

10 Reasons AWAI's Copywriting Program Is the Best You'll Ever See

- 1 **It's jam-packed with proven secrets, tips, and techniques** that have sold billions of dollars worth of products through the mail.
- 2 **It introduces you to all aspects of the industry** — from what you need to know about the copywriting business ... to writing powerful letters ... to launching your new career.
- 3 **Our Board of Copy Advisors is made up of some of the most successful copywriters**, marketers, and direct-response company owners in the country. (You couldn't be hooking up with a better group of people.)
- 4 **The AWAI program is entirely hands on.** You actually “write while you learn”... so you can begin building a body of work you can use to break into the business quickly.
- 5 **You can complete the program entirely at your own pace.** You can take a year or finish it in six weeks or less! (And members are constantly telling us how much fun it is!)
- 6 **The \$10,000 Challenge!** Everyone who takes the program has an opportunity to write and be paid ten grand for their first letter.
- 7 **Our reputation for producing top-notch writers is unsurpassed.** That's why so many of the biggest direct-mail companies in the world are constantly coming to us looking for writers.
- 8 **Everything we do is geared to helping you succeed.** Because when you succeed — we succeed.
- 9 Even if you're not interested in becoming a professional copywriter, **the selling and marketing knowledge you'll gain from this program will help you in any business** you happen to be in.
- 10 **A 100%, no-nonsense, no-quibble guarantee.** If you happen to decide copywriting is not for you, just return the unmarked materials within the first 30 days. We'll refund every dime of your purchase price.

Over, please ...

Another Benefit of Becoming an AWAI Member... AWAI's *Exclusive* DirectResponseJobs.com

It's one thing to have a program jam-packed with all the information you need to become a top-notch, highly paid, in-demand copywriter...

...but it may be even more comforting for you to know that AWAI is 100% committed to ensuring you have access to some of the best copywriting jobs out there... through our exclusive DirectResponseJobs.com website.

This “one-of-its-kind” website was created especially for those who are in the AWAI program and are ready to venture out into the workplace. It contains everything you need to launch your career, including tips for approaching potential clients... guidelines on what to charge... strategies for winning over clients... and more.

But at the heart of this website are jobs... jobs... jobs — from some of the biggest and most aggressive mailers in the direct-response industry.

Why are these top companies so anxious to meet and work with writers who have taken the ***Accelerated Program for Six-Figure Copywriting?*** Because they know this is the only place to find writers equipped with the skills and knowledge needed to produce top-notch copy. And, of course, there's still the age-old industry-wide problem: not enough writers to write all the letters that need to be written!

That's why direct mailers are so proactive in seeking out new talent. And nowhere will they find so many up-and-coming copywriters brimming with potential than at AWAI's DirectResponseJobs.com.

And the concept is so simple. When you're ready to enter the workforce, you simply peruse the site looking for an assignment that interests you. You contact the marketer directly. Using the tips we give you for securing your first “foot-in-the-door” assignment, you negotiate your own deal.

Then it's just a matter of writing the letter. Take your time, of course. Use all the secrets our program gives you. Because remember, just one winning letter is all it takes to launch your copywriting career.

Best of all, access to DirectResponseJobs.com is absolutely free for AWAI members — just one of the many things we do to ensure you have everything you need to launch your exciting copywriting career.