



HOW MAGNETIC NORTH HELPED ELIZABETH GORDON **BUILD STRONG CONFIDENCE** IN HER COPY SKILLS, **IDENTIFY** HER NICHE, AND **DISCOVER** A NETWORK OF ENTREPRENEURIAL ALLIES AND FRIENDS

Elizabeth Gordon is a femtech and sextech copywriter who participated in Cohorts 2 and 3 of Magnetic North Mastermind from July 2021 – June 2022.

Challenges

Elizabeth spent the first year of her copy business engrossed in copywriting courses. When she began working with clients, she was struggling to translate the theory into practice. Elizabeth knew she needed to find a coach who could not only give her detailed feedback on her copy, but one who had extensive experience working with a wide range of clients and had grown a thriving copywriting business as well.

Solution

Elizabeth joined Magnetic North, a 6-month mastermind led by business coach and veteran copywriter Amy Posner, that includes unlimited copy reviews and customized 1-on-1 support, a curated group of copywriters and other freelancers to network and collaborate with, and a variety of resources to develop your mindset and your business.

Results

- ✓ Greatly increased her confidence in her copywriting skills
- ✓ Shifted from a generalist copywriter to niching into femtech/sextech
- ✓ Landed two clients in her niche
- ✓ Signed her biggest client to date
- ✓ Wrote The Inclusive Language Guide for Femtech and Sextech Leaders that landed her her first podcast interview
- ✓ Grew her network and developed deep friendships with the other mastermind members

“Through Magnetic North, Amy has become like family to me. It is invaluable to have a person like her in your corner, and she was there for me whenever I needed her. I also never expected to create such long-lasting friendships with the other members of the group. It makes my business so much more enjoyable to have them to reach out to.”

-Elizabeth Gordon

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TO LEARN MORE ABOUT HOW THE MAGNETIC NORTH MASTERMIND CAN HELP YOU **GROW YOUR CONFIDENCE, YOUR NETWORK, AND YOUR BUSINESS**, GO TO [AMYPOSNER.COM](https://amyposner.com).