

Amy Posner

The Freelance Whisperer

From her AIDS support activism in the late '80s and early 90s, to selling her Manhattan agency to buy a yacht to sail up and down the Eastern seaboard for 18 months, to being one of the first women to write a course on copywriting, **Amy Posner has never done things by half.** Today she coaches copywriters and other online business owners who want to up their business game.

With over 3 decades as a serial entrepreneur and six successful businesses to my name, I've become a sought after coach, strategist and copywriter. But that's not what makes me an ideal guest. **It's my uncanny ability to take the knottiest business problems, the ones that cause your listeners so much angst and uncertainty, and reframe them as amazing opportunities.**

Problems such as... (and great talking points for your show):

- How do you raise your rates without losing your good clients and actually make them happy to pay the increase?
- How do you get your ideal clients to come looking for you because you are seen as a go-to expert?
- How do you run your sales calls on rails, so your new clients not only close, but now see you as a strategic partner?
- How do you filter out poor-fit clients, so you only work with clients who see you as a partner in their success?
- How do you swap feast or famine for a pipeline of great clients that's recession proof?

I solve these problems every week for my private clients, Magnetic North Mastermind and at CopyHackers where I'm co-coach for **Joanna Wiebe's 10x Freelance Copywriter Mastermind.**

Here's what Joanna says about Amy...

"It'll probably be enough to say that Amy has grown agencies to the point of getting them acquired and



just stop there. **Because selling your agency is kinduv major.** So that may be enough to prove that Amy knows her stuff when it comes to growing your freelance copywriting business.

However, if that is not enough and you are particularly keen to hear how Amy helps people **JUST LIKE YOU** grow their businesses, allow me to illustrate her expertise: **she has coached 200+ entrepreneurs in our premium membership community to the point that the vast majority of them have doubled their revenue, tripled their revenue, quadrupled their waitlist** – the list goes on.

But if that's **STILL** not enough, here's this: **Amy is one of the most down-to-earth, likeable and good-natured people you will ever meet.** She's the person I go to when I don't know what to do. And I would trust her with every secret, every ambition, every loss and every hope I have. She's the best."

As one client put it:

"There are so many things that make Amy a great coach: she's the youngest-at-heart person I've ever met, she's empathetic, and her years in business mean she's got the experience to propose multiple solutions to a problem. But even more it's **her ability to accept people for who they are and not try to mold them into someone they're not.**"

I'm a seasoned podcast guest. I've been the most featured guest on *The Copywriter Club* podcast (3 times) and have been a guest on *Copy Chief Radio*, *Deliberate Freelancer* and *What's the Secret?*

I also own a YouTube channel (Cut to the Copy with Amy Posner) and co-host a podcast (Business Badassery), so **I know what it takes to deliver pithy content and great value.**

Don't take my word for it – let's talk!

We're pretty sure you'll know in just a couple of minutes of chatting if Amy is a good fit for your show.

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