



Former Librarian's Love for Writing Leads to a Rewarding Lifestyle

Mary Guinane never set out to become a "digital nomad" or build a career with no ceiling on where she could live or how she could spend her days. She just wanted a way to be present for her kids — and to keep doing the one thing she'd always loved: playing with words.

Today, Mary writes fundraising copy for more than 200 nonprofit organizations as a senior writer and Associate Creative Director at RKD Group, one of the country's largest nonprofit marketing agencies. She's written for the Vietnam Veterans Memorial Fund, Ronald McDonald House chapters across the country, and dozens of causes she believes in.

"I was really looking for some flexibility in my work life. And I also didn't want to be primarily a stay-at-home mom, I thought I would be bored. So I was looking for some happy middle ground. About that time, I got the infamous Awai letter, "Can you write a letter like this one?" And I think I can."

It's a career — and a life — Mary built one deliberate step at a time, starting from a place a lot of aspiring writers will recognize: too much ambition for too small a market.

Stuck in a Market Too Small for Her Ambitions

Before copywriting, Mary had built a career around helping people — as a nonprofit program worker, a children's librarian, and eventually a stay-at-home parent looking for something more.

CASE STUDY: *Mary Guinane*

"I can sleep well at night, knowing that if I've done my job well, some good things in the world are happening through these great organizations."

CASE STUDY:
Mary Guinane

LOCATION:
Palm Springs, CA

OTHER CAREERS::
Non-Profits, Children's Librarian

HOW HE/SHE GOT HIS/HER FIRST CLIENT:
Ronald McDonald House in New York City through an ad agency

TOP AWAI PROGRAMS:

- The Accelerated Program for Six-Figure Copywriting
- (now The Accelerated Program for Seven-Figure Copywriting)
- FastTrack to Copywriting Success Bootcamp and Job Fair

She held a master's degree in child development and a genuine gift for writing that had followed her through every job she'd ever had. Whenever her organization needed a press release, a speech, or a script, she was the one who got the call.

When her youngest started kindergarten, Mary decided it was time to build something of her own, a career flexible enough to fit around carpool lines, sports practices, and dinner table conversations. Freelance copywriting looked like the answer.

"A few months of trying to make it only on the general copywriting business available in my small, local market made me take AWAI seriously. It didn't take long to realize I needed to play in a bigger sandbox, because there just wasn't enough opportunity where I lived, to deal with local businesses and make enough money."

Mary was talented. She was motivated. But she was fishing in a pond too small to support the career — and the life — she wanted. She needed a way to reach clients beyond her zip code, and the confidence to believe she belonged in that bigger conversation.

Finding Her Sandbox: AWAI's Training and Bootcamp

Mary enrolled in AWAI's Accelerated Program for Six-Figure Copywriting, (now The Accelerated Program for Seven-Figure Copywriting), working through the material in the evenings and early mornings around her family's schedule. It was one decision that changed the trajectory of her career.

"I took a deep breath and signed up for "FastTrack to Copywriting Success Bootcamp and Job Fair." I met people who were already doing what I wanted to do and I learned a ton in just a few days. That's when I decided my dream could become a reality."

For a self-described introvert, walking into a room full of strangers and talking shop for several days straight was genuinely nerve-wracking. Mary did it anyway.

Bootcamp gave her more than technique. It gave her a niche. Mary realized the writing that lit her up wasn't corporate brochures or car dealer commercials — it was fundraising copy for causes she believed in.

She sent out a simple postcard mailing describing her services. One landed with a New York agency working on behalf of the Ronald McDonald House. That single mailing turned into her first major client relationship — and set a pattern she'd repeat for the next two decades: build relationships with agencies, let them handle the logistics, and focus her energy on writing copy that moved people to give.

A Career — and a Life — Without Borders

What Mary built next is the kind of career most people assume isn't possible: work that pays well, work she's proud of, and work that puts absolutely no limits on where she calls home.

"I had a point in life where I was recently divorced and decided I didn't know where I wanted to move to. And so my dog and I hopped in the car and hit the road. We had a lot of fun and traveled the country looking for a place to call home. And so, we did that for almost a year. And then eventually, I came to Palm Springs. I was running from cold weather, because I hate snow. As it turns out, I'm a desert rat, and I didn't know it."

Not one client noticed the difference. Her deadlines were met. Her copy kept landing. Nobody needed to know she was writing from a new city every few weeks, because great fundraising copy reads the same no matter where it is written.



Years later, when an old contact happened to mention his agency, RKD Group, had an opening for a senior writer, Mary asked the obvious question: could she do it remotely? The answer was yes — and she became, in her own words, the company's early "experiment" in remote hiring, years before it became standard practice.

"I'll even do pet sitting for my daughter in Denver just for fun, since I can work wherever I want. So, when I want to get out of the summer desert heat, I head to the mountains because work is flexible."

It also means she's been able to show up for the people she loves — flying to be with her daughter after surgery, spending time with her parents when they needed her most, all without asking anyone's permission or using up vacation days she didn't have.

The Ripple Effect of One Decision

She didn't know, when she printed off that first AWAI letter and highlighted the money-back guarantee, that it would lead to a nationally recognized writing career, a role helping other writers find their footing, or a life spent choosing her own zip code. She just took the next step in front of her. Then the next one.

"It's great to know that when you do your job well, people donate to help cancer research or help a veteran with PTSD. I can sleep well at night, knowing that if I've done my job well, some good things in the world are happening through these great organizations."

Here's the real takeaway for any beginning writer: you don't have to see the whole path before you start walking it. You just need to believe there's a bigger sandbox out there — and be willing to go find it.

Mary's Tips for Copywriters

- Take on Challenges - They can be really fun. And I have learned so much by taking on those opportunities.
- Be professional — A lot of the work I received was because I did the work. I did it on time.
- Start working with AI — They're not perfect yet. But humans plus AI will replace writers who don't use AI.

Ready to pursue *the Writer's Life*?

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

