

	TITLE:	Her Dream Changed, So, at 43, She Changed Her Life...Completely!.
	WRITTEN BY:	David R. Pearl
	TOTAL RUN TIME:	5:00
<b>SHOT</b>	<b>AUDIO</b>	<b>VIDEO</b>
00	<p>MUSIC BELOW:--SAD, RESTLESS <a href="#">Of All Things</a> (8-10 seconds)</p> <p>V.O. NARRATOR: What do you do when you realize you no longer want the life you worked so hard to achieve?</p> <p>SFX <a href="#">Weapon Throw</a> Meet Wendy Howarter. Her friends thought she was living the American Dream.</p> <p>But Wendy didn't.</p> <p>This is her story.</p> <p>MUSIC UP (5-7 seconds)--Pensive, Unsettled <a href="#">Hidden Beneath</a></p> <p>MUSIC FADES BELOW</p>	<p>BLACK SCREEN</p> <p>DISSOLVE TO OUT OF FOCUS PICTURE OF WENDY HOWARTER</p> <p>PICTURE COMES INTO FOCUS.</p> <p>GFX Wendy Howarter, Successful Chicago Attorney.</p>
01	<p>WENDY HOWARTER:</p> <p>It was my 20th anniversary with my law firm: I was miserable. Certainly in no mood to celebrate. I didn't like the person I was becoming: just going through the motions with my job; hated the commute, the traffic and especially those long, cold Chicago winters.</p> <p>That's when I knew. I didn't want to do this anymore. I wanted to travel, live in a warm climate with no stress. I had to make a change. It was time to start living on my terms. It was time to reinvent myself.</p>	<p>CUTS FROM WENDY'S VIDEO (WV) INTERVIEW WITH ANDREW DAVIS (time stamps:about 2:30-3:30 &amp; 8:30-9:00)</p> <p>B-ROLL--STOCK SHOTS--BORING Meetings, Commute Traffic; Winter Driving</p> <p>WV (7:30 &amp; 5:20)</p>

	<p>MUSIC UP (5-7 seconds)</p>	<p>B-ROLL: Stock Video--Mad Scientist in the lab--old <i>Frankenstein</i> movie excerpt?</p>
<p>02</p> <p>03</p>	<p>MUSIC UNDER <a href="#">Behind the Moon</a>--Hopeful  <a href="#">Behind the Moon</a>  V.O.NARRATOR: That was the beginning. Over the next 3 years, Wendy and her husband (an independent stock market investor) sold their home, cashed out their investment funds and moved to Medellin, Colombia.</p> <p>Then came the hard part:</p> <p>Wendy: I was exhilarated and terrified...all at once. It was exciting to begin a new life; to embark upon a new journey to an unknown destination. But I also battled constant doubts and insecurities: Was I crazy to give up my security and lifestyle? After all, most of my friends would have gladly traded places with me</p> <p>I remember thinking, win, lose or draw, I was committed to creating a new path for myself. I knew that something would come to me...that I would figure it out.</p> <p>It was liberating. I had almost forgotten how it felt to wake up looking forward to the day ahead...to feel truly alive and refreshed.</p> <p>But I still had to choose my path. My husband encouraged me to take 6 months to decide, but I quickly learned that habits and mindset ingrained over 20 years were not easily ignored and I was going stir crazy after only a few weeks.</p>	<p>STOCK FOOTAGE MONTAGE--House for Sale; Stocks, Bonds, ATM, Travel Brochures, Passports, Visas, collage of Medellin photos.</p> <p>WV (7:15)  OVER THE SHOULDER Shot of Wendy Looking at Her Bank Statement on her computer.  MS of Wendy Packing Her Law Books</p> <p>WV (7:45)  B-ROLL--Burning Boats.</p> <p>B-ROLL: STOCK SHOT:  MONTAGE:Native Cutting a trail with a machete; woman doing a swan dive, a woman waking up in a tropical paradise</p> <p>B-ROLL: STOCK FOOTAGE:  Montage: Old fashioned signpost with arrows pointing in many directions;  Tiger pacing in a cage</p>
<p>04</p>	<p>MUSIC UP--Our Last Hope--Hopeful, dreamy<a href="#">Our Last Hope</a> (5-7 seconds)  MUSIC FADES DOWN  WENDY: Like many lawyers, I had</p>	<p>WV</p>

	<p>considered writing as a possible alternative to my day job. I loved traveling and considered myself to be something of a wine connoisseur. I figured that would be a good place to start.</p>	<p>B-ROLL: Montage of Travel scenes, wineries, wine-tasting, wine magazines</p> <p>Over the Shoulder: Wendy at her computer working on a Medellin travel company website.</p>
<p>05</p>	<p>We had worked with several travel companies when we moved to Medellin, so I offered my services to them and, somewhat to my surprise, they hired me to write short articles, web-site content, etc. on a free-lance basis.</p> <p>I enjoyed the work and my clients were happy. They continued sending me assignments. I thought I was on my way.</p>	<p>WV</p> <p>B-ROLL: Stock: Rocket Blasting Off</p>
<p>06</p>	<p>MUSIC UP (5-7 seconds) MUSIC FADES DOWN</p> <p>After several months, however, the number of assignments I was getting each month plateaued. I had made a good start, but needed significantly more work to achieve my income goals even considering the lower cost of living in Medellin. Also, I had limited options for clients because I could not write in Spanish. I needed to identify other options.</p>	<p>WV</p> <p>B-ROLL Stock: Rocket Stops Mid Air. (Animated)</p>
<p>07</p>	<p>I came across an ad for a copywriting course. I was intrigued, signed up and completed the program in a few months.</p>	<p>WV</p> <p>B-ROLL: Image of Flyer for Accelerated CopyWriting Course with AWAI logos removed.</p>
<p>08</p>	<p>The course I took introduced me to an exciting new world of writing opportunities. I had always thought that writing was writing. Only the subject matter changed.</p>	<p>WV</p>
<p>09</p>	<p>I changed my approach to writing immediately. I learned how to structure my writing projects for multiple purposes: to focus my efforts upon engaging with and informing my readers. I discovered too that as a writer, I could work from anywhere for</p>	<p>MS: Wendy on her computer</p> <p>B-ROLL: Image: the world in the palm of a hand.</p>

10	<p>people who lived everywhere. I did not have to limit myself, as I had been doing, to local clients.</p> <p>Seed CTA #1 <a href="#">The Accelerated Copywriting Course</a></p> <p>MUSIC UP (5-7 seconds) Epic, Busy <a href="#">Faith Arise</a> MUSIC FADES UNDER</p> <p>Inspired by this course, I immediately expanded my horizons. I also decided to choose a niche upon which to focus. I chose wine and began contacting wine merchants for writing assignments. I started getting some and then I took the most important step of my journey:</p>	<p>GFX: Want to Learn More About the Course Wendy took? Just click here.</p> <p>CU Wendy on her phone; at her desk writing--wine bottles and winery brochures in the background</p>
11	<p>In the Spring of 2019 I registered for Bootcamp, a live, multi-day, intensive workshop organized by the same company that created the copywriting course I had taken.</p>	<p>MONTAGE of pictures/video from the 2019 AWAI Bootcamp.</p>
12	<p>Bootcamp was an amazing experience. I met successful writers from all over the world who came from all walks of life--some were even former attorneys like me. They shared their stories and their secrets.</p> <p>I felt like an insider, with access to special information. Reading about what was possible inspired me earlier, but meeting people who were actually doing it convinced me that not only was this possible but that I could do it too.</p>	<p>WV</p> <p>B-ROLL: More Images of Bootcamp 2019</p>
13	<p>Seed CTA # 2 <a href="#">Bootcamp</a></p>	<p>GFX: Interested in Learning more about Bootcamp? Just click this link.</p>

<p>14</p> <p>15</p>	<p>MUSIC UP (5-7 seconds) Happy, Hopeful <a href="#">Uphill Aspiration</a></p> <p>MUSIC FADES UNDER</p> <p>V.O. WENDY: I was on fire when I got back home. I immediately contacted more wine merchants, created my own website and started accumulating more clients. Again, I was on my way...or so I thought.</p> <p>Then came the California wildfires of 2019, closely followed by the Covid-19 pandemic. The wine industry was devastated and, for the foreseeable future anyway, my niche in the wine market had vanished. SFX: <a href="#">Crash</a></p>	<p>CU Wendy's Website; Cutaway to Stock Shot--the Human Torch (Marvel Comics)</p> <p>Stock Shots: Footage of Fire in Napa Valley and the pandemic.</p> <p>CU Wine Cases, Closed Signs on Wineries and blank sheets of paper.</p>
<p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p>	<p>I had to reinvent myself yet again.</p> <p>V.O. Wendy: Fortunately, I was better prepared this time. Bootcamp taught me to be flexible, to anticipate things like this and adapt accordingly</p> <p>At Bootcamp, practically everyone told me if I ever had doubts about what to do I should go with what you know.</p> <p>Well, as much as I had hoped to avoid the legal world, I certainly knew it. I'd been a lawyer for 23 years. I know what law firms need and how to write for them. More importantly, I know lawyers. I know what they want and how to work with them.</p> <p>As reluctant as I was to return to the legal world, I've discovered that it is a good fit for me. I'm much more comfortable doing this than I was writing for the wine and travel industry. It's easier.</p> <p>This is probably where I should have</p>	<p>Stock Shot: Bride of Frankenstein.</p> <p>Stock Shot: Hurricane Preparation: Shuttering windows, sandbags, emergency supplies, etc.</p> <p>WV</p> <p>MS: Wendy unpacking her law books</p> <p>You Tube footage <a href="#">Engulf and Devour</a> (0.40-0.50)</p> <p>WS: Wendy leaving her home/office on a beautiful day, then follow her as she walks to a coffee shop and opens her lap top.</p> <p>Stock Shot: Coming full circle image</p>

	<p>started in the beginning!</p> <p>Music Under--Elegant <a href="#">Renezvous in D Minor</a></p> <p>V.O. Wendy: My workload is expanding; my client list is growing and my income is increasing.</p>	
22	<p>I am not a success story...at least not yet. I prefer to think of myself as a work in progress. In some ways, I think I always will be because I will continue to reinvent myself. That's what makes life interesting!</p>	<p>CU Computer Screen Full of Business E-mail</p> <p>CU of a woman climbing a mountain.</p> <p>Pan to WS of a spectacular vista</p>
23	<p>Final CTA <a href="#">All About AWAI</a></p>	<p>GFX: Find out how AWAI can help you reinvent yourself--just like Wendy!</p>
24	<p>It's been 6 years now since we left Chicago and while I haven't yet fully replaced my income, I'm making good progress and I am much happier. I love where I live, enjoy what I do. I feel free! I wouldn't trade that for anything.</p>	<p>WV</p>
25	<p>I am so thankful I found AWAI. The people there provided me with the blueprint that is changing my life and taught me the skills I needed to follow that plan.</p> <p>They opened my mind to new possibilities and helped me believe that I could reinvent myself at 43.</p> <p>I hope anyone watching this will recognize that if I could reinvent myself, you can too. It's just a matter of making up your mind and then taking action. One step becomes two and before you know it, your entire world has changed!</p> <p>Music Up.</p>	<p>Reverse Dissolve of a Fuzzy Image of Wendy Gradually coming into sharp Focus.</p> <p>GFX: Wendy Howarter, Freelance Copywriter, Medellin, Columbia.</p> <p>Linger on Wendy's Photo</p> <p>Fade to Black</p>