

Entrepreneur Profile: Kevin Rogers

Written by Denver Hindmarsh

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The entrepreneur I interviewed is Kevin Rogers. He owns Copy Chief, which he operates from St. Petersburg, Florida. Copy Chief is an online marketing and copywriting members-only community.

About Kevin

Kevin was born in Lowell, Massachusetts. He was about nine years old when he and his family moved to Florida. He dropped out of high school when he was in 11th grade and worked at a large drug store. “Traditional school just wasn’t clicking for me,” says Kevin.

He spent years on the road doing stand-up comedy for a living all over the U.S. He met and married his wife, Michelle, and eventually moved back to Florida. Today they have two children: Ben, 16, and Angelina, 13. While Kevin works in copywriting today, he still enjoys doing stand-up comedy occasionally. Another of his hobbies is music. Recently Kevin has taken vocal lessons, and he has a band that plays together once in a while.



Early Career

Kevin decided to get out of comedy, and at age 30 he got his GED. He took several college courses in writing, and that’s when he found copywriting. He ended up working for an old friend at his marketing business, rewriting the website. Next he worked as a freelance copywriter, writing clients’ sales copy. After 10 years he made a name for himself in the business. He started leading a small community of email subscribers, teaching them what he was learning.

Kevin wrote a book that teaches people how to tell their entrepreneurial story in 60 seconds or less. People then started hiring him to help write their 60-second sales hooks. The problem was, Kevin says, it wasn’t scalable. “I had to be on the phone with clients, and I could only do so many a day. The way to make it scalable was to record my trainings and tips on how to write these 60-second sales hooks.”

Copy Chief Begins

An online community formed around those trainings, and in 2014 Kevin launched Copy Chief. His motivation: scalability. Kevin wanted to grow his business, but he no longer had time to do one-on-one trainings. Through Copy Chief, clients could purchase Kevin’s trainings and use them whenever they wanted.

Today Copy Chief also offers monthly trainings led by guest experts and help connects business owners with copywriters. Their specific work is called direct response copywriting—an advertisement that’s meant to get you to directly respond to it. Copy Chief has nearly 3,000 paid members and hosts an annual live event with attendees from all over the world. Kevin is very proud of this achievement.

Growing and Staying Competitive

In order to grow his business, Kevin sent a lot of emails and invited people to join Copy Chief. He started a podcast, and that got the word out to many more people. Another strategy he used was to continue to raise the price of the monthly membership. Then he moved to an annual subscription, and he raised the price every year.

“What I found is when you raise the price, you get a higher quality customer. And when people pay more for something, they value it more,” Kevin says. “So a good business tip is to serve the high end of the market. For a small business, that’s a better model than trying to win on low prices.”

How does Kevin keep Copy Chief competitive in today’s market where there are so many membership groups available on social media? “We have a really great reputation in the industry, and we have endured now into our sixth year. So the fact that we have longevity and we produce a lot of great content is what keeps us competitive in the market.”

Kevin’s journey has been a long and winding road. He ends our interview with another business tip that echoes his career choices. “Everything you do along the way will help you down the road, sometimes in ways you can’t plan for and you don’t expect,” he says. “I tell my kids, ‘Follow your heart, follow your passion and always do the best work you can. Go where momentum leads you, because life is a crazy journey of twists and turns, and no one can predict exactly where you’re going to end up. So every experience is valuable in the end.’”