

# Best-Selling Book Just the Latest Success for this AWAI Member

Laura Armbruster, a longtime AWAI member, had a career highlight recently ... she's a best-selling author on Amazon, along with her co-authors, for the book, *The Little Book of Big Marketing Ideas*.

The book is a culmination of Laura's passion for helping her clients succeed in competitive markets. Now her expertise is helping companies worldwide ... and she's raised her profile at the same time. Writing a book can be a very effective self-marketing strategy, by the way, as you show yourself to be an expert in your niche.

"I provide a multitude of services including content strategy, ghostwriting, white papers, e-books, case studies, visual storytelling, and more. I work with all types of clients but have a love and passion for technology companies," says Laura. "One of my biggest breakthroughs came when I realized that I could help my clients do more by getting them to really talk about their culture. Highlighting what makes your company a positive experience for customers, stakeholders, employees, and communities is where the best stories are."

Laura credits AWAI with helping her get where she is today.

"I learned the nuances of web writing, SEO copywriting, how to craft a good sales letter, and the emotional sale, as well as the importance of a target audience and how to communicate effectively with them," recounts Laura. "Plus, there is all the support of people in your same boat: how they stay positive, how they move forward, how to price services, what to say to a prospect, how to overcome objections. Frankly, I cannot imagine being where I am without AWAI!"

This career has fulfilled a lifelong dream. Laura says she's wanted to be a writer since she was young. And copywriting has given her the means to do so ... and has provided the way for her to make a great living at the same time.

But the biggest benefit of *the writer's life*, says Laura, is choice.

"You choose your life, you choose how much money you want to make, you choose your clients, your partners, your contractors," says Laura. "Everything is in your hands — you just have to decide what you really want and then go for it!"

Her advice for up-and-coming writers?



"Keep moving forward. You will feel overwhelmed, frustrated, and sometimes afraid. That's OK — it's normal. Find others who support you and want you to be successful (HINT: It's not always your closest friends or family), get a group of like-minded people around you, and go for it! You'll have some setbacks — everyone does. But the rewards are immense."

Great going, Laura! Keep at it!

You can find Laura Armbruster's freelance website here: [www.kickitmarketing.com](http://www.kickitmarketing.com).

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Great stuff Laura! The breakthrough you talk about...getting your clients to talk about their culture...follows the Eugene Schwartz research technique... This works well for me. It defines the big idea I like to call "my gold nugget." Enjoy your success Laura! :-)

*Taylor Goodson* – over a year ago

I am a NEW MEMBER (just yesterday!) of AWAI and I am excited! I've been a writer for many years, but never in this (practical, money-making) way. Laura's story is VERY EXCITING! And the first one I've read. I thank her for her INSPIRATION! So now to begin my own journey!

*Guest (Richard Lee Van Der Voort)* – over a year ago

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