

	TITLE:	Canadian Woman Finds An Easy Way To Make Bank Writing Online
	WRITTEN BY:	Mindy Mitchell <a href="mailto:mindsoup01@gmail.com">mindsoup01@gmail.com</a>
	TOTAL RUN TIME:	4 Minutes 30 Seconds
<b>SHOT</b>	<b>AUDIO</b>	<b>VIDEO</b>
001	MUSIC UP FULL: MUSIC: MYSTERIOUS, SENTIMENTAL: <a href="#">A Remote Life</a>	IRIS WIPE IN  AERIAL SHOT: EDMUNTON, ALBERTA, CANADA  LOWER THIRD GFX: "EDMUNTON, ALBERTA CANADA"  AERIAL SHOT: ZOOM INTO CITY
002	MUSIC UNDER  EG: I slept in my car... when I traveled...you know....and I said to myself...I can't keep chasing... I need to be able to find a way to work from wherever...	MS: EG INTERVIEW  LOWER THIRD GFX: "EG Warren Freelancer"  B-ROLL OF EG SLEEPING IN HER CAR  CUTAWAY: CU OF SQUIRREL
003	EG: I need to not worry about not being able to work today... you know?... because... like... I'm not feeling well... I'm not getting any younger...	MS: EG INTERVIEW  B-ROLL OF FRAMED PHOTOS AND MEMORABILIA
004	NAT SOT: Camera Taking Photos  EG: Before Covid...I was a photographer for the Canadian music industry...  MUSIC FADE OUT	B-ROLL EXT OF EG TAKING PHOTOGRAPHS  MONTAGE: IMAGES of EG's Photos of Candadian Musicians  DISSOLVE

SHOT	AUDIO	VIDEO
005	MUSIC FADE IN  MUSIC: SAD DARK: <a href="#">Even if I Go</a>	MONTAGE: IMAGES OF EG'S Photos of COVID signs and empty concert at Saskatoon, Saskatchewan  OR  STOCK VIDEOS OF <a href="#">Covid 19</a> , <a href="#">Mask</a> , and <a href="#">Empty Stage</a>
006	MUSIC UNDER  EG: Everyone shut everything down...my whole world shut down...everything came to a screeching halt...	EG INTERVIEW  B-ROLL OF EG STUCK AT HOME
007	EG: I can't actually go to photoshoots and concerts with music... you know... if everything gets shut down... I literally was stuck at home with nothing to do...	EG INTERVIEW  B-ROLL OF EG STUCK AT HOME
008	EG: I had been through a lot of health issues recently... as well...So literally from September to February I was bedridden with a lot of different health issues already...	EG INTERVIEW  B-ROLL OF EG BEDRIDDEN  GFX OF CALENDAR FLIPPING THROUGH MONTHS SEPTEMBER THROUGH FEBRUARY
009	EG: Well.. Uhm...I'm literally brain damaged... and have a learning disability... It's hard to get stuff to stick... It's like I have a Teflon brain...	EG INTERVIEW  B-ROLL OF EG'S MORNING DOSE OF MEDICATIONS
010	EG: I've had over a dozen concussions and 2 bouts of viral meningitis... So... some days my brain doesn't work... And there's a complete shift in how I learn and understand and even relate to others...	EG INTERVIEW  B-ROLL OF EG WITH HER ANIMALS  B-ROLL OF EG WITH HER MOTHER

SHOT	AUDIO	VIDEO
011	EG: It takes me 3 to 4 times longer to do things than other people...you know?	EG INTERVIEW
012	EG: A lot of different family issues came up as well... We had 6 funerals in 2 months... with immediate family... for different reasons...  MUSIC: FADE OUT	B-ROLL OF EG VISITING GRAVEYARD
013	MUSIC: FADE IN MUSIC: HOPEFUL, DREAMY: <a href="#">After This Life</a>	EWS: SUNRISE OVER EDMONTON  OR  STOCK VIDEO: <a href="#">Mythic Sunrise</a>
014	MUSIC: UNDER  EG: I was literally stuck at home... and digital marketer... offered free classes for 30 days...	EG INTERVIEW  B-ROLL OF EG TAKING ONLINE CLASSES
015	EG: I was breezing through classes... and it became a game to me... How quickly can I pass this exam?	EG INTERVIEW  IMAGES: EG'S SELFIES OF PASSING TEST SCORES
016	EG: And then this one class was direct response copywriting... And I was like what the ... is that? ... I had seen the word copywriting but I had no idea what it was...So, I was like... well, let me go see what this is all about...	EG INTERVIEW  GFX: MONTAGE OF COPYWRITING PROJECTS: Direct Sales Page, Social Media Posts, Marketing, Blogs, LinkedIn Posts, Emails, Travel Writing, Resumes, Speech writing
017	EG: .... And I was like... wait a minute!... I've done that..... I do that!... Wait? You can get paid to do just that?... Wait!... You can get paid what now?	EG INTERVIEW

SHOT	AUDIO	VIDEO
018	EG: I got an email for the Launch Party...It was \$49.00... and I literally had to check my credit card balance to see if I could afford it... you know?	EG INTERVIEW  GFX OF CREDIT CARD STATEMENT BALANCE SHOWING ONLY DOLLARS LEFT
019	EG: When I try something.. I don't just dip my toes in the water... I'm basically all in.  MUSIC FADE OUT	EG INTERVIEW  MWS: EG BY THE RIVER
020	MUSIC FADE IN  MUSIC: EPIC, DREAMY: <a href="#">A Tiny Spark</a>  MUSIC: UNDER	SPFX: it looks like EG jumps in the river  CU: BIG SPLASH IN RIVER  WASH OUT
021	EG: They laid it all out... Step 1... do this...Step 2... do that... Step 3...	EG INTERVIEW  GFX OF first steps in launch party with check marks by each step (no AWAI Logo)
022	EG: But there... When you had a question you could go out to the group and people were coming in and answering questions...It was different than other groups and forums and stuff...	EG INTERVIEW  B-ROLL OF EG ON LAPTOP
023	EG: They were actually in there trying to help... It was literally... I'm coming in & I'm gonna answer your question...& I'm gonna grab hold of your hand & I'm gonna walk you through it.	EG INTERVIEW  IMAGE: ONE OF EG'S POSTS WITH A LOT OF LIKES AND COMMENTS ON IT
024	EG: The thing that helped me go for it was the AWAI guarantee... Pretty much if it didn't work out... I could get my money back...	EG INTERVIEW  <b>SEED CTA</b> GFX: LAUNCH PARTY SHOWING PRICE \$49.00 & MONEY BACK GUARANTEE

SHOT	AUDIO	VIDEO
025	<p>EG: Before the class ended...I doubled my money because... I won the headline contest...</p>	<p>EG INTERVIEW</p> <p>GFX: COMMENTS &amp; HEARTS FROM THE FACEBOOK POST ANNOUNCING EG WON A RECENT \$5,000 SALES LETTER PRIZE</p>
026	<p>EG: Before the end of the launch party... I actually had my very first client... That ended up being a 1 year retainer.. Then it just kinda snowballed from there..</p> <p>SFX: DOLLAR BILLS FLUTTERING</p>	<p>EG INTERVIEW</p> <p>GFX OF A MONTAGE OF RETAINER CONTRACTS</p> <p>GFX: HUNDRED DOLLAR BILLS FLYING UPWARDS THEN IN TEXT "\$17,000 In 10 Weeks!"</p>
027	<p>EG: Honestly... I've been in every Launch Party since... because... you know... it reminds me of the why... Day 1 of the Launch Party is my favorite day of the month...</p>	<p>EG INTERVIEW</p> <p>B-ROLL: OF EG GETTING READY</p>
028	<p>EG: My why... I want to help incoming creatives.. I want to help those people who have this passion...</p>	<p>EG INTERVIEW</p> <p>IMAGES: OF ASPIRING MUSICIANS &amp; WRITERS</p>
029	<p>MUSIC: FADE UP</p> <p>MUSIC: FADE OUT</p>	<p><b>TAG CTA</b></p> <p>TITLE CARD: "Visit AWAI.COM to join the next Launch Party"</p> <p>LOWER THIRD: AWAI LOGO</p> <p>TITLE CARD: "Meet EG! She'll be there in the forums... Cheering you on!"</p> <p>FADE OUT</p>

INTERVIEW QUESTIONS FOR: EG Orren

TITLE: Canadian Woman Finds An Easy Way To Make Bank Writing Online

	CASE STUDY TITLE:	Canadian Woman Finds An Easy Way To Make Bank Writing Online
	WRITTEN BY:	Mindy Mitchell <a href="mailto:mindsoup01@gmail.com">mindsoup01@gmail.com</a>
	INTERVIEW SUBJECT:	EG ORREN
<b>SHOT</b>	<b>AUDIO</b>	<b>QUESTIONS</b>
002	EXAMPLE: EG: I slept in my car... when I traveled...you know....and I said to myself...I can't keep chasing... I need to be able to find a way to work from wherever...	Where did you sleep when you traveled for photo shoots?  Once Covid hit and you were stuck at your house and almost out of money, what thoughts were you having about your photography career?  During Covid how did you feel about chasing down your photos for work?  When you realized you needed to find a career where you could work from wherever, what did you say to yourself?
003	EG: I need to not worry about not being able to work today... you know?... because... like... I'm not feeling well... I'm not getting any younger...	What did you worry about on days you didn't feel well enough to get out of bed?  On the days you say you were bedridden, how did you feel about working?
004	EG: Before Covid...I was a photographer for the Canadian music industry...	What did you do for a living before Covid?  Before Covid, what was your profession?
006	EG: Everyone shut everything down...my whole world shut down...everything came to a screeching halt...	What happened when everything shut everything down because of Covid?  What happened to your career when Covid hit?  How did Covid affect your world?

INTERVIEW QUESTIONS FOR: EG Orren

TITLE: Canadian Woman Finds An Easy Way To Make Bank Writing Online

SHOT	AUDIO	QUESTIONS
007	<p>EG: I can't actually go to photoshoots and concerts with music... you know... if everything gets shut down... I literally was stuck at home with nothing to do...</p>	<p>How did your ability to go to photoshoots change when everything got shut down?</p> <p>What did you do when everything got shut down because of Covid?</p> <p>How did Covid change your life on a daily basis?</p>
008	<p>EG: I had been through a lot of health issues recently... as well...So literally from September to February I was bedridden with a lot of different health issues already...</p>	<p>I know this is probably a sensitive subject but, you've mentioned being bedridden for months on end, if you don't mind me asking, why were you bedridden?</p> <p>How long and for which months were you bedridden?</p>
009	<p>EG: Well.. Uhm...I'm literally brain damaged... and have a learning disability... It's hard to get stuff to stick... It's like I have a Teflon brain...</p>	<p>In your interview with AWAI's Copy Chief Sandy Franks you mentioned having a learning disability and referred to yourself as brain damaged, would you mind telling me about that?</p>
010	<p>EG: I've had over a dozen concussions and 2 bouts of viral meningitis... So... some days my brain doesn't work... And there's a complete shift in how I learn and understand and even relate to others...</p>	<p>If you don't mind me asking... How did you become "brain damaged" as you call it?</p> <p>What kind of challenges do you have on days when your brain doesn't want to work?</p> <p>On days you don't feel well, how does that affect the way you interact with others?</p>
011	<p>EG: It takes me 3 to 4 times longer to do things than other people...you know?</p>	<p>How much longer does it take you to do things compared to other people?</p>
012	<p>EG: A lot of different family issues came up as well... We had 6 funerals in 2 months... with immediate family... for different reasons...</p>	<p>So, you're stuck at home because of Covid, you're dealing with health issues, what kind of family issues came up around that time as well?</p> <p>Also in your interview with Sandy Franks you talked about a number of deaths in your immediate family in a short period of time. How many was it and in what time frame?</p>

INTERVIEW QUESTIONS FOR: EG Orren

TITLE: Canadian Woman Finds An Easy Way To Make Bank Writing Online

SHOT	AUDIO	QUESTIONS
014	<p>EG: I was literally stuck at home... and digital marketer... offered free classes for 30 days...</p>	<p>When you started looking online, where did your journey start?</p> <p>So, you started taking some free classes online could you tell me about how that all began with Digital Marketer?</p> <p>How did you find those free classes that led you to AWAI?</p>
015	<p>EG: I was breezing through classes... and it became a game to me... How quickly can I pass this exam?</p>	<p>What was your experience with the free Digital Marketer classes like?</p> <p>While you were breezing through the classes, what were the exams like?</p>
016	<p>EG: And then this one class was direct response copywriting... And I was like what the ... is that? ... I had seen the word copywriting but I had no idea what it was...So, I was like... well, let me go see what this is all about...</p>	<p>When you first saw the direct response copywriting class what was your reaction?</p> <p>As you were taking the free classes, what did you think each time you came across the word “copywriting?”</p>
017	<p>EG: .... And I was like... wait a minute!... I've done that..... I do that!... Wait? You can get paid to do just that?... Wait!... You can get paid what now?</p>	<p>As you were taking the direct response copywriting class what were you thinking as you learned what copywriting is all about?</p> <p>When you realized you were already doing copywriting and already had the skills it takes to be a copywriter, what were you thinking?</p> <p>What was your reaction when you saw how much money you could make with direct response copywriting?</p>
018	<p>EG: I got an email for the Launch Party...It was \$49.00... and I literally had to check my credit card balance to see if I could afford it... you know?</p>	<p>When you got the email for the launch party, how much did it cost?</p> <p>How did you know if you were going to be able to afford the cost of the launch party?</p> <p>What steps did you take to secure your spot in the launch party?</p>



INTERVIEW QUESTIONS FOR: EG Orren

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SHOT	AUDIO	QUESTIONS
019	EG: When I try something.. I don't just dip my toes in the water... I'm basically all in.	What attitude do you have when you decide to try something new?  What kind of effort do you put into trying something out?
021	EG: They laid it all out... Step 1... do this...Step 2... do that... Step 3...	What was it about the structure of the launch party that worked so well for you?  How was being in the AWAI program different from other programs?
022	EG: But there... When you had a question you could go out to the group and people were coming in and answering questions...It was different than other groups and forums and stuff...	What was your experience with the AWAI forums like?  When you had a question and posted it into the forum, what happened?
023	EG: They were actually in there trying to help... It was literally... I'm coming in & I'm gonna answer your question...& I'm gonna grab hold of your hand & I'm gonna walk you through it.	How was the AWAI forum different from other forums and groups?  How were the members of the forum helpful?  What was it like having members of AWAI come in and grab a hold of your hand and help you through any problems you were having?
024	EG: The thing that helped me go for it was the AWAI guarantee... Pretty much if it didn't work out... I could get my money back...	What was it that ultimately helped you decide to invest the last of your money reserves into the AWAI launch party?  How did AWAI's money back guarantee help you decide to sign up for the launch party?
025	EG: Before the class ended...I doubled my money because... I won \$100 in the headline contest...	How did you double your money before the class ended?  When you won the headline contest, that doubled your investment, what were your thoughts about your investment?

INTERVIEW QUESTIONS FOR: EG Orren

TITLE: Canadian Woman Finds An Easy Way To Make Bank Writing Online

SHOT	AUDIO	QUESTIONS
026	EG: Before the end of the launch party... I actually had my very first client... That ended up being a 1 year retainer.. Then it just kinda snowballed from there..	When did you get your first client?  And what happened with your career and getting clients from there?
027	EG: Honestly... I've been in every Launch Party since... because... you know... it reminds me of the why... Day 1 of the Launch Party is my favorite day of the month...	How many launch parties have you attended?  Why do you still attend the launch party each month?  What is your favorite day of the month?
028	EG: My why... I want to help incoming creatives.. I want to help those people who have this passion...	What is your why?  Who do you want to help and why?

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PAGE #1

	TITLE:	Canadian Woman Finds An Easy Way To Make Bank Writing Online
	WRITTEN BY:	Mindy Mitchell <a href="mailto:mindsoup01@gmail.com">mindsoup01@gmail.com</a>
	TOTAL RUN TIME:	4 Minutes 30 Seconds
<b>SHOT</b>	<b>SHOT SIZE / ANGLE</b>	<b>DESCRIPTION / NOTES</b>
000	EG INTERVIEW	Interior Office Interview
001	AERIAL SHOT: EDMUNTON, ALBERTA, CANADA	An aerial drone shot would be perfect. Make sure to get a view from across the river. Include the river, bridge, and city in the shot.
001	ZOOM INTO CITY	Match action. From the aerial shot fly down and zoom in to show EG's car parked by the river or in a nearby campground.
002	WS: EG SLEEPING IN HER CAR	This a should be a scenic shot with EG in her car sleeping, make sure NOT to get her license plate in the shots
002	CUTAWAY CU of a Squirrel or Chipmunk	If possible get a CU of a squirrel or chipmunk staring at EG's car
002	MS: EG SLEEPING IN HER CAR	Zoom in from MS to CU through the window of EG sleeping in her car
003	CU: FRAMED PHOTOS OF MUSICIANS AND MEMORABILIA	Pan the memorabilia behind EG's desk and on the wall. Include the framed photos of musicians and the clock on EG's wall. Also, make sure to get the amp on the table behind her computer.
004	WS: EXT EG TAKING PHOTOGRAPHS	If possible with Covid restrictions, try to get a WS and MS of EG taking photos of musicians at a concert.  If not possible because of Covid, WS and MS of EG taking outdoor photos of her animals will work.

**SHOT LIST:** Canadian Woman Finds An Easy Way To Make Bank Writing Online

PAGE #2

<b>SHOT</b>	<b>SHOT SIZE / ANGLE</b>	<b>DESCRIPTION / NOTES</b>
006	MS OTS: EG STUCK AT HOME	EG staring out the window into her backyard. Make sure we can see her backyard through the window.
006	MS: EG STUCK AT HOME	Pan from OTS to Side View of EG staring out the window
007	MS: EG STUCK AT HOME WORKING ON LAPTOP	EG sitting up in bed working on laptop
007	MS: EG STUCK AT HOME WORKING ON LAPTOP	Make sure to get a side view of the screen of EG checking email
007	CU: EG STUCK AT HOME WORKING ON LAPTOP	Make sure to get a side view of the screen of EG browsing Facebook. Posts and names should be out of focus
008	WS: EG BEDRIDDEN	EG laying in bed unable to get up
008	MS DUTCH ANGLE: EG BEDRIDDEN	Match action. We want to show that EG feels too disoriented to get out of bed.
009	CU: OF EG'S MORNING DOSE OF MEDICATIONS	A shot of the prescription and vitamin bottles all labels should be blurred and unable to be read
009	CU: OF EG'S MORNING DOSE OF MEDICATIONS	EG's morning dose in a small cup to show the amount of medications she has to take
010	WS EXT: EG WITH HER ANIMALS	A shot of EG playing fetch with her dog
010	MS EXT: EG WITH HER ANIMALS	A shot of EG petting her dog or cat
010	MS: EG WITH HER MOTHER	EG interacting with her elderly mother
010	MS: EG WITH HER MOTHER	EG serving her mother a meal
012	WS POV: EG VISITING GRAVEYARD	A POV shot of walking past rows and rows of gravesites

**SHOT LIST:** Canadian Woman Finds An Easy Way To Make Bank Writing Online

PAGE #3

SHOT	SHOT SIZE / ANGLE	DESCRIPTION / NOTES
012	WS: EG VISITING GRAVEYARD	EG approaching a gravesite (Note it doesn't necessarily have to be one of her relatives any newer gravesite will work just make sure not to show the name on the headstone) Make sure these shots are match action
012	MS: EG VISITING GRAVEYARD	Make sure to get a match action front view and a side view of EG approaching grave
012	MS: EG VISITING GRAVEYARD	EG places a white rose on chosen gravesite
012	CU: EG VISITING GRAVEYARD	EG's hand placing white rose on grave
012	MS OTS: EG VISITING GRAVEYARD	EG turns and walks away from gravesite
012	WS: EG VISITING GRAVEYARD	EG walking out of cemetery
013	WS: SUNRISE OVER EDMONTON	A sunrise over the city or a sun behind the clouds shot with cemetery view. Something on location that's similar to <a href="#">Mythic Sunrise</a> but with a location view
014	MS: EG TAKING ONLINE CLASSES	Make sure to get a shot of EG smiling as she works on laptop. The computer screen doesn't need to be in the shot.
019	MWS: EG BY THE RIVER	Make sure to get a shot of EG standing and staring at the river then jumping. The purpose here is to get a shot that can be altered with SPFX to look like she jumps in.
020	CU: BIG SPLASH IN RIVER	A match action shot of a big splash in the river. EG doesn't need to jump in. Maybe throw a rock into the river to create the splash.
022	MS: EG ON LAPTOP	A side view of EG scrolling through some of the AWAI Facebook Page posts. Make sure to get the computer screen in the shot. But, don't show the AWAI Logo. Names and Photos should be blurred.
027	MS: EG GETTING READY	A mirror shot of EG smiling and putting on her bandana, getting ready for launch party