



# HOW MAGNETIC NORTH HELPED EMAN ISMAIL REINVENT HER COPY BUSINESS TO FUND HER MATERNITY LEAVE AND CREATE MORE WORK-LIFE BALANCE

**Eman Ismail is an email copywriter who participated in Cohort 1 and 2 of Magnetic North Mastermind from January - December 2021.**

## Challenges

When Eman discovered Magnetic North, she was struggling with burnout in her business. A mom to one child and pregnant with a second, Eman wanted to figure out how to increase her income — consistently — so that she could self-fund her maternity leave for at least 7 months and create more space to work less and enjoy life and her family more.

## Solution

Eman joined Magnetic North, a 6-month mastermind led by business coach and veteran copywriter Amy Posner. She received intensive 1:1 business strategy sessions with Amy as well as access to a curated group of high-level copywriters and other freelancers who are dedicated to sharing feedback, insights, connections, and support with one another.

## Results

- ✓ Shifted her business model to a VIP structure that isolated client work into defined on and off periods
- ✓ Generated enough revenue to fund her maternity leave for 7-8 months
- ✓ Huge shift in work-life balance that gives her plenty of time to enjoy her kids and her life
- ✓ Easily books clients at her multi-thousand £ VIP rate
- ✓ Consistent high-revenue months
- ✓ Ability to focus on life goals and explore hobbies and interests
- ✓ Felt safe and seen by an ally who considers the challenges she faces as a Black Muslim woman

“With Amy and Magnetic North, it felt like I had someone in my corner, cheerleading me, giving me advice and ideas whenever I needed it. Being able to fund my maternity leave for 7-8 months was amazing because I could take the time off I needed and more, and come back to work when I truly felt ready. I don’t know if I would’ve had the confidence to accomplish something like that without Amy’s support.”

*-Eman Ismail*

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