

I'm happy to help. And anybody that has questions or like, give a specific question about like, Well, how did you get over this fear? What did you do in this situation, feel free to reach out to me on LinkedIn or wherever, I'm pretty nice, I won't ignore your message and never respond. You know, I like I like to help people get to the place that they want to be. You know, it's hard. And I don't think any of us get there alone, I think we can all you know, reach out a helping hand and help one another. So thanks.

Jen Adams

So So I encourage people to reach out to Holly and then kind of one last thing for PWM members, you know, here we are going into the end of the year. And so it is just kind of a time to reflect on where you've been and where you'd like to go. And it's also that minute where you look over your finances and your PWA balance and think about what programs you might want to invest in to help you hit your 2022 goals. So my public service announcement for today is to remember that every dollar that you spend on your PWA membership is matched one to one with PWA dollars you can redeem for event registration certifications and other Awaï training programs. So if you'd like to know your balance, or you have a program in mind, that is going to help you take one more step closer to quitting your day job or leveling up your business. Call the member success team 86687429 to four and they will absolutely help you out. So until next month, when we're going to be talking about something that is very near and dear to my heart and I will go on for hours and hours about it if you let me a key part of a happy and prosperous writer's life which is picking great clients and picking the best clients for you. So until then, stay tuned. Stay safe, stay sane, and of course, keep writing. Bye

bye