

Introducing the 2018 \$10K Challenge Winner: It's the Latest Milestone for Lawyer Turned Copywriter Candice Lazar



Candice Lazar first came across AWAI and the copywriting industry at the end of 2014. And this former lawyer has been busy since then growing her freelance career as a copywriter and content writer.

She won a Spec Challenge at the [FastTrack to Copywriting Success Bootcamp and Job Fair](#) in 2016 and was the Reality Blogger for AWAI's *Wealthy Web Writer*, while at the same time crafting winning copy for a variety of freelance clients.

This year she was recognized at the recent 2018 Bootcamp as ... the \$10K Challenge Winner, which goes to copywriters who've made a big impact with copy they've written for an AWAI program.

She's earned a \$10,000, year-long contract with AWAI.

"I couldn't be more excited to win the \$10K Challenge. When I first discovered AWAI and saw the Challenge on the website, I remembered wondering what it would take to win it one day. It turns out they'll teach you everything you need to know!" says Candice. "I'm grateful for everything I've learned from AWAI and am honored to be working so closely with them."

For Candice, previous Bootcamps were a turning point, allowing her to submit specs to potential clients and making contacts that advanced her career. She's a full-time copywriter these days and anticipates having her first six-figure year next year.

"My biggest client is Jeff Walker. I have a retainer with him and I also still freelance. Lately, I've been working on some B2B lead gen funnels for an agency client, and I've done some premiums for a few financial publishers including Weiss, Profits Run, and Charles Street Research. I can trace each of these financial clients back to AWAI specs," says Candice.

"I got to work on Jeff's latest launch in September. It was his first live launch and it went off really well. It was great to get to be behind the scenes with the guy who more or less invented online launches. And before that, I got to do some work on my first affiliate campaign for him in July, for Ryan Levesque. Again, it's really cool to see behind the scenes for these major launches."

Candice has a full plate, but she still has plenty of opportunity to indulge in her love of travel.

As you'll find out in the full post-award interview with Candice in the video below ... she's living her *writer's life* to the fullest!

And you can get more details on the \$10K Challenge, which is open to any active AWAI member, here:

<https://www.awai.com/10k/>.

[Click to Play Video](#)

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Congratulations Candice!! Amazing success story... Inspiring.

Tim Geiger – over a year ago

Wow! Congratulations. Perseverance, drive & vision in a nutshell. I have seen you around AWAI over the years and always felt you were going somewhere. I guess I was right. Well deserved, I must say! Congratulations again.

Guest (Curtis) – over a year ago

Congratulations Candice Lazar. I celebrate you.

Did you ever have best friends who doubted the reality of the writer's life-- your version of this life-- because they have not seen any evidence that it works?

And they have not seen it because you are having difficulty and setback, launching your writers life?

How did you handle them if you did?

Thank you.

Guest (Abraham) – over a year ago

Where can I read the winning entries?

CynthiaSaarie – over a year ago

Way to go Candice!!! Congratulations.

Guest (Dave Vigna) – over a year ago

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