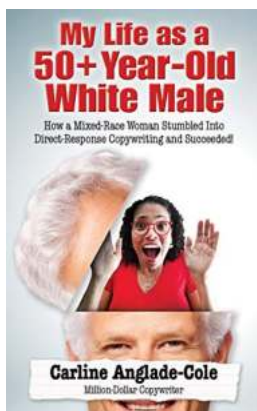


# How Mixed Race Woman Stumbled Into Direct Response Copywriting And Succeeded

Have you ever wondered how some people accidentally stumble upon a career that turns out to be their true calling? Well, let me introduce you to Sarah, a mixed race woman, who, quite unexpectedly, found herself excelling in the world of direct response copywriting.

What is direct response copywriting, you ask? It's the art of crafting persuasive and compelling messages with the ultimate goal of prompting readers or viewers to take immediate action. Whether it's purchasing a product, subscribing to a newsletter, or clicking a link - direct response copywriting aims to elicit a response and drive conversions.

Sarah never dreamt of becoming a direct response copywriter. In fact, she had always seen herself in a completely different line of work. Growing up in a multicultural household, Sarah's interests leaned more towards the arts, traditional craftsmanship, and community activism. Pursuing a career in marketing or writing? That wasn't even on her radar.



## My Life as a 50+ Year-Old White Male: How a Mixed-Race Woman Stumbled Into Direct-Response Copywriting and Succeeded!

by Carline Anglade-Cole (Kindle Edition)

★★★★☆ 4.8 out of 5

Language : English

File size : 7662 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 202 pages

Lending : Enabled  
Screen Reader : Supported  
X-Ray : Enabled



However, life has a funny way of steering us towards unexpected paths. Sarah's journey into copywriting started when she was offered a position as a marketing assistant at a local startup. Despite having no prior experience, Sarah decided to take the plunge, embracing the new challenge with an open mind.

Little did she know, this seemingly random opportunity would be the beginning of an extraordinary career. Sarah quickly discovered her innate talent for persuasive writing and her ability to connect with an audience on a deep level. Her mixed race background and diverse upbringing gave her a unique perspective, enabling her to tap into various cultures and effectively communicate with a wide range of people.

As Sarah delved deeper into the world of direct response copywriting, she realized the tremendous impact her words could have on individuals. She saw how her writing could promote positive change, bridge gaps, and inspire action. It was no longer just a job; it became her passion.

Her success in the field was undeniable. Companies, big and small, were lining up to work with Sarah and benefit from her ability to create captivating and compelling content. Sarah's mixed race perspective became her secret weapon, helping her understand the nuances and cultural sensitivities necessary to engage a diverse target audience.

One of Sarah's most notable achievements was her campaign for a nonprofit organization that focused on empowering marginalized communities. Her heartfelt copy and powerful storytelling generated a wave of support and donations, allowing the organization to make a significant impact and change lives.

Word of Sarah's talent quickly spread, and she soon found herself in high demand. Brands were eager to work with her to boost their sales, enhance their brand image, and effectively communicate their message to consumers. Sarah's mixed race heritage, once seen as a potential hindrance, had now become a valuable asset in the world of direct response copywriting.

With every successful campaign, Sarah's confidence grew. She knew she had found her true calling, and she embraced it wholeheartedly. Her unique journey and personal experiences allowed her to inject authenticity and diversity into her work, setting her apart from her colleagues and making her a force to be reckoned within the industry.

Today, Sarah continues to thrive in her career as a direct response copywriter. She serves as an inspiration to others, proving that sometimes the most unexpected paths lead to the greatest destinations. Her success story showcases the power of diversity, inclusion, and the impact a single person's words can have on the world.

So, next time life takes an unexpected turn and presents you with an opportunity that seems completely out of your comfort zone, embrace it with an open mind. You may just stumble upon your true calling, like Sarah did. And who knows? You might excel beyond your wildest dreams, leaving a lasting mark on the world.



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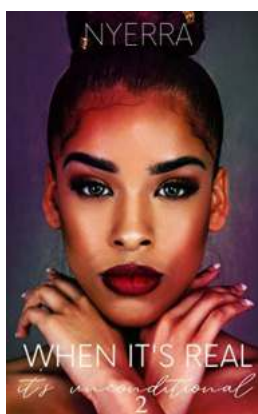
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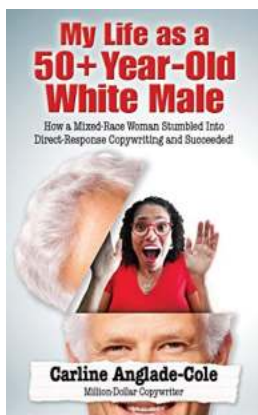
My Life As A 50+ Year-Old White Male is the story of how a biracial woman became a powerful voice in a traditionally male-dominated field. In this memoir, Carline takes you on her journey from humble beginnings as a Haitian immigrant... stay-at-home mom... to becoming a “Million-Dollar Copywriter” in the highly competitive alternative health direct-response industry. Carline gives it to you straight — the good... the bad... and the ugly. She shares stories she’s never told before and the powerful lessons you can learn from them. She’s brutally honest... and will have you rolling on the floor with her candid humor. Throughout this book, Carline challenges, coaches, and empowers YOU to use your superpowers to create the kick-butt life and career you desire. Carline Anglade-Cole is a direct-response copywriter who specializes in the alternative health field. With over 30 years in the direct-response industry, she has written boatloads of controls for numerous clients including Oprah, Peak Pure & Natural, Healthy Directions, Health Resources, True Health, AWAI, Sun Chlorella USA,

Biocentric Health, Weiss Research, Frank Cawood & Associates, Soundview Publications, Nature City and many more. She is also the recipient of the prestigious AWAI Copywriter of the Year award."A seasoned expert and creative genius! I love her brain."—Clayton Makepeace, Master Copywriter"Carline is a triple threat—she's the master copywriter you want writing your copy... the savvy marketer you want building your campaigns... and the insightful teacher you want to learn from."—Katie Yeakle, Executive Director, AWAI"Carline is an absolute master of sales copy and the Queen of Controls."—Caleb O'Dowd, Direct-Response Marketer & Consultant"Carline has been my go-to copywriter for 15+ years with by far the best track record of all the dozens of copywriters I've hired. It's been a pleasure to sign millions of dollars in royalty checks to her!"—Layne Lowery, Peak Pure & Natural CLAC



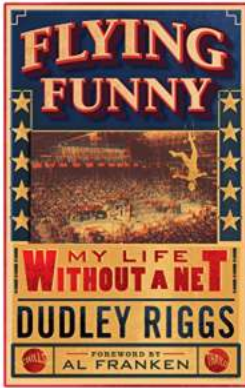
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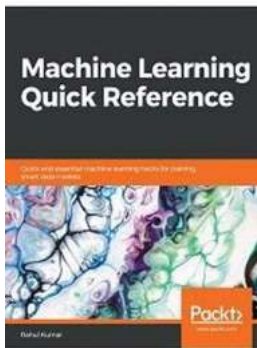
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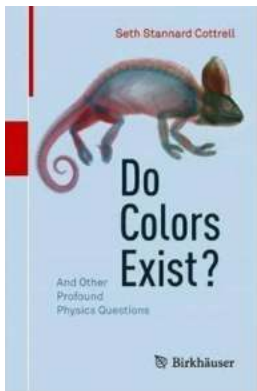
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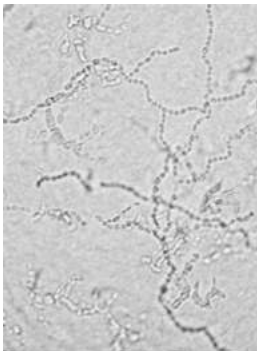
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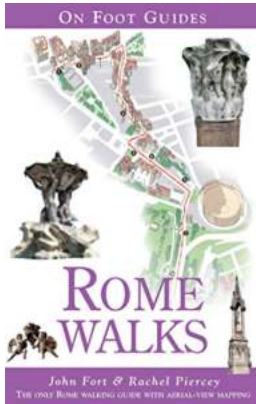
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