

	TITLE:	What Did She Do After COVID Destroyed Her Career?
	WRITTEN BY:	Cris Johnson Email: crisjohnsoninfo@verizon.net Phone: (716) 940-8963
	TOTAL RUN TIME:	2:00
SHOT	AUDIO	VIDEO
001	MUSIC FULL: Bittersweet	FULL SCREEN GFX: What would you do if COVID destroyed your career?
002	MUSIC UNDER EG: All I ever wanted was security. I wanted to know there'd always be a roof over my head for me and my mom.	FADE-UP: BROLL: WS EXT AERIAL SHOT of EG's house BROLL: MS EXT TRACKING SHOT of EG walking toward her house with her mom
003	EG: My bills paid, money to help take care of my mom, no worries.	BROLL: MS INT of EG at her computer paying her bills
004	EG: Photography was my life. I did it for years. I got to travel to incredible places. Stayed in five-star hotels, all paid for by the client.	BROLL: OTS INT of EG flipping through her photography work
005	EG: It was a great career. I loved what I did. I was happy. I thought I'd be doing it forever. MUSIC FADE OUT	EG INTERVIEW IN HER HOME GFX: LOWER THIRD "EG ORREN" FADE TO BLACK
006	SFX: Dramatic Sting	FADE UP: SLO-MO CU of EG's eyes

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<p>007</p>	<p>MUSIC UNDER: Dark, Despair</p> <p>EG: Then COVID hit. Overnight, my whole world just crashed. It wasn't just me.</p>	<p>BROLL:</p> <p>STOCK FOOTAGE: Newspaper headlines about COVID</p>
<p>008</p>	<p>EG: The entire photography industry went belly up. I had devoted years of my life to my career, it was all gone and that was absolutely terrifying.</p>	<p>BROLL: DUTCH ANGLE CU SLOW-MO of Camera falling to the ground</p>
<p>009</p>	<p>EG: I just wasn't prepared for it. No one was. And I had no idea what to do. I WANTED to do something, but I couldn't.</p>	<p>EG INTERVIEW IN HER HOME</p>
<p>010</p>	<p>NATS SOT UNDER</p> <p>EG: I felt so helpless because I was stuck at home! I live in my mom's basement. I didn't think I had any options.</p>	<p>BROLL: OTS INT of EG walking down her basement steps</p>
<p>011</p>	<p>EG: When COVID hit, I had almost no money to live off of. No idea how I was going to pay the bills. No idea what the future would hold. And I live with my mom, so I was trying to figure out something I could do to take care of her, too.</p> <p>MUSIC FADE OUT</p>	<p>BROLL: OTS INT of EG looking at her bills spread out on a table.</p> <p>BROLL: MS INT of EG with her mom making dinner in kitchen</p> <p>FADE TO BLACK</p>
<p>012</p>	<p>MUSIC UNDER: Hopeful, Optimistic</p> <p>EG: Since I had the time, I started reading some of the emails I was getting. And I found something that sounded like it might let me work from home. And it was only \$49!</p>	<p>FADE UP</p> <p>BROLL: OTS INT of EG looking at her computer screen</p> <p>BROLL: CU INT of computer screen</p> <p>BROLL: ECU of EG's eyes</p>

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<p>013</p>	<p>EG: I wasn't sure I even had enough room on my credit card before I spent \$49 on this. It was a leap of faith. And I even had to figure out the conversion from Canadian to US currency to see if I could really afford it!</p>	<p>BROLL: CU INT of EG pulling a credit card out of her wallet in front of her computer.</p> <p>BROLL: CU INT of EG using the calculator app on her phone</p>
<p>014</p>	<p>EG: I started taking some of these online classes, but I wasn't sure I could do it. I suffer from brain damage, so it's tough for me to learn new stuff. There were tests I'd barely finish the tests on time.</p>	<p>BROLL: MS INT of EG walking into her doctor's office.</p> <p>BROLL: CU INT of doctor shining a light in EG's eyes</p>
<p>015</p>	<p>EG: But I did it! I was so proud because my brain is Teflon. It's hard to get things to stick. I'd take pictures of myself holding up the test. In fact, that first course, I got it done in two days!</p>	<p>EG INTERVIEW IN HER HOME</p> <p>BROLL: MONTAGE – EG's selfies of her holding up her finished tests.</p>
<p>016</p>	<p>EG: And then I entered a contest...and I won \$100! That gave me a big boost of confidence.</p>	<p>BROLL: CU INT of EG's email announcing a contest</p>
<p>017</p>	<p>EG: So that \$49 course taught me how to launch my new business, They called it a Launch Party. And I did everything they said to do, every single step, and it worked! I started making money as a freelance copywriter right away. And I loved it because I started feeling productive again. I felt like I found my path forward after photography.</p>	<p>EG INTERVIEW IN HER HOME</p> <p>FADE TO BLACK</p>
<p>018</p>	<p>VO: Imagine...having the freedom to work from home and make money. What would that look like for YOU?</p> <p>MUSIC FADE OUT</p>	<p>[SEED CTA]</p> <p>FULL SCREEN GFX: Imagine...having the freedom to work from home and make money. What would that look like for YOU?</p>

019	MUSIC UNDER: Happy, Euphoric EG: I don't know what I would have done without AWAI. I've made over \$17,000 in just ten weeks. I'm getting new clients all the time. I'm excited because I've talked to a bunch of other AWAI-trained writers and they're making six figures a year. I'll get there, even though I'm still stuck at home!	FADE UP BROLL: MS EXT of EG and her mom walking outside their house BROLL: MS of EG hugging her mom. FADE TO BLACK
020	MUSIC UP FULL	[TAG CTA] GFX: Take YOUR First Step to Freedom & Security... Visit www.AWAI.com TODAY!

Interview Questions for **EG Orren**
 What Did She Do After COVID Destroyed Her Career?
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SHOT	AUDIO	Questions
002	EG: All I ever wanted was security. I wanted to know there'd always be a roof over my head for me and my mom.	EG, what's the most important thing you've ever wanted in life? What's the one thing you always needed to have for you and your mom?
003	EG: My bills paid, money to help take care of my mom, no worries.	What kind of things does having financial security mean to you?
004	EG: Photography was my life. I did it for years. I got to travel to incredible places. Stayed in five-star hotels, all paid for by the client.	What did photography mean to you? How long were you a professional photographer? When you went to location shoots, who paid for them? What kind of accommodations did they provide for you?
005	EG: It was a great career. I loved what I did. I was happy. I thought I'd be doing it forever.	How did you feel about your photography career? How did you feel about being a photographer? How long did you think you'd be a photographer?
007	EG: Then COVID hit. Overnight, my whole world just crashed. It wasn't just me.	Why did your career end so quickly? What did it feel like when COVID hit so quickly?

Interview Questions for **EG Orren**

What Did She Do After COVID Destroyed Her Career?

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008	<p>EG: The entire photography industry went belly up. I had devoted years of my life to my career, it was all gone and that was absolutely terrifying.</p>	<p>What happened to the photography industry? What did it feel like to devote years of your life to photography and have it disappear?</p>
009	<p>EG: I just wasn't prepared for it. No one was. And I had no idea what to do. I WANTED to do something, but I couldn't.</p>	<p>How did you feel about being prepared for COVID? What did you feel like you could do? Did you have any idea what to do?</p>
010	<p>EG: I felt so helpless because I was stuck at home! I live in my mom's basement. I didn't think I had any options.</p>	<p>Why did you feel like you were helpless to act? What kind of options did you feel like you had?</p>
011	<p>EG: When COVID hit, I had almost no money to live off of. No idea how I was going to pay the bills. No idea what the future would hold. And I live with my mom, so I was trying to figure out something I could do to take care of her, too.</p>	<p>How much money did you have to live off of once COVID hit? How were you planning on paying your bills? Since you lived with your mom, were you concerned with taking care of her, too?</p>
012	<p>EG: Since I had the time, I started reading some of the emails I was getting. And I found something that sounded like it might let me work from home. And it was only \$49!</p>	<p>Since you had all this extra time, what did you do? Did you find anything that would let you find anything that would let you work from home?</p>
013	<p>EG: I wasn't sure I even had enough room on my credit card before I spent \$49 on this. It was a leap of faith. And I even had to figure out the conversion from Canadian to US currency to see if I could really afford it!</p>	<p>Did you have any concerns about spending that \$49 when you had so little money? Since you're Canadian buying something from a U.S.-based company, were you worried at all about having enough room on your credit card?</p>

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014	<p>EG: I started taking some of these online classes, but I wasn't sure I could do it. I suffer from brain damage, so it's tough for me to learn new stuff. There were tests I'd barely finish the tests on time.</p>	<p>How confident did you feel when you started taking the online classes?</p> <p>Was there anything you were worried about when you started taking the online classes?</p> <p>Were there any times where you were against a time limit when taking the tests?</p>
015	<p>EG: But I did it! I was so proud because my brain is Teflon. It's hard to get things to stick. I'd take pictures of myself holding up the test. In fact, that first course, I got it done in two days!</p>	<p>How did you do on your tests?</p> <p>How did you feel when you passed?</p> <p>Do you ever have trouble getting things to 'stick' in your brain?</p> <p>How long did it take you to finish the first course you took?</p>
016	<p>EG: And then I entered a contest...and I won \$100! That gave me a big boost of confidence.</p>	<p>Were there any contests you had the opportunity to enter?</p> <p>How did you feel after entering and winning the contest?</p>
017	<p>EG: So that \$49 course taught me how to launch my new business, They called it a Launch Party. And I did everything they said to do, every single step, and it worked! I started making money as a freelance copywriter right away. And I loved it because I started feeling productive again. I felt like I found my path forward after photography.</p>	<p>What did that \$49 course do for you?</p> <p>What did they call the course?</p> <p>How closely did you follow what they taught?</p> <p>How soon did you start making money as a freelance copywriter?</p> <p>How did you feel once you started making money in copywriting?</p> <p>How did you feel going on this new path after photography?</p>
019	<p>EG: I don't know what I would have done without AWAI. I've made over \$17,000 in</p>	<p>What would you have done if you hadn't found AWAI?</p>

Interview Questions for **EG Orren**

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	<p>just ten weeks. I'm getting new clients all the time. I'm excited because I've talked to a bunch of other AWAI-trained writers and they're making six figures a year. I'll get there, even though I'm still stuck at home! (laughing)</p>	<p>How much money did you make in the ten weeks after you landed that first client?</p> <p>Are you still landing new clients?</p> <p>How do you feel after talking to other AWAI-trained copywriters?</p> <p>How confident are you that you'll make six figures a year like some of the other AWAI writers?</p>
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SHOT LIST: What Did She Do After COVID Destroyed Her Career?

PAGE #1

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SHOT	SHOT SIZE/ANGLE	DESCRIPTION / NOTES
001	WS	EXT AERIAL SHOT of EG's house
002	MS	TRACKING SHOT of EG walking toward her house with her mom
003	MS	EG at her computer paying her bills
004	OTS	EG flipping through printed copies of her photography work
004	OTS	EG scrolling through her photography on her computer
006	CU	shot of EG's eyes slowly blinking
008	CU DUTCH ANGLE	INT shot at waist level of camera falling to the ground
008	CU DUTCH ANGLE	EXT shot at ground level with camera falling into the frame to the ground
010	OTS	Camera follows EG walking down her basement steps
011	OTS	EG seated at table looking at her bills spread out on a table.
011	MS	EG and her mom at their stove making dinner
011	MS	EG and her mom at their kitchen sink washing dishes

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SHOT LIST: What Did She Do After COVID Destroyed Her Career?

PAGE #2

012	OTS	EG looking at her computer screen
012	CU	Shot of EG's computer screen. Show EG's email inbox as she scrolls down the screen
012	ECU	Show reflection of computer screen in EG's eyes.
012	ECU	Show reflection of computer screen in EG's eye glasses.
013	CU	EG pulling a credit card out of her wallet in front of her computer.
013	CU	EG using the calculator app on her phone
014	MS	EG walking into her doctor's office.
014	CU	Shot of EG's eyes as we see a penlight shined in her eyes by doctor
016	CU	EG's email announcing a contest. We should not see the AWAI logo or company name, as that will be held back until later
019	MS	EG and her mom walking outside their house
019	MS	EG hugging her mom outdoors
019	MS	EG hugging her mom indoors

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