

**Prepared by:** Carol Parks

**SCRIPT TITLE:** Double Underdog Rescues Family from Financial Ruin

**INTERVIEW SUBJECT:** Steve Maurer

**PAGE #:** 1

	TITLE	Double Underdog Rescues Family from Financial Ruin
	WRITTEN BY:	Carol Parks <a href="mailto:MyMarketingDoc@gmail.com">MyMarketingDoc@gmail.com</a>
	TOTAL RUN TIME:	~ 5 min.
<b>SHOT</b>	<b>AUDIO</b>	<b>VIDEO</b>
001	MUSIC UP FULL: Triple Fault <a href="#">Angry mysterious</a>	<b>MONTAGE:</b> AERIAL large factory STOCK PHOTO: <a href="#">Chicken Factory floor</a> STOCK PHOTO: <a href="#">Technical electrician on factory floor</a>
002	MUSIC UNDER STEVE: "I'm not really a fighting man... But when you're the underdog and everything you hold dear is at stake? You gear up and jump in the ring."	<b>BROLL:</b> MS: Steve with boxing gloves on, punching... <b>LOWER THIRD:</b> Steve Maurer, Industrial Electrician <b>CUT TO:</b> STOCK PHOTO: <a href="#">Boxing Ring</a>
003	STEVE: They threw me under the bus... MUSIC FADES Even with 23 years of service and too many 2am emergency calls... SFX: <a href="#">Phone ring, shrill</a>	<b>BROLL:</b> WS: Steve enters living room wearing " <a href="#">Thrown Under the Bus</a> " t-shirt <b>ZOOM</b> to CU of shirt <b>STOCK PHOTO:</b> <a href="#">Phone with dialog bubble saying "2:00 am: We need you to come in, now."</a>
004	MUSIC UNDER STEVE: It was my overtime that kept us solvent... till the day it didn't.	<b>STEVE INTERVIEW:</b> MS: In living room wearing "thrown under bus" t-shirt
005	STEVE:	<b>BROLL: STOCK VIDEO:</b> <a href="#">Wind blows money away</a> (0:00-0:06)

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	The company cut my hours and pay. Poof... gone... \$9,000 just like that.	
006	<p>STEVE:</p> <p>It sucks to be the little guy, the underdog. Now how would I support my family? I couldn't rack up a bunch of credit card debt. I had no clue how long this'd last.</p>	<p><b>B-ROLL:</b> MS: Steve and Mary sit at kitchen table with calculator, holding up bills, shuffling papers, shaking head...</p> <p><b>BROLL:</b> STOCK IMAGE: <a href="#">No Credit Card</a></p>
007	<p>STEVE:</p> <p>I always assumed my modest income would provide for us fine. Now I had a \$9,000 shortfall to make up. And bills to pay.</p>	<p><b>STEVE INTERVIEW:</b> MS: Steve's living room</p>
008	<p>Other electricians turned to handyman work.</p> <p>MUSIC FADES</p>	<p><b>BROLL:</b> STOCK VIDEO: <a href="#">Electrician at work on small jobs.</a></p>
009	<p>MUSIC UP FULL: Ghost of the Past</p> <p><a href="#">Mysterious suspense</a></p>	<p>STOCK PHOTO: <a href="#">The Road Less Traveled</a></p>
010	<p>MUSIC UNDER</p> <p>STEVE:</p> <p>Me? I chose the road less traveled. I made a side hustle out of writing. I found work on Craigslist, but it was in ultra-low-paying content mills.</p> <p>MUSIC FADES</p> <p>NAT SOT: Keyboard fast.</p>	<p><b>BROLL:</b> WS: Steve at desk in office</p> <p><b>BROLL:</b> OTS: Steve searching on Craigslist</p> <p><b>BROLL:</b> MS: Steve drinking coffee</p> <p><b>BROLL:</b> CU: Steve frantically typing</p>
011	<p>MUSIC BACK UNDER</p> <p>STEVE:</p> <p>I earned less than a kid...</p> <p>"My first article I made 5 bucks for working 6 hours... I'd have done better working at McDonald's."</p>	<p><b>STOCK PHOTO:</b> <a href="#">Girl mowing lawn</a></p> <p><b>BROLL:</b> <a href="#">Steve with Pam Foster BC 2017 VIDEO:</a> Bootcamp, Day 2 - Pam Foster &amp; Steve (8:32-8:37)</p>
012	<p>STEVE:</p> <p>But... I got paid something. So for me it was proof of concept.</p>	<p><b>BROLL:</b> MS: Steve holds up check for \$4.95.</p> <p><b>BROLL:</b> ZOOM to check amount.</p>
013	STEVE:	

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	<p>And for my brother? It was proof of idiocy, taunting time. He mocked my \$5 check.</p> <p>Jeez, nothing like punching me while I'm down.</p>	<p><b>BROLL:</b> STOCK VIDEO: <a href="#">kicking/punching someone who's down</a></p>
014	<p>MUSIC FADES</p> <p>STEVE:</p> <p>He made me the double underdog – first my employer, then him.</p> <p>SFX: Music Saxophone <a href="#">Descend 3</a></p>	<p><b>STEVE INTERVIEW:</b> MS: Steve in LR wearing <a href="#">Thrown Under the Bus t-shirt</a>.</p>
015	<p>MUSIC BACK UNDER: Ghost of the Past <a href="#">Mysterious suspense</a></p> <p>STEVE:</p> <p>But it was true. I was making money slow and saving it even slower.</p>	<p><b>BROLL:</b> STOCK VIDEO: <a href="#">toddler inserting coins in piggy bank</a></p>
016	<p>STEVE:</p> <p>"400 articles later I made the grand sum of \$2000. Don't do the math, it's scary."</p> <p>MUSIC FADES</p> <p>NATSOT: Frantic typing</p>	<p><b>BROLL:</b> Steve typing frantically.</p> <p><b>BROLL:</b> <a href="#">BC Success Story Bonus Series</a>, Steve Maurer Member Spotlight, (0:50-0:56)</p>
017	<p>MUSIC BACK UP</p> <p>STEVE:</p> <p>I searched the internet for help. Found nothing of much value.</p> <p>This was going to be harder than I thought. My brother thought I was a fool. Maybe I was.</p>	<p><b>BROLL:</b> OTS: Steve searching internet.</p> <p><b>BROLL:</b> CU: Computer page saying, "Sorry, your search returned zero results."</p> <p><b>BROLL:</b> MS/REVERSE: Steve throws up hands, exasperated.</p>
018	<p>STEVE:</p> <p>I desperately needed better clients.</p> <p>Here I was – a 1-trick pony – stuck on the content treadmill, going nowhere fast.</p> <p>MUSIC FADES</p>	<p><b>BROLL:</b> STOCK VIDEO: <a href="#">Mouse on treadmill</a>. (0:00-0:07)</p>
019	<p>MUSIC UNDER: HOPEFUL/RESTLESS: <a href="#">The Road Less Traveled</a></p> <p>STEVE:</p> <p>Finally, a ray of hope – lots of people pointing to one site.</p>	<p><b>BROLL:</b> OTS: Steve searching Internet/looking at computer, excited fist pump.</p> <p><b>BROLL:</b> ECU: Cover of Web Copywriting 2.0 course. (Do not show AWAI logo)</p>

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	That's where I found a web copywriting course. I jumped in immediately.	<b>BROLL:</b> MS: Steve studying web copywriting course.
020	STEVE: This course inspired me to write my wife's website. From that, she grew her sewing business 8x in the next year.	<b>SCREEN SHOT:</b> <a href="https://marysews.com">https://marysews.com</a> <b>BROLL:</b> WS: Mary sews in sewing room, view from Steve's office
021	STEVE: That's also when I gained the confidence to market myself. I found my first non-article client – and got an instant 10x pay boost for writing press releases. MUSIC FADES SFX: <a href="#">Crowd cheering</a> .	<b>BROLL:</b> MS: Steve handing out business cards. <b>BROLL:</b> WS: Steve outside at berry farm, shaking hands with berry farm owner. <b>BROLL:</b> REVERSE WS: Steve (outdoors) pumping fist high in celebration.
022	MUSIC UNDER: HOPEFUL/RESTLESS: <a href="#">The Road Less Traveled</a> STEVE: But... now I had a new problem... I'd never done a press release before. My writing toolbox <i>wasn't</i> as full as my electrician's toolbox, that's for sure.	<b>STEVE INTERVIEW on camera: MS:</b> Outdoors near berry farm. Steve hitting head with hand. <b>BROLL:</b> STOCK VIDEO: <a href="#">Training tools</a> .
023	STEVE: I looked to see if the site with the web writing course had anything on press releases. Yes! Now to learn it fast so I could write for my client...	<b>BROLL:</b> OTS: Steve back on internet search. <b>BROLL:</b> MS/REVERSE: Steve fist pump. <b>BROLL:</b> ECU: Cover, Secrets of Becoming a Publicist ( <b>No AWAI logo showing</b> )
024	STEVE: But I still wrestled with fear of failure... And, what if it was all some big scam?	<b>BROLL:</b> STOCK VIDEO: <a href="#">Yes/No</a>
025	STEVE: I attended a live event. That proved it was legit. People were making some serious money writing. Whew! I felt vindicated. MUSIC FADES	<b>BROLL:</b> WS: Steve walking from parking lot into the Fayetteville National Airport. <b>BROLL:</b> WS: Delray Beach Marriott

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		<b>BROLL:</b> AERIAL INSIDE SHOT: <a href="#">Footage from 2014 Bootcamp showing packed room.</a> (3:20-3:22)
026	MUSIC UP FULL: <a href="#">Happy Sunny Holidays:</a> Swing with You  MUSIC UNDER  STEVE:  I decided to spring for the granddaddy of all writing tools – training for every type of writing you could be paid to do. The full toolbox.	<b>MONTAGE/CU:</b> Writing samples: Case study, Emails, Press Releases, Lead Gen letter, White papers...
027	STEVE:  That cured me of being a one-trick pony.  I can log in and quickly learn how to write any type of copy a client asks for.	<b>[SEED CTA]</b>  <b>BROLL:</b> Image of COS Landing Page headline  <b>MS:</b> Steve talking on phone with client.
028	STEVE:  Besides working with exciting clients, I get to work in the room next to my lovely wife...	<b>BROLL:</b> WS: Steve and Mary drinking coffee and talking in doorway between office/sewing room  <b>CUT</b> to wedding dress by sewing machine as they each return to work station
029	STEVE:  Yep, and now the tables are turned. I refuse the overtime that used to keep us solvent.  When my company asks me if I want to work overtime, I tell them, “Well, no, not really. That would cost me money.”	<b>BROLL:</b> WS: Steve talking with boss on factory floor.  <b>BROLL:</b> CU: Steve, factory floor, shakes head while talking.  <b>BROLL:</b> MS: Steve working on project on computer
030	STEVE:  And you know what else?  My brother doesn’t laugh at my side hustle any more. He’d better not! I’m making 200 bucks an hour.	<b>BROLL:</b> MS: Steve’s brother pointing at a pile of \$100 bills as Steve counts them.
031	STEVE:  Speaking of respect, I had so much success that I was invited to share the stage with my writing heroes from my first event.  “...went from \$5 article writer to \$33,000 last month... with a full-time job.”	<b>BROLL:</b> Split Screen: Katie and Steve talking on phone.  <b>BROLL:</b> BC 2017: <a href="#">Steve on success panel</a> (Saturday, Paying it Forward session, 7:30-7:47)

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032	<p>STEVE: I'm finally paying off debts and have real money in the bank.</p> <p>We were able to help our kids pay their rent when COVID took their jobs. Never had that ability before!</p>	<p><b>BROLL:</b> CU: Notebook on kitchen counter that says, "DEBT REPAYMENT"</p> <p><b>BROLL:</b> CUT TO STOCK PHOTO: <a href="#">Paid in full</a></p> <p><b>BROLL:</b> STOCK VIDEO: <a href="#">Handing stack of money</a></p>
033	<p>STEVE: One of the fun things is... hugging the grandkids when they come dashing through.</p> <p>MUSIC FADES</p> <p>SFX: <a href="#">Kids Giggle Laugh</a></p> <p>Some of my clients wish they could do that.</p>	<p><b>BROLL:</b> MS: Steve in office hugging grandkids.</p> <p><b>BROLL:</b> WS: Steve talks on phone with client.</p>
034	<p>MUSIC UNDER</p> <p>STEVE: Writing took me from double underdog to victory... and then some.</p>	<p><b>BROLL:</b> MS: Steve, standing in home office, both fists pumped in victory.</p>
035	<p>STEVE: I'm really not a fighting man. But this fight filled my life with far more good than bad.</p>	<p><b>STEVE WS:</b> in office, holding boxing gloves.</p>
036	<p>STEVE: I never dreamed being an underdog would lead to this...</p> <p>The financial freedom, working next to my wife, enjoying the grandkids, <i>respect...</i></p> <p>What more could you ask for?</p>	<p><b>STEVE WS:</b> high-fiving with Mary in office.</p> <p><b>GFX:</b> TITLE CARD-FULL SCREEN: <i>"Success is walking from failure to failure with no loss of enthusiasm."</i> -- Winston Churchill</p>
037	<p>STEVE: "What does <i>your</i> vision of success look like? Isn't it time you discovered the many perks of writing for a living?"</p>	<p><b>[TAG CTA]</b></p> <p><b>FULL SCREEN GFX:</b> Circle of Success Member Page, scroll through COS list of programs/benefits. <a href="#">COS sales page</a></p>
038	<p>MUSIC UP FULL: <a href="#">Happy Sunny Holidays:</a> Swing with You</p>	<p>GFX DISSOLVES</p>

**Interview Questions Prepared by Carol Parks**

**SCRIPT TITLE:** Double Underdog Rescues Family from Financial Ruin

**INTERVIEW SUBJECT:** Steve Maurer

PAGE #: 1

SHOT	AUDIO	QUESTIONS
001		
002	<p>STEVE:                      "I'm not really a fighting man... But when you're the underdog and everything you hold dear is at stake?                      You gear up and jump in the ring."</p>	<p>How would you describe your personality?                      How would others describe you?                      Have you ever been called a fighting man?                      Ever been in a fight?                      What would you do if forced into a fight on principle, or to protect your family and everything you hold dear?                      What would you say if right now I handed you a pair of boxing gloves and said you have to fight for what you hold dear?                      Then how would you respond?</p>
003	<p>STEVE:                      They threw me under the bus...                      Even with 23 years of service and too many 2am emergency calls.                      SFX: <a href="#">Phone ring, shrill</a></p>	<p>What was your work schedule like? What kinds of hours did you work?                      How many years with that company?                      Given your length of service with the company, what were your expectations for your future there?                      You've probably heard the term "thrown under the bus." Describe whether that's how you felt</p>
004	<p>STEVE:                      It was my overtime that kept us solvent... till the day it didn't.</p>	<p>What role did overtime play in your family finances?                      What would've happened to your finances without that \$9,000 in overtime pay?                      How much overtime did you generally work in a week or a month?                      How did you feel when the pay cuts happened?</p>

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		What was your reaction to the pay cuts? How long did the company say these cuts would last?
005	<p>STEVE:</p> <p>The company cut my hours and pay. Poof... gone... \$9,000 just like that.</p>	<p>Your company cut your hours and pay – how did that affect you and your family?</p> <p>Assuming you were getting by before your hours were cut, how swiftly did that pay cut affect you?</p> <p>How much margin did your budget have at that point... how fast did you need to find extra income?</p>
006	<p>STEVE:</p> <p>It sucks to be the little guy, the underdog.</p> <p>Now how would I support my family?</p> <p>I couldn't rack up a bunch of credit card debt. I had no clue how long this'd last.</p>	<p>What went through your head when the company cut your hours?</p> <p>What did you tell your foreman when you found out?</p> <p>Why did the company cut your pay? After all, you worked at a food company and people still had to eat.</p> <p>What did you tell Mary?</p> <p>How did this affect your marriage?</p> <p>What were your thoughts about whether credit cards could make up this difference?</p>
007	<p>STEVE:</p> <p>I always assumed my modest income would provide for us fine. Now I had a \$9,000 shortfall to make up. And bills to pay.</p>	<p>How happy were you with your pay before the pay cuts? Did you have an excess or were you just barely scraping by?</p> <p>How did others respond? What did others do to make up the difference in pay?</p> <p>What was your gut reaction for what to do next?</p>
008	Other electricians turned to handyman work.	<p>What did your co-workers turn to?</p> <p>Why did you reject that idea?</p>
009		
010	STEVE:	<p>So what did you do?</p> <p>What was your plan to make up the \$9,000?</p>



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	<p>Me? I chose the road less traveled. I made a side hustle out of writing.</p> <p>I found work on Craigslist, but it was in ultra-low-paying content mills.</p>	<p>Where did you find work?</p> <p>Why did you choose writing instead of handyman or electrician work?</p> <p>How methodical were you in planning your next steps?</p> <p>What writing jobs did you find first?</p> <p>Did writing make up your \$9,000 shortfall?</p>
011	<p>STEVE:</p> <p>I earned less than a kid...</p> <p>“My first article I made 5 bucks for working 6 hours... I’d have done better working at McDonald’s.”</p>	<p>How much did you earn when you first started writing?</p> <p>How happy were you with your \$5 earnings?</p> <p>How long did it take you to realize there might be something better out there?</p>
012	<p>STEVE:</p> <p>But... I got paid something. So for me it was proof of concept.</p>	<p>Why did you not give up when you weren’t earning much for writing? What kept you going?</p> <p>Can you tell me how you felt when you got that first \$5 check? Excited, sad...?</p> <p>How viable did you think writing would be as a side hustle when you were getting 5 bucks per article?</p>
013	<p>STEVE:</p> <p>And for my brother? It was proof of idiocy, taunting time. He mocked my \$5 check.</p> <p>Jeez, nothing like kicking me while I was down.</p>	<p>How did your family respond to your writing side hustle, especially your brother?</p> <p>How supportive was your brother of your writing efforts?</p> <p>Did he stand by you and say, “Atta boy!”?</p> <p>How did that make you feel?</p> <p>Your brother is younger than you, right?</p> <p>How did you feel as the older sibling/ family leader when he mocked you?</p>
014	<p>STEVE:</p> <p>He made me the double underdog – first my employer, then him.</p>	<p>How did your brother’s response to your writing gig make you feel emotionally?</p> <p>Why do you think it made you feel that way?</p> <p>Most first-borns are the default leaders in their families. So how did you feel being the first-born in this situation where you were struggling so much?</p>

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015	<p>STEVE:          But it was true. I was making money slow and saving it even slower.</p>	<p>How did you feel about writing and your speed of progress?          What kind of headway were you making financially? How were you at making and saving money?</p>
016	<p>STEVE:          “400 articles later I made the grand sum of \$2000. Don’t do the math, it’s scary.”</p>	<p>How many articles did you write in those early days? How much did you earn?          400 articles later, how much had you earned?</p>
017	<p>STEVE:          I searched the internet for help. Found nothing of much value.          This was going to be harder than I thought.          My brother thought I was a fool. Maybe I was.</p>	<p>What did you do next? Where did you look for help?          What were you hoping to find – versus what you DID find?          When you didn’t find much of value, what was going on emotionally?          How hard was this whole process of writing and finding help, compared to what you thought it’d be?          When you got discouraged, did you feel like giving up hope? Did you ever wonder if you were chasing after a mirage – like maybe you were being a bit of a fool?</p>
018	<p>STEVE:          I desperately needed better clients.          Here I was... a 1-trick pony – stuck on the content treadmill, going nowhere fast.          MUSIC FADES</p>	<p>What needed to change for you to make decent money writing?          How would you describe your writing business/services at that time? How many types of writing did you know how to do?          How did you plan to get off the content treadmill and start making decent money?</p>
019	<p>STEVE:          Finally, a ray of hope – lots of people pointing to one site.          That’s where I found a web copywriting course. I jumped in immediately.</p>	<p>What did you find that helped you – or at least gave you a ray of hope?          You found a tool... what did it allow you to learn or do?          How enthusiastic was your response when you found it?          What doors did this tool open for you?          What breakthroughs did this give you?</p>

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020	<p>STEVE:</p> <p>This course inspired me to write my wife's website. From that, she grew her sewing business 8x in the next year.</p>	<p>What was your first project in the web copy world?</p> <p>You did something to grow your wife's business. What was that?</p> <p>What kind of business did she have and what kind of results did you get for her?</p>
021	<p>STEVE:</p> <p>That's also when I gained the confidence to market myself.</p> <p>I found my first non-article client – and got an instant 10x pay boost for writing press releases.</p>	<p>What new insights did you get from the web copywriting course that helped you gain confidence to market yourself?</p> <p>How did you market yourself?</p> <p>What new non-article work did you get as a result of your marketing?</p> <p>How did that impact your income?</p>
022	<p>STEVE:</p> <p>But now I had a new problem... I'd never done a press release before.</p> <p>My writing toolbox <i>wasn't</i> as full as my electrician's toolbox, that's for sure.</p>	<p>How excited were you about your new client?</p> <p>What obstacles did you run into in this new writing project?</p> <p>Compare your writing toolbox to your electrician's toolbox. Which one was more complete?</p> <p>How did you resolve that problem?</p>
023	<p>STEVE:</p> <p>I looked to see if the site with the web writing course had anything on press releases. Yes!</p> <p>Now to learn it fast so I could write for my client...</p>	<p>So what did you do to address that new obstacle?</p> <p>And what did you find from your search?</p> <p>How did you feel when you found your solution?</p> <p>How did your new tool integrate with your client's needs?</p>
024	<p>STEVE:</p> <p>But I still wrestled with fear of failure... And, what if it was all some big scam?</p>	<p>What were your biggest fears during this process?</p> <p>What were your 2 biggest struggles during this time – besides the work itself?</p> <p>Some people might've wondered if the whole writing thing was legit or whether it was a scam... How did you feel about that possibility?</p>
025	<p>STEVE:</p>	<p>What helped you overcome those fears?</p>

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	<p>I attended a live event. That proved it was legit. People were making some serious money writing.</p> <p>Whew! I felt vindicated.</p>	<p>Why did you decide to go to a live event? What were you hoping an event would do for you?</p> <p>How did you feel after the event? Especially in light of your brother's taunts? Relieved? Vindicated? Something else?</p>
026	<p>STEVE:</p> <p>I decided to spring for the granddaddy of all writing tools – training for every type of writing you could be paid to do. The full toolbox.</p>	<p>How did you further expand your learning on how to become a professional writer?</p> <p>What resources did you find particularly useful?</p> <p>What if a client had asked you to do a type of writing you'd never done after you got this?</p> <p>How would this have equipped you for success?</p>
027	<p>STEVE:</p> <p>That cured me of being a one-trick pony.</p> <p>I can log in and quickly learn how to write any type of copy a client asks for.</p>	<p>What effect did this training have on your skills and business?</p> <p>How useful did you find it? How quickly could you access it when needed?</p> <p>What was the big overarching benefit of having this tool?</p>
028	<p>STEVE:</p> <p>Besides working with exciting clients, I get to work in the room next to my lovely wife...</p>	<p>From today's viewpoint, what's the best thing about your writing side hustle?</p> <p>How does your wife feel about your new business?</p> <p>How has writing allowed you more family and couples time?</p>
029	<p>STEVE:</p> <p>Yep, and now the tables are turned. I refuse the overtime that used to keep us solvent.</p> <p>When my company asks me if I want to work overtime, I tell them, "Well, no, not really. That would cost me money."</p>	<p>When did your company start asking you to work overtime again?</p> <p>What do you tell them today? And why?</p> <p>How do you feel when you say no?</p> <p>Who has the upper hand today? Still feeling like the underdog?</p>
030	<p>STEVE:</p> <p>And you know what else?</p> <p>My brother doesn't laugh at my side hustle any more. He'd better not! I'm making 200 bucks an hour.</p>	<p>What does your brother think of your business now?</p> <p>When did he start respecting your side hustle?</p> <p>Does he ever laugh or taunt you about it today?</p> <p>How much do you make per hour writing now?</p> <p>What did your brother say when he heard this?</p>

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031	<p>STEVE:</p> <p>Speaking of respect, I had so much success that I was invited to share the stage with my writing heroes from my first event.</p> <p>"...went from \$5 article writer to \$33,000 last month... with a full-time job."</p>	<p>How have you been able to share your story and success with other aspiring writers? Who were you on the stage with?</p> <p>How does that make you feel?</p> <p>What do you find inspiring about this?</p>
032	<p>STEVE:</p> <p>I'm finally paying off debts and have real money in the bank.</p> <p>We were able to help our kids pay their rent when COVID took their jobs. Never had that ability before!</p>	<p>How has writing affected your family's financial situation? Your debt situation ?</p> <p>How has writing affected your ability to help with family needs?</p> <p>Today many people are struggling due to COVID. How has COVID affected your business?</p> <p>How does that make you feel?</p>
033	<p>STEVE:</p> <p>One of the fun things is... hugging the grandkids when they come dashing through.</p> <p>Some of my clients wish they could do that.</p>	<p>How does your writing mesh with key family relationships and spending time with your grandkids?</p> <p>What do your clients think about potential interruptions from grandkids?</p>
034	<p>STEVE:</p> <p>Writing took me from double underdog to victory... and then some.</p>	<p>If you were at one time a double underdog, how would you sum up the impact that copywriting has had on your life?</p> <p>If you could complete this sentence, what would you say: Copywriting took me from a double underdog to _____ ... and then some.</p>
035	<p>STEVE:</p> <p>I'm really not a fighting man. But this fight filled my life with far more good than bad.</p>	<p>Fundamentally, would you say you are not a fighting man?</p> <p>How would you sum up what became a valiant fight to feed your family?</p> <p>What effect has this fight had on your life?</p> <p>Ultimately how would you describe the results on your family?</p> <p>Knowing what you know now, what would you do if presented with the same challenges again?</p>

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036	<p>STEVE:</p> <p>I never dreamed being an underdog would lead to this...</p> <p>The financial freedom, working next to my wife, enjoying the grandkids, <i>respect...</i></p> <p>What more could you ask for?</p>	<p>In your wildest dreams, did you ever think you'd end up being a well-paid writer?</p> <p>What are the 4 biggest benefits you've gained from copywriting?</p> <p>What about its effects on your financial freedom... working by your wife... enjoying your grandkids... respect?</p> <p>Is there anything missing in your life? Would you ask for anything else?</p>
037	<p>STEVE:</p> <p>What does your vision of success look like?</p> <p>Isn't it time you discovered the many perks of writing for a living?</p>	<p>What would you say to someone who's afraid to take that leap of faith and get the training they need to live their dream?</p> <p>What questions would you encourage potential or aspiring writers to think about?</p>
038		TAG CTA

### Shot List Prepared by Carol Parks

**TITLE:** Double Underdog Rescues Family from Financial Ruin

**INTERVIEW SUBJECT:** Steve Maurer

	TITLE	Double Underdog Rescues Family from Financial Ruin
	WRITTEN BY:	Carol Parks <a href="mailto:MyMarketingDoc@gmail.com">MyMarketingDoc@gmail.com</a>
	TOTAL RUN TIME:	~ 5 min.
<b>SHOT</b>	<b>SHOT SIZE / ANGLE</b>	<b>DESCRIPTION / NOTES</b>
001	WS AERIAL SHOT: large sprawling factory.	MONTAGE: Aerial large factory.
002	MS: Steve "I'm not really a fighting man... But when you're the underdog and everything you hold dear is at stake? You gear up and jump in the ring."	Steve on camera in his home, with boxing gloves on, throwing punches and delivering this line: "I'm not really a fighting man..."
003	WS: Steve interview	Steve enters living room wearing " <a href="#">Thrown Under the Bus</a> " t-shirt for interview.
003	ZOOM to CU of shirt	During interview
004	MS: Steve	Interview
006	MS: Steve and Mary	Sitting at kitchen table looking over bills, using calculator, shuffling papers, shaking head...
007	MS: Steve	Interview in living room.
010	WS: Steve	Steve at desk in office
010	OTS: Steve	Searching Craigslist job listings for writers
010	MS: Steve	Steve drinking coffee. Be sure Steve is next to his office computer while sipping coffee.
010	CU: Steve's hands typing	Steve frantically typing.
012	MS: Steve	Steve holds check for \$4.95.

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012	ZOOM to ECU: check amount	Focused on amount of \$4.95
014	MS: Steve	Interview in living room, wearing “under the bus” shirt.
016	MS: Steve	At computer, frantically typing.
017	OTS: Steve	Steve at computer searching internet for writing help.
017	CU: Computer results	Computer page saying, “Sorry, your search returned zero results.”
017	MS/REVERSE: Steve	Steve throws hands up, exasperated.
019	OTS: Steve	Searching Internet, looking at computer, excited fist pump when he found something.
019	ECU: Course cover	Cover of Web Copywriting 2.0 course. (Please, no AWAI logo showing.)
019	MS: Steve	Steve studying web copywriting course
020	WS: Mary	Mary sews in sewing room as viewed from Steve’s office.
021	MS: Steve	Steve hands out business cards to prospects, preferably the owner of the berry farm.
021	WS: Steve and berry farm owner	Steve shaking hands with berry farm owner.
021	REVERSE WS: Steve	Steve outdoors pumping fist in air in celebration.
022	MS: Steve	At/near berry farm, Steve hits hand against side of head as he talks about his new problem.
023	OTS: Steve	Steve back on internet searching for answers.
023	MS REVERSE: Steve	Steve sees news he likes and does fist pump.
023	ECU: Course cover	Course cover, Secrets of Becoming a Publicist (Please, no AWAI logo showing!)
025	WS: Steve	Steve walking from parking lot into Fayetteville National Airport. Be sure the airport name shows on camera.
025	WS: Delray Beach Marriott	Delray Beach Marriott
026	CU: Case Study	MONTAGE: Writing types



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026	CU: Emails	MONTAGE: Writing types
026	CU: Press releases	MONTAGE: Writing types
026	CU: Lead gen letter	MONTAGE: Writing types
026	CU: White papers	MONTAGE: Writing types
027	MS: Steve	Steve in office talking on phone with client.
028	WS: Steve and Mary	Steve and Mary each lean on respective door frame between office and sewing room, holding/drinking coffee and talking.
028	CUT to wedding dress in sewing room	As they each go to their own work station, cut to wedding dress.
029	WS: Steve and boss	Steve talking w/ boss on factory floor.
029	CU: Steve and boss	Steve shakes head while talking with boss on factory floor.
029	MS: Steve	Steve working on project on computer
030	MS: Steve and his brother	Steve counts a pile of \$100 bills out on table as his brother points to the money.
031	SPLIT SCREEN: Steve and Katie Y.	Katie and Steve talking on phone or Zoom.
032	CU: Notebook	Notebook on kitchen counter with big letters on front saying, "DEBT REPAYMENT"
033	MS: Steve and grandkids	Steve in office, grandkids come running through, and he hugs them.
033	WS: Steve	Steve talks on phone with client.
034	MS: Steve	Steve standing in home office, both fists pumped in victory.
035	WS: Steve	Steve on camera in office, holding boxing gloves.
036	WS: Steve and Mary	High-fiving each other in Steve's office