

HOW MAGNETIC
NORTH MASTERMIND
HELPED DELIA MONK
SKYROCKET HER
CONFIDENCE, **BUILD**
A HIGH-END CLIENT
ROSTER, AND **GROW**
HER REVENUE TO
CONSISTENT
\$10K MONTHS



"Magnetic North is the gift that keeps on giving. I went from making €2-3k a month if I was lucky to earning consistent €10k months. Not even one year later I'm on track for a €100k year, which is incredible because when I started I didn't know how I was going to pay my mortgage. It's been a huge win."

- Delia Monk

DELIAMONK.COM

When Delia Monk joined Cohort 2 of Magnetic North Mastermind in July of 2021, she was a brand new copywriter who desperately needed to make her copywriting business work.

For the previous eight years, Delia had built a successful travel business and – in early 2020 – was looking forward to taking a lengthy maternity leave after giving birth to her daughter.

But then COVID hit and everything changed.

Instead of the dreamy maternity leave Delia had planned, she watched her travel business – and her income – come to a screeching halt and her workload go into overdrive, as she scrambled to obtain refunds for all of her clients' upcoming vacations.

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“It was really, really stressful,” Delia said. “I had a newborn baby and I was trying to learn how to breastfeed and I was constantly on the phone to the airlines trying to get refunds. After about six months of that stress, I had no money left.”



To make matters worse, Delia's husband had lost his job – also thanks to COVID. She knew she needed to pivot fast to start bringing in income, and decided to draw on her writing experience as a former journalist to start a copywriting business.

After going through Joanna Wiebe's Copy School, Delia began taking on a few small clients, but knew **she couldn't afford to work for low rates while she built her business and her skills.**

“I had a family to take care of and a mortgage to pay,” Delia said. **“I took a look at my finances and knew that I couldn't be charging \$50 an hour** – I needed to be charging quite a few grand per project to even survive and put food on the table.”



Delia said her background in journalism, as well as her experience of running her travel business, made her confident she could make a copywriting business work.

What she needed, though, was confidence in her copy skills and a roadmap to quick business success from someone who had done it themselves.

“I realized there was no way I could charge the big bucks if I didn’t feel confident that my copy was good,”

Delia said. “I also really needed a shortcut to get to where I needed to go with my business faster.”

Delia had repeatedly seen Amy Posner’s name come up as one of

the most experienced and well-respected copywriters, so she reached out and set up a call with her.

“I explained my situation to Amy and told her that I was looking for feedback on my copy as well as some business coaching, and she told me about her Magnetic North Mastermind,” Delia said. “At first it sounded like it was over my head, but Amy struck me with how flexible she was willing to be.

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“She said, ‘You tell me what you need and I will do whatever I can to deliver it to you.’ That really blew me away because I’d looked at other programs and they were geared toward having everyone do one of a few things, like create a course or start a podcast. Amy’s goal was to really tailor her coaching to the individual and what is right for them.”

Delia said that while her precarious financial situation made her hesitant about the mastermind’s price point, **she knew Amy’s coaching would make it worth it.**



“I had faith that Amy was the one,” Delia said. “She’s so rich in life experience and business experience, and she has a huge bank of knowledge in her brain to draw from. She’s someone who’s not just built a business — but excelled at it.”

So, Delia jumped into the mastermind and started showing up wherever she could: sharing her copy to receive feedback from Amy and other mastermind members; attending the group Zoom calls; and being coached by Amy in their 1-on-1 sessions.

Delia said she was very nervous at first, and shared with Amy that **one of her biggest fears was speaking in public**, which she was afraid would impact

the way she interacted in the group.

“Amy was so inclusive and welcoming and I immediately felt at ease,”

Delia said. “She heard my fear and really supported me so much.”

Delia said that of all the features of the mastermind, there were three she loved the most, starting with the copy reviews.

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“I went through this shift where I gained a load of confidence in my copy skills,” Delia said. “I shared pretty much every piece of work I did with the group — I was just shameless! But I got so much incredible feedback — not just from Amy but from the whole community — and it skyrocketed my confidence to another level.”

Delia said the second feature she appreciated was the **great accessibility she had to Amy** through their one-on-one sessions and regular communication in Slack.

“It felt like Amy was on my shoulder the whole time,” Delia said. “It helped me feel like there wasn’t anything I couldn’t do because Amy was right there with me.”

Delia also appreciated the insights, wisdom, and different perspectives she gained from the other mastermind members – all of whom were very supportive.

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“Amy herself has this amazing magnifying glass on your business, but when you add in the community aspect, it’s like a kaleidoscope of wisdom and brilliance,” Delia said. “It was just phenomenal.”

What has also been phenomenal are Delia’s results.

Her income has dramatically increased, going from €2-3k months when she entered the mastermind to now earning consistent €10k months working for high-end clients she loves.

Delia’s client roster is a direct result of Amy coaching her to start cold pitching through email. Not only did Amy share her contacts and resources with her, but she also helped Delia optimize her pitch for the highest chance of success.

“I sent out my cold pitch email and got the most phenomenal responses,” Delia said.



“There was one in particular from a woman I follow on Instagram: Joana Galvao, the CEO of an international design agency and influential coach for designers. She replied to my email saying that my cold pitch was so good, she not only wanted to book a call with me – which was my CTA in the pitch – but that she wanted to share my email with everyone in her mastermind as an example of what to do. Then she said she was going to fly to Barcelona to meet me, and she did! **That one cold pitch alone has led to \$50k in business over six months.**”

Delia also landed web and sales copy work for the host of a very well known podcast, which she said blows her mind.

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“I’ve gone from not knowing how I was going to pay my mortgage to writing for huge influencers,” Delia said. “It’s crazy. I’m also booked out three to four months at a time with clients and continue to steadily increase my rates.”

Another exciting result for Delia is becoming more comfortable with public speaking, which has not only increased her confidence but has boosted her visibility among other copywriters and potential clients.

“Amy had me present inside Magnetic North and then again in her membership, The Speakeasy,

and I’ve also presented in two other masterminds as well,” Delia said. “I just never would have done that without Amy’s help — she has just supported me so much.”

Delia said that **she would recommend Magnetic North to anyone who is looking for expert business coaching** and support in a dynamic group environment — because the experience for her has been life-changing.

“When I joined I was on the brink of having nothing and now I’m not worried about money anymore,” Delia said.

“I owe Amy everything — seriously, everything. She changed my life, and I wouldn’t be doing what I’m doing now if it wasn’t for Amy and Magnetic North.

“I was at the beginning of a new chapter and it felt very uncertain and scary, and Amy helped to make it amazing.” ☾



To learn more about how the Magnetic North Mastermind can **skyrocket your confidence** — and your business — go to amyposner.com.