

**“Once I learned the secrets to tapping into this lucrative, ‘hidden’ market...**



# **My home business took off like a rocket!**

**All I needed was a computer, a phone, and a simple system that turned me into a sought-after expert that thousands of business owners want... need... and can't succeed without.**

**Best of all, I live the lifestyle I want... earn CEO-type income without leaving my living room... and work only a few hours each day!”**

Dear Fellow AWAI Member,

It's absolutely true, my friend.

My name is Donna Doyle, and for the past seven years I've been living the kind of lifestyle I always dreamed of.

While my neighbors start their days bleary-eyed, rushing for the 7:08 into Penn Station, or driving an hour in heavy traffic to make it to the office on time...

I sit blissfully at home, in front of my computer and phone. I watch the birds jockeying for position at the bird feeder at the far end of my backyard, and sip a cup of Earl Grey tea while reading, chatting with clients, or setting my schedule for the coming week.

While others are stuck in dead-end jobs or mind-numbing meetings, I pick and choose the projects I want to work on and the people I want to work with.

I live with my family in a lovely home on the Jersey shore, just a five-minute drive from the ocean. My two adorable dogs keep me company while I work, and I'm here to greet my teenage daughter when she returns from school.

I'm not chained to a boss, an office or even a desk; in fact, I've been known to drag my cell phone and laptop to the beach and work there, weather permitting. When I feel like a break, I arrange a private session with Julia, my personal trainer. Or take in a facial and massage at Ginger's, my favorite spa.

Best of all, I make the kind of CEO-type income others only dream about — *working just a few hours each day!*

Yes, I absolutely love my life. Who wouldn't? But I have to admit — it wasn't always this way.

## **I Was Barely Getting By — Then One Day, Everything Changed...**

My first year running my home-based business was a struggle. For the longest time, I couldn't figure out why.

I felt as if I was spinning my wheels. One day, I seemed to make progress. The next, I swore that everyone had forgotten me, and I couldn't run a business any more than I could fly to the moon.

I couldn't control the incoming flow of projects, nor could I predict my income from week to week. I didn't know how to find clients, what to charge, or how to close a deal.

*Over, please ...*

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My income? Well, “pitiful” just about describes it. I made a paltry \$14,000 during my first 12 months in business — and that’s before expenses. And when you have a mortgage, taxes, health insurance, car payments, a kid in school and two hungry puppies... well, you know that kind of money just doesn’t cut it.

I was just about ready to give up and look for a staff job... and then, one day I learned how I could tap into a huge lucrative market I never knew existed ... a market that was right in my own backyard.

### **It made all the difference.**

There’s little, if any, competition with what I do now. You don’t need any expensive equipment, software, or overhead — just a phone and a computer.

You don’t need a Ph.D., an M.B.A., or even a college degree. In fact, you don’t need any special skills or business experience at all.

Plus, you can get paid three, four, even five times for the exact same project... *and have clients knocking down the door to work with you!*

Within the first six months after discovering this market, my billings jumped to over \$75,000. Last year, I earned close to \$150,000. This year, I’m on track to hit well over the \$200,000 mark. That’s because I work only 4 to 5 hours a day. You can probably make much more.

## **Marketing for Small Businesses Is BIG Business**

Here’s what I discovered:

Small business owners may be experts at delivering their particular product or service. But 90% of them lack the ONE skill that will put them over the top: HOW TO MARKET.

As professionals, they know that effective marketing often means the difference between wild success and plodding mediocrity. But the vast majority of them are not marketing specialists. And their resources are limited.

Sure they can hire an advertising agency — if they can afford the exorbitant fees. And most business owners simply don’t have the time, ability, or expertise to create effective marketing materials on their own.

They don’t have a stable of copywriters and graphic designers at their disposal. They have no idea how to market through the maze of the internet, set up a website, or write a simple sales letter.

Even creating a simple newspaper ad or catalog is a struggle when you don’t have the knowledge or tools to do it right.

But while a small business owner may balk at paying tens of thousands of dollars for a single component of a promotional campaign, they’ll happily pay a retainer of \$1,000, \$2,500, even \$5,000 a month or more for a small-business marketing expert — a “desktop marketer” — who can handle 100% of their advertising needs — and deliver real results.

And here’s something else I didn’t know: there’s a huge shortage of desktop marketers with the skills and knowledge to help small businesses compete in the marketplace — and thanks to the popularity of the internet, the demand has increased ten-fold.

This opens a huge door of opportunity for the right people with the right tools. **People like you.**

### **Small-Business Owners Are Frantically Seeking Skilled People Who Can Produce Profit-Boosting...**

- Website content
- Sales inserts
- Catalogs
- Brochures
- Email blasts
- Inserts
- Online advertising campaigns
- Radio and television commercials
- Direct-response letters
- Magazine ads
- Newsletters
- Internet promotions
- And much, much more!

Are you getting an idea of the unbelievable demand that exists out there for desktop marketers?

I did...

And now I've teamed up with American Writers & Artists Inc (AWAI) to put all my success techniques... plus proven strategies from other top desktop marketers... into a one-of-a-kind program: ***Desktop Marketing for Success, Independence and Income*** so you can take advantage of this exploding opportunity, too.

Desktop marketing is the most interesting, rewarding, and profitable business there is. No two projects are alike — and each one is creative and challenging. No matter where you live, there are always small business owners looking for desktop marketers to help them advertise their products and boost sales, especially through the internet.

One of the best things about being a desktop marketer is this: you can work from your home as much or as little as you like. (I work about 4 or 5 hours a day.)

As long as you have access to a computer and an internet connection, “home” can be anywhere you choose.

You can live about an hour outside New York City in a charming beach community like ours with good schools and low crime. Or, if you're like a few other desktop marketers I know, “home” could become a ski chalet in Telluride, a flat in London, or a terrific oceanfront townhouse in Boca Raton.

My clients happen to be all over the country. But even if you want to stick with clients from your own hometown, you could easily have a part-time or full-time business that earns you anywhere from \$30,000 to a lofty \$150,000+.

I know of some real go-getters who earn over \$300,000 a year. (I'll share a few of their stories in a moment.)

## **No Special Skills Required!**

I know what you're thinking. You're not a writer (or you're still learning about copywriting). You're not an artist. Don't know a thing about printing, production, or even how to market!

Relax. Being a desktop marketer is something anyone can do. You don't need a fancy degree or special training. There's no need to learn any complicated software programs (unless you want to). And the only start-up capital required is a desk, a phone, and a computer.

AWAI's ***Desktop Marketing for Success, Independence and Income*** teaches you everything you need to know.

Not only that, it helps turn you into a top-notch professional marketing consultant... someone who can not only write great copy, but also handle the graphic design, printing, direct response, or anything else a business owner may need to promote his product or service.

Whether your client needs a space ad, a press release, even a website... ***Desktop Marketing for Success, Independence and Income*** is your “bible” for guidance, inspiration and ideas. It delivers the profit-boosting business techniques that would take you years of trial-and-error to learn on your own. And it helps you avoid the costly mistakes that can sink you — unless you had some expert guidance leading the way.

Believe me, clients will be grateful for your expertise. And willing to pay you big bucks for it, too.

## **Cash Checks for Copy, Design and Production on Every Project**

Let me give you an example.

Let's say your client wants to start a monthly newsletter to send out to her current customers.

The ***Desktop Marketing*** program shows how you to write and format the copy, along with templates you can use to set up and design the newsletter in Microsoft Publisher.

(Microsoft Publisher is a design and layout program that's already installed on just about every PC sold out there. It's a real piece of cake to learn, too. ***Desktop Marketing for Success, Independence and Income*** shows you a slew of shortcuts that really cut your learning curve.)

Next, it explains exactly how to select type, font and color... and then proof and print the newsletter for your client.

Finally, you get an overview of basic marketing principles and persuasion techniques, as well as how to reach

*Over, please ...*

your client's target market, select mailing lists, and more. So you can be sure to market the newsletter to the right audience for the best results.

Plus, you can do as much or as little of the actual work as you want and *still make money every step of the way*.

How? Simple. Another huge benefit of the **Desktop Marketing** program is that you can tap into AWAI's stable of expert copywriters and designers whenever you need help. So when it comes to getting the job done, you never have to miss a beat.

In essence, the **Desktop Marketing for Success, Independence and Income** program turns you into a one-stop ad agency. Your subcontractors bill you directly; in turn, you add on a commission for your time and effort. You bill your client during each step of the process.

Which means you get a bigger piece of the pie — *and earn multiple checks for copy, design, print production, and more on any project that comes through your door!*

Your clients love it because you save them thousands of dollars in time and effort and provide them with an essential service they can't do themselves.

You'll love it, because you'll possibly earn an extra \$2,000 or \$3,000 a week — or more — that you didn't have access to before.

## **Everything You Need to Become an In-Demand Marketing Expert in One Complete Package**

**Desktop Marketing for Success, Independence and Income** is, by far, the most complete home-business package you'll ever see. It will not only prepare you for your new desktop marketing career, but most importantly, help you launch it as well.

**Copywriting.** You'll quickly learn how to write sizzling copy. You'll discover...

- How to write masterful headlines that grab attention and force your prospect to keep reading...
- 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 paragraphs...
- How the master writers create powerful copy... “buy me” subheads... eye-catching envelope copy... and order forms that will clinch the sale...

**Graphic Design.** Next, you'll learn the basics of graphic design and learn, step-by-step, how to create sales letters, direct-mail pieces, newsletters, space ads, catalogs, and dozens of other marketing materials that create big sales and profits for your clients. You'll also find...

- Eight key elements of winning graphics — and the biggest design mistakes that can sabotage even the best copy...
- How to arrange copy and graphics on a page... add photographs, charts, and tables... and avoid the most frequently made color mistakes...
- “Wrong vs. right” examples — and plenty of ‘em — that illustrate what works best, and what to avoid. Once you see good and bad design side by side, the right way becomes obvious and second nature to you...
- *Ready-to-use templates* — I call them “cheat sheets” — you can use to create professional quality designs for clients in half the time others take...
- The basics of production and printing, where you'll see how easy it is to convert images on a computer screen to printed publications you can hold in your hand...

**Internet design and marketing.** For small-business owners, a strong presence on the internet is no longer a luxury but a necessity. Either a business markets online — or gets left behind.

As a result, the demand for internet-savvy desktop marketers has skyrocketed — and the **Desktop Marketing for Success, Independence and Income** program provides you with the resources and tools you need to navigate through the fast-moving world of internet marketing. You'll explore...

- Three techniques for using email blasts and blogs to promote on the internet. Ignore these, and all your good promotion efforts can go completely to waste...
- Eight no-fail ways to run a successful permission-based email marketing program. This is a must-have for every small business, but few have the time or expertise to do it right...
- Five simple ways to side-step spam filters and boost the response of every email promotion you send...

**Marketing.** The best consultants have their fingers on the pulse of the marketplace. They understand not only what consumers want, but also how to give it to them. The *Desktop Marketing* program shows you exactly how to think and act like a marketer. You'll discover how to...

- Pinpoint your customers' needs, wants and desires...
- Turn ordinary products into products customers can't live without...
- Make a deep, emotional connection with customers and prospects...

And if that's not enough, you'll see how to tap into the \$2.3 trillion direct-response industry. 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, both in print and on the internet, to sell everything from mattresses to supplements to credit cards. And its use is skyrocketing. Chances are, your potential clients will want to tap into this market, too — and *Desktop Marketing* gives you everything you need to...

- Get your message heard through the clutter of the mailbox — and the inbox...
- Select the right mailing lists for your clients' prospects...
- Get your campaign printed and mailed (timing is essential — you'll learn why)...
- Measure response rates and results...
- Plus much, much more...

## You'll Even Discover How to Get Clients FAST

You'll hear — from both freelancers and clients — how to get out there and sell yourself with confidence. You'll discover how to market your services, get clients, negotiate fees, get paid, and generate lucrative repeat business and referrals. You'll also learn...

- How to put together an impressive portfolio, even if you don't have any samples...
- Five reasons why most new business proposals fail. Avoid these, and you'll have clients fighting to work with you...
- The best way to tell whether a prospective client has a real need for your services, or is just on a fishing expedition...

...as well as answers to dozens of other questions for selling your desktop marketing services. Not only will you learn how to be a desktop marketing expert, you'll also see how to make much more money than the average "marketing director" in a staff job could ever hope to learn.

## Fire Your Boss!

By now you're probably thinking, "Okay, I get to work from home, be my own boss, and make great money. There must be a catch... this stuff must be really hard to learn."

Nothing could be further from the truth.

In fact, I'm willing to bet that your present job — and the hassles that go with it — will make learning desktop marketing seem like a piece of cake.

Desktop marketing isn't about being talented, artistic, or creative. If you have those qualities, that's great. But they're not required to make a big splash in this business.

*Over, please ...*

This is a home business you can call your own. One that requires hardly any start-up capital, where you begin part-time and move over to full-time when you're ready.

Plus, it doesn't require any special schooling, knowledge, or training. And you may even start making money *before you finish the program!*

All you need are a few hours a day, any computer, a telephone, and the desire to make \$1,000... \$2,000... or \$5,000 a week. Perhaps even more; it's all up to you.

## I Love My Work... and You'll Love It, Too

Every project is new and different. If I don't like a client, I don't have to work with him anymore. I can do as much of the actual work myself as I care to (and earn big fees every step of the way). Or, I can hire qualified experts to help me (and make nice commissions, too).

And the freedom! I can take time off whenever I want, whether it's a couple of hours to watch my daughter's track meet, a long weekend to visit my best friend in London, or a 9-day cruise island-hopping in the Caribbean. Because, for the first time in my life, *I decide how my days will be spent.*

Best of all, I truly look forward to going to work on Monday. Not many people I know can say that.

But don't take just my word for it. Let me share a few other success stories with you...

## Live the Dream Life That These People Do...

Take Lori Haller. Lori is a talented graphic designer in her own right — but business really took off when she became a desktop marketer. And today, she makes a six-figure income while raising three children at home. She told me:

*"One of my clients couldn't decide whether to hire an advertising agency or hire me. Once they realized I could provide the same writing, design, and marketing services as the agency could — and at a fraction of the cost — I got the account!"*

*I routinely hire copywriters, designers, printers and illustrators to work with me on a variety of projects. Meanwhile, my income has risen by more than 35% — and I still have plenty of time to spend with my husband and kids. I wouldn't give up this lifestyle for anything."*

Then there's Dennis Rome. He ran a successful computer consulting business in Louisiana for over 15 years. But as the 1990s wore down and the market began to change, Dennis wanted something more. He wasn't a writer, and the only design he ever did was a family newsletter every Christmas.

Then, he learned about desktop marketing:

*"I knew this was the perfect opportunity for me. Since I was a small-business owner myself, I knew what people like me wanted and needed."*

Dennis started part-time, honing his skills. Today, just two years later, 100% of his income is from his desktop marketing business...

*"It pays a lot better... and it's far more fun than dealing with computer woes!"*

Jennifer Osterhouse decided to become a desktop marketer after dealing with one-too-many rush hours on the Washington, DC, beltway...

*"No matter what time I left work, the beltway was like a parking lot. I was exhausted from the day, and had to pick my kids up from day care before six. I was so stressed out all the time. I was too tired to enjoy any family time."*

Since Jennifer was a graphic designer, she started with a few projects from her former employer...

*"Then, as my client base grew, I hired copywriters, illustrators, webmasters, and even other graphic designers so I could get the job done."*

*My clients now look to me as a resource for marketing information, print buying, even media placement. And because I have such a wide stable of talented people at my disposal, I never have to turn anything away."*

At the beginning of 2003, Mike Klassen was testing software and writing technical manuals for Microsoft. As Mike could tell you, working at Microsoft was like being in a pressure-cooker:

*“I was working for one of the greatest and most secure companies on the planet, and I was busy looking for the exit.”*

That’s when he decided to try his hand at running his own desktop marketing business. He started writing a few press releases and marketing communications for local companies, but quickly realized if he could provide other services (like graphic design, marketing advice, and production), his income — and client base — would skyrocket.

Today, Mike chooses to do most of the writing and design work himself — and makes huge fees in the process...

*“When you develop a reputation for being more than just a designer, or just a writer, that can mean the difference between you getting the project or someone else.”*

Okay. I hear you asking...

### **“This Sounds Like a Business I Can Do. But Will It Cost Big Money?”**

A fair question. Now let me ask you: how much would you pay someone to set you up in a business that:

- Teaches you every skill you need to become a sought-after, small-business, desktop marketing expert...
- Demonstrates how you can practically guarantee success for your clients time after time...
- Reveals exactly how to launch your business, and...
- Helps you win your first clients...
- PLUS, provides the tools you need to operate and profit on a national basis?

If you were to hire a personal consultant to help set you up in business, I’ll bet you’d have to pay at least \$30,000, \$50,000 or more. In some cases, you may even have to pay out a percentage of your profits as well.

Obviously, you won’t have to pay anywhere near that for the ***Desktop Marketing for Success, Independence and Income*** program. You won’t pay \$10,000, or even \$3,000. Although for a business that helps you make an extra \$50,000 or more a year in your spare time — in just a few short weeks — I think you’ll agree it’s worth that and more.

That’s why you’ll be shocked to learn that ***Desktop Marketing for Success, Independence and Income*** costs only \$190.

Only \$190 for everything you need to start and run your own desktop marketing business. And that price includes:

- The masters secrets to writing great copy...
- Easy-to-follow design templates and “cheat sheets”...
- Important resources, websites, and quick access to a talent pool of experts in your new field...
- Ready-to-use worksheets for writing proposals, creating marketing plans, calculating budgets, requesting quotes, and much more.

### **Plus, Two Additional Bonuses...**

#### **BONUS #1: AWAI’s Computer Basics — A \$49.00 Value!**

Computers... complicated? Not Anymore! This 277-page e-Book explains everything you need to know about computers, from the “bare bones” basics to more advanced questions about hardware, presentation software, printers, tables, dialog boxes and menus, plus much, much more. Detailed descriptions, illustrated diagrams and tables, and handy Quick Reference boxes make this the ultimate reference guide for improving your computer savvy. Best of all, everything is explained in the simplest of terms, so you won’t need an engineering degree to figure it out.

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## **BONUS #2: Computer Buying Guide — A \$14.95 Value!**

Macintosh or PC? Desktop or laptop? Should you upgrade your current computer, or just buy a new one? If you've ever wondered what the pros use in their home office, this e-Guide will give you insight and help you make the purchasing decision that is right for you. You'll even see how to add custom features to the computer you already have to help you work faster and more efficiently.

## **Just \$19 Can Get You Started...**

Don't want to pay up front? With AWAI's E-Z Payment Plan, you can get started in your new home business for only \$19. Right away, you'll get access to the first chapter to get you started, along with your two bonus books. Then every two weeks, you'll gain access to additional chapters for only \$19 each until you complete the program.

## **...And You Can Examine It At No Risk to You**

Open up your program materials and look them over. Even start working on it if you like.

Then, if you decide that *Desktop Marketing* is NOT for you... if you're not satisfied for any reason... just notify AWAI within 30 days for a 100% refund of your purchase price. No hassles. No questions asked.

But if you like what you see — and you're ready to begin your new career — you'll receive the rest of the program in 9 more installments for only \$19 a piece. Your credit card is automatically billed every two weeks.

You can't get any more risk-free than that!

## **Being a Desktop Marketer Is More Than Just a Great Home Business**

Who needs to put up with a long commute, long hours, company politics, endless meetings, a boss who doesn't appreciate you, and the constant fear of layoffs... all for a "generous" 2% raise at review time?

I'm glad I'm not part of that scene anymore. And thanks to AWAI's *Desktop Marketing for Success, Independence and Income*, you don't have to be, either.

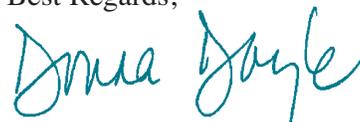
Here's a golden opportunity to take control of your own destiny... enjoy the freedom and lifestyle you desire... and earn as much as \$50,000, \$75,000, or over \$150,000 a year doing it.

And it's available to you for a start-up cost of about 50-cents a day over your first year in business. Mere pennies when you think about being able to be in control of your own destiny and make a great income doing it!

But please hurry. AWAI may not be able to extend this Special Introductory Offer indefinitely. It's very likely that they'll be raising the price of the program to reflect its true worth. I suggest you don't delay another minute and place your order now.

Remember, the next time you hear about this program, it may be offered at a higher price. So please act now. This offer may be for a *limited time only*. And I'd hate to see you miss out on what could be the most remarkable opportunity to earn the kind of part-time income... and enjoy the kind of freedom and lifestyle... you've only dreamed about (until now).

Best Regards,



Donna Doyle,  
AWAI Member and Desktop Marketer

**P.S.** Finally — here's your chance to break into a highly lucrative home business. A business that transforms you into a desktop marketing pro with unlimited income potential; where you can set your own schedule and be your own boss.

Please don't waste another minute to take control of your life. Call **1-866-879-2924** to order *Desktop Marketing for Success, Independence and Income* right now.