

Can You Write a Letter Like This One?

Instead of a Big Promise that screams "Advertisement", this headline asks a question that almost challenges the reader... If you want to write for a living, how can you ignore it?

Notice the quick problem/solution formula in the deck copy, too... from "never worry about your job or rely on others" to the absolute freedom of the "writer's life".

This sales letter ran lots in "Writer's Digest". So the people reading it already believe they can make a living as a writer and are paying to learn how (subscription to WD). Writing a letter must seem easy work compared to a novel. The deck copy (subhead below the main headline) is thus, irresistible!

Answer "Yes," and you'll never have to worry about your job or rely on others for your livelihood ...

Instead, you will be in big demand, earning great money, writing a few hours a day from anywhere in the world you choose to live.

Dear Reader,

For years now, we've been telling folks how it really is a crazy and unfair world out there ...

"unfair" is a powerful word here because it lays blame on "the world" and not the reader for the problems of every day life.

On one hand, there are people who bust their butts working year after year ... slaving away for bosses and managers who don't appreciate them ... to earn a paycheck that does little more than pay the bills. Sound familiar? This speaks to the frustrations and problems of the reader, who is nodding along...

Yes, that's me and it's unfair!" So straight away, the copywriter is creating empathy with his reader.

But then on the other hand, there are those who seem to have found a better way.

The copywriter has acknowledged the reader's problems, without dwelling on them (which could be both boring and depressing). He quickly transitions into the "better way"...

I'm talking about people who live life on their own terms.

They're people who have all the money they need, yet they seem to work when they want to ... where they want to ... for whom they want to. What's more, they have all the free time in the world to travel ... to spend with their kids ... to lower their golf scores ... to really enjoy life.

For these people, the idea of hourly wages, annual cost of living raises, and having to "be at your desk by 8 a.m." are as foreign as the workaday world they left behind.

I'm often at my desk by 5am so this sounds like an easy morning! But to be fair, that's my choice.

In this world, it's not unusual to have a shiny new car (or two) in the driveway every year ...

To take exotic trips to faraway places several times a year (often for free ...)

To be strolling on some ocean shore or tossing a ball with the kids while most people are slaving away in some ever-shrinking cubicle or driving to their next sales call. (Of course, that's IF they're lucky to be working at all.)

Nope. One word paragraphs are called "orphans". Aside from helping with the cadence of the writing... Here, giving a break from the overload of benefits above, orphans also get attention because they stand out like an island in an ocean of text. Use them wisely.

The fact of the matter is, these folks live in a different world. A world where money and time have a different meaning – and there are plenty of both to go around ...

Where you can go to the mall and buy that \$2,500 necklace for your wife on a whim ...

Where you can afford to help your son or daughter buy the newer car loaded with the latest safety features, instead of that older model that could break down anywhere.

Where the biggest problem about doing a home renovation or adding a pool is not affording it – but finding the right people to do it.

You may know some of these people.

And my guess is ... you'd like to be just like them.

Now you can.

In fact, I know you can. I'm living proof of it.

After you make a series of big promises, PROVE IT!

It wasn't long ago that I was struggling to earn a living ... jumping from one job I hated to another I hated more ... never making more than \$30,000. (In my last job, I was making \$6.50 an hour – \$13,520 a year – stocking cans in a grocery store!) “If I can do it, you can too!”

But then I discovered something that changed my life ...

I learned the simple secrets to writing the kind of letter you're reading right now.

Here, the copywriter brings it back to the headline. Reminding the reader, teasing the idea that writing a letter like this can be life-changing... And so far, the reader hasn't seen anything he doesn't believe he can write himself. This ain't Shakespeare.

No Bosses, No Commute

I wonder how compelling this is in the post-Covid, remote work era? “No Bosses” is timeless, but what about “No Commute”?

Now I “work” a few hours a day. I write one, maybe two letters a month.

Note the quotations around “work”. Punctuation is a powerful tool. Here, it totally changes the meaning of a word.

About a decade ago, I moved from crowded and too-hot-for-me Florida to a little historic town in the Vermont countryside.

I have no bosses, no commute.

I moved from crowded and too-hot-for-me Florida too... For a Copy Chief job at Equitymaster, Agora's division in Mumbai, India! Needless to say, I didn't stay there for too long. It was too crowded and too hot!

I write from an extra room I set up in my home. Some days, I'll head to the little writing studio I decided to rent in the heart of town, just for a change of scenery.

For a break, I'll walk over to the old Equinox Resort for lunch ... grab a coffee at the local market ... or take our new puppy, Yukon, over to Hildene Meadows for a run.

The specificity here, like his puppy's name, add to believability. Good copywriter's avoid generalities, claims anyone can make.

I absolutely love the freedom of it!

My neighbors think I've taken early retirement – probably because they never see me working.

In many ways, I have retired. Because, for the first time in my life, I decide how my days will be spent. Some days, I'll feel like working for a few hours (typically in the morning). Other days, I'll play some golf, tennis, ski ... or just hang out with my 13-year-old son.

But what surprises people most (and may surprise you, too) is the income my “retirement” lifestyle gives me: *around \$300,000 a year.*

This is the first specific promise of money to be made. Until this point it's heavily implied you can make lots of money, but instead of saying so the copy SHOWS by painting a picture of a glorious life. If “Make \$300,000 Writing Just Four-Hours per Day” was explicitly stated in the headline, or earlier in the lead, would it turn you off?

And I'm not kidding you or pulling any punches here ...

It all stems from my ability to sit down and write (some would say "rattle off") a simple letter like the one you're reading now. *Good copy will keep reminding and teasing out what's grabbed the reader's attention in the headline. In this case, it's living like a king from writing "simple letters." The reveal here is still very vague, still stoking the curiosity without giving everything away, yet...*

If I really wanted to, I could make a lot more. Some people I know who've learned this skill are making \$500,000 ... even \$1 million a year. (You'll meet a few of them in a minute ... many are friends of mine.) *From no specific financial promise, we've quickly went from making \$300k to \$1m! It makes the lousy \$300k per year even more believable now because others are making much more!*

Here's the thing, though ...

Anyone who likes to write can learn the same skill that lets us earn a very comfortable six-figure income from home, year after year. *The copywriter knows his reader. With the opening few words of this sentence he's speaking directly to them, subtly*

qualifying them. "YOU can do this because you like to write..."
It's a skill that -- once you have it -- will put your financial destiny squarely in your own hands, for as long as you choose to use it.

You'll be in constant demand.

You'll never be wanting for work *or* money, no matter what state the economy is in.

It's something you'll be proud to mention to your friends and people you meet. (Believe me, people will be very intrigued when you tell them what you do. They'll want to know all about it.) *Pride is a big emotional motivator, a deeper benefit B-level copywriters might miss. Money and freedom is cool. But even cooler, you're going to be interesting to other people! Reminds of "The Most Interesting Man in the World" beer ads.*
Along the way, you'll learn much about yourself, about business, and about the world around you. *Again, the copywriter is appealing to the top tiers of Maslow's Hierarchy of Needs. "you'll learn much about yourself" is straight from the top of the pyramid. Brilliant.*

And depending on who your clients are, you'll get some nice perks as well. I've been on dozens of trips over the years – Barbados, France, Spain, and beautiful five-star resorts throughout Canada and the States.

My last trip was a seven-day cruise aboard a Crystal Cruise ship, the "Ritz-Carlton" of cruise ship travel. *For some people, these are once-in-a-lifetime trips. But by calling these trips "nice perks" the copywriter is sort of saying "whatever" to the promise because he's been on so many. So this section appeals to the universal appeal of travel, while also reinforcing the big lifestyle promise throughout...*

And since I actually worked on these trips, I paid for none of them.

...I'm not sure what the technical term for what the copywriter is doing in this above section about travel. I just call it the cherry on top. It's a really cool benefit but not the main thrust of the thing. So you keep it in your back pocket to deploy whenever it makes sense.

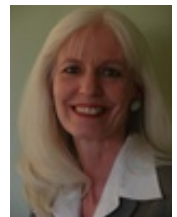
A Chance to "Reinvent" Yourself

But more than anything else, it's an opportunity to "reinvent" yourself ... and learn a financially valuable skill that will quickly lift you above any economic fray ... *forever.*

What's more, you can use this new skill in so many ways.

Use it to turn a hobby or personal passion into a fun and lucrative career. Use it to help find a cure for cancer or help those in distress. Use it to start your own business (for

"The ability to pay my bills no longer worries me, even in these rough times. I know I can always market my skills to an endless list of potential clients and keep enough copywriting projects rolling in."



This testimonial supports the claims in the copy next to it, which is good. But it also gives away the "secret" that the simple letter writing skill is actually copywriting (which could be objectionable). I wonder if this is what the copywriter intended, or is it the decision of a designer or marketer who doesn't understand we're still in the selling phase and not ready to make the big reveal, yet...

practically nothing) -- or work in a field you've always dreamed of.

**Cheryl Malcham,
Mercer Island, WA**

And what a blast it is! This life of sitting back with a laptop telling people about things you love and believe in -- and being paid *very well* to do it.

Once you have this skill, you can do and accomplish anything.

It's that powerful.

I know. Like I said, I went from a \$6.50 per hour grocery store shelf stocker to a six-figure income earner in about a year.

And I'm not the only one. Many folks have discovered this amazing little opportunity ... just like you're about to do today.

I know that may surprise you ...

That writing simple, conversational letters like the one you're reading now can pay so well.

But, as you'll learn by reading on, letters like this one serve as the foundation of a \$2.3 trillion industry that -- thanks to the Internet and online marketing -- is growing faster than ever.

In fact, some of the biggest growth occurred in the last three years -- during a time when the "traditional economy" struggled mightily.

And the demand is now so enormous that, as soon as I finish writing this letter, I can make a phone call (or send off an email) to one of my clients -- and have five new projects to choose from ... each worth anywhere from \$10,000 to \$50,000 in potential income to me.

I'm not bragging. That's just the way it is when you can write one of these letters.

There's so much demand that no marketer in his or her right mind would pass up the opportunity to have another winning letter ready to mail!

After all, a good letter can generate *millions* in sales over the course of a month. So why wouldn't they be happy to pay you \$6,000 to \$10,000 and a cut of the action?

And it's very easy to learn how to write these letters.

If you ignore the testimonial above (and box below!), then the copywriter is still teasing out this secret "skill", revealing just a little bit more every time... "sitting back with a laptop telling people about things you love..."

How to Make \$210,000 Writing One Letter a Month ...

Get paid \$210,000 to write 12 letters? It can (and does) happen.

A writer with an established track record can command \$8,000 per letter. So 12 letters pays \$96,000 in writing fees alone.

Now let's say six of those letters become "controls" -- which means they bring in the most money and keep mailing time after time. If, over the course of a year, each of those six letters mails five or six times, your royalties can add up to another \$120,000.

That's over \$210,000 a year writing one letter a month!

More letters = more writing fees. More controls = more royalties!

And all you need to enjoy this success is a computer ... a desk ... and **AWAI's Accelerated Program for Six Figure Copywriting** to show you the way!

What is AWAI?

Here, even more is revealed... this simple letter writing business is actually part of a \$2.3 trillion (and growing) industry. He's still not come right out and said it, but you're starting to see this has something to do with "sales letters." Again, the box on this page might be misplaced because it's instantly giving away what the copywriter has teased so well. A career in copywriting isn't the first choice for people reading *Writer's Digest*. So they need to be sold on the idea, first. Otherwise "copywriting" would be in the headline.

Just a few simple secrets ... including one called the “barstool test,” which I’ll share with you in a minute. (Learn it and you’ll not only be well on your way to writing letters like this one – it’ll make you a far better writer, period!) *You’ll see variations of “I’ll share with you in a minute” in many sales letters. The promise of getting something valuable if you keep reading.*

Here’s a little secret: I learned the basics of letter writing by studying and copying the kinds of letters I wanted to write. Then I just kept “trying out new secrets” I learned from colleagues along the way. (I’ll introduce you to one gentleman who was particularly instrumental in my success in a moment ...) *How easy is this? All you have to do is copy other letters.*

In no time, I was writing letters that were pulling in millions of dollars!

And I’m here to say, in no uncertain terms:

If I can do it – so can you!

Another powerful line you’ll see often. Writers are taught to avoid cliches, but I say cliches are cliches because they memorable and impactful phrases. So don’t shy away from them because writing snobs say so. No need to reinvent the wheel!

Today, I’ll tell you all about how our business works – and show you why, if you’re willing to learn the very basic secrets to writing a simple letter like this one, you too can make a *very generous* six-figure income writing a few hours a day from the comfort of your home ...

Finally, it’s time to cap-off the lead with a bit of qualifying... Here, the copywriter takes his foot off the gas. He is no longer a pushy sales person and instead is letting you decide if this is for you, IF you qualify...

Is This for You?

But first, is this opportunity for you?

That’s pretty easy to determine ...

If you’re someone who needs the structure of a 9-to-5 job or thrives in an office environment, then you’re probably not going to embrace the kind of “do-what-you-like-when-you-like” lifestyle that comes with letter writing.

And that’s fine. There’s no single “fit” for everyone.

But if you’ve ever fantasized about what it would be like to live “the writer’s life” ...

If you’ve always wanted to escape the daily rat race, face new and exciting challenges every day, and have the freedom to wake up on any given morning and say, “It’s just too nice to be sitting inside. I think I’m going to spend the day with my family ... or go for a hike ... or play a round of golf.”

Or if you’ve ever dreamed of being able to live and earn a great income anywhere in the world – maybe in a little villa by the sea here at home, a historic European city, or even on a Greek island for a summer ...

Or if you’re just sick of not living up to your potential in life – and you feel like the time to make any real changes is quickly slipping away.

Then my hunch is that this opportunity is ideal for you.

“AWAI’s Accelerated Program for Six-Figure Copywriting was everything I hoped it would be! It was easy for me to walk away from an 18-year engineering career shortly after I finished the program. I had all the work I could handle. I feel like I’m finally leading the life I was meant to live. I can’t thank you enough!”



**Krista Jones,
Roswell, GA**

It really is a chance to “take back your life” – from the corporate world, from the bosses who decide your day for you, from rush-hour traffic, from the headaches, pressures, and (these days, especially) the job insecurity that comes with the workaday life.

And let me make something very clear ...

All of the above is repetitive, promises you've seen before, but who's going to get bored hearing about how amazing their life could be...

This is not a “get rich quick” proposition. Another fine copy cliché!

It doesn't have anything to do with wacky chain letters ... or any kind of multi-level marketing scheme ... or placing ads ... or buying products and having to resell them on your own.

This is a very serious opportunity to learn a highly marketable and lucrative skill that – once you have it – can put you in high demand by some of the biggest companies in the world ... and provide you with a six-figure annual income for the rest of your life!

Success won't be automatic. Nobody will do it for you. You'll need to know what elements go into every successful letter, and you'll have to make the effort to learn them.

This is reinforcing the idea again that this isn't get rich quick and some effort is required, which helps with believability.

That said, once you have this skill, you'll have unlimited potential.

Whether you want to make a nice little side income helping local businesses make more sales – or launch your own multimillion-dollar direct-response enterprise ... **this skill will help you do it.**

Now I know it may be hard to believe that you can make so much money and change your life so dramatically by knowing the secret to writing a simple letter like this one ... and being able to do it on your own terms ... from anywhere in the world.

But let me take it one step further ...

This is driving home the qualification section again, you just need to love to write! Which we know, readers of Writer's Digest do... and most people, frankly, have a secret desire to be writers but don't think they have what it takes.

You Don't Even Need to Be a “Writer” to Be Successful

Some of the best writers in our business have no formal writing background at all. They just love to write ... and they learned the secret formula for writing great letters. If you enjoy writing, you too can have this “dream” lifestyle – just by learning the few powerful secrets that make these simple letters successful.

In fact, if you spend a few more minutes with me today, I'll tell you everything you need to know about this amazing, yet little-known, niche of the writing industry ... where you can “retire” from the job you have now ... and earn more money than most doctors, lawyers, or other well-schooled professionals.

Big promises here about some valuable stuff you're going to learn in just a few minutes, IF you keep reading...

I'll also show you how the very first letter you write can earn you \$10,000 in cash – and launch you on your brand-new writing career faster than you ever thought possible! (It's happened to others who have taken this life-changing opportunity seriously ... and it can happen to you, too.)

But first, it's high time I introduced myself ...

Good copy is conversational... phrases like “high time” here make the copywriter sound like a very friendly fellow indeed.

Not a Writer? No Problem ... (in fact, it's better that you're not ...)

Most people think that to be a successful writer you have to be born with a special talent ... study the classics ... amass a huge vocabulary ... and know all the rules of English grammar, usage, etc.

Baloney!

To be a great copywriter, you just have to enjoy writing — and understand the simple rules that go into making strong copy.

And the number one rule is: Be Yourself! In other words, don't try to be a writer.

Don't use big words, flowery sentences, or fancy prose. Don't try to be clever — and avoid clichés at all costs. The most successful sales letters are written in a very conversational tone — almost like you're talking to a friend. In fact, one of the secrets you'll learn in **AWAI's Accelerated Program for Six Figure Copywriting** is "the barstool test," where you read something you've written aloud ... and if it sounds like something you'd say to a friend sitting next to you — it'll work as sales letter copy! *I feel like this box wasn't in the original copy and not what the copywriter intended because I don't know what AWAI, etc is.*

Once you can write in a conversational tone, it's just a matter of knowing what to say when. Of course **AWAI's Accelerated Program for Six-Figure Copywriting** will show you everything — and it's jam-packed with tips and techniques designed to make every paragraph you write more effective and powerful.

And be sure to pay special attention to Section 24, "The Architecture of Persuasion." Read it and you'll understand in an instant what great copywriting is all about.

Hard to Say Where I'd Be Today ...

My name is Paul Hollingshead. I'd hate to think what my life would be like had I not come across this opportunity — like you have today.

Before I learned the secrets of writing simple letters like this one, I was in my 30s, stocking the dog-food aisle in a grocery store. Not only that, I was about to get fired, because, for some reason, my boss had it in for me. (Maybe because my heart wasn't in what I was doing ... and it showed!)

Imagine — working for near minimum wage — and soon to be fired from the job!

That's when I met the gentleman I'm going to introduce you to today — a man who literally changed my life. I went from no money and no future to living a dream lifestyle where I can earn virtually as much money as I want to make.

Here's what I mean ...

Need \$20,000? Write a Couple of Letters

If I know I'm going to need an extra \$20,000 to, say, rent a summer beach house, I'll merely sit down and write a couple of letters. If I want to put a new kitchen in our house (which we did recently) and need \$50,000 to do it ... I'll set aside a month or two and write five quick letters.

My point is this ...

It takes most people with ordinary jobs *years* to save that kind of money (or they go into debt to get it). But I can have it in a month or two. That's because I know any letter I write will earn me at least \$10,000 ... likely much more.

Once you have this skill, it's like you've been granted an all-powerful gift of near "Unlimited Income."

You just decide how much you need and figure out how many letters you need to write.

It's like having a little wealth dial you can turn as high as you want!

Let me explain to you how the business I'm in works – and why companies are so willing to pay me big dollars to write a letter like this one.

Just What Is "Direct Response" Anyway?

You see, I write promotional letters for the \$2.3 trillion direct-response marketing industry. (Yes, that's trillions! Surprised? Most people are ...)

So what is "direct-response" marketing – and how is it different from other advertising? Unlike the "image" or brand advertising that you see in newspapers and magazines, direct-response is any kind of advertisement or letter that asks you to take an immediate and specific action – whether it's to order the product right then and there or request more information about it.

Companies use direct response to sell everything from mattresses to financial newsletters ... from health supplements to fruit baskets. Non-profits raise billions using direct-response techniques, too – from political candidates to environmental organizations to children's aide groups. And let's

"When I got that first letter telling me I could make \$100,000 a year as a professional copywriter, I was skeptical. If I hadn't been so desperate ... and so broke ... I might have thrown it away. That was three years ago. This year I claimed \$134,408 on my income tax return – all from copywriting!"

**– Monica Day,
Philadelphia, PA**

"From the moment I began AWAI's program, I knew I was learning things that would change my life and I was right. Within a matter of weeks after completing the program, I found myself working on a copywriting assignment for \$3,000! And within the next month, I added two more assignments that

paid \$1,500 each. All my life I struggled to find a way that I could make a lot of money and be happy doing it. AWAI's program did that and more."

**– Paul Lawrence,
Ft. Lauderdale, FL**

not forget the multibillion-dollar business-to-business market, one of the most lucrative and in-demand niches of the direct-response industry for copywriters.

All of them use direct response because a well-written letter can bring in millions of dollars – for a fraction of the cost of opening a storefront or selling wholesale to retailers.

Direct-response marketing allows companies to reach the people and businesses most likely to buy their products ... simply by sending letters and emails to those who have shown an interest in similar products in the past.

But a direct-response promotion is nothing without the right words. It needs to convey the right message ... say the right things ... be structured in the right way ... and be written to make the prospective buyer take action.

And these days, more and more selling is done online. Through websites, emails, landing pages, discussion boards and forums – even through the pages of well-known social media sites like LinkedIn, Facebook, and Twitter ... and lesser known ones like Friendster, MyLife, Ning, PLaxo, XING, and others.

That's where the copywriter comes in.

\$160,000 From One Letter

"Copywriters" are folks who know how to write *persuasively* ...

Whether it's a long-form letter like this one, which tells a complete story about a wonderful opportunity – or a paragraph or two that convinces someone to learn more about an exciting idea ...

Either way, copywriters are paid very well to write them – because the best ones know the simple secrets to making a direct-response sales letter work. For that reason alone, they're in very high demand ... and are paid very well for their services.

How well?

It's quite possible for a copywriter to live very nicely off just one successful letter per year. That's because you're not only paid a handsome fee to write the letter (anywhere from \$3,000 to \$12,000, depending on the job and the reputation you've built up), you can be paid royalties too.

Royalties work for a copywriter much like they do for a fiction writer who writes a bestselling book.

"In 2003, I had advanced to a point in my sales career where weekly travel was inevitable. I was at the top of my field, earning a great living. But as a new dad, I didn't want to be away from home all the time. Plus, I was getting tired of continually rising quotas – an inevitable reality when you're in sales. Eleven years of chasing numbers had worn me out. I was ready for a change. Yet I didn't want to sacrifice my high income and my family's financial future.

"AWAI's *Accelerated Program for Six-Figure Copywriting* allowed me to develop the skills I needed to transition away from a six-figure sales career and into a six-figure copywriting business. In my first full year as a freelance copywriter, I earned \$163,481."

– Ed Gandia, Marietta, GA

The more people who read your letter (whether it's via the mail or the Internet), the more you get paid. I've written letters that have paid me tens of thousands of dollars ... simply because they mailed so successfully time after time. (One letter I wrote paid me roughly \$40,000 a year in royalties for four straight years. That's over \$160,000 in income for about two weeks' work!)

You Can Make Between \$80,000 and \$540,000 Per Year

Of course, most successful copywriters don't write just one letter a year. They write 10, 15, 20, even 30 letters. (There's plenty of work, don't forget – from long letters like this one to half-page emails.)

And once this very close-knit industry finds out you can write winning copy – your phone won't stop ringing!

That's why, over the course of a year, you can easily earn anywhere from \$30,000 to \$240,000 in writing fees alone. And if you have just average success with half of them ...

... royalties could put an additional \$50,000 to \$300,000 in your pocket!

That's between \$80,000 and \$540,000 a year – depending on how many letters you choose to write!

Did you ever think writing simple, personal letters like this one could be so lucrative?

Neither did I until I met the gentleman you'll meet now – the man who will be instrumental in helping you grab your share of the tremendous wealth you can earn by writing simple letters like this one.

Meet the Gentleman Who Made It Happen for Me ... and Can Make It Happen for You, Too

His name is Michael Masterson ... and he's the one who helped transform me from a minimum-wage grocery store stock boy to a professional, in-demand copywriter earning upward of \$300,000 a year ... writing a few hours a day ... living my life very much on my own terms.

Through his efforts, Michael has helped dozens of companies grow into multimillion-dollar enterprises. Among them, Agora Publishing, which was an \$8 million direct-response business before he started giving them his copywriting and marketing advice. Today, it's one of the largest direct-response publishers in the country, with over \$350 million in sales (and always looking for new writers!).

Michael's talent and skill have allowed him to create an impressive lifestyle for himself and his family ... while spending more and more of his time on charitable endeavors, both in the U.S. and abroad.

But what's really important for you to know – is that Michael takes great pride in the fact that he's been able to pass on his knowledge to so many. The copywriters he's trained (me included) have been responsible for over a billion dollars' worth of direct-response sales through the mail and online.

Learn the Same Secrets That Have Sold Billions

It's no surprise. Because besides knowing what makes great sales letters great – Michael Masterson is a brilliant teacher. (In fact, prior to all his financial success, he spent several years teaching literature and writing at the university level.)

Naturally, I'm thrilled to have been one of his many students. There's no way I could have the success I'm enjoying had it not been for Michael Masterson sharing the powerful copywriting tips, techniques, and strategies he's generously given me over the years.

AWAI's "\$10K Challenge" **How to Make Your First \$10,000 —** **Before You Even Finish the Program**

It's very simple, really.

In **AWAI's Accelerated Program for Six-Figure Copywriting**, there's a section marked "Your \$10K Challenge." It includes everything you need to write a sales letter for the very program you're taking. You'll find industry stats, program information, details, facts, testimonials – the whole bit.

Set it aside. (Some members tell us they print it out and tape it to a wall near their desk for "inspiration and motivation.")

Work your way through the program.

Learn how a sales letter is structured. Soak in all the copywriting secrets and strategies. And when you feel you're ready, start working on your letter. And when you've got it just right – send it in. If it's good (or even if it just needs a little help) – we'll test it. If it beats our "control" letter – or performs well enough to re-mail – we'll pay you \$10,000!

Joshua Boswell won our \$10K Challenge in 2006. Today, he makes over \$300,000 a year working from the farm he lives on with his wife and 9 children. Who knows, you could be next – and earn \$10,000 before you even finish the program!



"When I first entered the world of copywriting, I was hungry ... almost desperate ... for writing assignments. I needed money and I needed writing samples. I think most of us are that way at first. That is what

makes the '\$10KChallenge' AWAI has put together so amazing. You can start earning money, create a very nice portfolio, and get on-going feedback from the masters even before you finish the basic writing program. I'm so thankful for this opportunity!"

– Joshua Boswell, AWAI member and working copywriter.

But I'm not the only one ...

- **Don Mahoney** was a cabinetmaker barely eking out a living in upstate New York, getting sicker and sicker from the lacquer fumes and other chemicals he'd breathe in every day. A year after learning Michael's secrets, he moved to Florida and started writing copy. Today, he earns over \$300,000 writing letters from his Miami Beach home.
- **Frank Stands** used the copywriting skills Michael taught him to build a \$40 million per year publishing empire – and another Masterson protégé that Frank hired to oversee his marketing operations, Mark Potter, earns upwards of \$750,000 a year writing and helping others write letters.
- **John Forde** and **Will Pratt** were kids just out of college when they met Michael Masterson and learned his secrets. Young and full of adventure – they took their laptops and their six-figure copywriters' incomes to Europe a few years ago ... and never came back!
- **Karen Tyler** came to work for Michael as a copy editor right after she graduated from college. Today, thanks to the skills she learned from him, she's a partner in a direct-marketing company that generates over \$5 million in sales annually.

Now before I tell you how you can add your name to this list ... here's a confession.

As generous as Michael is with his knowledge ... and as much as he loves it when people he helps go on to successful careers in writing and business – it's not like Michael doesn't win on the deal too.

That's because many of the people he's helped go on to write letters for companies in which he's involved or has a financial interest. And when you consider that the letters those folks have written have likely sold billions of dollars' worth of products and services over the years, everyone wins!

So you see, Michael – along with thousands of other publishers, marketers and Web-based business owners – has a vested interest in seeing there are plenty of qualified writers who can write the millions of letters and online content needed to drive this enormous industry.

But here's the thing ...

Once you understand how this industry works, *the sky is literally the limit!*

Once you understand the power of persuasive writing – and come to learn the secrets of unleashing it in your own business – you can make literally millions of dollars, year after year, for as long as you choose to use it.

That is not a pipe dream. It's a fact.

I know people who have and are doing it. Like my friend Don, who launched an online natural health business – and Peter, who started in this business when I did, and now makes \$2 million to \$3 million per year in the information publishing business.

But that's a hill you can choose to conquer at a later date if you like ...

Because, as with anything, there's always a first step to take. And in our business, that's mastering the art of persuasive writing and learning all the powerful copywriting secrets Michael Masterson – and some of the other top copywriters in the industry – know and use.

Secrets that can take you from wherever you are today – and transform you into a writer living “the charmed life,” earning top dollar and having as much (or as little) free time as you desire.

Everything You Need to Know

You'll learn all there is to know about this huge and ever-growing industry ... where a single letter can produce millions of dollars in sales – and reward the copywriter who wrote it very handsomely.

You'll learn who all the players in the industry are ... who's looking for writers (practically everyone!) ... who pays top dollar ... and the best companies to write for.

We'll even help you get started – by showing you surefire ways to land your first assignment and launch your six-figure copywriting career. We'll show you how to get the attention of marketing people who are looking for copywriters.

Plus, you'll have an opportunity to write a letter for us. And if your letter's a winner, we'll give you a professional writing contract for \$10,000.

But before I tell you just how we plan to put all this incredible information at your fingertips, let me explain how and why this enormous opportunity has landed in your lap today.

It's a true story ...

One day, over a steak dinner, Michael was lamenting to me and Don Mahoney (the guy I mentioned earlier who Michael snatched from the road to nowhere ... and who's now earning over \$300,000 as one of the country's top copywriters) about how his clients have all these products to promote but no one to write the letters.

“There are just no copywriters available,” he told us. “They're all backed up with work. I wish I could clone you guys,” he joked.

“The AWAI program has given me the best learning experience I've EVER had. It's helped me see plainly what I need to do to succeed and given me the roadmap and information I need to get there. I can't thank you enough”

**– Sharon Olsen,
Oakland, CA**

“I am so excited ... (a freelance marketing consultant) just emailed me to say she's got several projects coming up ... and asked if I'll be available ... I know I wouldn't have gotten these opportunities without the knowledge and confidence I've received from AWAI's program.”

**– Kammy Thurman,
Lurel, MT**

That sparked an idea.

If Michael could successfully teach Don and me – a small-town cabinetmaker and an on-the-outs grocery clerk – to write winning copy, why couldn't he show anyone willing to learn how to do the same thing?

That's when it hit us. Why not put all the copywriting secrets Michael has amassed over the years into a thorough, concise, "learn-as-you-go" program – and offer it via the business we know best: direct response!

We went to work immediately. First, we gathered all our best copywriting secrets – secrets Michael, Don, and I had used to sell billions of dollars' worth of products and services over our combined 50 years of experience.

We studied successful direct mail from all sectors of the industry – retail products, business-to-business, fundraising, subscription letters, financial newsletters, health products, and more. We contacted dozens of the world's top copywriters and industry experts for their best writing and selling techniques.

Armed with literally hundreds of the industry's most powerful copywriting secrets, we went to work organizing and incorporating them into a step-by-step program for writing powerful direct-response letters – from captivating, attention-grabbing headlines ... to irresistible offers ... and everything in between.

We divided the secrets into two categories: "Core" elements every successful letter needs to have, and "Master" secrets you can use to ratchet up the effectiveness of any letter you sit down to write.

But besides cramming the program full of the most powerful copywriting techniques on earth, we also made sure the material was easy to learn and fun to do. Most important, though, we worked extra hard to create a program that anyone with even the most basic writing skills could succeed with.

And we promised ourselves that no one would ever see this program if it weren't the absolute best ever on the subject of copywriting. (Anyone who knows Michael knows he's a perfectionist. If his name were to be associated with it, it had to be the best.)

That was over 14 years ago. Since then, the company we started – American Writers & Artists Inc. (AWAI) – has become the world's leading publisher of direct-response copywriting information. And the program we created – ***AWAI's Accelerated Program for Six-Figure Copywriting*** – has been revised, updated, and bolstered with all the latest selling and writing techniques ...

The past five years, for instance, we've focused on incorporating all the secrets to successful Web marketing into the program. Of course, it didn't hurt that one of the companies many of the professionals associated with AWAI write for – myself included – was one of the first direct-marketing companies in the world to successfully "crack" the online and email marketing code ... and develop an online marketing formula companies all over the world use every single day.

We've aligned ourselves with experts in the lucrative world of business-to-business marketing, search engine optimization, social media marketing – even such small, but still highly lucrative, writing niches as grant writing and professional research.

And over the years, we did exactly what we set out to do: help thousands of folks change their lives by becoming professional writers.

Many are happy just making extra cash writing from home – on their own time. Like Shama Sankaran, who wrote us to say:

"Copywriting brought out my hidden creativity and raised my self-esteem. Of course, the extra money has helped to improve my lifestyle as well."

Or Kelly Richardson, who wrote to tell us about all the writing projects he's had over the past year:

"Working VERY part-time (I'm still a full-time, high-school English teacher), I've just cleared over \$40,000 in project fees in the past year."

Others who are more ambitious ... like Heather Robson ... are using their new-found copywriting skills to build lucrative home-based businesses:

"I see bigger possibilities in everything now. I have dozens of business ideas based on looking at situations and markets through my copywriter's lens."

Sean McCool used his skills to land a job with one of the top information publishers in the country:

"I wanted to thank you for your help and to thank AWAII for the training ... without all of you, none of this would have been possible."

Leah Carson was looking for more money and a lifestyle change. She found both through the AWAII Accelerated Program:

"Since becoming a copywriter, I've really enjoyed the little things that have made life easier ... and, I've gotta say, tripling my income is something that I smile about every day."

Mary McNamara is using her copywriting to make the world a better place:

"Funds raised by the letters I write make a real difference in the lives of less fortunate children. Yes, I'm paid well for it — but the money's nothing compared to waking up and feeling good about the contribution I'm making each and every day."

But as excited as we are about all the success stories we can talk about, it's the industry's response to the program that really took us by surprise.

"The Best Course on Copywriting ... Ever"

Robert Bly, author of over 70 books on writing and marketing, including the best-selling *Copywriter's Handbook*, said:

"This is the best program on copywriting I have ever seen anywhere in any form. Anyone who wants to get into direct-response copywriting would benefit enormously from taking it."

(Bob's so impressed with our program, in fact, that he agreed to sit on our Board and work with our members. We're glad he did. He's a member favorite at our copywriting get-togethers ... and few people can teach you more about the direct-response business than Bob!)

As good as it was when it debuted, ***AWAI's Accelerated Program for Six-Figure Copywriting*** is even better today. Over the years – the program has been updated, revised, retooled, and added to. New secrets ... current techniques ... everything you need to be a successful copywriter in today's Internet world.

And the demand for new copywriters?

Still greater than ever ... thanks to: (a) huge industry growth (because in difficult times, marketers streamline their sales efforts ... and often turn to direct response as a cost-effective way of reaching their customers) and (b) the Internet ... which has made it so easy and affordable to test new letters that we estimate demand for new copy has tripled over the past five years alone! (And that's not including the demand for writers who can write Web copy, landing pages, social media campaigns – even one- or two-sentence Google AdWords!)

That's why, if you're looking to learn a powerful, income-generating skill that will last you a lifetime, ***AWAI's Accelerated Program for Six-Figure Copywriting*** will give you every opportunity to succeed right away in this very exciting, highly lucrative business of letter writing.

- Right off the bat, you'll be eased into the life of a copywriter. You'll learn what the copywriting business is all about ... what you'll need to get started ... what the industry expects from you (and what you can expect from it) ... how you get paid ... and more.
- You'll learn a fast and surefire system for getting all your research and letter-writing ammunition organized ... as well as one master's technique for getting to know the product you're selling even better than the people who created it.
- You'll learn how to write masterful headlines that grab your readers' attention and force them to keep on reading.
- You'll learn the four-part structure of every sales letter. Once you know it – and understand what each part must accomplish – it's just a matter of filling in the blanks.

Industry Pros Have Discovered The Power of AWAI's Program ...

"The simple fact is, AWAI's Accelerated Program for Six-Figure Copywriting is hands down the best way I know to get a working knowledge of the world's most effective copywriting techniques today.

It has, quite simply, become the standard of the industry. Like many direct response companies, I won't even consider hiring a copy cub who hasn't completed both the basic and the advanced program."

**Clayton Makepeace,
Seven-Figure Copywriter**

- You'll learn the secret to a powerful lead – an opening so irresistible that your reader will want to buy what you're selling after reading the first two pages.
- You'll learn the secret of "The Four-Legged-Stool." Use it faithfully and you'll never write a bad letter.
- You'll learn "The Architecture of Persuasion" – Michael's innovative technique for knowing how every successful letter needs to be structured ... and the surest way to lead your reader to the sale.
- You'll learn how to "speak" directly to your reader ... and show that you truly care about his or her worries, needs, and wants. It's amazing how many letters don't do this ... and fail.
- You'll learn how to critique your own work ... and a "power-editing" technique that will guarantee your letter is the strongest it can be, time after time.

"As a marketer who has hundreds of copywriting resources on his shelf — I'll tell you AWAI knows their stuff!"

Yanik Silver,
surefiremarketing.com

"Most copywriters will tell you there are proven, specific techniques behind the art of persuasion. The same ideas that hide behind the 'junk mail' you find in your mailbox everyday are the same ideas you can use to boost your query letters and grab an editor's attention.

AWAI has not only uncovered these secrets, but they've managed to put them all together in an easy to follow program.

I worked as a consultant for a large corporation for over 12 years. While employed there, I had the opportunity to go through many 'consulting' or 'sales' courses that cost literally THOUSANDS of dollars. Through those courses, I only learned a fraction of what's contained in the AWAI program."

Dan Case,
Editor, Writing for DOLLARS!

- You'll learn the secret to creating powerful "bullet copy" ... purposeful subheads ... eye-catching envelope copy ... and an order form that's virtually assured to clinch the sale.
- Although professional artists will design your letters, you'll learn the key elements of winning graphics – and the biggest design mistakes that can sabotage even the best copy.
- You'll learn the one thing you can do to guarantee your first assignment with a major company. (This little trick for getting your foot in the door never, ever fails!)
- You'll learn how to get yourself "seeded" ... so you can see everything that's mailing and know what's working and what's not.
- You'll learn how to get on all the best industry mailing lists ... so you'll always know what's "hot" in the mail ... who's hiring ... and who the up-and-coming players are. (Will you be one of them?)
- You'll even learn how to set up your very own direct-mail operation, if that's what you'd like to do!

You'll learn all these and many, many more powerful writing secrets, selling techniques, and masterful insights into the art of persuasion ... from some of the best copywriting minds in the business.

Remember the "barstool test" I mentioned earlier? It's all about writing the way you'd talk to a friend ... over a drink ... at a bar. Forget the big words, the flowery language ... the dramatic

prose ...

The barstool test is one of the most powerful secrets for writing great sales letters, because it ensures a strong, personal rapport with your reader. That's why one of the first things you'll learn when you take the AWAI program is to forget everything you've learned about traditional writing ... and just write the way you'd talk to a friend about something you're passionate about!

What could be easier than that?

A Network Like No Other

But as jam-packed with writing secrets as the program is, it's just one aspect of your copywriting learning experience. AWAI will not only prepare you for your new copywriting career but will show you how to launch it as well.

For instance, as a member of **AWAI's Accelerated Program for Six-Figure Copywriting**, you'll immediately start receiving your FREE subscription to **The Golden Thread** – our weekly e-letter featuring writing tips, advice, success stories, and, yes, JOB OPPORTUNITIES.

The Golden Thread will educate and motivate you. And it will be just one of many sources for finding [paying assignments](#) when the time comes for you to start writing for money.

You'll also be given access to **AWAI's Members-Only Website** – where you can pick up even more tips and strategies ... check out the latest job list ... get answers to questions you may have ... and search the over 1,500 articles archived there. There's also the **AWAI Member Forum**, where AWAIers talk about their new copywriting careers, build friendships, and form copy circles and buddy groups. It's a great place for like-minded people to meet and share ideas.

Then there's our **Annual Copywriter's Bootcamp and Job Fair**, which has become [the](#) event of the year for up-and-coming writers to mingle with experts, meet marketers, and learn the latest copywriting secrets in a fast-paced and dynamic environment. (Job Fair attracts dozens of marketing professionals who are searching for new copywriters. There's a long list of our members who have landed lucrative jobs and assignments there.)

Plus – and this is a biggie – there's [DirectResponseJobs.com](#), our exclusive **Online Job Board**, where marketers and writers come together. As I said, AWAI is more and more becoming

"I'm pretty picky about what resources I recommend to my readers. I won't endorse anything that promises you can 'get rich quick' or that professes to know the 'secret' of 'fast, easy success.' Hey, if you could really earn \$1,000 a week stuffing envelopes at home, the American workplace would be empty. As much as we may wish for some magic answer, the fact of the matter is this: Changing course to create the kind of work and life you really want takes time, effort and commitment. Period.

Naturally then I was somewhat skeptical when AWAI contacted me about the program 'Accelerated Program for Six-Figure Copywriting.' Before I recommend anything to my readers I like to see it for myself. In a matter of days, I received the entire program — over 700 pages of material!

Before I launched Changing Course, I worked in the marketing field, so I know a little about the direct mail and copywriting world. To say that I was impressed with the program content would be an understatement. It is highly readable, thorough, and on-target."

– Valerie Young,
Editor, Changing Course
Newsletter

the place the industry turns to for copywriters to write the volume of letters that need to be written. And with the industry's demand for copywriters growing – and the reputation of our program and the members who complete it getting stronger – we knew we had to provide a way for marketers to place their job ads one day ... and have a writer in place the next. DirectResponseJobs.com was the result. As an AWAIer, you'll have full access to this service – and it's free!

All of this is meant to do two things for you: 1) prepare you to take your place among the top copywriters in the country, and 2) help you launch your copywriting career.

There's No Hurry -- You Go Entirely At Your Own Pace

Now I know this might sound like a lot to you. And it's natural to feel a little overwhelmed by it all.

But please understand that there's a logical sequence to everything you do in **AWAI's Accelerated Program for Six-Figure Copywriting** – and that it can all be done online, entirely at your own pace.

The initial part of the program teaches you about the business of copywriting ... and how to prepare yourself for your new copywriting career.

Before you know it, you're on your first writing exercise ... putting into practice the same skills and knowledge the country's top copywriters use every day to write powerful direct-response letters.

Then you dig into the meat of the program ... where you learn the basic structure of a sales letter – and what every letter needs in order to be successful.

With that foundation in place, it's just a matter of discovering, absorbing, and incorporating the powerful copy secrets that follow ... each one designed to take your copywriting to the next highest level.

In short, if you don't become a top-notch copywriter with all the resources we've put in place for you, it's only because somewhere along the line you've decided copywriting isn't for you. (Which won't insult us, by the way. In fact, if you decide copywriting isn't your cup of tea, you won't pay a dime for the program! I'll tell you all about our no-risk guarantee a little later ...)

After all, remember why this program exists: Our industry needs writers ... **badly!** And we want you to succeed. Because, guess what?

"For the aspiring copywriter new to the arena of persuasive writing, AWAI's *Six-Figure Copywriting Program* is a great way to quickly develop your skills. And those skills can open the door to many lucrative copywriting opportunities, whether in direct response or the even larger universe of freelance commercial writing: helping companies from Fortune 100 on down to 10-person shops craft a whole variety of marketing materials for rates that can average \$70-100 an hour and hit \$150 or more."

**– Peter Bowerman,
The Well-Fed Writer series
(commercial freelancing how-to guides)**

We Succeed When You Succeed

Over the years, we've developed close relationships with some of the top direct-response companies in the country. They've seen the kind of letters AWAIers are capable of writing. And they're more than happy to give our members an opportunity to write for them.

Take Catherine, one of our members who took ***AWAI's Accelerated Program for Six-Figure Copywriting*** shortly after high school. She followed the program and completed her exercises faithfully. Her dream was to write for Nightingale-Conant, a leading publisher of self-improvement products. Following the self-marketing and self-promotion techniques presented in the program, she contacted the company directly. They liked what they saw and gave her an assignment. The result? Catherine's been writing for them for years now – and they love her work. Recently, she sent us this letter:

"I am truly living out a dream ... For four years now, I've been blessed to work with one of the largest direct-mail companies in the industry, Nightingale-Conant. None of my success would've happened had I not taken this program and done the exercises faithfully."

The fact is, we have hundreds of letters on file (and lining our AWAI office walls – if you ever visit us, you'll see them!) from members thrilled with the opportunity ***AWAI's Accelerated Program for Six-Figure Copywriting*** has given them.

But not all of them are from members. Many include happy marketers and direct-response company owners who have seen the program and worked with AWAI-trained copywriters. Jenny Thompson, Agora Health Group Publisher, says ...

"I'm always looking for strong copywriters to recruit new subscribers and sell products. I can never have too many good writers in my Rolodex. I've seen AWAI's program, and I can tell you that anyone who successfully completes it is someone I want to talk to about writing for me."

Brian Sodi, whose company specializes in financial products, writes:

"Top copywriters are critical to my success — and most of the freelance copywriters I use are AWAI members. I am much more comfortable hiring new writers if they've taken the AWAI program."

James DiGeorgia of DiGeorgia & Associates, publisher of *21st Century Investor*, writes:

"As publisher of 5 newsletters with tens of thousands of customers worldwide, I'm constantly looking for writers. It's not unusual for me to pay \$2,000, \$3,000, even \$8,000 for a single letter if I know it will bring in money for my company. As a copywriter myself, I know AWAI's program is good. Anyone who completes the program and can write a strong sales letter can always work with me."

Joe Seta, president and owner of Palm Beach Jewelry says:

"I was able to go to AWAI in search for raw copywriting and graphic design talent, and I found exactly what I was looking for."

And Bill Bonner, President of Agora Publishing, says:

"This past year alone, my company, Agora Publishing, paid out over \$5 million in writing fees and royalties to a handful of copywriters. And I'm happy to do it ... because a good letter is the 'engine' of my business.

That's why I'm always looking for more copywriters — lots more. There just aren't enough to write the hundreds of letters my company needs written every year. And I'm not alone. The whole industry needs copywriters.

I'm pleased to hear that my publishers are working with more than a dozen copywriters who have come from AWAI's program, which is by far the most comprehensive program I've seen on the subject of copywriting."

And these are just a few of the letters we've received. More arrive every week.

Bottom line is this. When you succeed, our industry succeeds. And when the industry sees the high level of writing coming from **AWAI's Accelerated Program for Six-Figure Copywriting** members – we succeed too.

But perhaps no one benefits more than you. Particularly if you're at a point in your life where you're just not happy with the job you're in ... with the money you make ... or the strains and stress that come with the typical workaday life.

If that's the case, I'd love to see you give **AWAI's Accelerated Program for Six-Figure Copywriting** a try.

You can do it for the money, yes. (I've shown you what top copywriters in our business make. To this day, I have to shake my head and smile when a \$14,000 royalty check shows up in my mailbox for a letter I didn't even realize had mailed again!)

But, more importantly, you should do it for yourself.

Order Today!

A Rich Man's Best Advice

Warren Buffett, one of the smartest and most successful men of our time – and recent Medal of Freedom winner – was recently asked what he considered to be the best investment anyone could make in these challenging times.

His answer was quick and simple ...

"You'll get the nuts and bolts of copywriting. You'll learn a copywriting formula that's proven successful. Plus, you'll get to meet other aspiring and established copywriters. And the folks at AWAI

"The most important investment you can make is in yourself."

That could very well be the best advice Mr. Buffett has ever offered.

There has never been a better time to put your future squarely in your own hands – and master a valuable skill that will forever be in demand ... now and right through your retirement years.

And not just because of this rare opportunity to learn a fun and life-transforming skill – one that can free up your lifestyle enough that you're able to live like "carefree millionaires" do ... and turn every day from here on out into an exciting adventure.

Imagine having time to travel like you've always wanted ... to finally take up that hobby you've always wanted to do ... master that sport ... or get into the best physical shape of your life.

As a copywriter, you can have the time and the money to do it.

But here's why now is the ideal time to see if "the writer's life" is the life for you.

\$99.25 Can Get You Started ...

Through this special offer – you can actually access the entire program, and give it a try risk-free for just \$99.25.

You'll get complete access to everything you need to live the writer's life for a full 30 days. Take that time to look through the program ... start the learning process ... learn about the direct-response business ... what the life of a work-from-anywhere, in-demand, highly paid copywriter is all about.

If it's not for you, let us know and we'll simply (and immediately) deactivate your access code and refund your \$99.25 – no questions asked.

But if you want to continue with your copywriting training beyond the 30-day "try it out" period – and take advantage of all a lifetime of program updates, interactive learning opportunities, and ongoing access to writing jobs and industry news that are included – simply do nothing and we'll elevate you from "provisional" to "full-time" copywriter status for a mere \$397.

really work hard to help you succeed."

**– Carline Anglade-Cole,
Million-Dollar Copywriter**

"My success in investing has come from learning and applying the secrets of the investment masters – Soros, Buffett, Templeton, etc. My success as a writer has come from learning and applying the secrets of Michael Masterson."

**– Steve Sjuggerud,
Editor, True Wealth**

"There's more selling power in this program than in all of the books on display at a typical Barnes & Noble!"

**– Roger C. Parker,
Author of Looking
Good in Print**

"The writing life – copywriting and writing in general – has been extremely good to me. A terrific way to make a living. And, as a 'teacher,' I've been helping businesspeople, entrepreneurs, authors, consultants, and others create their ideal business lives for decades."

"In looking for the best possible forum to share my experience and ideas, I could not have found a better home than AWAI."

We'll even break up that final payment into four monthly payments of \$99.25, which we'll charge to your credit card for each of the four months following your 30-day trial.

– Dan Kennedy,
The Millionaire Maker

In other words, for a total of \$497, you can be well on your way to learning and mastering a skill that can transform your life – and your income – in so many ways.

You'll get everything you need to live the writer's life, including full online access to the program and the AWAI members-only website, all practice writing exercises, your email subscription to **The Golden Thread**, your access to **DirectResponseJobs.com** (where real marketers come looking for up-and-coming copywriters) and, of course, your invaluable **Hall of Fame** catalog book, packed with some of the most successful sales letters of all time.

... Plus This Second Guarantee

But we're not finished guaranteeing your success just yet ...

Even after your 30-day trial, we still want you to take a full year to get your writing career on track. And if it doesn't happen – you pay nothing.

Here's how it works:

Sign up for the program now for \$99.25 and you'll have full access to the program for the next 30 days.

If you decide it's not for you, let us know and we'll refund your \$99.25 in full – no questions asked.

If you want to continue with the program and learn this invaluable skill, simply do nothing and on the 31st day of your membership, we'll charge your credit card an additional \$99.25, once a month, for the next four months.

After that, you're through paying. You're a full member of *AWAI's Accelerated Program for Six-Figure Copywriting* – with lifetime access to the online program and all the benefits that come with it (including ongoing updates and additions).

Then take a full year to master the skills and grow your career. Work on the program and start landing clients.

If it's not everything you imagined – or if you happen to decide copywriting just isn't for you – let Member Services know within that year and we'll send you all your money back ... all \$497 of it ... no questions asked.

Why are we going to such great lengths to ensure you're completely comfortable and satisfied with the opportunity we're offering you today?

It's because one thing we've learned over 15 years of showing people how to become successful copywriters is that our reputation is only as good as the people whose careers we help launch.

If you're serious about a writing career, we'll be here to help you master the skills whenever you need us.

But if it turns out it's not for you, the last thing we want is you left with that nagging feeling that you "wasted" your money.

That's why we've structured this offer the way we have:

- You can try it for very little money up front ... and no risk whatsoever.
- Then take a full year to see if "the writer's life" is for you – again, with absolutely zero risk.

The Best \$99.25 You'll Ever Spend ...

You know as well as I do, people spend \$50,000 or more on a college degree and never earn over \$100,000 a year. This is a very real opportunity to learn a marketable skill that can earn you a nice six-figure income for the rest of your life.

And now you can get started for a tiny fraction of the cost.

So if you're ready to put the "workaday life" behind you – and choose a lifestyle that's richer, freer, and infinitely more rewarding ... get ***AWAI's Accelerated Program for Six-Figure Copywriting*** through this very special "Test-Drive" offer today.

Click here to [**Order Now!**](#)

Or if you'd prefer to place your order with someone in our office, please call Barb, Pat, Cameron, or Debbie at 1-866-879-2924 during regular business hours. (We're in Florida, on Eastern Time.)

Remember, there's no risk for an entire year.

And if you love it – and decide the writer's life is for you – your very first letter could be the next one to rock the direct-response world ... and lead to, among other things, a \$10,000 writing contract from AWAII with your name on it.

Sincerely,



Paul Hollingshead

Co-Founder, Co-Chairman, AWAII

Order Today!

P.S. Also for you ... a very timely and special report titled **"How to Safely and Quickly Change Careers."** It's everything you need to know about leaving your old life and embarking on your exciting new copywriting journey. Remember, this is just one special bonus you'll receive. Be sure to click on the Order Today button to see a complete listing of everything you get when you

order **AWAI's Accelerated Program for Six-Figure Copywriting** – as well as information on how to get started on this remarkable program as soon as tomorrow ...

"After going through AWAI's program, I sent some letters advertising my services as a freelance copywriter. I only mailed 16 letters. This was my 'dream clients' list. Companies I really wanted to work for ...

"That was two weeks ago.

"Today, I have three new clients!

"After getting a call this morning from a publisher, I was so happy I jumped up and down. You have to understand, this is a huge company that just doesn't deal with small fries like me.

"I couldn't even call the marketing department, they don't take cold calls. Period. And here I was getting a call – not from the marketing manager's assistant, or even the manager ... but the publisher himself – asking me if I'd be interested in writing for him! I decided I better wait before promoting myself anymore.

"At this rate, I won't be able to keep up with all the work I'm getting."

– Victor Elias, Winfield, B.C.

"When I got that first letter telling me I could make \$100,000 a year as a professional copywriter, I was skeptical. If I hadn't been so desperate ... and so broke ... I might have thrown it away. That was three years ago. This year, I claimed \$134,408 on my income tax return – all from copywriting!"

– Monica Day, Philadelphia, PA

"Since taking my first AWAI copywriting course and attending several AWAI copywriting bootcamps, my new career as a freelance copywriter has really taken off. Clients I gained from submitting my first bootcamp spec assignments 2 1/2 years ago are still my clients today, earning me over six figures a year. Plus, I've been able to afford to indulge my passion for travel. Just in the last year, I've gone to Honduras, Greece, Italy, Turkey, and Croatia. Thanks, AWAI, for all your help!"

– Susan Nickerson, Longmont, CO

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