

Our Most Comprehensive “Bootcamp-in-Your-Home” Package Yet!

Don't Miss Out on Our Best “FastTrack to Success” Bootcamp Ever!

*Michael Masterson, Bob Bly, Brian Tracy, Clayton Makepeace,
Herschell Gordon Lewis, Joe Vitale, Don Mahoney, Paul Hollingshead,
Mike Palmer, Will Newman, and others ...*

*See and hear 22 of the top copywriters and direct-mail professionals in the country
share secret after secret, strategy after strategy ... on topics ranging from writing
a winning headline to banishing writer's block to landing top clients ...*

*You get it all on top-quality DVD ... along with a complete workbook
containing full presentations, letter samples, and all relevant handouts ...*

Plus, OVER 20 live spec assignments ...

and some added bonuses you'll only find here.

**Here's Why Some Would Argue That Owning the 2006 *FastTrack to Success*
“Bootcamp-in-Your-Home” DVD Package Is Actually ...**

Better Than Being There!

Dear AWAI'er,

Disappointed that you couldn't make it to this year's *FastTrack to Success* Copywriting Bootcamp?

Not to worry ...

Because right now — as I write to you today — we're capturing every minute of this exciting event on DVD ... just so we can have a permanent, indelible record of it.

We started doing this a few years back, when it dawned on us that nowhere else in the universe

Over, please ...

do so many of the industry's top copywriters gather specifically to share their deepest secrets with up-and-coming copywriters — and that not everyone can be there to see and hear them.

We knew we had to get this event “on tape” when we saw just how significant the information being presented was — and what a tremendous impact it can have on anyone starting out in the business.

It's probably one of the smartest things we've done ...

And every year, in the days and weeks after Bootcamp, we get calls and emails from people all over the world asking us if they can get their hands on these recordings.

Not just up-and-coming copywriters, either ...

Established professionals, too. They understand, better than anyone else, what a decisive edge knowing these secrets can give you.

Best of all, recording these sessions means you don't have to “be there” to learn all the groundbreaking secrets revealed by some of the top copywriters in the country ... secrets that can propel you swiftly to the upper ranks ...

The One Presentation No Copywriter Should Miss

For instance, Michael Masterson himself kicked off this year's event by taking us step by step through his brand-new “Master Moves for Copywriters” presentation — where he revealed 7 “core” techniques that can make you a much more powerful copywriter.

I've said it before and I'll say it to you again now ...

There is no one better at decoding the prospect than Michael Masterson. Every year at Bootcamp, he dives deeper into the psychology of persuasion. Every year, he adds a twist or two that makes “the mystery that is the perfect sales letter” so much clearer and more insightful. And every year, I leave that room knowing more about copy than when I went in.

But this year was special ...

Michael created one of those “Aha!” moments every up-and-coming copywriter begs to have ... where you walk away confident that, from this day forward, you'll have the tools necessary to conquer your fears, and to really get your copywriting career going — now!

If I were an up-and-coming copywriter, I'd be happy to pay whatever it costs to get to Bootcamp ... just to hear this “hour of insightful wisdom” alone. That's how powerful and important I think Michael's “Master Moves for Copywriters” presentation was.

But that's only the beginning. For example ...

You'll hear Will Newman share his secrets for knowing and understanding your prospective customers in a much more profound way — so you can target your sales message directly to their deepest wants and needs.

I talked to Katie Yeakle, who sat in on Will's presentation, and she told me people loved such revelations as the "Carnegie's Common Wants" list that Will uses himself to make sure he's figured out what his prospect *really* desires ... as well as the many little techniques he revealed for turning those "wants" into a message that appeals to the prospect's deeper beliefs and emotional motivators.

I'm sorry I missed it ... but I had a good reason.

Secrets From Our Industry's "Hottest" Copywriter

I was sitting in on the "advanced track" session that was going on during that same hour, where Mike Palmer — arguably one of the hottest copywriters in the country right now — revealed his secrets for producing a Million-Dollar Promotion.

I'm always anxious to hear Mike speak, because I'm a huge fan of his work. He's one of the few writers who has mastered the "big story, big event" promotion — where you "anchor" the whole thing on one timely or cutting-edge event ... and write it in such a way that your reader simply must know what it is.

If you've ever read any promotions for the Porter Stansberry Research line of financial products, you know what great writers Mike and his team are. In just three years, under Mike's guidance, Porter's franchise has grown to be one of the most profitable divisions at Agora. And Mike's unique and powerful style of writing is a big part of the reason.

Mike's presentation was nothing short of spectacular. He revealed his own simple secret for banishing writer's block forever ... his checklist for making sure the letter you've just finished is a surefire winner ... the most important thing every promo must have ... and (the thing I was most anxious to learn) where to find the best stories and anecdotes that make for great "big story" copy.

Past Attendees Rave About Their Bootcamp Experience ...

**We've received hundreds
of letters from past Bootcamp
attendees telling us how much
they loved the experience.
Here are just a few:**

"I came [to Bootcamp] with the mindset of a 'cashier-wannabe-copywriter.' I left as a writer. Thank You."

— **Raymond A.,
Santa Fe, NM**

"The presentations are great. The overall feeling I have is that AWAI really cares about our success. Thank you so much for a fantastic conference. It was just what I needed to jumpstart my career."

— **John H.,
Trenton, NJ**

"I enjoyed Bootcamp 2006 very much ... I believe it was just the 'shot-in-the-arm' that I have needed to get started with my career as a freelance copywriter. Thanks again."

— **Tim E.,
Orange Park, FL**

Over, please ...

No copywriter should miss Mike's outstanding Bootcamp presentation. And now you don't have to. We captured the whole thing on camera, as part of the *2006 FastTrack to Success "Bootcamp-in-Your-Home" DVD Package*.

Which reminds me of an important point ...

Going to Bootcamp is a great experience. But, in some ways, having the *FastTrack DVD Package* is actually *better* than being there. How so?

You'll See What Attendees Couldn't

Over the years, this event has grown to include so many presentations from so many great copywriters and marketers that there just aren't enough hours in the three days to include them all. So this year, we were forced to "double up" on occasion ... and hold the more advanced sessions at the same time as the basic skills were being explained in another room.

It worked ... but the bottom line is there's no way anyone who attended the event could have seen *everything*. There's no way, for example, you could have caught Will's refresher presentation "Knowing Your Prospect" AND Mike's advanced "Secret of the Big Idea — Why It's All You Need to Know to Write Winning Copy." They were going on at the same time. Attendees had to choose which one they wanted to see ...

But when you get the *2006 FastTrack to Success "Bootcamp-in-Your-Home" DVD Package*, you see and hear every word of both!

Same goes for two more presentations that took place simultaneously that day ...

You could not have benefited from Bob Bly's entertaining and insightful presentation on writing powerful, attention-grabbing headlines AND caught master copywriter Gary Hennerberg's "How Blending Analytics and Creativity Resulted in a 60% Lift in Response — a Case Study."

You'd have to have been in two places at the same time to do it!

Nor could you have sat in on Jennifer Stevens' "Seven Fundamentals of Good Writing" AND heard million-dollar copywriter Clayton Makepeace's "The Art of Writing Offers and Closing the Sale." (Hint: There are 12 essential components to making ANY offer impossible to refuse.) Both of these presentations included information that every copywriter should know. But at Bootcamp, you would have had to choose ...

Same goes for Heather Lloyd-Martin's outstanding presentation "Positions for Nothing and the Clicks for Free: Secrets of Successful SEO Copywriting." SEO copywriting is an area most copywriters are still unfamiliar with. But Heather explained the crucial importance of gaining top search engine rankings with your web copy. In fact, she outlined four smart and simple ways to build an air-tight key-phrase strategy that will have your customers buying through every phase of the "buying cycle."

At the same time, however, Kimberly Seville was teaching the “Direct-Mail Fundraising Masters Class” to another group of copywriters. Just to give you an idea ... there are 1.8 million non-profits in the U.S. that mail out more than 100 million letters per year. How’s that for a potential market!

Both worthy and important topics. Bootcamp attendees, however, only heard one presentation. But thanks to the **2006 FastTrack to Success “Bootcamp-in-Your-Home” DVD Package**, you can hear and see both.

I think you’re getting the point here.

You Won’t Miss a Single Career-Making Minute

Hours and hours of great information on the business of copywriting, marketing yourself, researching, networking, becoming a better writer — all happening in different venues at different times over three very busy, very hectic days.

But as a **2006 FastTrack to Success “Bootcamp-in-Your-Home” DVD Package** owner, you can experience every career-making moment ... in the comfort of your own home ... at your leisure ... as many times as you’d like — with any distractions edited out.

That’s why we’re flooded with requests for these recordings after every Bootcamp ... *even from those who were there!* They realize they didn’t hear and see everything ... and recognize the benefit of being able to reference any presentation any time they need to.

And the great news is ... the **2006 FastTrack to Success “Bootcamp-in-Your-Home” DVD Package** is better than ever — packed with a whole bunch of exciting extras and bonuses that you’ll not only find extraordinarily entertaining, but that will be sure to shoot you up the professional copywriting ladder further and faster than you ever imagined.

Before I tell you about those, though, allow me to highlight more of the insights you’ll gain from this year’s Bootcamp recordings ...

All the Important Basics — Plus Advanced Strategies

You know, one of the great benefits of Bootcamp is it “drives home” the basic copywriting

“The last three days have been nothing short of amazing. Everything I’ve learned from the Accelerated and Master’s programs is now in razor-sharp clarity. The AWAI staff and speakers — and the masters themselves — have been so approachable and willing to share what they know. This Bootcamp has given me the motivation I’ve needed to get my copywriting career going. Thank you so much for everything. I’ve also enjoyed meeting ‘online buddies’ face to face and others who share this dream of the writer’s life.”

**— David H.,
Lexington, KY**

“Bootcamp was first-rate. The presenters were excellent. I thoroughly enjoyed myself and learned so much. See you next year!”

**— Sandy G.,
Vancouver, BC**

Over, please ...

principles covered by the *Accelerated Program for Six-Figure Copywriting* ... like our “4-Legged Stool for Creating Winning Controls.” Bob Bly and Don Mahoney take you step by step through each crucial leg of the stool, using current real-life examples. They explain this most critical secret to writing great copy the way no written program can.

They also talk in more detail about the “4 U’s Formula” for writing engaging, powerful headlines that’ll ensure every letter you write gets read. Attendees I spoke with said hearing this concise presentation put to rest, once and for all, any questions they had concerning these “must have” copywriting elements.

But what keeps people coming back to Bootcamp year after year is the stuff they learn above and beyond what’s in the basic program — secrets from some of the top copywriters in our business.

Creative Secrets From “The Masters”

Like Herschell Gordon Lewis’s presentation — “Easy Creative Rules for the 21st Century” — where he displayed the insights that have made him one of the most sought-after copywriters in the country.

Fact is, the internet is responsible for two major attitudinal changes in your prospect. Knowing what those changes are and how to adapt to them could be the difference between mailing a dud with a sluggish response and mailing a blockbuster with heavy returns that will rocket your career forward.

This is the first time Herschell has given this presentation — and I’m glad I was there to see it, because it deals with the industry as it is right now ... not five years ago. He showed us exactly how to change key words to maximize the pulling power of catalogs, letters, emails, space ads, and even direct television advertising ... including details on his very own and all-powerful benefit/benefit principle.

You’ll also hear financial copywriting master Clayton Makepeace reveal his secrets for “Creating Breakthrough Copy for the Financial Markets.”

If you’re an up-and-coming writer interested in the financial markets, you’ll love what he had to say about writing winning financial promos (as well as the six greatest opportunities for financial writers today). And then he wrapped up his presentation beautifully with his own personal and private secrets for achieving the highest level of copywriting success.

As I was listening to Clayton speak, I couldn’t help but think what an amazing and generous gift this is to any novice copywriter ... to have one of the living legends of the copywriting business so willingly share the very secrets that have made him one of the most successful copywriters of our day.

Wow!

Add to this yet another presentation from Mike Palmer on writing to the highly lucrative financial markets (where he reveals the six biggest misconceptions about financial copy ... the three best “research” websites every financial writer should bookmark ... and the two simple math formulas you must know to write about stocks and investing), and you’ll have everything you need to embark on a career in one of the most lucrative segments of the direct-mail business.

Something for Everyone

And if financial writing is not your bag ...

- ▶ **Jenny Thompson** — Editor of the Health Sciences Institute e-Alert and responsible for the day-to-day operations of \$40 million worth of business, 35 dedicated employees, and almost a million customers — revealed surefire ways to break into the health market. Plus her proven techniques for “standing above the crowd” in a niche market that can be even more lucrative for copywriters than the billion-dollar financial market.

- ▶ **Kimberly Seville** — Prior to striking out on her own, Kimberly served as Senior Vice President at Craver, Mathews, Smith & Company, fundraising specialists that raised over \$290 million last year for a variety of non-profit organizations. At Bootcamp, Kimberly revealed her experience and knowledge about this huge and growing direct-response market ... discussed the secret to writing copy that reaches the hearts of potential donors ... and gave the inside scoop on what it takes to raise money for charities, advocacy groups, and political organizations.

- ▶ **Sara Pond** — Marketing Director at Nightingale-Conant — returned to this year’s Bootcamp to talk about what makes for great copy and winning promotions for the ever-hot self-help market. Sara’s insights have helped several AWAI copywriters break into this financially (and personally) rewarding field ... including Catherine Cairns, who’s now one of Nightingale’s top writers.

“This was a fantastic experience. It was educational and entertaining. I’ll be back for next year’s, even if I have to walk the 1,300-plus miles to get there from Dallas.”

— **James S.,
Dallas, TX**

“Thank you again for a fabulous conference. I walked away knowing so much more than I did before. I’d easily rate this among the best conferences I’ve attended ... every session was packed full of useful information, and I made several key connections.”

— **Sid S.,
Portland, OR**

“Absolutely loved the whole experience. I’ll be back next year!”

— **Sara R.,
New York, NY**

Over, please ...

Are you beginning to grasp just how much information is packed into this intense three-day event? Now imagine getting all the most useful and relevant stuff on DVDs — so you can watch and listen at your convenience ... in your home, when you're fresh ... as many times as you need or want to.

But there's more ...

Some of the most successful promos these days are “story-based” promos. I told you about Mike Palmer, who's a master at this technique, and how he shares his secrets with you. But so will another great storyteller: Jennifer Stevens. She'll explain why selling with storytelling is more important now than ever ... six places to find great story ideas for promos ... three steps to constructing a great story ... and “The Gunpowder Secret: How to ‘Build to the Boom.’”

For the First Time Ever! **“Creating and Selling Information Products”** **From “the Product Guru” Himself**

In the world of internet marketing and professional speaking, Fred Gleek is known as “the King of Content” and “the Product Guru” for a reason. He's created over 500 information products and sold over \$3 million worth of them.

I was particularly excited to listen to this man who Bob Bly calls “an expert in the field of internet marketing.” In fact, he opened my eyes to a whole new stream of passive income. And all you need to get started is your existing copywriting skills.

You see, copywriters can do more than just sell their time to the highest bidder. There is a whole world of information products that you can create and market. But there are a few things you need to know, or your prospects just won't bite. For instance, Fred revealed the difference between “niching” and “micro-niching” your information products, and why the difference is a necessity with today's internet savvy buyers. Fred's “Creating and Selling Information Products” presentation was nothing short of inspiring.

But that's not all ...

Do you know the two basic types of information products that every info marketer **MUST** offer to be successful? How about the techniques for making your product appeal to **EVERYONE**, no matter what kind of learner they are? How about tricks and tips for generating large and ongoing revenue checks? Fred even showed how to capture the prospects that left your website without buying anything and make them an offer they'd be crazy to say no to.

This is why no copywriter should miss his first-time-ever Bootcamp presentation. And now you don't have to. Because we've captured the whole thing on camera, as part of the **2006 *FastTrack to Success “Bootcamp-in-Your-Home” DVD Package.***

Great stuff.

You'll also get to look in on all the panel discussions — like the “Secrets of Writing for the Niche Markets” discussion, where Herschell, Mike, Jenny, Sara, and Kimberly talked about what you need to do to be recognized as “the” expert in your niche.

Then there's the “Making the Leap to Being a Freelance Copywriter” panel, with insights from pros who have done it, including AWAIers Joshua Boswell, Dennis Rome, and Carolyn Warren (to name a few).

You'll even hear Brian Tracy — the most listened-to audio author on personal and business success in the world today — who delivered his keynote opening presentation on “How to Pump Up Your Profits!” Brian's talks are a real “kick in the pants” ... just the thing many of us need to get going. This is a great recording to have, because any time you feel your motivation waning, you can slide Brian's presentation into the old DVD player and feel your batteries recharging.

Our Most Talent-Laden Bootcamp Ever

No question, this is our best Bootcamp in the eight years we've been doing them. Denise and her team have done a great job lining up the best talent out there — and getting them to share their most potent and personal secrets.

Everything you need to know about elevating your skills as a copywriter can be found on these recordings. From writing a great headline ... to constructing a powerful lead ... to creating a great story and powerful promise ... all the way to the most effective close and order device. Even stuff you need to know about the business side of being a copywriter ... it's all here.

4 Live AWAI Spec Assignments... to Start You on Your Way

And what are you going to do with all this fantastic information? You're going to write great copy, that's what! And we'll even help you there, by including four real live spec assignments for AWAI products chosen specifically for their appeal to aspiring copywriters like you.

“My main concern entering Bootcamp (and I know I wasn't alone in this) was self-promotion. I was a good writer before Bootcamp, but a D-minus self-promoter. Now, I can confidently say I am a great writer and a grade-A self-promoter. The self-confidence I have now to market my services is invaluable and will be invaluable to my copywriting career. So thank you, each one of you, so much. Bootcamp exceeded my (very high) expectations. I recommend it as essential to anyone serious about copywriting. And I will certainly be returning next year.”

**— Melia C.,
Charlottesville, VA**

“This is the best conference — of any kind — that I've ever attended anywhere. It was so packed with good information and encouragement, I feel like I've been taking a drink from a fire hose and thoroughly enjoying it!”

**— Phil G.,
Plano, TX**

Over, please ...

We've made sure there's something for everyone:

- A back-end letter for *Monthly Copywriting Genius*. This is an easy letter to write, because it's a service that EVERY copywriter should have.
- A back-end effort for *Freelance Writing Success in a Box*. A tidy little assignment with a straightforward idea and offer.
- A front-end letter for the *Accelerated Program for Six-Figure Copywriting*. This is the type of assignment that can launch your career into overdrive.
- And the fourth spec is a special opportunity that Katie Yeakle, AWAI's Executive Director, presented herself at Bootcamp. But she asked me to keep it a secret. "It's only for those who take us up on this offer," she said.

Whether you choose to tackle one or all four of these assignments, this is your "big break" chance. Write a great letter using the core and advanced skills you'll learn from this year's *FastTrack DVD Package*. Send it in. And if your letter's accepted — you're on your way ...

One Success Can Launch Your Career!

But ... have it mail and beat our current control, and you'll be on the verge of a rocket-to-the-moon career! Once word gets out (and I can tell you this from first-hand experience), you'll have marketers literally swarming to line you up for work. (Remember, nothing's changed. The demand for copywriters is still HUGE, thanks in part to the growth of online marketing.)

It's happened for plenty of AWAIers: Catherine Cairns, Monica Day, Krista Jones, Susan Clark, Glen Strathy, Joshua Boswell, and others. They've benefited from the wealth of knowledge presented at past Bootcamps and now they're full-time professional copywriters — and several of them will break the \$100K mark in income this year.

What else?

Well, we wanted to make the entire learning process as fast and easy as possible. And the best way to do that is to replicate the "in-person" experience as much as possible.

You Get Everything Bootcamp Attendees Got — and More!

So what we've done is include all the relevant handouts and workbooks for each presentation that Bootcamp attendees got. That way, you can follow along with every discussion ... refer to the same material everyone else was referring to ... and have a permanent written record of the key points and highlights.

There are some other goodies as well ...

For instance, one of the most popular Bootcamp events is our Friday evening Job Fair. That's where marketers come from all over, set up tables, and hand out spec assignments to any writer who wants them. Well, you can't get to Job Fair. But there's something every bit as good — and in some ways better — included in your package ...

Introducing the FastTrack to Success “Virtual” Job Fair

Walking around the Job Fair on Friday night, I couldn't help but think what a valuable part of Bootcamp it is. Everywhere I looked, valuable contacts were being made, ideas were being shared, attendees were getting the real scoop on what clients look for in a copywriter. Job Fair is so much more than just a place to collect spec assignments.

And this year, there were some choice assignments to be collected. We had some of the biggest names in direct mail offering specs, including Agora's Taipan Publishing, Weiss Research, Motley Fool, Trinity Investment Research, International Living, The Sovereign Society, Schaeffer's Investments, Blaylock Wellness Report (Newsmax), Sapien Experience Marketing and more. Not only are these folks very familiar with the AWAI program, they are also VERY open to giving AWAI-trained writers a shot at a live assignment.

Still, you can't help but think that someone who attended the Bootcamp in person would have an advantage. That is, until now ...

As a **2006 FastTrack to Success “Bootcamp-in-Your-Home” DVD Package** owner, you can “attend” our “Virtual” Job Fair from home and log your own valuable face-time with the Job Fair presenters. And you can do it on your schedule ... when you're fresh ... and not after a grueling 12-hour day at a conference.

We're including at least 16 of the plum spec assignments from Job Fair (as easy-to-download PDF files). You'll also get contact information for every spec and, as a courtesy, we've extended the deadlines for easy submission.

“I must tell you, I am in ‘Bootcamp heaven.’ That was the most awesome networking/learning experience I’ve ever had. It went a long way toward boosting my confidence. I spent today going through the many spec assignments I picked up at the Job Fair, and deciding on the ones I am going to submit. I’ve narrowed it down to four.

So, I am now happily beginning my copywriting career journey, or as I like to think of it ... my ‘Millionaire March!’ Thank you AWAI for a wonderful experience.”

**— Toni P.,
Accokeek, MD**

“The best part of the Bootcamp was that it put a face to the names of AWAI staff and fellow copywriters. I now feel very much a part of the AWAI family... it has increased my confidence as a copywriter and my belief that I can be successful.”

**— Mark K.,
Chicago, IL**

Over, please ...

But, in addition to that, you'll get a DVD full of video snippets from the presenters explaining their product and prospect demographics. Plus you'll hear directly from them on the direction THEY think the copy should take.

Imagine what you could do with all this industry "inside" information ...

Say you're writing a promo for an alternative health company that's not at Job Fair. You're putting in the time and effort, but you just can't seem to get the pieces to fit. Well, we've got one of the health industry's pre-eminent marketing directors — on video at the Job Fair — telling you what she would do in that situation.

Powerful stuff.

I know I said this earlier, but Job Fair alone is worth the price of admission ... even more so if you're struggling to get your first client.

Our Hot-Off-the-Presses "7 Habits" Report ... Yours FREE

Another nice little bonus that'll come your way is an exciting report we put together called "The 7 Daily Habits of Successful Copywriters." It's a special report AWAI created for our *Founder's Circle* members, where we interviewed top copywriters and asked them to share secrets — not so much about their copywriting strategies, but about their work and writing habits instead. Things like ... When do you work best? ... How's your office set up? ... Where do you write? ... What kinds of tools do you use? ... What are the secrets to your success? ... and so on.

I just saw the finished product the other day, and I told Katie it would be a perfect resource to include in the *FastTrack DVD Package* ... a nice way to "round out" an already comprehensive program on the business of copywriting. In it, you'll learn how top copywriters like Clayton Makepeace, Herschell Gordon Lewis, Don Mahoney, and others set up their workspace ... deal with distractions ... organize their day ... and go about their daily routines. You'll also discover how they prepare to write a direct-mail package ... the kinds of things they read every day to become better writers ... how they deal with writer's block ... and more.

It's a great report ... and a great way to get inside the heads of successful working copywriters. This neat and useful report is yours free when you get the *2006 FastTrack to Success "Bootcamp-in-Your-Home" DVD Package*.

By Far, Our Most Comprehensive Package Ever

So, let's recap for a minute:

- You get all the most critical material presented at this year's Bootcamp, on DVD. (Last year, the package included 13 DVDs. This year, you can expect close to double that amount.)

- You get the complete 500+ page Bootcamp Workbook, containing all the relevant samples, notes, and back-up material from every presentation — all organized in a neat 3-ring binder.
- You get 4 Live Spec Assignments for real AWAI products that could jumpstart your career and become your first big breakthrough control.
- You get access to the “Virtual” Job Fair, where you’ll hear insider tips from marketers who attended this year’s Bootcamp Job Fair looking for new copywriters to hire. Plus, contact information and 16+ plum spec assignments from those same direct-mail companies.
- And you get our hot-off-the-presses “7 Daily Habits of Successful Copywriters,” where you learn the little things that a dozen of our industry’s most successful copywriters do to stay at the top of their game.

“I thoroughly enjoyed the Bootcamp experience. The AWAI staff really over-delivered in terms of helpfulness, friendliness, and sheer fun. I already look forward to the next one. Every section of the Bootcamp helped crystallize the info from the basic program.”

**— Raj C.,
Morgantown, WV**

“Most conferences have something in them that bores someone. Not this one. Every subject caught my interest. It was worth the money spent on the first morning. I have attended other writing conferences — this one was unusual in the warmth and openness of staff and attendees. At AWAI, everyone wants to help you succeed.”

**— Lois R.,
New Orleans, LA**

A Last-Minute Addition

From time to time, Agora founder Bill Bonner writes a special report or some other such vehicle with some truly Zen-like insights into copywriting. Well, he recently wrote just such a report. It’s titled “Fat Tails,” and it explains what it means to be a copywriter better than anything I have ever read. I’m not exaggerating when I say reading it revitalized me and made me happier than ever about being a copywriter.

But I have to warn you — it’s heady stuff. In fact, most people I know have to read it twice. But I can promise this. Once you read it, you will never again want for an explanation of what we do as copywriters. You’ll walk away from it with a far deeper understanding of copywriting.

More important, it can make you a better copywriter because it unlocks the broader context in which copywriting exists ... giving you a clearer picture of how your promotions should flow.

... And we’re including this one-of-a-kind special report in your **2006 *FastTrack to Success* “Bootcamp-in-Your-Home” DVD Package**.

So ... what’s the cost of all this?

Over, please ...

I think you'll be surprised — especially when you compare it to the cost of actually getting yourself to an AWAI Bootcamp.

Now, listen. I'm not saying you shouldn't consider attending an AWAI FastTrack Bootcamp down the road. There's nothing like being there, mingling with the pros, talking to your fellow up-and-comers, meeting the marketers, visiting the Job Fair, and generally “soaking up” the atmosphere of the event.

But consider this ...

Bootcamp costs \$1,995 to attend. The average flight is, what, \$400? Add to that the cost of a hotel room at \$179 per night times four ... and the money you'd spend there. I'd hazard a guess that the cost to be at a Bootcamp is around \$3,500 — and worth every penny. After all, the writing fees from just one successful letter could easily cover that amount and more.

Yet, the *2006 FastTrack to Success “Bootcamp-in-Your-Home” DVD Package* — which captures all the most important career-building moments of the event — provides you with all the back-up material, samples, and other goodies in a carefully organized 500+ page workbook. Plus, it gives you over 20 real live spec assignments that you can start working on immediately. And it costs just \$499.

The Entire 2006 “Bootcamp Experience”... for a Fraction of the Cost of Being There

I think you'll agree, we're talking about a pretty thorough package that covers a lot of bases:

- Copywriting secrets to help you become a better writer ...
- Over 20 live spec assignments to get you working ...
- Industry contact lists with the names of people you can approach for more assignments ...
- Details on winning clients (for when you're ready to strike out on your own) ...
- The “Fat Tails” special report ...
- Even the daily habits of successful writers that you can imitate, if you like

I started out this letter by saying that if you couldn't be at this year's Bootcamp it was nothing to worry about.

Perhaps now you see why.

Everything — every presentation, every new secret from the country's top writers, every discussion about what's working in the mail and online — comes to you in this package ... for a fraction of the cost of being there!

Crucial Insights You Don't Want to Miss

I told you earlier that I thought Michael Masterson's "Master Moves for Copywriters" presentation, in itself, was worth the price of being at Bootcamp. Of course, you get his actual presentation on these recordings for a fraction of the price ...

And I wouldn't have missed hearing insights from Mike Palmer on how he and his Stansberry Research group are able to consistently deliver one blockbuster promotion after another! Mike is a very new presenter. In fact, *it was only four years ago that he was at one of our Bootcamps to learn the business!* And now I'm learning from him — as did more than 250 copywriters who made the trip.

It's great stuff ...

But so is all the invaluable information you'll learn about writing blockbuster health promos, catalog copy, self-help letters, fundraising promotions — all huge markets aching for talented copywriters equipped with the kind of deep and proven secrets you'll discover in your **2006 FastTrack to Success "Bootcamp-in-Your-Home" DVD Package**.

Sincerely,



Paul Hollingshead
Copywriter & AWAI Co-Founder

P.S. Here's a fun little thing we're adding to the mix. It's something we call "An Irreverent Interview With Herschell Gordon Lewis," where we explored his long and storied career as a pioneer B-horror movie maker. And what fun it was! Last year, we invited Ft. Lauderdale *Sun Sentinel* movie critic Roger Hulbert to act as host, and conducted our own version of an "Inside the Actor's Studio" kind of interview. You'll be surprised at just how interesting and bizarre the life and times of a "slasher" movie pioneer from the 60s could be. Anyway, it was a blast — and we thought you'd enjoy it as part of the deal.

"I would like to take this time to thank AWAI for one of the most enjoyable experiences of my entire life. You folks really out-did yourselves in all areas of this conference. The speakers could not have been better.

I have come away from Bootcamp 2006 with a whole different mind set ... although, to tell you the truth, I cannot remember everything that was said. That's why I ordered the Bootcamp DVD Package so I can really digest it all.

God bless everyone, and I thank you all."

**— Chuck F.,
Pecatonica, IL**

And remember ... with your 2006 FastTrack to Success "Bootcamp-in-Your-Home" DVD Package, you can experience Bootcamp any time you choose!

Over, please ...

