

## How Magnetic North Mastermind helped Samar Owais banish her burnout, streamline her business, and skyrocket her confidence and her income



"My business has streamlined to the point that I've had the most relaxing Ramadan I've had in years — and I've made the most money that I've ever made in a single month."

**Samar Owais**

When Samar Owais joined Magnetic North Mastermind in January of 2021, she was feeling intensely burned out.

Her email copywriting business — and her authority as an email strategist — had been growing steadily since 2018, and she had just successfully launched and finished running her first course on e-commerce email strategy.

Having put so much of her attention and effort into creating and leading the course, she realized that her pipeline of client projects had dried up in the process. So when the course wrapped, she began to market herself

heavily. Samar said the marketing worked a little too well, and not only did her pipeline begin to fill up again, client work started pouring in.

**"I had been in the red for a few months after the course, and that put me in a scarcity mindset," Samar said. "When the work began pouring in I was saying yes to everything and essentially working myself to exhaustion."**

Samar said that looked like working 12-hour days — and sometimes more — along with believing that she had to handle everything in her business by herself.

“I’m a mom — I have two kids — so I was working any chance I could in the pockets of time that I had,” Samar said. “It felt like I would get up from my desk at the end of the night to go to bed, then wake up in the morning and come right back to my desk. It was nuts, and I was burned out.

**“Plus, I thought I needed to do everything myself. I was doing the invoicing, the copywriting, the strategy, the sales calls, the inbox management, the calendar management, and all my own VoC research. I was very conversative about subcontracting out anything.”**

So when 2021 started, Samar found herself celebrating her six-figure income, while also knowing for sure that she couldn’t continue working this way.

When she heard Amy was launching a new mastermind for copywriters who needed help and support, Samar said her first

thought was ‘Where do I sign up?’

Samar was no stranger to Amy Posner. The two had met a few years before inside of 10x Freelance Copywriter, where Amy is a coach. Samar said she responded to Amy’s coaching style in the group, but it was in 2019 when she met Amy in person at the The Copywritier Club In Real Life Event in Brooklyn that Amy really became her go-to.

Samar said that Amy was incredibly supportive in helping her feel comfortable in attending her first ever conference, especially since she would be travelling alone to the U.S. from Pakistan for the first time.

“I’m very visibly a hijabi Muslim,” Samar said. “This was Trump’s America at the time, and I was really, really scared of traveling alone. Amy was right there all along the way — telling me that it was okay, that nothing was going to happen, and that I wasn’t stupid to talk to an immigration lawyer before flying.



“That’s the thing about Amy — she’s always been there, assuring me that my gut feeling is not wrong, and that I should listen to it. That’s been her biggest influence on me. It’s easy for me to doubt myself and think I’m overreacting, or that I should give the other person the benefit of the doubt, but Amy has honed my instinct to the point that if I’m feeling a certain way, I now know that I need to trust my gut.”

So when Samar’s gut told her to join Amy inside of the Magnetic North Mastermind, she did.

Samar went into the mastermind with two objectives: to address her extreme burn out, as well as

tackle the low level of confidence she had in her business skills.

“I’ve always been confident in my copy skills,” Samar said, “but as far as my business skills, my confidence has been very low. Before the mastermind started, my business confidence was a 3 out of 10. Because of my course and the increased project work, my business was changing so fast — I didn’t know what to do.”

Samar’s ultimate goal for her business was to simplify it so that she could stop working 12-hour days while still growing her income, and Amy assured her that not only was it doable, but it could be far easier — and more enjoyable — than Samar thought.

**“When the mastermind started, Amy asked me, ‘What is the one thing about your business that you absolutely love?’ And for me, that is creating email strategies for businesses.”**

So, Amy began to coach Samar on how to streamline her business so that she was doing more of what she loved and less of what she didn’t — as well as help her restructure her pricing so that she was able to outsource the tasks she didn’t want to do.





One of the first tasks Samar identified was VoC research, so she partnered with VoC researcher Hannah Shamji to handle the research portion of her projects. She also identified inbox management and calendar management, so she hired a VA who works roughly 20 hours a month to handle those tasks for her, too.

Samar said the results of this outsourcing approach — as well as Amy's continued support in implementing it throughout the mastermind — have led to some incredible changes in her business, the first of which is her workload.

**"It's reduced my workload a lot and it's streamlined everything," Samar said. "I don't wake up feeling panicked anymore. Now, every time I'm facing something I wish I didn't have to do in my business, my thought process immediately goes to, 'Who can I partner with to help me with this?'"**

And because of Amy's guidance on pricing, this approach has led to a significant jump in income.

"Not only has my business simplified to the point that I've had the most relaxing Ramadan I've had in years — I've also made the most money that I've ever made in a single month.

"I signed a \$16k project just before Ramadan and a \$5k consulting gig with a very prominent social network. I ended up having a \$30k month without extending myself."

Samar said that, above all, the mastermind has helped her grow her confidence higher than ever before, and step into her expertise — and authority — in a much bolder way.

"My confidence now is an 8 out of 10," Samar said, "and I now have a very radical picture of what my business will look like by continuing to work with Amy. Making the changes I've made in the mastermind have given me the bandwidth to think bigger and dream bigger."



"Amy's changed my ability to negotiate and come to the table with a take-it-or-leave-it offer — the old me would have never had the guts to do that. Amy has been instrumental in building my business where my confidence is concerned."

Samar said that, of all the coaches she's worked with, Amy has become her go-to mentor, not just because of her on-point business advice and strategy, but also because of the kind and compassionate person she is.

"Amy is a true ally," Samar said. "She proved herself an ally before it was woke to be one. My lens is always going to be as a person of color, as a Muslim, and as a hijabi, who faces all of these microaggressions — even from people who don't realize they're doing it."

"Amy has always been my safe space online. I know that when I'm with her I'm emotionally safe, she's not going to take advantage of me, and she's not going to think I'm an idiot."

**"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."**

"Amy doesn't try to diminish anyone's challenges. So many of my challenges were mindset related — of scarcity, or just not believing in myself — and she didn't once dismiss them. She realized that, to me, those obstacles were very, very real — and she met me where I was and helped me overcome them. That is so rare in the business coaching world."



**To learn more about Magnetic North Mastermind and how I can help you create the shifts — and growth — you're looking for in your business, [click here](#).**

## What other members of Magnetic North Mastermind are saying...



"I feel much more confident in what I do because of the mastermind, and it's helped me integrate a lot of new ideas. Seeing where I am in my business alongside other people who I admire has been so helpful, AND having those people become friends has been amazing. **It has given me a new perspective on my business.** Plus, I got shit done! I created and launched a group program called Community Camp. I am already running it again within the 6 months I've been in the mastermind — it's an entirely new revenue stream for myself."

— Anna Hetzel

"Joining this mastermind was the best thing I've done for my business. With Amy's guidance and support, **I've transformed my entire business model and created one that better aligns with personal goals,** which was to create more time for my family. I also raised my rates by 62% in just 4 months, which means I'm working less, but making more. That was my goal when I joined and Amy made sure that I reached it. I can't recommend Magnetic North enough."

— Eman Ismail



"There's been a huge amount of growth in what I was aiming to do — which was to get larger clients in a more consistent way. **Having the group there to ask questions and specifically Amy being very, very open to receiving any type of messages for help...**it's been so very supportive, I'm trying to imagine what life would have been like if I hadn't gotten into this mastermind. "

— Michael Antonicelli

"I was on the fence, knowing I needed more support with my business, when I reached out to Amy. She got back to me right away, sent me a video, and when I talked to Amy directly she mentioned some of the other copywriters who were going to be in the group. I recognized some of those names as people who were a little bit further along than me and that I would be able to tap into what they know in a small group, as well as have direct access to her. I was like, 'Ok, I'm in!' And it's been great, **I've doubled my income and had my first 5 figure month last month.** It's changed my world."

— Lindsay Hope

