

“We don’t just *help* people
get new careers...

We *give* people brand-new lives!”

Katie Yeakle, Executive Director,
American Writers & Artists Inc.

Dear Friend,

Are you tired of what you’re doing? Would you like a **brand-new life**?

What if I told you that **a year from now you could be free from your dead-end job**, through with your overbearing boss, done with the tedious commute, and finally finished with all the thankless, endless, poorly paid hours of work?

What if I could guarantee that some time in the next 52 weeks your life would radically improve... would you be interested in hearing how that could happen?

My name is Katie Yeakle. I’m the Executive Director of American Writers & Artists Inc. For 10 years we’ve been helping people from all over the world bail out of the rat race and jump into new, exciting, highly paid careers as writers, artists and photographers.

Normally when I write an invitation letter of this type, my job is to prove to you how you can make a six-figure income working in your pajamas from your home as a freelance, professional copywriter.

Skeptical? Yeah, I Don’t Blame You.

It’s not easy to convince skeptical people who work for someone else that they can actually work less and make more money, completely free from any boss telling them what to do. It sounds too much like “get-rich-quick,” I know.

But for 10 years I’ve been writing people letters and doing just that: I’ve been telling them, “Hey, if you can write a simple letter like this one, you can quit your job and make \$100,000 or more a year as a copywriter.”

If you keep reading this letter, I’ll show you... no, I’ll prove to you... that you can make that kind of money as a copywriter. And I’ll also prove to you that the demand for copywriters is so great that you can be working as many hours as you want, virtually before you even finish our program.

There’s More to Be Had Than Money... a LOT More

But I don’t want to talk about that right now. I would rather talk about something else. Something that’s more important than money.

First, I want to talk to you about a letter I received recently — a heart-wrenching letter with a happy ending — and then we’ll talk about *your* brand-new life and how you can get it.

Over, please ...

The letter came from one of our program members. His name is Joshua...

It begins:

*“Dear Katie,
It was 2:00 a.m. and I was still awake.
Bitter tears streamed down my cheeks — the reality of my broken life seemed to be crushing me. Truthfully, if ever I felt like I was going to die — and wanted to die — it was on that miserable night.
And perhaps for good reason. You see, I had just folded my third business... we were financially ruined.
Even worse, I was humiliated and disgraced... In a few weeks I’d be packing up my family and moving in with my sister-in-law — can you imagine? But it gets worse... the day before, our Cadillac STS had been repossessed and towed off... with the whole cul-de-sac looking on.
In short, I had embarrassed my dear wife. I had failed my 5 children. I had infuriated my business partners — men and women who used to be my closest friends.
The truth is, Katie, by all accounts I was washed up, ruined, disgraced... a total and complete failure. And I felt it deep inside.”*

Today I know Joshua very well. More than anything, Joshua wanted true success....

He wanted to be a hero to his children. He hungered to be respected (even envied) by his peers. He dreamed of wealth and a fuller, richer, more rewarding life. He had worked hard to be successful, but true success — and the benefits it brings — had eluded him.

But true success was not going to elude him forever. In fact, one day it showed up in his mailbox. That’s right... one day an invitation like the one you’re reading right now came to his door. It was an offer to move into a totally new career... and begin a brand-new life.

Joshua decided to go for it, and within 12 short months things were radically different for him. Here’s the rest of the story in his own words...

*“I did some calculating last night and realized that **the grand goal of making \$100,000 a year with copywriting** has been achieved! Before ordering AWAI’s program, I had written a number of fundraising letters, but, honestly, I had never heard the term ‘copywriter’ prior to reading your letter 12 months ago.
Less than a year ... what an amazing journey you people have put me on!
With the money I’ve already made, I have comfortably entered that elusive six-figure income bracket that so many strain to achieve... and I’ve done it from my own home, being my own boss, and have not once sacrificed precious time with my family.
Maybe I shouldn’t tell you this, but in the past 3 months alone, only writing*

for 3 clients, I have brought in over \$40,000! At the same time we just bought a 6-bedroom, 3-bath home on some acreage — a long-time dream of ours.

*It's all just like you said it could be... and would be... if I followed the AWAI program. **I did follow your program, and here I am.***

But the problem now is that I can't appear to stop the client flow.

Yesterday, I turned down an immediate \$5,000 project and told a major client that they would just have to wait until the end of August, because I'm already booked with consulting and copywriting projects until then. A few days before, I had to turn down another \$3,000 job. It's incredible!

*So, I may very well be killing you with 'Thank You's' lately, but here's another one ... **THANK YOU!***

And Joshua Is By No Means the Only One...

I love getting letters like the one from Joshua. In fact, I get them all the time. Here are some snapshots from a couple more...

"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 L., Ft. Lauderdale, FL

And here's another one from Krista J. in Roswell, GA...

"AWAI's Accelerated Program for Six-Figure Copywriting was everything I hoped it would be! One of the best things about the program is the tremendous support you give your members. You made it easy for me to walk away from an 18-year engineering career. Now I have all the work I can handle. I feel like I'm finally leading the life I was meant to live. I can't thank you enough!"

This one is from Peter F. in New York. He starts out...

"Every day I'm thankful that I got into copywriting. I had such a feeling of accomplishment when I finished AWAI's program... but it's what happened to me afterward that really blew me away. Not only did I get an assignment to write a sales letter, but my letter beat their 5-year control! Since then, I've done three other assignments, and two other marketers are interested in my services. I'm on my way. This program truly delivers what it promises!"

Peter certainly was on his way because less than a year later he sent me another little note...

"Unbelievable! I practically fell off my chair when I received an email about the amount of money I would be receiving in my next royalty check — \$4,465.13. What a cool feeling knowing I'm still getting paid for a sales letter that I wrote over a year ago. Now, that's what I call passive income! Thank you again for this opportunity!"

Over, please ...

And consider this testimonial from Sam J. in Illinois...

“And now, only a few years later, I’ve tripled my income... written the third-best performing sales letter in the company’s history... all while putting in fewer hours and enjoying more freedom than I ever thought possible. I’m very grateful to AWAI. There’s no way I could have come this far without their program.” — Sam J., Evanston, IL

Let me stop here for a moment and say this...

It’s More Than Money — It’s a New Life

Yes, these people I’ve been telling you about all achieved radically higher incomes in a remarkably short amount of time. But it’s more than that! Let me show you...

I said earlier that we give people a new life. In the case of one of our members, the program literally gave his wife a new life. Here’s what happened...

“My wife is a blood cancer survivor. Recently she developed graft vs. host disease. Our oncologist and a consulting oncologist both recommended a specific treatment, which was not yet approved for the specific disease. She was scheduled for treatment on a Monday.

At 5:30 p.m. on the Friday before treatment, our insurance company denied coverage. I pulled together all of my research and writing skills from the AWAI program and drafted an appeal letter. On Sunday evening I faxed my appeal letter to the insurance company. Three days later, they reversed their position and approved the procedure.” — Steven M., Dallas, TX

For others, a new life means being able to finally realize their dreams, such as traveling across the U.S. while living on the road. Just listen to this member’s story...

“It seems like yesterday that I wrote to you from the Grand Tetons about my first copywriting job. Well... it practically WAS yesterday! Just 4 short months ago. And I’m still in my RV, now enjoying the incredible vistas of Arizona. Working on the road is working out beautifully... it’s a perfect fit.

That’s why I’m so thrilled to share this with you. Because I have just nailed down my first \$8,000 copywriting job! But it’s even better than that. In addition, I’ve already made \$4,025 the past two weeks, for a total of \$12,025... and January’s only half done!

I can’t thank AWAI enough. Believe me, it’s not overkill when I say the copywriting program has literally transformed my life.

Thank you for helping me realize a lifelong dream.” — Tina L., Traveling the U.S.

For some, it’s the joy of working at home and spending time with family...

“I used to wonder what it would be like to live my dream life... working at home... hanging out with my family... tinkering with my other writing projects... but the other day I realized that I was living my dream life AND finally making a good living. How did I know this? I realized I’d been using a \$10 bill for a bookmark. Now, THAT’s what I call making a good living! I can’t wait to find a \$20 wedged between the pages of my favorite novel...” — Beth E., Kandiyohi, MN

Margaret B. in Tiger, Oregon, couldn't agree more...

"Thank you all so much for introducing me to the world of freelance copywriting. I would never have believed I could make this kind of money working from home a few hours a day.

I enjoy the work, and I'm making enough per hour to meet my financial goals and still have enough time left over to home-school my kids! What a blessing!" — Margaret B., Tigard, OR

And here's a story from Karen Z., who talks about how she discovered a new life in helping non-profit organizations and small businesses achieve their goals...

"Finally! I feel my career is aligned with who I am. I have a fit and I'm doing what I was meant to do. What a fantastic feeling! My career as a freelance copywriter for the non-profit and small business markets is growing rapidly. Less stress... exponentially more enjoyment... an exciting future... and I'm in control of it. Yippee!" — Karen Z., Fundraising & Sales Writer

The Most Powerful Ideas in the World

Are you beginning to see what an incredible impact our program has on people just like you? Is it becoming clear to you that this is not some "get-rich-quick" scheme?

There's no question about it... you have your hands on a very real opportunity. Not only is this program an open door to a world hungry for new talent, it's your key to a new life.

First, a little background will be helpful...

You should know that the program contains more than 41 sections. In section one, you'll read a letter from AWAI co-founder, Paul Hollingshead. He lays out the reason why this program will help you get a new career, and give you a brand-new life as well...

And let me give you a heads up: I promised that I would prove to you how you could become a successful copywriter, have all the work you could possibly use, make a strong \$100,000 a year, and radically change your life. And I will.

But first, that note from Paul...

"I sincerely hope your life changes as much as mine did....

Now you have the same opportunity I had. Please take full advantage of it. Because the knowledge you're learning is some of the most powerful on earth.

Yes, you're learning how to write direct-response copy. But this program teaches you so much more. It instills in you the art of persuasion. You learn powerful techniques that give you the skills to sell anything you choose to sell...."

Read it again and savor it. Because what he's saying here is not only true, it is the starting point of your new life. It is the foundation for making \$100,000 in the next 12 months, dumping your job, and living life on your own terms.

The Whole World Wants the Secrets We Offer

The real question now, is how are you going to get there? How are you going to achieve that incredible lifestyle?

Over, please ...

What if I told you that mastering the secrets we reveal in this program will literally have companies knocking on your door, eager to pay you large fees? What if you could work on your terms — not theirs? In fact, what if you had the power to increase their bottom line by 5%, 10%, 20% or more... can't you see how valuable that would be to them?

Well, let me tell you this... that is *exactly* what I'm giving to you here. Here's what I mean...

The Nuts and Bolts of Business

Copywriting... the art of writing simple letters like this one... is all about creating the words and ideas and themes that go into every website, every letter, every advertisement, every sales pitch, and every brochure that is ever used to market goods or services anywhere in the world.

Think about that for a minute. Every ounce of communication... every idea... every sale... every penny of revenue ever generated... **originated with a copywriter.**

And that means that copywriters are the nuts and bolts that drive all businesses.

Now that you have that basic insight, I think you'll understand what AWAI's *Accelerated Program for Six-Figure Copywriting* really is all about...

The Power to Get Anything... and Everything... You Want Out of Life

Wow! Okay, that is a big claim. But it's the truth.

Step back and look around you for a minute. In our world we pay for things when they meet our needs... the more important it is, the more we're willing to pay.

That's why a brain surgeon is paid far more than an auto mechanic. One is saving a car; the other is saving a human life.

So here is the core secret to having any kind of life that you want... I don't care what it is — if you know this one secret, you can instantly and radically transform your life...

Simply Find a Market With a Huge, Desperate Need, and Then Meet That Need

And that's why our program here at AWAI is so powerful. No question, that's why it is trusted by thousands and thousands of people just like you who want to get out of the dreaded rat race.

You see, we know where a huge, massive need is... and we give you the tried-and-true secrets for meeting that need.

The secrets and techniques revealed in our program are so powerful, when followed, **they never fail.** I'll tell you why that is in a minute, so stay with me...

First, Let Me Tell You Where the Need Is... It's EVERYWHERE

Think about it. Every business in the world needs persuasive "copy" to sell their stuff.

This may surprise you, but revenues from this type of "information publishing" — and by that I mean sales letters, catalogs, books, reports, newsletters, advertisements and websites — account for half of the U.S. economy, or about **\$5 trillion!**

All of that information is being written by someone, somewhere... people just like you.

But here's the problem...

There Are Simply Not Enough Good Copywriters to Meet the Demand

For example, listen to what several huge information companies have to say...

*“This past year alone, my company, Agora Publishing, paid out over \$1 million in writing fees and royalties to a handful of copywriters. And you know what? I’m happy to do it. Why? Because a good letter is the ‘engine’ of my business. I’m always looking for more copywriters... lots more. There just aren’t enough writers to write the thousands of letters my company needs written every year. And I’m not alone. The whole industry needs copywriters.” — **Bill Bonner, President, Agora Publishing***

*“Top copywriters are critical to my company’s success — and most of the freelance copywriters I use are AWAI members. I am much more comfortable hiring new writers if they have taken the AWAI program.” — **Brian Sodi, Capital Financial Management***

*“As a 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’ll bring in money for my company. As a copywriter myself, I know AWAI’s program is good. Anyone who completes their program and writes a strong sales letter can always find work with me.” — **James DiGeorgia, DiGeorgia & Associates***

You Have Unlimited Potential

Let me give you another example of how this thing works so you can see that the demand is insane for good copywriters... unlimited really.

Let’s look a little deeper into Bill Bonner’s company, Agora Publishing. They have over 800 newsletters, investment services, books, and special reports that they offer people.

In a typical year they promote each product 8 times. So far that’s 6,400 pieces of copy they need to produce. But they also test copy. Several letters will go out, at the same time, for the same product. Why? To see what letter pulls the best response, of course!

Okay, how many will they test? As many as 3 at a time! So now, in a single year, they’re not sending out 6,400 letters... **they are sending out well over 19,000 promotional pieces and sales letters!**

Remember, that is just one company! AND that is just in the direct-response industry!

What about all the internal corporate papers that get written? What about annual reports? Websites? Whitepapers? Product data sheets? Email campaigns? Ads? etc...

Someone has to write all of that stuff. And every time they do, they get paid.

The better they write... the more money their clients get... ***the more they get paid!***

The Power to Create a New Life

How much do they get paid? I’ll detail that out for you in just a minute...

Right now, I need to get back to an earlier promise that I made you... I promised to prove to you why the program we created, if followed, never fails to produce results.

What that means for you is this... if you’re willing to follow the simple program, a radically new life can be yours.

Over, please ...

Our program never fails because it is based on pure science and real-world experience. And, to my knowledge, ours is the only program of its kind based on these two elements.

A Secret “Science” Revealed

You see, it all started with a man named Michael Masterson (a pen name used by this ultra-successful businessman), who used his copywriting and marketing skills to build several multi-million-dollar businesses.

Then an opportunity came up for him to teach another fellow the writing success secrets he’d learned. That man is Don Mahoney... who eventually became a master copywriter.

Others would follow... and after a time, Michael had mentored a core group of A-level copywriters who generated hundreds of millions in sales each year with their copy.

Then one day, during a dinner meeting, it was decided that they would put all of their best secrets — all their never-fail techniques — down on paper so anyone could create wealth with them.

That idea turned into *AWAI’s Accelerated Program for Six-Figure Copywriting*... the program that promises to provide you with a new career and a radically new life.

Now, marketing gurus want you to believe that knowing how to create copy that sells millions is a mysterious, closely guarded secret that only a few, very select geniuses can comprehend... let alone employ.

Wrong!

Here’s the real truth... there is far more science to the magic behind powerful copywriting than there is art. What’s more, that “science” is simple to learn and requires no previous specialized training or natural genius. Nor does it require a natural flair for writing.

When You Understand This “Science,” You’ll Have People Beating Down Your Door, Money in Hand, Eager to Pay You Generous Fees for Your Knowledge

I know, it probably sounds too good to be true, but true it is! Listen to two of the world’s best copywriters who have the “science” down cold...

“Right now, the demand for copywriters is growing. The internet has changed the way businesses reach and communicate with their customers. Our workload has doubled — maybe even tripled — and it just seems to be getting bigger and bigger each year. In the past few years alone, I have made well over \$1 million just in copywriting fees. And the fact is, I turn away at least half of the assignments that come to me — I just can’t take them all.”
— **Bob Bly, 20+ years as a professional copywriter, in-demand speaker, AWAI Board Member, and author of over 60 books**

“Now I ‘work’ only a few hours a day. I write one, maybe two letters a month. I have no bosses, no commute. And if I need an extra \$20,000 or \$50,000, I just set aside a few weeks and write an extra letter or two. I’ll tell you this... the demand for these letters is higher now than ever before! In fact, I turn away dozens of letters a year. So do most of the writers I know.”
— **Paul Hollingshead, AWAI Board Member, direct-mail business owner, and professional copywriter**

And that's why, as I said before, **AWAI's Accelerated Program for Six-Figure Copywriting** is not just about copywriting... **it is about getting anything and everything in life that you want.**

You see, we know the science behind successful writing, and we have the real-world experience to back it up. The program will give you this "secret" science.

Okay, so, what's that worth to you? Let me just scratch the surface of your new life...

A Multi-Trillion-Dollar Opportunity

At the annual conference of the Direct Marketing Association (DMA) in San Francisco last October, John Greco, president of the DMA, addressed 11,000 direct marketers from 55 countries. In part, he said:

Over, please ...

One "Breakthrough Secret" After Another ...

AWAI's Accelerated Program for Six-Figure Copywriting is by far the most powerful collection of copywriting insights you'll ever see. The secrets you'll learn are the secrets that helped propel the copywriters who created and contributed to the program to the ranks of the country's best and highest-paid copywriters.



Michael Masterson, for example, invented the secret of "transubstantiation" ... a secret so powerful that, when you use it, can double the response of every letter you write. In fact, Michael credits this secret of transubstantiation with launching one of the most successful financial newsletter franchises in the world — a franchise that today generates over \$5 million in profit a year. You won't learn this secret anywhere else but here.



Paul Hollingshead, by most accounts, has developed the greatest natural voice in copywriting of anyone writing today. The program teaches you exactly what he does to achieve it... and how he makes that all-important emotional connection with the reader.



Bill Bonner, a legend in the business, reveals among other things his secret of "indirection"... a copywriting technique that keeps

your reader glued to the page by leading him seamlessly through a series of persuasive and compelling ideas. Master this technique, and every letter you write will be a homerun winner.



Don Mahoney's letters are consistently successful because he's mastered the art of "overwhelming evidence" — a technique of providing indisputable proof that your service or product can deliver its promise. This program teaches you all of Don's secrets for building the kind of product credibility that's proven to turn fence-sitters into buyers.



Robert Bly — Besides being a great copywriter himself, no one is better at self-promotion than Robert Bly. Not only will you learn his own proven techniques for selling to any market — you'll also discover the powerful self-marketing secrets that have made Bob one of the most sought-after copywriters in our business.

Make no mistake about it. These secrets alone will make you a better and more successful copywriter than 90% of the writers in our business. And they're just five of the hundreds of insights you'll discover when you take the program.

“Businesses and nonprofits this year are forecasted to spend \$166.5 billion on direct marketing, up 6% over last year. As a result, direct marketing-driven sales will reach \$1.939 trillion this year, a 7.4% increase over 2005.”

Who is going to write all that stuff?

Copywriting was just named one of the top 5 “in-demand” professions for 2007 by staffing specialists Robert Half International. From their report:

“Demand for skilled copywriters is rising as more companies require compelling content for web-based initiatives and print advertising.”

What’s more, a recent survey they conducted found “60% of advertising and marketing executives who plan to hire new employees said they’ll be adding copywriters.”

I know some of them... maybe you?

As I am about to show you, those who know how to write copy — and how to do it well — will be meeting a huge need and be paid very handsomely for their efforts.

Tracking the Money

Here’s how it works...

Let’s say the maker of an incredible new multi-vitamin supplement needs to get his product to market. He needs low entry costs and a huge return on investment (ROI).

So with a bit of research, the vitamin maker discovers that it has been statistically proven that if he employs direct mail, he can expect around \$11 for every \$1 he invests. In fact, the DMA, in the same report we just mentioned, says this: **\$1 invested in direct order expenditures can yield \$11.36 in pure profits.**

Amazing! That’s a huge ROI. So, he needs a direct-mail letter to sell his vitamins.

Now he has a need. Because, who’s going to write that letter? The scientist who created the formula? Himself? The front desk receptionist?

The answer is... none of them... because they don’t know how!

No, his need is for a copywriter who understands the secret science of successful direct-response copy.

That’s where you come in. As an AWAI-trained copywriter, you’re in an elite class... able to command fees between \$500 and \$15,000. For this example, let’s say the up-front fee is \$3,000.

\$3 Grand, Just to Write a Letter About Vitamins?!

Absolutely. Remember, he knows that, statistically, if the letter is good, it can return over \$11 for every dollar he spends. In reality, for direct-response efforts that really succeed, the ROI is much, much higher than that.

At any rate, you now have \$3,000 in your pocket. But think about this...

- Does the vitamin man care *where* you write the letter? Nope.
- Does he care if you write it at night or in your pajamas? Nope.
- Would he mind if you were in the mountains, on a boat, on the beach, on vacation, or in the city? Nope.

Freedom to Write Whenever and Wherever You Choose

You see, that is the beauty of copywriting. The marketers — the folks who pay you to write — only care about one thing... results. Period.

If you can produce a direct-response package that increases their sales by 5%, 10%, 30%, or more, they really don't care who you are, where you live, what your education level is, or what your social-economical status is.

Can you produce results? That's all they care about.

The Power of Residual Income

But, I'm getting ahead of myself... let me tell you about something even more amazing — the power of residual income...

You see, in addition to the up-front fee of \$1,000 to \$15,000, many copywriters are also paid a "royalty" based either on sales generated or the number of pieces mailed. This royalty can range from 1% to 5%.

Here is where it starts to get really good. Because if the vitamin maker likes the results of the first mailing, he mails your letter again — this time to twice the number of people. So your royalties continue to roll in without your having to lift another finger!

How long does this go on? For as long as your letter turns sales for the vitamin man.

It can go on so long that checks can come in for years and years after you originally wrote the letter — once you learn and apply the secrets of the program I'm telling you about today.

A Single Letter Worth Over \$160,000 and Freedom

For example...

AWAI co-founder Paul Hollingshead wrote one letter that has now made him well over \$160,000. How? Well, it was so good that the company just kept mailing it, year after year. In fact, over 5 years later, it's still in the mail, and he's still making money.

But more than the money, Paul has a brand-new life. Once upon a time, he was a store clerk making \$6.50 an hour stocking the dog-food aisle in a grocery store — about to get fired because his boss had it in for him. Today he's got plenty of money in the bank, freedom to spend time with loved ones, and loads of residual income.

Isn't that exactly what you're looking for? You can have it when you learn the simple writing secrets revealed in *AWAI's Accelerated Program for Six-Figure Copywriting*.

Enough about that... let me tell you about the actual program that these copywriting masters have put together...

A Box Containing the Secrets to Your Success

Let me quickly tell you everything the program includes in plain, simple terms...

Right now I'm looking inside the first package you'll receive.

The first thing that catches my eye is the professionally bound three-ring binder. This is where all of your materials will be safely secured — and easily accessed.

An Inside Look At Your Future

Also included in the package is a handsome — yet ready to be devoured — 300+ page book called "**Direct Mail Hall of Fame.**" This is a priceless treasure that you will come to love. In fact, this exclusive tool alone is worth **10 times the price of the program.**

Over, please ...

The “**Hall of Fame**” contains 50 of the most successful pieces of copywriting ever created. The letters and ads we’ve placed in here have sold billions of dollars of products and services... and made the writers of these powerful pieces untold wealth and residual income. It’s a major key to dumping your dead-end job and starting a new life.

14 Sections of Priceless Information

Digging further into the box, I come to the meat and potatoes of this first installment. In addition to the introduction letter welcoming you as a member of the program, this first installment contains 14 jam-packed sections.

You’ll learn what the copywriting business is all about... what you’ll need to get started (it’s less than you think)... what the industry expects from you (and what you can expect from it)... how you get paid (it’s more than you think)... and more.

Plus, you’ll discover...

- The three fundamental keys to selling anything (and I mean anything!) to anybody. (Without these three keys you can never really succeed in any kind of business... **with these you can’t fail.**)
- The secrets behind core human emotions and how they affect your prospect’s buying decisions
- The secret to harnessing the “natural speaking voice” in your writing — it’s why NOT being a “gifted writer” could make you **millions** as a copywriter
- The power of using the “**barstool**” test to ensure that every letter or sales piece you write is opened, read, and effective
- The hidden techniques behind learning who your prospect is and what “hot buttons” you need to push, to guarantee they will buy
- The **secret, never-fail structure** behind any successful sales piece. (Even most “professional” writers don’t have this!) These 6 steps are so simple you can memorize them in just 5 minutes
- The little known “**Golden Thread**” principle that will have your readers enthralled with your copy and eager to read every word from the headline to the P.S.
- The secrets of “**power writing**” and how it can be wildly profitable for you
- The lost techniques behind fast and effortless research that you’ll use to sprinkle your copy with “**golden nuggets**”
- A funny word called “**glicker**” that can radically enhance your lifestyle and give you exotic dinners, luxury hotels, and romantic getaways... all for free!
- The secrets to making **10 to 15 times** more than the average “professional writer”

And that’s just what you’ll learn in the first 14 sections!

In all you’ll receive a total of 13 monthly installments of the program — a total of 41 sections plus 3 bonus sections.

All together, this information will reveal to you the precise science behind profitable copywriting that is only known by a select group of copywriters in the world.

And thanks to some new, exciting and innovative teaching techniques, the program ensures

the most crucial lessons stick like glue in your mind — the hidden copywriting secrets that can propel you into a rich and rewarding new life.

Jumping in With Both Feet

As you work your way through each section, you'll discover 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. For example, you'll find...

- A fast and sure-fire system for having all your research and letter-writing ammunition organized and at your fingertips... as well as one master's technique for getting to know the product you're selling even better than the people who created it.
- How to write masterful headlines that grab your reader's attention and force them to keep on reading.
- The four-part structure of every letter. Once you know it — and understand what each part must accomplish — it's just a matter of filling in the blanks.
- 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.
- The secret of the **“Four-Legged Stool.”** Use it faithfully and you'll never write a bad letter in your career.
- The **“Architecture of Persuasion”** — Michael Masterson's innovative writing technique... and the surest way to lead your reader to the sale.
- 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 that's why most of them fail.)
- 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.
- The secret to creating powerful “bullet” copy... purposeful subheads... eye-catching teasers... and an order form that's virtually assured to clinch the sale.
- Although professional artists design your letters, you'll learn the key elements of winning graphics — and design mistakes that can sabotage even the best copy.
- 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!)
- How to get yourself “seeded”... so you can see everything that's mailing and know what's working and what's not.
- How to get on all the best industry mailing lists... so you'll always know what's “hot” in the mail... and who the up-and-coming players are. (Will you be one of them?)
- If you want, you'll even see how to set up your very own direct-mail operation!
- And much, much more!

Your New Life Costs Less Than You Think

Clearly, our program not only gives you the power to generate a serious income... it's an opportunity for a brand-new life, with a level of freedom most people only dream of.

Over, please ...

What's that worth to you?

If you were to sit down personally with Michael Masterson, Paul Hollingshead, or Bob Bly and have them teach you all of these secrets, the cost would be enormous!

I know for a fact that Bob charges upwards of \$12,000 for personal mentoring.

And Michael's time? Well, it simply could not be bought at any price... which is another reason why these writing secrets are so hard to come by. The masters typically aren't selling their one-on-one time.

But you don't need their one-on-one time.

You just need their proven secrets for writing powerful copy... a skill that can radically change your life.

And you can have it all when you get **AWAI's Accelerated Program for Six-Figure Copywriting**. The cost of the program is not thousands, but a mere \$507, which gives you everything you need to become one of the most successful copywriters in the country — just like so many others have done.

The Best Investment You'll Ever Make

It seems a small price to pay for the rewards the program can offer. Remember Joshua? He went from being a miserable business failure to making over \$100,000 in less than 12 months! Talk about a radical change in lifestyle!

And don't forget Paul — making \$6.50 an hour to over \$400,000 in just a few years.

Certainly I can't promise that you'll make that kind of money. But remember... there is a desperate need for copywriters. With these secrets, you can be one of them, enjoying a new life. It's been proven time and time again.

And if \$507 isn't convenient for you to pay all at once, there's another option...

Just \$39 Can Get You Started...

Instead of paying the whole amount upfront — you can sign up for the program for just \$39. For less than the price of dinner and a movie, we'll send you everything you need to get started... the first 14 sections of the program, your storage binder, the jam-packed "**Direct Mail Hall of Fame**" book, plus some extra bonuses (more on that in a minute).

...And There's No Risk to You

Take 30 days to look it all over. Read it. Devour it. Test it out. Give it a try. **Do it all.**

Then, if it's not everything you imagined... if you don't immediately see how profitable and enjoyable your life could be... or, if you just don't feel that copywriting is for you... then simply return the unmarked materials for a **full, no-questions-asked refund**.

But if you like what you see — and you're ready to begin your brand-new life — you'll receive the rest of the program in 12 monthly installments at \$39 each... conveniently billed to your credit card.

Six More Bonuses to Get You on the Fast Track to a New Life

The prospect of a new life can be tremendously exciting — and also a bit frightening. Believe me, I understand. Like I said earlier, I've seen both sides of the coin.

That's why I'm going to give you six powerful bonus resources when you sign up for **AWAI's Accelerated Program for Six-Figure Copywriting...**

1. AWAI has created an exciting report called **"How to Safely & Quickly Change Careers."** It's everything you need to know about leaving your old life and embarking on your exciting new copywriting journey... yours free with your first installment of the program.
2. **FREE** subscription to **"The Golden Thread,"** AWAI's weekly e-letter featuring writing tips, advice, success stories, and yes, job opportunities! Written and edited by copy pro Will Newman — "The Golden Thread" will inspire you along the way.
3. Private access to a **"Members Only" Online Forum.** Inside the "Members Forum" you'll find our staff, Board Members, and other AWAI members like you... sharing ideas, getting answers to questions, giving feedback, and offering encouragement. Members often tell us that this is one of the strongest support systems they have in launching their copywriting businesses.
4. Plus — and this is a biggie — you'll have member-only access to DirectResponseJobs.com, AWAI's exclusive **Online Job Board.** This exclusive website is a place where an ever-growing list of marketers place job ads for AWAI-trained writers like you. As an AWAIer, you'll have full exclusive access to this service — and it's FREE!
5. You'll also be invited to attend our annual **"FastTrack to Success" copywriting bootcamp**, at a resort hotel and conference center on the ocean, near our headquarters in Delray Beach, Florida. At this life-changing and fun-filled 3-day event, you can rub elbows with some of the industry's top copywriters and marketers, as they share their deepest and most powerful secrets. And if you can't make it — don't worry. We can send you DVD recordings of the whole event.
6. We'll even sign you up for Michael Masterson's daily motivational email service, **"Early To Rise,"** **FREE** of charge. This profound daily e-newsletter is full of profitable observations, witticisms, and actionable advice about how to be more productive and successful. It's like having a successful millionaire as your very own personal wealth coach! And what a great way to "kick-start" your new life. Invaluable!

Take the First Step Today

It's hard to imagine a better way to spend 39 bucks...

This is a very real opportunity to own 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 less than the cost of dinner and a movie.

So, if you're ready for a new life... one that's richer, freer, and infinitely more rewarding... get **AWAI's Accelerated Program for Six-Figure Copywriting** today.

Remember, you have no risk. The world has a desperate need for copywriters. Once you learn the simple scientific formula for meeting that need, you can begin to experience the radical changes in your life I've told you about.

Over, please ...

