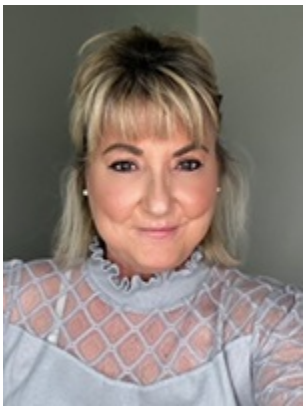
These 12 Copywriting Projects Can Make You Unbelievably Rich

By Sandy Franks

- **Here's how to tell your client: Show me the money**
- **One writing project generated $13 million in sales**
- **The 12 copywriting projects clients need and want**
- **Your job is to master them all**
- **Spoiler Alert: Is your name on this list?**



Sandy Franks

What if I told you there was a way to make so much money as a copywriter, you could retire and not "work" another day in your life … would you want to know about it?

Truth is, there isn't just one way to make a ton of money with your copywriting skills — there's 12. I'm talking about knowing how to write copy for the 12 different types of projects your client needs today, tomorrow, and the rest of this year.

Most multimillion-dollar companies use these 12 copywriting projects in one way or another. Small companies might not use all 12, but if you know how to do them, you could be in the unique position of teaching them how. Your client will love you for giving their business a big boost.

Like Cuba Gooding Jr. said in the 1996 hit movie *Jerry Maguire,* "Show me the money," clients will show you the money in the form of handsome copywriting fees and royalty checks.

Just how much can copywriters make? Just recently, one of these in-demand copy projects generated $11 million in a SINGLE day. The project was so successful, the company had to shut it down because demand was overwhelming. Just a few days later, when forced to hit the stop button, it reached $13 million in sales.

If you were the copywriter working on this project, you could have banked $650,000 in royalty income. Imagine having this kind of success with a few other clients. Now you can see why I say it's possible to retire early and not work another day.

So what are the 12 projects your client desperately needs? Good thing AWAI is always on top of the latest copywriting projects clients need most. The 12 hottest are:

In-Demand Project #1: Revenue Boosting Insert Ads. These are the little ads in online e-letters and newsletters. They can turn a percentage of readers into potential new customers. They're a great way to test new headline ideas, but are also a great

training ground for writing Pay-Per-Click ads, website banner ads … even Facebook and Twitter posts. These types of ads are short, usually around 150 words, which means you have to know how to get the reader's attention with very few words.

In-Demand Project #2: Eye-Catching News Items. In short, a news item is a lot like a sales letter, only instead of a product, you're selling an idea … But doing it in a very special way. Your objective is much the same: *Get a passive reader — who may not have any predisposed interest in reading your story — to read it.*

In-Demand Project #3: Highly Coveted Newsletter Articles. A newsletter article is a longer, more research- and proof-intense piece of writing, and "sells" a more sophisticated idea. Newsletters that have a large circulation of readers and high retention rates are a publishing company's bread-and-butter. But not everyone can write benefit-driven newsletter articles. This is a powerful skill; one your client can't get enough of.

In-Demand Project #4: First Touch Welcome Letter. Also known as a "stick" letter, they're the email message you get shortly after you buy something. In the world of information publishing, they're a crucial element to the sale. They overcome what is known as buyer's remorse, where the buyer changes their mind and cancels their order. A good stick letter keeps that from happening.

In-Demand Project #5: Raging Hot Advertorials. An advertorial is really a sales letter disguised as an article. It delivers useful and interesting content like a good article or news story does. Its main job is to move the prospect toward an idea, promise, or benefit you really want to drive home — and to get the prospect to click over to the sales promotion. Advertorials can have a huge impact on a company's bottom line. Needless to say, there's an art to writing an effective advertorial that gets viewed by millions of people.

In-Demand Project #6: Response Generating Sales Emails. Also called "lift" emails — they're short "teaser" emails, typically sent to your client's in-house list of customers. But don't be fooled by the word "teaser." There's more to them than teasing. And they're important because their real job is to get the reader interested enough to click on a link that will take them to a sales letter. They are a crucial part of a sales campaign, which is why writing an email lift note that "breaks through" is a very special skill.

In-Demand Project #7: Email Autoresponders and Funnels. Autoresponders are a series of pre-written emails that automatically continue the dialog with your customer, offering value and useful content on subjects you know they're interested in. They build trust and goodwill, creating a relationship with the prospect so they are more likely to buy more of the goods and services your client offers. This is a must-have copywriting skill.

In-Demand Project #8: Revising a Successful Control Sales Letter. Take an existing control and "freshen it up," and you can have a brand-new, high-performing sales package in just a few days. That not only keeps royalties flowing for you … it means your client can be marketing new and relevant copy rather than having to wait for new sales packages to be written. But it takes a special kind of know-how to revise a control without killing response.

In-Demand Project #9: Captivating Landing Pages. The landing page is the place all your ads … all your email lifts … all your autoresponders drive your potential buyer. It's also the place you send the prospect to sign up for a free report or free e-letter. It's got to be great. In an instant, your prospect must see the immediate benefit of staying on the landing page and settling in to read the sales copy you've written for your client. You can't be a great copywriter without knowing how to write landing pages.

In-Demand Project #10: The Long Form Sales Letter. One of the most coveted and prized forms of copywriting is the long form sales letter. Starting with a good idea and overflowing with proof, long form sales letters generate the highest responses. But there are a lot of moving pieces that must go into every successful long form sales promotion, including in-depth research, the headline, lead, the close, and the offer. Master these elements and you'll jump to the top of your client's list of copywriters to call.

In-Demand Project #11: Video Sales Letter, the Ultimate Money Maker: Skillfully converting a sales letter to a successful Video Sales Letter (VSL) can **double, *even triple*** response. For you, the copywriter who gets paid royalties … it can mean hundreds of thousands more in income each and every year. VSLs are so powerful because they have the potential to engage your reader on a much higher level. But they have to be done just right or else you risk the prospect hitting the delete button.

In-Demand Project #12: Online Webinar Scripts and Hotlist Emails. This is the same copy project that generated $13 million for a financial division of the giant newsletter publisher, Agora, Inc. All online webinars lead to one thing: a sale. The webinar itself can be in the form of a PowerPoint-style "talking" promotion, or an interactive webinar, or an actual live video. But what makes them more powerful is the hotlist emails. The sole purpose is to get highly qualified prospects excited for the webinar. This means writing content-rich emails that ratchet up the excitement for the webinar and the sales letter that follows. Knowing how to blend sales and rich content is key.

As you read over this list of the 12 top copywriting projects, how many do you actually know how to do? If you only know how to do a handful, it's time to get up to speed on the others. Knowing how to do them all is what will take you from aspiring want-to-be copywriter to "A-lister." Knowing them is also what will make you a richer copywriter.

Your takeaway for today: Take the time to learn as much as you can about these 12 different copywriting projects. The more of them you know, the better copywriter you'll be, and the more money you can demand.

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Hi Sandy. I,like these 12 skills ,and I will learn them,they will be a big help,in My ,copywriting. Thanks

Darrick – over a year ago

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