

Letters from AWAI Members...

“The client hired me today...20 sales sheets for \$750 per sheet. That’s \$15,000! It is my first copywriting job and I got it because my sales letter impressed them so much...that they never asked for any samples.

Thanks to all I’ve learned from AWAI, I’m off and running!”

-- **Carole D., Bowie, MD**

“From the moment I began AWAI’s course I knew I was learning things that would change my life and I was right. Within a matter of weeks after completing the course 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 course did that and more.”

-- **Paul L., Ft. Lauderdale, FL**

“*Michael Masterson’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 students. You made it easy for me to walk away from an 18-year engineering career by giving me several paid assignments shortly after I finished the course. Soon afterward, I had all the work I could handle. I feel like I’m finally leading the life I was meant to live. I can’t thank you enough!”

-- **Krista J., Roswell, GA**

“It still amazes me that I was able to get a full-time job as a copywriter only one year after I purchased the basic course. And, I’ll never forget ... it was about two months after I started my new job at a Chicago direct mail company when my boss called a meeting to discuss why a certain direct mail package hadn’t worked. I took one look at the failed mail pieces and I was able to pinpoint the reasons immediately, using the principle of the 4-Legged Stool I learned in AWAI’s copywriting program. After that, people at work were always coming up to me, asking me for advice, and referring to me as a direct mail “guru” – even though I still a newbie!”

“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 less hours and enjoying more freedom than I ever thought possible. I’m very grateful to AWAI for the training they’ve given me. There’s no way I could have come this far without their instruction.”

-- **Stuart J., Evanston, IL**

“I got my first check for \$2,000 last month for writing a direct mail package for a magazine. Attached to the magazine is an entire organization that needs fundraising, letters, promotions, etc. I’m actively pursuing all of their copywriting business.

Thanks for your help and encouragement.”

-- **Mark K., Detroit, MI**

“In 1995 I began my freelance writing career. Around 1999 I was ready to give up. You can’t imagine how frustrating it is to work around the clock on your “dream” job only to make the equivalent of a couple bucks an hour.

“Then I found AWAI. I took the basic course, got a coach, and applied everything they said I should do. To say my freelance career has flourished since then would be an understatement. I literally have as much work as I want when I want it.

“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 ten dollar bill for a bookmark. Now, THAT’s what I call making a good living! I can’t wait to find a twenty wedged between the pages of my favorite novel....”

-- **Beth E., Kandiyohi, MN**

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

-- **Peter F., New York, NY May ‘02**

“Unbelievable! I practically fell off my chair when Lori e-mailed the amount of money I would be receiving on my next royalty check -- \$4,465.13. What a cool feeling knowing I am 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!”

-- **Peter F., AWAI Graduate and working freelance copywriter April ‘03**

“I just got my first national client!!!

I’ll be writing the year end letter for the Ronald McDonald House in New York City. It’s the largest of its kind in the world! Ironically, our Ronald McDonald House in Sioux City is one of the smallest and I did a pro bono piece for them when I was first getting started and volunteered there, too.

I don’t know the pay for it yet, but after a frantic call to Denise on the Friday before Bootcamp I sent them ranges... the lowest of which was still 3 times what I could make here! Dan could hear me grinning through the phone!

Cheers from the smiling Iowan!"

-- **Mary S., Sioux City, IA**

"Thank you, Denise, for your advice on what I should charge. I got the job for \$1,000! This is actually my second assignment. Thanks so much for all your help. AWAI, the course, and the support has been fabulous. Having been in marketing for a number of years, I honestly wasn't sure if I would learn anything new. I am happy to say my skills have increased tenfold from the course. I have learned an incredible amount about direct mail copywriting that is already helping my launch my freelance career."

-- **Reagan H., Castro Valley, CA**

"It's less than 6 months and I already have clients – and I have never been a good writer.

-- **Sara L., Racine, WI**

"I am truly living out my dream... Since I took Michael Masterson's Accelerated Program for Six Figure Copywriting, I'm working on my third project for Nighingale-Conant. None of my success would've happened had I not taken this program and done the assignments faithfully."

-- **Catherine C., Bracebridge, Ontario**

"What a couple of months it has been! I ordered Michael Masterson's Accelerated Program For Six-Figure Copywriting several months back. I read it -- and had a great time doing the assignments. I sent in my practice assignment and...presto! A few weeks later I got a call from Katie at your office to write a real sales letter. It was great fun, a great learning experience...plus I got paid to do it! And just today, I got word my second assignment is on the way. Many thanks for this wonderful opportunity."

-- **Edward H., Greer, South Carolina**

"AWAI's Coaching Program has been a huge help. My coach has given me motivation, guidance, and sharp-eyed evaluation of my copywriting on real, paying projects. As I make my way into the ranks of working copywriters, my coach's leadership has been vital, to sharpen my skills and boost my confidence. Both are vital to succeed as a freelance!"

Best of all, the coaching connection actually helped me land my biggest assignment yet. My new client finally agreed to hire me after I explained that all my copy would be reviewed by an experienced AWAI professional. That one job is paying me 3 times the cost of my coaching program!"

--**David C., Colorado Springs, Colorado**

"I made my first \$500 writing an exhibitor prospectus for an association last month. It more than paid for the Selling Yourself program I purchased. Thanks!"

-- **K. Logan, Nevada City, CA**

“Dear AWAI -- I closed the Kessler assignment today! It's a really nice piece of work and a very reputable corporation to have as a client. I'm very pleased. And yesterday I got a call from an acquaintance who liked the cover letter I recently wrote for the town planning survey (a volunteer job). So, he wants me to look at his marketing collateral and web content!

“This week I closed one assignment and have two good, unexpected leads. I've made more money in the last few months than I made in 4 or 5 years writing books and magazine articles.

“Thanks so much for your help and support.”

-- Bev H., Palm Bay, FL

“AWAI's courses have been invaluable. Although being a writer appealed to me, I thought that it meant being a poet, novelist or playwright. You might as well put starving in front of those three! AWAI showed me there was an entirely different venue where writing was valued and rewarded...copywriting allows me the chance to live and work wherever I choose. In the future, I would like to live in Europe a year or two. In the past 18 months, I've been paid for 26 sales letters.”

-- Glen S., Ontario, Canada

“After working through the AWAI program, I had the information I needed to find potential clients and approach them. And thanks to what I learned about copywriting, my first letter generated a 72% increase in responses and a 28% increase in the donations my client received. They've already given my five more letters to write!”

-- Edith N., Vancouver, BC

“Dear Denise -- Thank You. The program really works. I just nailed down my first paying assignment! I can't express to you how excited, encouraged, motivated I feel right now. Thank you, and to all the staff at AWAI. You came through on all your promises. It's your advice that helped me land this assignment. Now, if I can deliver, and I know I can, this company has many more products they want to market on the internet, and I plan to write them all.”

-- Paul D., San Diego, California

“I'm afraid I've very reluctantly decided that I cannot after all attend this year's bootcamp. Though I say reluctantly, it's for the best of reasons. I have a client who wants to roll out a full package - in fact two packages - during the very same week. I think I need to be around for that and I've also had a couple of other clients come on board with some urgent work.”

-- Steve S., London England

“I highly recommend your program. The step-by-step instruction shows you how to write winning sales letters and prepares you for a career in copywriting. The feedback on assignments from the Board members is invaluable in sharpening your writing skills. I received my first paid copywriting assignment within weeks of finishing the course.

-- **Daniel F., Vancouver, BC**

“Wow! Or rather, thanks! Yours is the first program I’ve ever purchased that delivered on its promise. You had me working on a paid assignment within two months of receiving my course. And the best part is, I am now getting paid to learn firsthand from some of the best copywriters in the business!”

-- **Simon G., Marietta, GA**

I just met with the CEO of our local hospital and pitched some ideas. He called the president of the ad agency and told them he wanted us to work together on some ideas (me as the local copywriter) -- specifically he liked my headlines and tag lines better than the campaign they were starting. I faxed them samples of ideas.

By the way, I just started your course. Haven’t even completed the first assignment.

When I called your office with an SOS, Kathleen told me what to say and to read Power Words section. I walked into the meeting after reading your selling yourself paragraph in the parking lot and went from there. An hour later I was leaving his office almost giddy from his response to me. The president of the ad agency had called my house and left a message for me to call him ASAP before I even got home.

More than fun, huh? What will happen AFTER I’ve finished your course? Watch out, world!

-- **S. Allen, Wilmington, DE**

“Congratulations on an excellent course, it’s worth every penny... I am already making money from your Resume Writing Course which I purchased. Many thanks!”

-- **Mike W., Norristown, PA**

“...Now, here is the good part, my copywriting course- even just the small amount of writing that I’ve done so far (Restaurant letter) and my reading, doing research for my main assignment (Men’s supplement) gave me the confidence to take on my sister’s bank

“All I had to do was state our case in a straight forward, logical manner but with a touch of humanity to it! I say that because I wish that you could have read the letter from the bank to Tina, demanding the \$13,855.89. Talk about cold and inhumane. This bank didn’t even offer any goodwill gestures to Tina for the inconvenience and shock it created. They also made it out that she was somehow to blame for it as well. So I proceeded to paint them a picture of her life professionally, and personally. Then I acknowledged there was mistake – which was entirely the bank’s error, stated our position and remedies we wanted – such as a percentage of mortgage interest to be forgiven – approximately 13.33% and extra goodwill gesture of \$250.00 off the principal, and last

but not least, we told the bank how much interest we were prepared to pay back.. Well, it worked. The bank gave us all of our demands.

“So thank you again for putting this course together. It has more than paid me back because I just felt so good being able to help Tina deal with her bank. It’s a good feeling to help someone out like this.”

-- **Bev P., Brampton, Ontario**

“Six months ago I received a sales letter from Ray Holland, of the American Writers and Artists Institute, detailing an offer from their Graphic Design Success course. Being skeptical I called the Better Business Bureau of Florida and found out that AWAI is a member. I immediately enrolled. Just today, I was contacted by AWAI with my first real paying design job. It is my desire to be all I can be in graphic design and AWAI’s step by step instructions make that possible.”

-- **Linda H., Madison, MS**

“The information and examples included in your Travel Writers course were so good that I’ve landed an assignment with an international travel magazine even before completing all the course elements... I largely credit the course material for putting me firmly on the path to success in travel writing.”

-- **Larry L., Sugarland, TX**

“I am so excited...(a freelance marketing consultant) just emailed me to say she’s got several projects coming up... and asked if I’ll be available... I know I wouldn’t have gotten these opportunities without the knowledge and confidence I’ve received from working with AWAI.”

-- **Kammy T., Billings, MT**

“I wanted to let you know my experience out of taking the Resume course. I’ve been extremely surprised at how easy and fun setting up a resume business has been. I placed one ad... and I’ve gotten more calls than I ever expected to get.”

-- **Sharon O., Oakland, CA**

“...I really enjoy copywriting and all the insights I am learning as a result of the course... An Engineering Consultation Company is paying me to do the sales letter...even though I haven’t finished the course... Copywriting has shown me that language doesn’t have to be boring and dead... I also learned a very important technique from the course – being entrepreneurial.”

-- **Jaracz H., New Plymouth, New Zealand**

“My resume-writing business is “exploding” with over \$750 in sales for one week and it’s not even Wednesday yet (not to mention \$500 for last week)! I now have eight testimonials in my file already!

“This is in an economy where jobs here “are TIGHT!” (I have also sent out “solicitation letters” advertising my copywriting and awaiting responses!)

“I’m looking outside my window from home... watching the “snow fall” on the lawns and I’m working from home!!!!!!

“Thanks AWAI ... You folks helped make it happen. I don’t miss my old job at ALL!”

-- **John K., Lexington Park, MD**

“You’ll be happy to learn that I have a ‘job’...My warmest appreciation for your very practical lessons and advice. Everything I hope to prosper in copywriting I owe to you.”

-- **Frithjof O., Watertown, SD**

“What I learned just in the first day or two of having this [copywriter] course alone, has already earned me enough income to cover the course in full.”

-- **Bob C., Orlando, FL**

“I know Michael Masterson and what he has taught me has revolutionized the way I write direct mail -- taking it to the next level. His program is the best correspondence course for copywriting I have ever seen – in fact, the best copywriting course I’ve seen anywhere, in any form. Anyone who wants to get into direct response copywriting would benefit enormously from taking it. AWAI has helped many of its students get assignments and succeed as freelance DM copywriters.”

-- **Robert W. Bly, Professional Copywriter and author of *The Copywriter’s Handbook***

“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 hundreds of letters my company needs written every year. And I’m not alone. The whole industry needs copywriters.

“That’s why I’m thrilled that my friend and colleague Michael Masterson put together his copywriting program. It is by far the most comprehensive program I’ve ever seen on the subject.

“In fact, I’ve made a special arrangement with AWAI. I’ve asked them to send their most promising students my way first. So far, my publishers are working with more than a dozen students who have come from Michael’s program.”

--**Bill Bonner, President, Agora Publishing**

“You might have the best product in the world, but it doesn’t matter one bit if you can’t get the word out. That’s why good marketing copy is the lifeblood of any business. I used the techniques I learned in Michael Masterson’s Accelerated Program for Six-Figure Copywriting to launch my own profitable business. Now I’m working with other copywriters trained by Michael Masterson to grow that business.”

-- **Justin Ford, President SeedsOfWealth.com**

“I just wanted to take a moment to express my appreciation for locating a great writer for my business. As you know it’s hard to find good writers in direct mail. And one of your new writers just beat my control. Can’t top that! If you have anymore of these well train copywriters...please send them my way. Thanks for all your assistance.”

-- **Al Serin, President, AlMark Products Inc.**

“Let me reveal a BIG secret to success in this business. I’ve been a copywriter for 19 years and I make a heck of a good living from it. I set my own hours and time as much time off as I want. When I started, there was no one who could teach me what to do to slash my learning curve. I learned the hard way—I made all the mistakes in the book and learned from them.

“With AWAI you don’t have to do that. This means you can achieve success much, much faster than I did. AWAI is absolutely unique in what they do. They show you, step-by-step, at your own speed, what to do and how to do it. If I had an AWAI when I started, I’m convinced I could have saved 5, 6, 7 or more years--almost from the start, I would have been earning money.

“If you’re serious about changing your life—becoming a writer and doing something meaningful and profitable—I can’t urge you enough to consider AWAI. There is no one else in America like them.”

-- **Peter Betuel, Professional Copywriter**

“I have been working with writers that Michael Masterson has developed for about eight years now. They have consistently produced direct mail winners for me.”

-- **Deeba Jafri, Marketing Consultant**

“Masterson’s copywriting course offers the most thorough and well-organized approach to the subject I’ve seen anywhere. There’s not a technique or secret in there that I haven’t found helpful over the years. I owe a great deal of my own success to Mike Masterson. And I tell him so regularly. As for the course, I’d recommend it to anybody – not just direct-mail copywriters, but anyone who’s trying to get a grip on what makes marketing work.”

-- **John Forde, Professional Copywriter**

“Top copywriters are critical to my company’s success – and most of the freelance copywriters I use are AWAI graduates. I am much more comfortable hiring new writers if they have taken the AWAI course.”

--Brian Sodi, Fourth Avenue Marketing Group

“Before I met Michael Masterson, I’d never sold anything before in my life. I was just another very junior employee of large publishing company. But after Michael’s tutoring, I was able to master the basics of writing a sales letter in just a few days. Those skills, plus an idea for my own product, brought in over \$2 million in revenue -- with the very first sales letter that I ever wrote. Now, just two years after taking Michael’s course, I write sales letters every month that help me sustain my own publishing division, a business that brings in millions of dollars in revenue each year.

“All I had when I met Michael was a desire to succeed. I wasn’t a “creative” writer. I didn’t have much business experience. But Michael quickly showed me that the principles of persuasive communication were timeless, simple and very easy to execute in a letter.

“Today I use these principles almost everyday to write winning sales copy. These ideas are my secret weapon in business. And they’ve become part of my life: I use the same principles in all forms of communication -- everything from phone calls with friends, to the lectures I’m now paid to deliver. I even employ Michael’s principles when I’m writing postcards from vacations. If you want to be understood clearly, if you want to learn how to be an effective and powerful communicator, there’s no better way than Michael Masterson’s course. I tell the writers I hire to forget everything they learned in college. Then I hand them Michael’s course.”

-- Porter Stansberry, Publisher

“There’s more selling power in this course than in all of the books on display at a typical Barnes & Noble!”

-- Roger C. Parker, author of *Looking Good in Print*

“I was initially skeptical that your ‘Selling Yourself as a Copywriter’ course would benefit me. After all, I’ve been a full-time copywriter for years. And I already earn well over \$100K annually. But Bob Bly guaranteed that I would pick up several nuggets of information from the course that would help me attract more and better clients – and higher fees. He was right. This course is terrific. Thank you.

-- Steve Slaunwhite, Professional Copywriter

“Trust me, I’m no genius. And I’m horrible with my grammar. But I am a graduate of the program. And the secrets I’ve learned from it have not only made the writing I do relatively easy, but profitable too. In fact, without the program you’re being invited to join, I say with confidence, I wouldn’t be able to do any of the traveling, writing or work that I so enjoy today. Thanks to Michael Masterson, I’m living in Paris!”

-- Addison Wiggin, Professional Copywriter

“To tell the truth, I was doing pretty well as a copywriter before I met Michael Masterson. The letters I wrote got good results, and my clients called me regularly to give me jobs. But once I met Michael and started following his advice, things really took off. He taught me something I’d never even thought of before: how to make sure that anyone reading my letters would KEEP reading them, page after page, till the end. There’s an amazing way to do it...and it works! That secret alone is worth the price of his course – an amount that, by the way, I can earn 5 times over, by writing a simple 4-page letter.”

-- **Nancy Collins, Professional Copywriter**

“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 course and write a strong sales letter can always find work with me.

-- **James DiGeorgia, DiGeorgia & Assoc.**

“Michael Masterson taught me how to review and critique copy back in the days when I was hiring writers, and since I’ve been writing copy myself, his on-target advice has made the difference between my producing copy that’s merely adequate and copy that blows away the competition.

“I’ll give you an example: A while back, I wrote a letter selling an investment conference which, the year prior, had attracted 90 attendees. I read through the old sales copy... it was OK. But it lacked one critical element Michael had taught me to always look for. I included it in my letter... and 170 people signed up—nearly double the number of attendees. Instead of \$90,000 in sales... that letter brought my client \$170,000. Needless to say, they’ve paid me to write their conference copy ever since.”

-- **Jennifer Stevens, Professional Copywriter**

“AWAI’s copywriting course is excellent...Having done years of successful ad copy for my own businesses, I am amazed about how much more I am learning. It is well worth the money I paid for it.”

-- **Jade Magick, Professional Copywriter**

“My success in investing has come from learning and applying the secrets of the investment masters -- Soros, Buffett, Templeton, etc. My success as a writer has come from learning and applying the secrets of Michael Masterson.”

-- **Steve Sjuggerud, Editor, True Wealth**

“I was already a successful copywriter when I meet Michael Masterson. But the secrets he taught me brought me to the next level – and increased my income by over 63% the next year! If you get the opportunity to learn from this man, jump on it!”

-- **Parris Lampropoulos, Professional Copywriter**

“I’ve been employed in the field of marketing for many years, but it wasn’t until Michael Masterson taught me the secrets to writing (and reviewing) promotional copy that I experienced some really great results. In fact, one project brought in over \$400,000 in sales in less than 30 days.”

-- **Sandy Franks, Marketing Director**

“The biggest thing to me about being a copywriter, I guess, is the freedom I enjoy. Last year, for example, I went on six vacations. And that’s not counting the time I spent “working” in Florida, Las Vegas, and the Delaware beaches. Don’t get me wrong. I work hard. But I do it because I like what I do, and I know that my work pays off directly into more money that goes in my pocket. The major difference between what I do now and what I did when I was working, as an employee is that now IT’S ME who decides when and where I work. Not many people can say that, I don’t think.”

-- **Michael Palmer, Baltimore, Md, Professional Copywriter**

“Your students were very professional. They are willing to work...and submitted very good ideas, each with a different spin. They... made professional presentations. I wish I had found AWAI a couple years ago.”

-- **Eric Dany, Editor, Mutual Fund Prospector**

“I was a freelance copywriter for years, but was never able to break down the door separating me from the kind of financial rewards I knew direct mail writing could bring. The problem? I didn’t know how to write. But Michael Masterson’s copywriting program fixed that. It took me by the hand and showed me step-by-step secrets behind successful direct mail writing—and then actually found me high-paying assignments...I have more work than I can handle...and I owe it all to Michael Masterson’s course.”

-- **Caroline Burton, Professional Copywriter**

“Wow! What an impressive package (although I should expect nothing less from a group like yours.)”

-- **Steven Leveen, Co-founder and President, Levenger, Delray Beach, FL**

“Speaking as a professional copywriter, I have to say that Michael Masterson’s course is one of the best things to come down the pike I’ve seen. Nowhere else are so many insiders’ how-to details revealed so clearly. Thanks to this course it’s quite possible that I’ll make twice as much money this year as I did last year.”

-- **Dave Morgan, Professional Copywriter**

“I’m the publisher of several international health publications. My annual budget for copy is \$250,000. I’m always looking for strong copywriters to recruit new subscribers and sell products. I can never have too many good writers in my Rolodex. I’ve seen Michael Masterson’s program and I can tell you that anyone who successfully completes it is someone I’d want to talk to about writing for me.”

-- **J. Thompson, Publisher**

“I had the good fortune of working as an ‘apprentice’ to Lee Troxler, one of the nation’s top copywriters. As can be imagined, I learned a great deal working with Lee. In spite of this early training, my skills remained mediocre until I took AWAI’s course. Their program put all the information I’d received from Lee into a context where I really understood what was required to write powerful sales copy. I finally understood exactly what made great sales copy great and what separated it from the run-of-the-mill.

“What I’ve learned from AWAI has not only strengthened my copywriting, but, it has strengthened all of my writing, and I’m not the only one who says so. I have had comments from newspaper editors, clients, and fellow writers.”

-- **Will Newman, Professional Copywriter**

“I thought I was a pretty smart copywriter – making over \$1,000 a week with my ‘niche’ specialty – writing space ads. But just one concept learned from Michael Masterson – ‘the Four Us’ – has rocketed my little at-home business into the \$10K-a-month club. I feel I’m now part of a ‘Secret Club,’ a small, exclusive group of highly paid, specially trained individuals who are in great demand by direct marketers all over the world. It’s very cool to be needed, respected, and...successful! Thank you.”

-- **Michael E. Samonek, Professional Copywriter**

“We’re always looking for good writers. Without them, we don’t have a business. I’m especially interested in people who took Michael’s copywriting course. I know they’ve been trained by a true master. When I’m contacted by someone who is a graduate of this course, believe me, I always take their call.”

-- **Julia Guth, Executive Director of The Oxford Club**

“I’m pretty picky about what resources I recommend to my readers. I won’t endorse anything that promises you can “get rich quick” or that professes to know the “secret” of “fast, easy success.” Hey, if you could really earn \$1,000 a week stuffing envelopes at home, the American workplace would be empty. As much as we may wish for some magic answer, the fact of the matter is this: Changing course to create the kind of work and life you really want takes time, effort and commitment. Period.

Naturally then I was a somewhat skeptical when the American Writers & Artists Institute (AWAI) contacting me about their course “Accelerated Program for Six-Figure Copywriting.” Before I recommend anything to my readers I like to see it for myself. In a matter of days, I received the entire course - over 700 pages of material!

Before I launched Changing Course, I worked in the marketing field so I know a little about the direct mail and copywriting world. To say that I was impressed with the course content would be an understatement. It is highly readable, thorough, and on-target.”

-- **Valerie Young, Editor, Changing Course Newsletter**

“Most copywriters will tell you there are proven, specific techniques behind the art of persuasion. The same ideas that hide behind the ‘junk mail’ you find in your mailbox everyday are the same ideas you can use to boost your query letters and grab an editor’s attention.

“AWAI has not only uncovered these secrets, but they’ve managed to put them all together in an easy to follow program.

“I worked as a consultant for a large corporation for over 12 years. While employed there, I had the opportunity to go through many “consulting” or “sales” courses that cost literally THOUSANDS of dollars. Through those courses, I only learned a fraction of what’s contained in the AWAI course.”

-- **Dan Case, editor Writing for DOLLARS!**

“As a marketer who has hundreds of copywriting resources on his shelf – I’ll tell you AWAI’s instructors know their stuff!”

-- **Yanik Silver, surefiremarketing.com**

“Let me say that I LOVE LOVE LOVE LOVE LOVE the Copywriting course materials and the brilliance behind it. Bravo!”

-- **Traci Robertson, President, The Bottom Line**

“What a workout! Your instructions were clear and understandable... and exhausting! But the lessons learned were valuable, helpful, and inspirational. The discipline certainly helped me re-think the way I communicate to my own congregation. And for that I am grateful.”

-- **Pastor Benjamin P., Redding, CA**

“I truly appreciate every word of your feedback. I see much value and wisdom in it. Your comments “burn into mind” those vital points... What has impressed me most about my experience with AWAI is the great amount of high quality mentoring that goes on. Never before in my working life have I found so many skilled, talented people, giving so much high quality help, with such great patience, to students like me who have so much to gain by learning these skills.”

-- **David C., Colorado Springs, CO**

“Recently I signed up for the guaranteed success program. All I can say is WOW!

“I had a 1/2 hour phone conversation with my mentor yesterday and I learned more than in any half hour in my life. It was a total brain dump of ways to improve my writing, and how to get started in the business. Tons and tons of suggestions.

“I was totally blown away!

“I am so happy I signed up for this program already and it’s only my first mentoring session!”
-- **Sarah B., St. Louis, MO**

“AWAI as an organization has given me the best learning experience I’ve EVER had, providing me with encouragement and support every step along my journey toward a new career. In short, you folks are great. You’ve helped me see plainly what I need to do to succeed and given me the roadmap, information, and support I need to get there. I can’t thank you enough.”

-- **Sharon O., Oakland, CA**

“By the way, thanks for your efforts on the Selling Yourself website – the information is organized perfectly, and everything works the way it should. This website alone is worth the price of the course!”

-- **Valerie M., West Haven, CT**

“I had such fun with the restaurant assignment that the manager of the restaurant asked me to be in a TV commercial. This course works. The information is straight-forward and taught in a manner that makes you want to learn more.”

-- **M.B. P., Portland, OR**

“I feel that AWAI golden thread and ETR is awesome. They really help me feel connected with a community. Being a copywriter sometimes we work independently, and it makes us feel disconnected.

AWAI has been so helpful creating a feeling of well-being. Complimented by people who are successful.

Thanks also to Denise who's been wonderful during my training as a copywriter. Please keep up the great work.”

-- **Christine C., New Milford, CT**

”I have taken both the Accelerated and Master’s courses from AWAI, and all I can say is, thank you! Right now, I’m well on my way to getting paid assignments with several local companies. The personalized instruction and coaching have really encouraged me to move toward a career in freelance copywriting and into “the writer’s life.”

-- **Janice S., Golden, CO**

“The AWAI Personal Coaching program, has improved my writing and my confidence! My coach, Beth Erickson, has loaded me with great tips on reviewing and revving up my writing. I’ve learned how to review my own projects and find the specific places I can make little changes that make a HUGE difference. Working with Beth has helped me focus my copywriting career path, too. Her advice helped me put the pieces together so I

can go after the projects I want with confidence and a pocket full of skills. The coaching program was the perfect way to boost the caliber of my writing and get things moving faster, that's for sure!"

-- **Mary S., Sioux City, IA**

"I'm very impressed with Michael Masterson's copywriting program. It's a fast-paced program that offers a tremendous amount of useful information. Each section has exceeded my expectations. It's very motivating."

-- **Tim L., Arlington VA, Former White House writer**

"I've been studying with AWAI for almost 10 months, and I attended the Bootcamp last September.

I met Michael Masterson, Bob Bly, Don Mahony and Paul Hollingshead as well as other professional copywriters. I was amazed at how approachable these men were. They are dedicated to getting their students to work at a professional level as soon as possible.

I have taken courses before, as well as attending a trade school (culinary academy) and I have never encountered the dedication that the staff of AWAI has. Other courses/schools are content to take your \$\$, send you courses, teach you basics and generally after that leave you to flounder along as best you can. AWAI helps you every step of the way. They are tough in their critiques, but the reason for this is they want you to be able to compete with the pros. They aren't going to shine you on, giving you "E's for effort. If you are serious about working as a professional copywriter, there is no other way to learn it so quickly."

-- **Suzy S., Citrus Heights, CA**

"I've been thinking of starting a resume service for years and have bought several 'how to start a resume service' books, e-books and have read countless Websites on the subject. Yet AWAI's package is the BEST of them all, bar none. Well worth the investment, even if it didn't have the software.

-- **Jean H., Dallas, TX**

"You can't believe how excited I was about your remarks on my first assignment: My Favorite Restaurant! Nothing could have been more inspiring. If you had been there, I would have hugged and kissed you. Now I know copywriting is definitely for me. Thank you so much for taking the time to add a few personal words."

-- **Lilo F., Macau via Hong Kong**

"I run a million dollar business, but have always been interested in writing. I've bought other books about writing, but Michael Masterson's course is absolutely the best program I've ever seen on the subject. I'm very impressed with the way the information is presented – it's entertaining and concise. And, the assignments reinforce what is taught in an interesting way."

-- **Mike T., St. George, UT**

“Michael Masterson’s course has given me a glimpse out of the window of freedom – freedom to live and support myself well from wherever I wish to reside. Thank you for the opportunity.”

-- **Peter. B., Edmonton, Alberta, Canada**

“To launch my new career plans the best way possible, I knew I needed focus and guidance – to hook up with someone who had traveled the same path before me and could give sound advice on what did and did not work.

“I was an ad agency copywriter before I started the course, and I've learned FAR more from those monthly AWAI packets than from any other source I've been exposed to. And it's impacted ALL my writing - made me a better writer than I ever was before.”

-- **Jaye R., Portland, OR**

“I'm writing to tell you that the course you have developed is excellent – the best I have seen. No other course takes you step-by-step through the whole letter writing process so thoroughly. The exercises are practical and cannot help but make you a better copywriter. I'm enjoying this very much and am looking forward to a career as a professional copywriter.”

-- **Jong H., Tinton falls, NJ**

“Your course was one of the few things I've ordered through the mail that exceeded my expectations. The program is real, the assignments are well explained, and the course is logically organized. My submissions have come back with thoughtful and insightful comments that have helped me improve my skills. I'm very glad I took your course and I am already using what I have learned in my direct mail packages with impressive results. Congratulations on delivering a fine learning experience and a high quality product. To anyone considering ordering the course, do it now. The only thing you'll regret is putting it off.”

-- **CP, El Paso, Texas**

“Thank you for this terrific course. It has not only opened up the world of copywriting to me, but has given me confidence and skills I can use in my other enterprises.”

-- **Doris B., Boise City, OK**

“I am studying *Michael Masterson's Accelerated Course for Six-Figure Copywriting* and it has already proved useful in my business selling Spanish property. I recently advertised for agents but did not use the usual “Agents required to Sell Spanish Property” as many real estate agents do; instead, I used the heading “Promote Sunshine” which has attracted quite a few responses.”

-- **Kevin E., Murcia, Spain**

“I am truly enjoying this course. It is by far the best home course I have ever taken! And we're just at the beginning...”

-- Frank G., San Diego, CA

"Just had to let you folks know how much I'm enjoying Michael Masterson's Accelerated Program for Six-Figure Copywriting. My head is spinning with excitement because of Michael's 'The Architecture of Romance.' I have a rush from merely reading it... It is – in a word – brilliant! The powerful metaphor he has created is an incredible teaching tool.

"I bought your copywriter's course to teach myself how to write a better sales letter online for my book. What I found instead was an amazing opportunity for myself. I've almost finished my first lesson in under a week, and I find the course very exciting and right up my alley. Thanks so much for changing my life."

-- Lynne S., Tulsa, OK

"The Senior Project Manager, the Company President, my boss, and two other people who represent "the customer" for the company that I work for called me into the conference room today in front of my co-workers. I thought for a moment something was wrong, or I was going into a serious meeting and then I was told to stand... I was 'publicly congratulated' today for my professional expertise in 'producing a professionally written and expertly prepared' training guide!

They asked me how I learned to produce such a quality product without a college degree and I had mentioned many times that I "loved to write" and have been working on a professional copywriting course for about a year... Thanks AWAI."

-- John K., Lexington Park, MD

"Michael Masterson's program opens the doors to so many opportunities. I'm a senior publicist at a major theme park and I use the secrets taught in this course on a daily basis.

-- Will D. Tampa, FL

"I received a phone call from one of the biggest businessmen in our area. I had recently done a story on him and he called to praise the article mentioning that out of all the pieces ever done on him, including from the *N.Y. Times* and *National Inquirer*, this was his very favorite.

Whhhoooooooppppeeeee. Wrote that one while working on my AWAI course and faithfully reading *The Golden Thread* and *ETR*.

Actually.... I can directly attribute much of my success to AWAI. AWAI has made me like the Velveteen Rabbit....a really real writer."

-- Robin E., Plant City, FL

“There is a lot in the course besides how to write a resume. Lots of specific advice on establishing, marketing, building, and running your business. Well worth it, in my humble opinion.”

-- **Sharon O., Oakland, CA**

“I recently wrote a letter for a client targeting a specific area of our country in search of real estate listings. I was quite pleased that a veteran realtor friend in Michigan said the letter was compelling. That felt like high praise from a realtor. But the proof has been in the results....he has received more calls than he ever had before!”

-- **Peri Sue R., Ft Meyers, FL**

“Also, I had to tell you that my coaching with Beth Erickson is going great! She’s given me some great tips and advice. Things I’ve been studying are finally starting to sink in and make sense. It’s a great way to up the caliber of your writing, that’s for sure!”

-- **Mary S., Portland, OR**

“I wanted to take a moment to tell you how much I’m enjoying the Graphic Design Success course. The lessons are detailed, easy to follow, and explain exactly how to apply design concepts in real-world direct marketing projects. My favorite part of the course is the send-in assignments. I can’t think of a better way to learn this skill than by getting specific, thorough critiques from professional designers.”

-- **Vanessa K., Tacoma, WA**

“I am excited about learning direct marketing graphic design and I have found the course has exceeded my expectations. I am going to school full time for multimedia and I have found that what I have been learning so far in the Graphic Design Success course has influenced my projects at school and they have taken on a more professional look.”

-- **Lonnie K., Cincinnati, Ohio**

“If my memory serves me right, AWAI’s Graphic Design Success is the only graphic design course that solely deals with direct marketing. The tuition for the course is less than a semester of college, so it’s very affordable! So far, I’ve learned quite a bit of useful information, that can be used for an enjoyable lifelong career!”

-- **Deric N., Havre, MT**

“I am probably your oldest student. If I make it through the end of the next year, I shall be 80. During the course of a long life I have worked through a good many correspondence courses... but I have never before encountered one with the enjoyment and interest of yours.”

--**Harry D., South Wirral UK**

“What an incredible idea you had for offering this course. I want you to know that I came home from a business trip, dead tired, and found that your course had been delivered in my absence. I overcame my exhaustion and burned through it in five hours.”

“The [course] has been my constant companion in hotel room after hotel room for the past month. Reading and doing the exercises were most educational, and the format is excellent. I am a professional technical trainer for a Fortune 100 company and the progression of the course is spot on.”

-- Terry B., Arlington, TX

“I’ve read just about every course book out there and no one source had the very turn-key process for direct mail advertising that I found in your program. You were able to walk me through every step of the letter writing process and it didn’t take 300 tapes to learn it. Most guys don’t even know their own method not alone how to teach it. And you guys have mastered both. I was really impressed with the real life examples and insights not found or heard elsewhere. Thank you.”

-Brian K., NY, NY

“Thanks for a fantastic course. It’s all your sales letter said, and much, much more.”

-- Gerald B., Huron, OH

“Whenever I have a client who isn’t sure who he should hire for a copywriting assignment, I always mention that I’ll be very glad to use my graphic design skills to lay out his project. Nine times out of ten, the client jumps at the chance of hiring someone with design skills. Developing strong graphic design skills not only increases your income, it makes your writing skills more marketable AND it qualifies you to shoot for graphic design jobs. I’m GLAD I took the course.”

-- Beth E., Kandiyohi, MN

“I have to tell you, I’m loving every minute of this course. Right now it’s 4 a.m. and I’m up, working on it. I’ve never done anything that was so much fun that wasn’t taxed, or in some places illegal!”

-- Larz N., East Boothbay, ME

“Your course has been and is a real learning experience. My only regret is that I didn’t try this 30 years ago.”

-- Roy K., Russell, KS

“... I must say your program is one of the very best – and I do mean the very best – I have ever taken or seen. Boy, was I surprised when you got right to the ‘guts and feathers’ of the selling process and the psychology involved in that process. You have more specifics detailed and outlined in this program than anything else I have ever seen or studied.... Your staff have a very nice and professional way of critiquing my work and I

appreciate the input. I would recommend your program to other people that I know and meet for years to come. I think your great!"

-- Linda Kay P., Leavenworth, WA

"I received the first course material. It's mind blowing. The secrets, techniques, and tips are certainly worth more – far much more – than we are paying for. It's definitely beyond my expectations. You are highly appreciated!"

-- Jerry. O., Bangor, ME

"When I was working a daily job, I always worked in an office in the "business world". When I retired I made a decision to do something totally different and creative. About that time I found the American Writers and Artists Institute and enrolled in their copywriting course. I have learned about a totally new - to me - business, and I have enjoyed every moment. You have not only answered my need for creativity, you add to it every week with your e-mails. I could not have had a more productive and satisfying endeavor. Thank you all."

-- Billie S., Monterey Park, CA

"Thank you very much for your critique of my assignment... Your grading and notes tell me exactly where I need to concentrate my efforts to improve my writing. They are much appreciated.... The Golden Thread is a wonderful addition to the course. The tips and hints are invaluable and greatly speed the learning process. ...I have found Michael Masterson's Early to Rise to be the most helpful advice I have received in years. I now have clearly defined goals, and a map for achieving them. In addition, his system for organizing your day has me turning out much more work in less time. A superb addition."

-- Tom D., Princeton, NJ

"...I just wanted to drop you this quick note to say a very big thank you for all the material you have sent me – I'm well impressed! I've just completed a two year Professional Writing Course at a University... I'm amazed that I've learned considerably more about this branch of writing just reading the intro pages of your material than in two years at college. From what I've seen so far, I also think it's excellent value for money and I can't wait to get started on all my assignments. The thing that struck me the most was the way in which you were able to strike up an immediate close relationship with the reader without being patronizing yet remaining extremely professional."

-- Pam Y., Kent UK

AWAI hooked me up with a mentor whose experience and temperament matched mine. And she is wonderful. My mentor is there to help me choose a path that will work, and she provides invaluable advice about how to succeed. Whenever I feel I'm stepping into areas of uncertainty, my mentor helps ground me again with common sense, practical information."

-- Sharon O., Oakland, CA

“I am so impressed by the sincerity, concern, and generosity shown by all of AWAI’s instructors. It’s obvious that they want to help you succeed. Even at the bootcamp, I felt comfortable being around the staff – me a lightweight – in the company of Michael Masterson, John Forde, and Don Mahoney. Everyone at AWAI is really supportive – they really want you to succeed. And the quality of the program is above reproach. I’ve never seen anything like it anywhere. I’ve learned so much...I can’t wait to really *start* my life as a copywriter!”

-- **Sheila K., Dixon, CA**

“Your instruction manual is superb. There hasn’t been a moment when I didn’t feel you or your colleagues weren’t with me in the room.”

-- **Roger I., North Yorkshire, UK**

“Just received your course and am enjoying it very much. I especially like the entertaining, light touch it carries throughout, and feel sure it will not only be a lot of fun but will also bring in some serious money.”

-- **Cecille C., Queen Charlotte, BC**

“I think this program is an excellent way to break into the copywriting business. It’s been a lot of fun. I am looking forward to making it pay off now.”

-- **Michael F., Olathe, KS**

“Thanks for *Michael Masterson’s Accelerated Program for Six-Figure Copywriting*. It has lived up to my expectations and then some. A whole lot of ‘some.’”

-- **Peter T., Weymouth, MA**

“Thanks a million for giving me the honor and privilege to be associated with such a fine group. Over the years I have spent thousands checking out all kinds of self-improvement programs. And there are some really outstanding programs out there. None, however, has ever given me the opportunity to get in a couple hours “work” before I even get out of bed. None has given me the opportunity to combine my first two loves – reading and writing – until now. I got the course 8 days ago. It is everything you say and more...”

-- **Gebre K., St. Laurent, Quebec, Canada**

“I was thrilled to know that there was a program like the one you have put together for people like me, who just need a little push, encouragement and direction to start copywriting. This has been my life-long ambition and with your expert guidance and advice, I believe strongly that I can be very successful in achieving the goal I have set for myself.”

-- **Venkat R., San Antonio, TX**

“I’m delighted with Michael Masterson’s course. If all textbooks were written in this style, we’d have a lot more people wanting to learn. I especially like the mix of lessons and assignments. Each new section is an adventure.”

-- **Rosemary C., FT. Walton Beach, FL**

“Copywriting and all of the opportunities it offers is not accessible to most people. Michael Masterson’s program is the only way for people like me to find out about it. I really appreciate your method of teaching. The organization of the material is great. You never feel overtaxed, and you are always challenged and motivated.”

-- **Barbara S., Republic, WA**

“For twelve years, I have been frustrated... I sat at my computer, composed letters by the score after seeing an interesting product or idea, but haven’t known what to do with them. Until now, that is. Thanks AWAI. Your course not only teaches valuable lessons about writing sales copy, but it explains how to make a career out of copywriting.”

-- **Wayne H., West Plains, MO**

“I’m only a third way through the course and just wanted to say what a joy it has been. It is extremely well-written and especially motivational. I have been in direct sales for 20 years now, and have even attempted a direct mailer or two with no positive results. Now I know why. It was the best money I ever spent.”

-- **John B., Billings, MT**

“I enjoyed your course very much. It’s nice to see that you practice what you preach. Thanks for a brilliant course. Nothing I ever write will be quite the same again. And that goes for advertising copy, job applications, memos to colleagues, letters of complaint, letters to friends and family.”

-- **Lindsay T., Huddersfield, England**

“*Michael Masterson’s Accelerated Program for Six-Figure Copywriting* is worth every penny AWAI is asking for. I know this to be true because I enrolled in that copywriting course – and I got my money’s worth! Michael Masterson and his colleagues are teaching me step-by-step how to master the secrets of six-figure copywriting. The instructions are clear and concise. The assignments are thought-provoking and intellectually stimulating.”

-- **Harry H., Vancouver, British Columbia, Canada**

“My course arrived two days ago, and I cannot leave it alone. I can’t wait to get back to my course, so may I congratulate all of you for this excellent and compelling compendium of information. (If it gets any more absorbing, I think my wife will leave me!)”

-- **Peter C., Derbyshire, England**

“Michael Masterson’s Accelerated Program for Six-Figure Copywriting is great. This is one of the most exciting things I have ever tried and I’m determined to be successful at it.”

-- **Emery E., Deep Gap, NC**

“I have only been a student of yours for 15 days, and, to date: This course has completely altered my way of thinking and looking at things (all for the better!) and it has inspired me to write four poems. Thank all of you for the excellent opportunities it has given me. I will always be a poet. I should have been a copywriter 30 years ago. Now, thanks to you, I will be!”

-- **Ellen. F., Ann Arbor, MI**

“I love this course! I never write fan letters, but I sure am enjoying this new-found knowledge!”

-- **Mel G., Winter Haven, FL**

“Congratulations on an excellent course. It is worthy every penny.”

-- **Mike W., Portland, Dorset, UK**

“I am a student in Michael Masterson’s copywriting course. This course is very, very good, detailed but easy to understand. I can’t thank you enough for offering me this exciting, interesting opportunity.”

-- **Richard P., Boca Raton, FL**

“I am delighted to say I have now completed Michael Masterson’s Accelerated Program for Six-Figure Copywriting! I’ve covered every aspect from front-to-back, back-to-front, upside down as well as the right way around! In so doing, I’ve learned a huge amount and have thoroughly enjoyed every single moment.”

-- **Jane R, Lonehill, South Africa**

“I would like to thank you very much for the excellent program, Michael Masterson’s Accelerated Program for Six-Figure Copywriting. It certainly was a joy to learn all the secrets of the masters in your profession.”

-- **Fintan C., Dublin Ireland**

“Michael Masterson’s Accelerated Program for Six-Figure Copywriting is just what I was looking for time after time. I’ve been busy reading and practicing for the last three weeks and I am very happy with it... Amazing, the magic of persuasion! Thank you for producing such an extraordinary work! You’re, beyond any reasonable doubt, the ultimate masters!”

-- **Andre B., Bayamon, Puerto Rico**

“I enjoyed your course. It was very well done. I also enjoyed studying and writing copy, and feel with more study and experience I could do very well as a professional copywriter.”

-- **Don C., Ft. Collins, CO**

“To you and all at AWAI, I wish to express my heartfelt gratitude for the fun I am having with this course. Even if I never do anything professionally with it, the fun is well worth the investment.”

-- **Rene S., Many, LA**

“So far the course has been extremely exciting, interesting, informative and superbly put together, congratulations. I can’t wait to finish the course and join the real world of copywriting.”

-- **Simonetta M., Jamaica, West Indies**

“I just want to let you know how much I’m enjoying the course. It’s very clear, very interesting, full of fascinating insights and practical advice.”

-- **Geoff H., Canberra, Australia**

“I have just received the course on six-figure copywriting and it is very exciting! So much so that I’m reading it at work when I am supposed to be working!”

-- **Peter L., Durban, South Africa**

“I have completed your Accelerated Program and have found it both demanding and enjoyable. Congratulations to you and your colleagues for putting this course together and for making it available to aspiring writers, even if they happen to live overseas.”

-- **Derek C., Cornwall, UK**

“I can’t stress the facts enough to tell you what good teachers you are... You are superb.”

-- **Sam S., Cadiz, KY**

“I received your package about three weeks ago and I must admit, I’m quite impressed with your program. I wish someone had offered me such a program 30 years earlier (I’m 72!). I like that you offer hope and encouragement in your lessons.”

-- **Erich S., Scarborough, Ontario, Canada**

“The program was challenging, demanding, and made us think. It showed us that we are able to do something that we have never tried before. The program you and your fellow writers created is valuable and useful, and well put together, and just good all the way through.”

-- Norm P., Bashaw, Alberta

“I found out that direct mail copywriters are very well paid, and I decided I wanted to learn how to become a copywriter. However, much to my disappointment, I was not able to find a course in copywriting. Then one day I received in the mail sales literature on the copywriting course. I immediately completed the application form and sent it by fax. The course is excellent. I am very pleased with it.”

-- Phyllis D., Toronto

“Thank you so much for the very well written program. I feel like I have been waiting for years for these lessons.”

-- Judy J., Skandia, MI

“The Masters Course is very in-depth, and has helped my writing tremendously.”

-- Stan C., Orange County, CA

“It’s been quite a challenge, but which I’ve enjoyed! The whole course has been very enjoyable and mentally stimulating.”

-- Kevin A., Bodmin, Cornwall, UK

“I have recently purchased your course on copywriting, which I heard about through the Oxford Club, and must say that so far I’m engrossed with all of it. The exercises are interesting and the initial letter-writing project was fun. Thanks for the good work and I look forward to hearing from you soon.”

-- Clint S., Alabaster, AL

“I decided to take a chance and signed up for the course. I’ve just finished the first installment and my first sales letter. I must say, I am finding the course very well written and easy to follow. Quite enjoyable, actually. I had a great time putting together my first sales letter, using the techniques taught by AWAI. I also feel the course is quite economical for all of the information provided. I love to write and dream often of working from home as a writer. I believe the field of direct mail copywriting will give me this opportunity.

I love the course and am having trouble not skipping ahead. But I’m not “cheating.” I am just excited about the work.

-- Alan F., Burnside England

I think your course is very well presented and you have given me confidence that I too, can do it. Thanks.

-- Dennis H., Quinto Ecuador

So far I've found the course interesting and I dare say exhilarating at times.

-- **Mary C., Warara Australia**

My course arrived two days ago and I cannot leave it alone. I congratulate all of you for this excellent and compelling compendium of information. (If it gets any more absorbing, I think my wife will leave me.)

-- **Peter C., Derbyshire, UK**

Congratulations on a terrific course. It's been a real joy to read and a magnificent introduction to the wonderful world of copywriting,

-- **Simon F., Shropshire, UK**

It's been quite a challenge but one which I've enjoyed! The whole course has been very enjoyable and mentally stimulating.

-- **Kevin A., Cornwall, UK**

"I received the first course material. Its mind blowing. The secrets, techniques, tips are certainly worth more...far much more than we are paying for. It's definitely beyond my expectations.

Already I have done up to section 11. Guess that I can actually write.

By the time I'm thru with this course...my letters will be generating cash flow for my grandchildren!

You are highly appreciated!"

-- **Jerry Y., NY, NY**

"Mr. Masterson, thank you for making your course available to guys like me. As much as I enjoy being a fitness trainer, if I demonstrate "the right stuff" for writing sales copy and getting the big payday for it, I might have another career change coming! The writer's life has always appealed to me, and it's exciting that I could be a writer, but not a "starving artist." Either way, I'm confident I'll receive an honest, professional appraisal of my skill from AWI. Have a nice day!"

-- **Brian J., Baltimore, MD**

"I'm greatly enjoying the course. I have a bit of marketing experience, and I'll frankly admit that I signed up for the course primarily to make contacts (and contracts!). I'd written quite a few sales letters before, and I thought I had all my bases covered. Happily, I've learned better. And I'm learning more every month."

-- **Pat W., Bennington, VT**

“I’ve followed the course just as you’ve outlined. And I actually enjoyed the three exercises relating to the sales letters. I read them 10 times and wrote them out 3 times, doing them both long hand and by computer. I still go back from time to time and read them again. It’s like putting the defrost on the inside of the windshield. At first there is nothing but heat. But slowly more of the glass is revealed until you finally see clearly. Many of the “nuggets” are obvious but it is the subtle stuff that is amazing.

“Anyway, I’ve taken a stab at the restaurant assignment. This is a lot of fun! I hope you like it and I look forward to the remainder of the course. My wish now is to become a copywriter, maybe a great one. And maybe with your help I can accomplish it. Thank you for giving me the opportunity.”

-- **John B., Delta, British Columbia, Canada**

“The copywriting course is certainly well done – clear instruction, lots of examples, and readily understood. Thanks for offering it.”

-- **Harry G., Olympia, WA**

“I’m having a blast with the course.”

-- **Robert S., Suffern, NY**

“You know, in high school, I never did very well in English, especially written essays! No matter how hard I tried I could never do better than C’s or D’s. Thanks to Michael Masterson’s book, he is so good, what an encourager, he actually makes you believe you can do this! Besides that, it’s fun.”

-- **Jock K., Granada Hills, CA**

“Just a note to say thanks for making a potentially dry home study course so entertaining and informative. Instead of being taught by instructors, I feel like I’m being informed by friends. Wish I would have known years ago some of the secrets you’re showing me now. They may have resulted in more success along the way. Be assured your techniques will be part of my future success. I know the copywriting skills I glean from your course will assist me in marketing my own inventions/products.”

-- **Dean C., Las Vegas, NV**

“I would encourage any of your readers to sign up for the course and have fun with it!!!”

-- **Kathryn K., Emeryville, CA**

“This is my first experience with writing of any kind, other than, of course, day-today business writing. I’m excited about your program and find it very interesting and a lot of fun.”

-- **Susan M., Tampa, FL**

“I’m so impressed. I’ve learned so much from all you guys. With all the information I’m receiving every month, I can hardly wait until the next time.”

-- **Lynda D., Picayune, MS**

“I must tell you that this was fun! I anxiously await your review and comments.”

-- **Annie B., Lancaster, NH**

“I’m looking forward to your comments as I’m anxious to learn more. I feel like I’m learning a tremendous amount from the course already, and can hardly wait for more!”

-- **Laura G., Mesa, AZ**

Bootcamp Testimonials

“The presentations are great. The overall feeling I have is that AWAI really cares about our success. Thank you so much for a fantastic conference. It was just what I needed to jumpstart my career.”

-- **John H., Trenton, NJ**

“Most conferences have something in them that bores someone. Not this one. Every subject caught my interest. It was worth the money spent on the first morning. I have attended other writing conferences – this one was unusual in the warmth and openness of staff and attendees. At AWAI everyone wants to help you succeed.”

-- **Lois R., New Orleans, LA**

“The list of potential clients in my city included in my folder blew my away.”

-- **Richard M., Burlington, VT**

“The best part of the BC was that it put a face to the names of AWAI staff and fellow copywriters. I now feel very much a part of the AWAI family ... it has increased my confidence as a copywriter and my belief that I can be successful”

-- **Mark K., Chicago, IL**

“I came with the mindset of a “cashier – wannabe copywriter” and I left as a writer. Thank you.

-- **Raymona A., Sante Fe, NM**

“All the speakers are extremely knowledgeable and generous. This was a truly remarkable experience. I am so impressed with everyone from AWAI. You certainly have the knowledge and experience...but more than that ... you are so generous in sharing it. The “good vibe” factor was so incredible.”

-- **Lynne S., New York, NY**

“The last three days have been nothing short of amazing. Everything I’ve learned from the basic and master programs is now in razor-sharp clarity. The AWAI staff and speakers – and the masters themselves – have been so approachable and willing to share what they know. This bootcamp has given me the motivation I’ve needed to get my copywriting career going. Thank you so much for everything. I’ve also enjoyed meeting “online buddies” face-to-face and others who share this dream of the writer’s life.”

-- **David H., Lexington, KY**

“I thoroughly enjoyed the BC experience. The AWAI staff really over-delivered in terms of helpfulness, friendliness and sheer fun. I already look forward to the next one. Every section of the bc helped crystallize the info from the basic course.”

-- **Raj C., Morgantown, WV**

“Overall, a very thorough, well-rounded workshop. It’s reassuring to meet and see all the faces at the other end of my internet connection. The workshop has given me the boost I needed to keep on going with my goal of becoming a freelance copywriter.”

-- **Lois P., Buffalo, NY**

“This was my second bootcamp and it was like a reunion - among friends. I also had the opportunity to meet and present a speech with my client from Nightingale-Conant. That was priceless. I feel like my mind has expanded with knowledge. Things that I learned last year are much clearer to me now. For instance, the core complex and deeper benefits. They were like theories to me last year. This year, I found myself having an ‘aha’ experience. I feel like I suddenly have x-ray-vision glasses on, where I can see deeper into copy. I can see things that I was blind to last year. I’m hoping this breakthrough will show up in my copy, so I can deliver even more controls.”

-- **Catherine C., Bracebridge, Ontario**

“Just got back from the 2003 Bootcamp and had to let you know I thought it was outstanding!

The entire program was great, but I believe I got the most out of the sessions that at first concerned me more than any others: The Supervised Writing Workshop. I was really intimidated by the prospect of having my headline and lead immediately critiqued by my facilitator and fellow students, but I shouldn’t have worried. Their comments were very positive and the suggestions they offered definitely improved the copy and style.

This was the ‘Kick In The Tail’ I needed to get serious about my copywriting!

I also enjoyed meeting everyone at AWAI and being able to put a face to the name or telephone voice. The entire staff couldn't have been nicer or more concerned with everyone not only having a good time but learning as much as possible."

-- **Bill A., Durham, NC**

"I went to Bootcamp with an agenda. I was determined to conquer features and benefits. You see, I've been struggling to internalize the difference between the two, and to weave them both seamlessly into my copy.

When Bob Bly gave us his talk on the F.A.B. pyramid - it clicked! Features are what the product is ... benefits (I like to call them obvious benefits) are what the product does ... and deeper benefits (I like to call them the 'benefit of the benefit') are what you need to add depth to your copy.

I can't wait to finish my first spec assignment with this new information!"

-- **Heather L., Houston, Texas**

"This years FastTrack to Success 2003 bootcamp was incredible. This was my third boot camp and AWAI just keeps getting better and better at this. The thing I enjoy most is getting together with friends I've made in the past and forming new friendships with new people I meet. I enjoy a power network of support with the friends I've made at each boot camp... and that support network gets bigger each year. My first boot camp jumpstarted my copywriting career and it hasn't slowed down since! I've just joined Joe Vitale's Hypnotic Marketing Institute and I know I have AWAI programs and boot camps to thank for this wonderful opportunity!"

-- **Vicky H., Denton, TX**

"Excellent! Most comprehensive copywriting course I've ever seen. And I've been to a lot. I've been studying the best minds in direct response for the last 5 years, and I received several items of profound value that I've never heard anyone talk about before. Also I've never seen anyone cover the actual writing task so comprehensively. From beginning to end. I feel this course will be pivotal in my copywriting career. Thanks a lot! I'll definitely be back for more."

-- **Alan B., Chicago, IL**

"On the whole, an excellent course. I have learned so much."

-- **Ben, Fleet Street newsletter, UK**

John Forde's Friday presentation was excellent. Jen Stevens was terrific. Overall I thought it was a great program with a lot of actionable advice. My team was very excited about what they learned.

-- **Jenny Thompson, Publisher of Agora Health**

“Bob Bly is a master presenter. His presentations were concise, informational, timely, and wonderful. He was prepared and engaging. And even interesting and accessible. He instantly connected with his listeners by sitting with us in the first row of students and took notes at all the presentations. He even dressed like us. Smart man. Very professional. I also liked the AWAI evening session. Thanks for the info.”

-- **Beth E., Kandiyohi, MN**

“All AWAI staff and all speakers were great! Thanks!”

-- **Lee M., Plantation, FL**

“This was probably the best week of my life. I can already tell that I’m a much better writer and I haven’t even tried writing something yet. Thank you for letting us learn from such talented copywriters.”

-- **Cathy W., Silver Spring, MD**

“Dear Bob, Thank you one more time for the wealth of substantive information and detail you gave us during our intense three-day stretch. I not only appreciated your actual presentations, but also your friendly availability to us throughout the entire Bootcamp.

Your books continue to be a source of solid information and inspiration to me. After many years, I still refer to my now pathetically dog-eared copy of *The Copywriter's Handbook*. I am currently reading your *Business to Business Direct Marketing*. I find answers to all my questions and learn exactly what I need and want to know many times on each page.

Thank you again for your terrific contributions to the Bootcamp...and to my business!”

-- **Carolyn W., Sacramento, CA**

“Thank you very much. The course was great and I feel like it’s been a great help to me. Not only with how best to do my writing, but also to help me with my motivation.”

-- **Nathan D., Washington, DC**

“Wonderful program – the teachers are the best in the copywriting field.”

-- **William B., Lexington, KY**

“It was a real kick to finally meet the real people behind the program. It was also extremely fun!”

-- **Ed H., Greer, SC**

“One million thanks to the whole AWAI staff. Overall, the bootcamp was fantastic, and a must for your masters students!”

-- **Maurice C., Flowers Cove, Canada**

“I can definitely do this ... coming to the bootcamp enabled me to tangibly see, or feel that this is a viable career for me. I really appreciate Michael supplying guidance on the time I should put in to becoming competent, become a master, and reach the level of ultra-success.”

-- **Janice F., New Orleans, LA**

“This course cemented the feelings I have had about learning copywriting. The quality of the people involved more than convinced me this is real and the way to go.”

-- **Michael Y., Key West, FL**

“Michael was very inspirational and informative. I was also impressed by Don and Jen’s thorough coverage of writing fundamentals. I feel more secure knowing that I have personally met the mind’s of the AWAI.”

-- **Maxine M., Portland, OR**

“This bootcamp drove home with crystal clarity all of the things that were previously fuzzy to me. It really is the difference between crawling toward success and sprinting toward it!”

-- **Madeleine K., Raleigh, NC**

“Let me give you a big THANK YOU HUG for everything last week. Besides being the most potentially lucrative ‘conference’ I’d ever been to, it was also the most fun. I loved being able to meet the gang and put some faces to your names. The aspect of the week that impressed me the most was the overwhelming generosity from everyone. See you next year!”

-- **Michael L., Tucson, AZ**

“I had such high hopes and goals for my Bootcamp experience and every one was met or exceeded. It was so fun to finally put faces with all the AWAI names and then to have each of them turn out to be such nice people. I know I was not alone in feeling the warm welcome extended to the students.

I’ve attended plenty of conferences and there’s always at least one session you wish you would’ve skipped out on and gone to the beach. I wouldn’t have traded a single minute of class for time in the waves. The presentations were all good and the presenters so open to answering questions and giving advice.”

-- **M. Smith, Sioux City, IA**

“I landed my first paid copywriting assignment two months after I attended AWAI’s FastTrack to Success. Six months later, I had all the work I could handle.”

-- **Krista J.. Roswell, GA ‘01**

“I must say that I'm impressed with all that you do to continuously improve things--that's why I've been so enamored with AWAI. You seem to genuinely care about the students and I think that comes through.

“So for what it's worth, congratulations!”

-- **Krista J., Roswell, GA '02**

“I found that throughout the bootcamp, I was actually learning a new way of thinking—about business, about the world, about relationships, and especially about advertising. I learned to see copywriting as a helping profession, and that let me get excited about it.”

-- **Glen S., Mountain Grove, Ontario**

“I had such a wonderful time at the Bootcamp!!! It totally exceeded all my expectations. Michael Masterson's Achieving Your Goal was off the charts. Steve. Leveen seems like a wonderful person. Excellent, excellent, excellent!”

-- **Sabrina H., Doylestown, PA**

“Thanks for a didactic and fun experience. All presenters and staff were FIRST CLASS!, accessible, beautiful and honestly ultruistic! It was great associating with people demonstrating both mental and physical health. I got up an hour and 15 min. earlier this am, and found it empowering. Looking forward, with excitement and anticipation, to future involvement with AWAI, staff and associates!”

-- **Ray O., Austin, TX**

“Thanks so much for your personal attention at least week's ‘bootcamp.’ I learned a lot of new copywriting techniques, discovered names for a few others I already knew, and gained some rational validation for still others I'd been using by instinct all along...”

-- **Frederick B., Clinton, MS**

“I've been studying the best minds in direct response for the last 5 years, and I learned more secrets of profound value here at AWAI's FastTrack Program than I've learned anywhere else. Also, I've never seen a program cover the actual writing process so comprehensively. I know this course will be pivotal in my copywriting career. Thanks a lot!”

-- **Ken H., Waukesha, WI**

And thanks also for your generosity -- with both your resources and your time. It was a first-class, fun-filled, and educational event all around.”

-- **Jim A., Baltimore, MD**

“I really got a lot out of this. When I got my critique of the restaurant review, I agreed with what I had done wrong, but I really didn’t understand what I should have done to make it right. I believe I have the answer after going through the bootcamp. The one-on-one contact is also very useful.”

-- **Chandra M., Detroit, MI**

“Your boot camp delivered all that it promised, and more. Please pass my thanks on to the entire crew, as I know that there is a hell of a lot of planning that goes in pulling off a successful conference.”

-- **Eric B., Lake Bluff, IL**

“Within 24 hours of returning from AWAI Bootcamp I received a \$16,000 raise!!!!

“I started Bootcamp as Managing Editor of our little home town local magazine. I came home and was made Editor-In-Chief.

“The publisher figured since I was willing to invest my time and money in a course like AWAI, I *must* be serious about this whole writing thing. On Monday morning....less than 24 hours out of bootcamp....I got the offer.

“*Plus* I got some other added goodies....

I'm under freelance status not an employee of the magazine.

I'm able to get free ad space for my business writing.

I'm able to approach our advertisers for copy work.

I'm having the most fun I've ever had!”

--**Robin E., Plant City, FL**

“Excellent. All marketers should attend this bootcamp. I learned a tremendous amount.”

“Extremely well-organized and relevant conference. One of the BEST I’ve attended.”

-- **Kathie B., Savannah, GA**

“Thank you for making us all feel so welcome. I felt like I was meeting long-time friends.”

-- **Catherine C., Toronto, Canada**

“Workshops very helpful ... Peer comments on my headline and lead were very good ... Presentations very good ... I especially enjoyed Mr. Leveen’s presentation ... The BC was excellent ... It got me back on track. Thanks.”

-- **Bob H., Vero Beach, FL**

“Bob Bly amazed me with the depth of his copywriting and marketing knowledge. I loved Don’s presentation on the Order Device – it was excellent. Michael’s Top 10 things to get wealthy is priceless.”

-- **Tony O., W. Palm Beach, FL**

“The whole workshop was excellent. The supportive speakers and staff showed a generous spirit towards us at all times. I enjoyed particularly all the practice exercises. The process of the panel review was fantastic, instructive and supportive. Thank you to everyone for all their hard work in putting on the workshop. I wouldn’t have missed meeting the staff and my fellow students for the world.”

-- **Eileen P., Nottingham, UK**

“The panel reviews and workshops were superb. Thank you – the whole weekend was great.”

-- **Ingrid A., Ponderay, ID**

Bringing back students who are now working was very encouraging. Let’s us know that the system works out in the field. The actual writing by students followed by panel review sessions was a valuable learning experience.”

-- **Doug P., NY, NY**

“The best part of the entire experience was the chance to meet the experts. They are knowledgeable, experienced, successful, and very, very generous with what they know. I am confident I can do this.”

-- **MaryBeth S., Shoreham, NY**

“As a newcomer to the course, this bootcamp was a giant step in building skills. Meeting the people at AWAI and the other lecturers really helped put faces on the names I’d been seeing. I’m more resolved than ever to complete the course. Thanks for everything.

-- **Bob B., Alexandria, VA**

“It was great having the Wed. night dinners arranged for us. The panel review process is a great tool for both beginning and experienced copywriters. It provides helpful suggestions and valuable feedback without undermining confidence or inviting false flattery. Thanks.

-- **Monica D., Philadelphia, PA**

“Writing workshops were very useful, panel review is valuable and non-threatening. Bringing in companies who are offering real job opportunities is a huge motivation. For students to be able to talk to with these companies in person, to hear them tell students that they desperately need them to write for them is one of the biggest motivations I can think of.”

-- **Andrew E., Santa Fe, NM**

“Loved the packet of info ... Nice to sit down with actual copywriters and do some writing ... Forget college – this is English 101 through Doctorate”

-- **Robin E., Plant City, FL**

“The AWAI staff was very helpful, concerned about my success, pleasant, and genuine. Thanks for all your hard work”

-- **Michael L., Tucson, AZ**

“I attended last year’s bootcamp and enjoyed it thoroughly. But this year’s was outstanding because of the way it was structured. The workshops were great and extremely helpful.”

-- **Sheila K., Dixon, CA**

“The program was great. I found the workshops and panel review very helpful.

“I attended the bootcamp last year. I really enjoyed the brainstorming and focus groups this year. I find I rec’d more first-hand advice on how to improve copy. The group really broke down my headline and lead and made suggestions of how to improve. Thanks. See you next year!”

-- **Jeremy W., Omaha, NE**

“You guys did an awesome job! You took good care of us with mixers, meals and social activities. The content of the presentations inspired me. Everything just flowed. Fantastic.”

-- **Desiree R., Midland, TX**

“Michael answered all the questions I had about becoming a successful copywriter. I’m looking forward to my new career! Thanks for all your help.”

-- **Dick Z., San Francisco, CA**

“I appreciated the willingness of all the pro copywriters to share their knowledge.”

-- **Arthur M., London UK**

“Thanks to all of you. I’ve now learned how to save 10 minutes every day by showering in less than 3 minutes. I’ve also learned how truly unique the Ford family is and how giving they are. Of course, I’ve learned more about copywriting than I knew existed and will be able to immediately apply it to my business. The AWAI staff is awesome.”

-- **Jack McD., Littleton, CO**

“I loved Bob’s presentations and Michael’s were truly inspirational. This camp was the best seminar I’ve ever been to. It is truly educational, offers real industry insight and a chance to mingle with pro’s. Best of all, there’s positive energy, support and fun.”

-- **Patrick W., Palm Springs, CA**

“I found Jen’s grammar review to be excellent. Don was superb in instructing us to write using a natural voice. Michael was excellent in filling us in on the major concept as well as the things we should ask marketing directors. I also appreciated the notes that Katie prepared for us as well as the overhead projections.”

-- **Sharon C., Boston, MA**

“I learned so, so much! 4U’s, 4P’s, prism – This was a very worthwhile week!”

-- **Ellen G., Las Vegas, NV**