

Conquering the Tyranny of the Blank Screen: Eliminating Fear and Procrastination When Facing Writer's Block

Listen in as Master Copywriters Don Mahoney and Clayton Makepeace reveal their secrets for overcoming writer's block and the techniques they use to get started on every project they do. In answering questions from listeners, they share marketing and copywriting strategies designed to improve your own copywriting skills and habits.

Both Clayton and Don are among the most in-demand direct mail copywriters today. Clayton has created scores of winning direct-mail packages for Phillips Publishing, Boardroom, Rodale Press, and many other financial and health publishers. Likewise, Don continues to be a copywriting pioneer with numerous controls for clients like Agora Publishing and 21st Century Investor.

The techniques these two Masters share in this session will help you conquer the tyranny of your own blank screen and quickly get started on even the most daunting projects.

Hosts: Denise Ford and Bob Bly

Masters: Clayton Makepeace and Don Mahoney

Ask the Masters TeleSeminars

*Your Direct Line to the
World's Top Copywriters*

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American Writers & Artists Institute
www.awaionline.com

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ATM-CD-001-01

Published By:
American Writers & Artists Institute
245 NE 4th Avenue, Suite 102, Delray Beach, FL 33483
Phone: 561-278-5557 Fax: 561-278-5929
Website: www.awaionline.com

Hosts: Denise Ford and Bob Bly
Masters: Paul Hollingshead and Arthur Johnson

During the past 17 years, Arthur has – in his own words – been on his own, creating success by developing products, playing marketing guru, and writing advertising.

Arthur Johnson spent the first 12 years of his professional career developing product ideas for the Franklin Mint and writing promotional copy that brought in over \$250 million dollars.

AWAI co-founder and board member Paul Hollingshead, was making \$6 an hour stocking shelves in a grocery store in 1994. Three months later, he had written a letter that generated \$1 million in sales. Today, Paul routinely writes \$1 million+ letters for his clients earning him an average annual salary of over \$300,000.

If you struggle to get your ideas down on paper in a voice that sounds and feels natural, your struggle just got easier.

Finding a Winning Tone, Style, and Voice for Your Copy

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