

• CASE STUDY •

HOW MAGNETIC  
NORTH MASTERMIND  
HELPED ANNA  
HETZEL **DIVERSIFY**  
THEIR SERVICES,  
**NAVIGATE** BURNOUT,  
**REEVALUATE**  
SUCCESS, AND **FIND**  
A RICH COMMUNITY  
AMONG THEIR PEERS

"Amy Posner is different from other coaches because she leads with curiosity and follows up with support. Rather than using a formula as "the way" to do things, Amy uses her decades of experience and knowledge to listen to the wild ramblings of very excited, passionate entrepreneurs and help them understand the root of what they're struggling with. Then, she helps them fix it in the way that feels right to them."

**Anna Hetzel**

STRANGEBIRDS.LAND



**W**hen Anna Hetzel learned that Amy Posner was starting her own mastermind, they were already curious about exploring what the next level of their business might look like.

Anna said their copywriting business was going fine — it was successful, paying the bills, and making a profit — but they suspected there was a lot more potential to be tapped.

**“AT THE END OF 2020 I’D HIT A CEILING OF GROWTH,” ANNA SAID. “MY BUSINESS WAS FINE, BUT I HAD SOME CURIOSITY AROUND WHAT COULD HAPPEN IF I DID MORE.”**

“The problem was that I’d reached the level of my knowledge and I needed help understanding what my options could be.”

Anna knew they learned best in the small group environment that a mastermind provided, but was struggling to find one that checked all the right boxes.

“I wanted to have access to awesome people as well as the person who was

actually running the mastermind, which is a thing you don’t always get,” Anna said. **“I also wanted to have a space to explore what was possible for my business** without having to blow it up and “scale everything 10x” because I didn’t care about that at all.”

So when Anna heard that veteran copywriter and business coach Amy Posner was launching Magnetic North, **Anna was immediately interested in learning more.**

They’d met Amy one year prior at a copywriting event and loved how approachable and open she was, along with the vast skill and business knowledge she had to offer.

“Amy has decades of experience and she’s brilliant,” Anna said. “I wanted to be connected to the smart people



she attracts as well as be connected to Amy herself. **I also loved that she wasn't trying to sell me on her way of doing things.** Her mastermind was exactly what I needed, and it became an absolute no-brainer to join."

When Cohort 1 of Magnetic North began, Anna jumped in, **taking full advantage of all of the mastermind's features**, including the one-on-one strategy sessions with Amy, group Zoom calls with other mastermind members, and 24/7 opportunities to ask questions and join discussions with Amy and the group in Slack.

Anna said it was the presence and support of the group that helped

them take an idea for a new service offering called Community Camp — a 3-day virtual retreat that helps service providers, coaches, and entrepreneurs create transformative and profitable communities — and **turn it into an actual product in four short weeks.**

**"WITHOUT HAVING THE MASTERMIND WHERE I COULD SCREAM STUFF — LIKE 'IS THIS A GOOD IDEA?', 'WHO ELSE HAS DONE THIS?' AND 'WHAT TECH DID YOU USE?' — I WOULD'VE BEEN CREATING COMMUNITY CAMP IN A VACUUM AND A CYCLONE OF STRESS," ANNA SAID. "IT PROBABLY WOULD'VE TAKEN ME A LOT LONGER AND I WOULDN'T HAVE BEEN AS STUPID-SLASH-BRAVE TO BUILD A THING AND LAUNCH IT IN FOUR WEEKS. I NEEDED THE PEOPLE IN THE MASTERMIND TO BE MY CHEERLEADERS.**



“The group wasn’t just a place to dump all of my insecurities either. It was also a place to get validation and strategy. Every single time I hit a snag in those four weeks, I didn’t hesitate to drop my questions or concerns in Slack and the group replied with support. **I didn’t have a chance to trip up because I had people right there who knew what I was struggling with** and would say, ‘Do this. Keep going.’ And it worked.”

As Anna launched Community Camp and began to explore new growth for their business, they realized they needed to think deeply about what success really looked like to them.



Anna said the mastermind turned out to be the perfect place to consider it.

**“WHILE I KNEW MY BUSINESS HAD HIT A CEILING, I DIDN’T KNOW HOW I FELT ABOUT BREAKING THROUGH THAT CEILING,” ANNA SAID. “I DIDN’T KNOW IF I WANTED TO. I WAS QUESTIONING IF IT WAS OK TO BE MORE SUCCESSFUL AND IF IT WOULD BE GREEDY TO MAKE MORE MONEY.**

“Talking to Amy and other folks in the mastermind who were also struggling with that helped me realize that’s not an abnormal thing to struggle with, especially for someone with a marginalized identity like mine, because most examples of success in the online business world are very cis, straight, white, and male and involve having a 7-figure business.

**“It was really important for me to see different forms of success** and see what other people are doing with that success, because I needed

the validation that I can define what success means to me. The mastermind allowed me to explore that.”

That process of exploration led Anna to **fully claim their definition of success** — as well as consider how they wanted to price their services.

**“THE COPYWRITER WORLD TENDS TO BE VERY AGGRESSIVE IN HOW WE’RE SUPPOSED TO PRICE OUR STUFF AND I’VE ALWAYS STRUGGLED WITH IT,” ANNA SAID. “IT WAS GREAT TO FIND A MASTERMIND WHERE OTHER PEOPLE WERE QUESTIONING IT, TOO, BECAUSE IT’S SO MUCH MORE COMPLICATED THAN THE COMMON ADVICE OF ‘CHARGE YOUR WORTH AND RAISE YOUR RATES’.**

“The conversations I had in the mastermind helped me really see and accept that **selling and pricing and marketing your services should be complicated**. When you recognize that



pricing is complicated, you can then simplify it for yourself in a way that works for you and your business so that you can then go make more money.”

Along with these great realizations — as well as the creation of Community Camp — Anna also began working on a complete rebrand of their website during that first 6-month cohort of Magnetic North.

**With so much in motion as the first cohort came to a close, Anna joined Cohort 2**, which they said offered its own unique opportunities for growth and change, especially around the issue of burnout.



“In Cohort 2, so much of the group was burned out,” Anna said. “It was the second year of the pandemic and the whole world was tired. **Amy created the space for us to talk about it honestly in a way that still felt safe,** and because of that, Magnetic North became this supportive environment to figure out how to take care of ourselves and work on our businesses.

“We all recognized that running an online business is isolating. You’re at your computer, your calls are on Zoom, you’re talking to people on Slack, and you’re very rarely in person. So **having a space, even though it’s online, where we could be honest, open, and vulnerable became just as valuable** — if not more valuable — than the business advice.

“We gave each other permission to take a vacation, take the day off, or just do the bare minimum some days. And to

let each other know that it was okay.”

It was Anna’s time in Cohort 2 where they not only learned to navigate burnout, but also saw some nice results from much of the work they’d done in Cohort 1.

Community Camp became a proven concept and a successful service offering, of which Anna ran three times in 2021. It also became a way for Anna to increase their visibility and make a name for themselves in community design.

**“I CREATED AN ENTIRELY NEW BRANCH OF MY BUSINESS THAT HAS SINCE BECOME THE THING THAT PEOPLE INVITE ME TO TALK ABOUT ON PODCASTS, ON STAGES, AND IN WORKSHOPS,” ANNA SAID. “IT’S MY FOOT IN THE DOOR FOR A LOT OF NEW PROJECTS, BECAUSE PEOPLE THINK THEY NEED TO HIRE ME FOR WEB COPYWRITING AND THEN I SAY, ‘WAIT, YOU’RE RUNNING A COMMUNITY. LET’S TALK ABOUT THAT.’**

**“ALL OF THAT CAME FROM BEING IN A MASTERMIND WHERE I HAD THE PERMISSION AND SPACE TO EXPERIMENT WITH A WILD IDEA THAT WAS SEEMINGLY DISCONNECTED FROM EVERYTHING ELSE I WAS DOING IN MY BUSINESS, AND IT ENDED UP DIVERSIFYING MY OFFERINGS IN A WAY THAT I DIDN'T QUITE KNOW HOW TO DO BEFORE THEN.”**

Anna also launched their new brand and website: [strangebirds.land](https://strangebirds.land), experimented with different pricing models for their services, and **further solidified their vision for business success.**

All of this work helped them to see financial growth in 2021, despite dealing with — and eventually healing from — severe burnout during the final quarter of the year.

“Because of all the things I did in Cohort 1, when I hit exhaustion at the end of last year, my business still did better than the year before,” Anna said. “That’s saying something. I worked less and

had one of the hardest years personally that I’ve had in a decade and I still did slightly better financially — **all while being supported by Amy to run my business in a way that felt right for me.**

“And now that I’m really implementing everything in 2022, I’m on track for significant growth if I keep going the way I’m going, because now I have the energy to really run with all the things I’ve done.”

Anna said that any business owner who’s looking to push the limits for themselves and their business can benefit from the supportive small group environment that Amy expertly curates and inspires in Magnetic North.

“Some communities are very pressure-focused, but **being in Magnetic North showed me how necessary it is to find a space that’s full of people who inspire you,** but can also become your friends,” Anna said.

“What Amy has done is figured out how to find the right group of people to push you while holding you up at the same time. It’s definitely the most invaluable thing about working with her, and about her mastermind.” ☾



TO LEARN MORE ABOUT  
HOW THE MAGNETIC  
NORTH MASTERMIND  
CAN **PUSH** AND  
**SUPPORT** YOU TO **NEW**  
**LEVELS OF BUSINESS**  
**SUCCESS**, GO TO  
[AMYPOSNER.COM](https://amyposner.com).

---