

Letters from AWAI Students...

“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

“It seems like yesterday that I wrote to you from the Grand Tetons about my first copywriting job.

Well...it practically WAS yesterday! Just 4 short months ago. And I’m still in my RV, now enjoying the incredible vistas of Arizona. Working on the road is working out beautifully...it’s a perfect fit.

That’s why I’m so thrilled to share this with you. Because I have just nailed down my first \$8,000 copywriting job!

But it's even better than that. In addition, I've already made \$4,025 the past two weeks, for a total of \$12,025...and January's only half done!

I can't thank AWAI enough for your support and encouragement. Believe me, it's not overkill when I say the Copywriting program has literally transformed my life.

Thank you for helping me realize a lifelong dream.”

-- Tina L, *Traveling the USA*

“Your copywriting course has made a big difference for me. I've applied your copywriting principles to our website, conversations, and proposals – and it's starting to pay off. For example, we recently signed a one-year retainer agreement worth \$60,000.”

-- Joan H., *Grand Rapids, MI*

“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*

“Thank you, AWAI! I've just been contacted for a freelance copywriting assignment coming for a financial project as a result of AWAI's DirectResponseJobs.com.”

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

“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

"Just a follow up to my "Agora" story.

If you remember, after listening to the teleconference on "writing for the consumer newsletter market," I sent a letter about myself, in a format that mimics direct response copy, to Sandy Franks.

The result was an opportunity to do a renewal letter...which I said I would write at no cost in my introductory letter...

Several days after I submitted the copy, I got a call back saying it was accepted...along with an offer to write a control package 12-16 pages for one of their other products...at a new writer's fee of \$3,500!

So my investment of \$79 in the teleconference returned, I think this is right, over 4,000%!

Not bad...I would encourage anyone to give it a try...it really wasn't that hard, and I've already been told that if a second project is awarded the fee moves to \$5,000 with royalties.

Great advice...well worth the price!

Thanks again."

-- M. Dongilli, Allison Park, PA

"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

“After going through AWAI’s Selling Yourself Program I sent some letters advertising my services as a freelance copywriter. I only mailed 16 letters.

“This was my ‘dream clients’ list. Companies I really wanted to work for...

“That was two weeks ago.

“Today, I have three new clients!

“After getting a call this morning from a publisher, I was so happy, I jumped up and down. You have to understand, this is a huge company that just doesn’t deal with small fries like me.

“I couldn’t even call the marketing department, they don’t take cold calls. Period. And here I was getting a call - not from the marketing manager’s assistant, or even the manager... but the publisher himself – asking me if I’d be interested in writing for him!

“I decided I better wait before promoting myself any more. At this rate, I won’t be able to keep up to all the work I’m getting.”

-- Vic E., Winfield, BC

“Thank you for helping me meet Dr. Sears at Bootcamp 2004. He just offered me a job as a full-time staff copywriter. I’ll be starting by the first of the month! I’m absolutely thrilled and very grateful for all the help and support I’ve received from everyone at AWAI.”

-- Jeff M., Bloomington, IN

“To all those skeptics who naturally wonder if the AWAI program actually works, I say, YOU BET IT DOES!

“The truth is, I just landed my first paying job! And it’s closer to home than I would have imagined. I’m a recruiter of subjects for clinical trials at a research clinic in Fort Myers, Florida. The clinical director at the research lab asked the recruiting department to give her advice on how our print ads should look. That was my cue to suggest many of the ideas I’d learned in the AWAI Graphics Class and from my encouraging mentor, Roger C. Parker, a member of AWAI’s board of directors.

“Well, over the course of several weeks, the clinical director liked my suggestions so much, she offered me the job of designing all of the clinic’s print ads. This will be in addition to my regular salaried position. After I accepted, I respectfully inquired whether I’d be paid the same amount as the agency that’s been doing most of the clinic’s print advertising. She said absolutely yes.

“Signing up for AWAI’s Mentoring Program and the Graphic’s Class are the finest career decisions I’ve ever made. After less than a year, the programs are already paying substantial dividends.”

-- Cherie R., Fort Myers, FL

“Just a note to say how much I’m enjoying the Accelerated Program for Six-figure Copywriting. I’m in my 6th month and I’ve already made more than three times the cost of the course.

I landed jobs I learned about in The Golden Thread. The first paid \$1,125 and the second paid \$400. I'm confident both jobs will result in more work from the clients.

Thanks so much for your great course and all of your help.”

-- Harvey G., White House, TN

“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

“One week after sending in my 3rd and last Graphics Design course assignment, I landed my first paying assignment – with one of the country's best copywriters. When he called, the phone nearly fell out of my hand!

Then just yesterday, 1 day after finishing this first paying assignment, my client called again and was so impressed with what I had done, he asked if I could do 6 more ‘Special Reports’ for him. My Graphics Design course just got paid for and my Graphics Design business is turning a PROFIT!

Needless to say, I am one happy camper and am grateful for all the support and help I have gotten from all the fantastic folks at AWAI !”

-- Dennis R., Prairieville, LA

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

I enjoy the work, and I'm making enough per hour to meet my financial goals and still have enough time left over to homeschool my kids! What a blessing!”

--Margaret B., Tigard, OR

“Had to let ya'll know that the travel agency where I worked for 8 years just asked me to come back to work for them. I politely turned them down and quietly hung up the phone. Then I jumped out of my chair, punched the air and yelled, “Yes!”

Thanks to AWAI and all the doors you've opened for me, I won't be going back to slave at a job for \$6.50 an hour. Instead I'm having a blast running my own business – and making 12 times more per hour (no kidding) than I did after working as a travel agent for 10 years!

Keep up the GREAT WORK everyone!!! You're not just helping us find new careers – you're helping us reinvent our lives!”

-- Kammy T., Laurel, MT

“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

“Just thought I’d let you know I GOT A GIG!

I answered the ad from Push Button Press (using the skills I learned from you masters). So impressed were they that they put me to work immediately. I’m writing promo copy for an Ebook entitled “Focused Action.” My deathless prose will appear on a website. If it can convince someone that “Focused Action” is the one book they simply must have, I get a piece of the action.

Thanks to you I’ve got my toe in the door. Watch my smoke.”

-- Joe R., Hot Springs, AR

“I just started the Travel Writing course and have already been hired to go on six free sailing trips in Costa Rica and 5 fishing trips next month for Online Costa Rica magazine and a sister online version www.online-costarica.com. I’ve also written an article for a new restaurant resort in the area that will be printed in upcoming months.

I’ve been coming to Costa Rica for years, but have never had the money to do all the activities I wanted to do. Now I can ... and then write off the trip! Thanks for enhancing my vacations. I would have never even thought of all this if it were not for this course. Thanks!”

-- Gary P., Pagosa Springs, CO

“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

“My background is sales and marketing. Recently, I decided to change my career. I needed to improve my writing skills to make the change, so I enrolled in AWAI’s copywriting course.

I finished the Accelerated Course and, to further hone my skills, I’ve enrolled in the Master’s program. But I couldn’t wait. I wanted to get started building clients right away.

So I fished through a drawer full of business cards I’d saved over the years. Each week, I mailed out 10 letters of introduction, and followed them up with phone calls. One was to a former employer.

After listening to my story, he asked if I could do something to help him bring in more distributors. (A full line distributor in his business averages \$250,000 in annual purchases of products for resale.) Soon after that, I sent him a plan that included a 5-letter series. He agreed and I went to work.

To date, my client is more than pleased with the results, and wants to replicate the program three times in 2005.

I negotiated \$17,500 for this plan, including \$7,500 for copywriting (5 four-page letters at \$1,500 per letter), \$4,500 for package creation, and a \$5,500 management fee. (The management fee was for 11 days spent in Minneapolis setting up protocols for executing the program.)

I’ve also negotiated a fee of \$3,500 for each of the next 3 program refinements.

My client said he’d spent “tons of money” with marketing agencies, yet none of them produced results this good. I suspect he will become a permanent client, and there will be many opportunities for both of us in the future.”

-- John W., Lufkin, TX

“The ‘secrets’ I learned in the AWAI Copywriting Course helped me land a couple of copywriting jobs almost immediately when I started freelancing ... and my first submission after starting the Travel Writing Course has been accepted by Lattitudes & Attitudes for publication later this year. So you could say I’m pretty passionate about the benefits from taking the AWAI courses. By the way, I’m leaving tomorrow for Italy where I’ll be meeting with a client to discuss a copywriting project for their English market ... and I’ll just happen to have a couple of extra days to explore the Piemonte countryside -- think Barolo wine – while I’m there. Should be at least a couple of travel article ideas that come out of the trip. Does it get any better than that?”

-- Mike S., Fort Wayne, IN

“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!”

-- Katerine L., Nevada City, CA

“Without all of you and the workshop, I would still be out there foundering amongst the hit and misses. Meanwhile, another article was published in a newsletter out of San Luis Obispo, CA, for the hundreds of ex-DEWLiners across the U.S., Canada and Greenland and Iceland. And I overhauled the Mazatlan article for an Inflight magazine and am awaiting a response. I am currently researching 3 additional projects and have support from the west coast PR for the Fiji Islands (my home away from home). Can’t seem to stay still for ‘retirement!’ That’s my best excuse for traveling. Thanks again and Blessings!”

-- Eunice T., Santa Barbara, CA

“Just a quick note to inform you that an article I wrote for the Professional Resume Writers & Research Assn (PRWRA for short, of which I’m a member) just got published in Resume Writer’s Digest!

“When I showed that to several potential clients, six of them hired me on the spot! The last one bickered over price so I dropped them!

“Just sharing some more good news with you!”

-- John K., Lexington Park, MD

“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’ve had two bits published by, guess who? International Living! It’s a good system to subsidize the course fee! And clip-generating, of course.”

-- Peter H., Salem, MA

“I finished Passport to Romance a few months ago and have since been published three times in a local magazine in Nagoya, Japan (where I live). My online serial tale, Vin, is also being published with a worldwide audience (it’s not travel-writing but I’ve been able to use what I learned in the course in many different ways). With what I learned in the course my writing has improved tenfold. Thank you.”

-- Rob D., Nagoya, Japan

“The Traveler is publishing at least three of my articles. Trips and Journeys has accepted another one. And another online magazine has just accepted a story I submitted through the travel writing course’s critiquing program. The great feedback I got from the Travel Writing course made my success possible. I’m now a regular paid contributor to several magazines!”

-- Wendy Vanhatten, Sergeant Bluff, IA

“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’m getting enough assignments to keep me pretty busy - just this last week I’ve worked on three brochures, a direct mail piece, and a bit of print advertising. It’s as exciting as it is challenging.

By offering skills, tips, tricks and an ingrained approach to writing, Michael’s course changed my writing style to something akin to muscle memory. The process becomes so much a part of you, that it simply flows.

That alone has made the course worth every penny. Add into that the way it’s improved the way I write EVERYTHING (from direct-mail packages to letters to the editor), then you can count me as one happy alum.”

-- Pat W., Akron OH

“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

“I owe a tremendous amount of gratitude to AWAI and Roger Parker for helping me grasp the essentials of direct market graphic design. To date, I’ve written/designed a piece which has appeared in two publications, written/designed about 20 print ads for local newspapers that drew very well, my bus ad has become a regular feature on Ft. Myers streets, and I’ve redesigned a company brochure.”

-- Cherie R., Ft. Meyers, FL

“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!”

-- **Steve A., 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**

“I just wanted to write and share an experience I had today (11/19/04).

I’ve been putting off joining my local Chamber of Commerce, at least until I felt that I “knew something.”

Anyhow, I went in today and joined. The Membership Director was very courteous and had asked me a simple question at the start of our conversation.

“So, tell me about your business. What exactly is it that you do?” she said.

I really didn’t expect to get involved in a lengthy discussion. All I really had prepared for was just to write a check for the dues.

Well, all I can say is...the “Essence of AWAI” spilled out of me. I am typically not one who converses a great deal, but “copywriting” just flowed out of me. What I’m saying is, whether or not an AWAI student realizes it, the “stuff” really does sink in.

As a result, I was asked if I would be willing to review the Chamber’s current and near future (yet to be printed) publications, with the probability of either editing, or writing them myself.

If writing for your local Chamber is not “leverage” in the business community, I don’t know what is! And, what a HUGE confidence booster!

-- Duane S., Stevensville, MT

“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 thought I would share the following early Bootcamp success with you... Ruth Lyons at The Oxford Club is testing my spec assignment submission in the mail (an order form re-write). Better yet, this morning she gave me an assignment to rewrite an existing promotion for one of The Oxford Club’s premium newsletter services.

-- Vincent C., Exeter, NH

“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

“I began marketing my copywriting services in early July. I decided that I would go after Christian associations and non-profit organizations, since I have a couple years of experience writing articles and books for the Christian market. Plus, I have a passion to see these kinds of organizations succeed.

So far, I’ve gotten work from several organizations – a year-end appeal letter, a press release, a grant application, and some curriculum editing work, to name a few projects.

My training at AWAI gave me the foundation that I needed to move into copywriting from the article-writing field. I’ve got to especially credit Bob Bly and his “Selling Yourself” course for showing me proven ways to market my skills. In addition, my coaches (Marybeth Lareau and Chris Marlowe) helped me get those skills – and gave me the confidence I needed to go out and make some money.

Thanks so much to AWAI for terrific training and resources you offer.”

-- Kathy W., Lake Wylie, SC

“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 just completed Michael Masterson’s Accelerated Program for Six Figure Copywriting Course. This e-mail is to Michael, Don, Paul and Kieran – and everyone else involved with the Program.

Thanks for sharing your knowledge of this business . . . and sharing it in such a clear, understandable and fun way. I went four years to college and two years to graduate school . . . And I confess I didn’t learn anything nearly as useful as this!

I've practiced what I've learned by revising all of the marketing materials for my yoga studio. Although I haven't done anything scientifically, I'd estimate my response is up 2% to 3%."

-- Sydney C., South Windsor, CT

"Katie, it's a long story, but I will say, AWAI is directly responsible for coachhunter.com, I created this whole business for less than \$5,000 and by bartering my writing services. Coachhunter is monster.com for coaches. Schools post free, coaches are charged \$9.95/month. Just launched two weeks ago. Now have exec. summary to raise \$250,000. I can honestly say, I owe it all to what I have learned from AWAI. I apply the same principles learned from the writing class to every part of the business."

-- Paul D., St. Paul, MN

"I'm writing this to all you doubters to let you know that you can get work directly from what you've learned in the AWAI programs. I am reaping the benefits and so can you. The best choice I ever made was to enroll in the mentoring program after nearly completing the graphics class...I'm about half way through the mentoring program and I'm already receiving work in graphics as a direct result of what I learned."

-- Sandy B., Little Rock, AK

"I'm one of your brand new students and want to share with you what I did last weekend. I am a member of the National Association of Retired Federal Employees (NARFE) and just got back from our national convention in Reno. During the convention I had to make a presentation to our regional members (340 people) for a bid to be the host state for next year's regional conference. I had prepared my proposal and began to wonder if I couldn't use the six principals I learned in the first lesson. Well, I did, and Colorado is now next year's host. Thank you. It really does work."

-- Martha L., Denver, CO

"After reading the entire 'Accelerated Program For Six-Figure Copywriting' course by Michael Masterson, I thought I understood all the basics quite well. Until my coach Roberta Rosenberg took me under her wing.

To my surprise, my basic copy skills and attention to structure and detail were very weak. And believe me; she let me know this without pulling any punches. From the very beginning to the very end.

We worked on a magazine subscription acquisition package from the carrier to the reply device. And by the ninth session, I had a "light bulb" moment. EVERYTHING, almost magically came together.

All of Roberta's challenges and criticism elevated my understanding of copywriting to a new level. Especially remembering to keep a conversational tone – which was the toughest part of the course for me.

I'm presently working on two assignments for Space Direct. A complete direct-mail sales package to generate sales leads and mail orders for his newest products.

Thank you, Roberta, for sharpening my skills, encouraging and believing in me, and giving me the confidence and tools...which elevated me to the next level."

-- Mark K., Willowick, Ohio

“I completed the travel writer’s course from AWAI last Fall. Recently, I had an article published in a magazine and have now sold 3 more to another. Your course is fantastic. Thanks much.”

-- Wendy V., Sergeant Bluff, IA

“Thanks to Jen and her travel writing course I’m getting articles published overseas and have just started to do a weekly column about local tourism ventures for the Rockhampton Morning Bulletin in Queensland, Australia.

Couldn’t have done it without the help of you guys. Thanks again.”

Cheers from Paradise Central

-- Brian N., Queensland, Australia

“Having purchased this course a short while back, I have been working through it a little slower than planned due to other commitments.

However, it has already proved useful! When working with a client of mine (I build websites) who wanted some input on a promotional document, I was able to point out some of the weaknesses in the document’s structure and approach and make some constructive suggestions.

Even though I haven’t covered even *half* the material in the course, it already seems to be paying dividends, since this same client wants me to do some writing for him!”

-- Diana D., London England

Letters from Industry Pros

“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

“To: Brian Kurtz, Boardroom Reports Publisher

I just got back from my writing seminar with AWAI and wanted to tell you how great it was. I honestly think we will have 4 or 5 solid new copywriters for our space ads come out of it. Also, getting to work with the team there helped us discover a lot of ways we can make our own copy much stronger. (I will never look at a headline the same way again!)

I can’t remember any other meeting that I got this much out of. I’m sure you guys will have an equally positive experience.”

-- Jenny Thompson, Publisher, Agora Health 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

“Thank you for the opportunity to hire some of your students. We just hired our third AWAI-trained copywriter. Two of them we are re-using for more projects.

Keep up the great work.”

-- *Jim Fleck, instantprofits.com*

From The Direct Marketing Review

[NEWSLETTER](#) | [REVIEWS](#) | [AUTHORS](#) | [MARKETING RESOURCES](#) | [FORUM](#) | [ABOUT US](#)

Michael Masterson:

“Accelerated Program for Six-Figure Copywriting”

Important note: This is a critical and independent book-review and *not* a salesletter or an ad! The author of this review is *not* paid to write the review.

Format

Main manual (printed), 457 pages.

Bonus manual (printed), 319 pages.

“This course is simply one of the best copywriting courses I’ve ever seen. It fully lives up to my expectations to a copywriting course.

The course is very detailed, and you get everything you need to go out and write your own order-pulling sales letters.

Michael Masterson is obviously one of the cleverest copywriters today, and it’s a pleasure to see how he reveals his copywriting techniques and methods in, “Accelerated Program for Six-Figure Copywriting”.

I give this copywriting course my highest recommendations.”

Full review can be found at:

<http://www.klausdahl.com/Michael-Masterson-six-figure-copywriting-review.htm>

“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, Capital Financial Management

“I’m writing to give you an update on the package I worked on during Bootcamp 2004 – and to say “thanks a million” to AWAI.

Prior to arriving in Delray for the workshop, I had just finished an assignment for Assurity Life Insurance Co., in Lincoln, Nebraska, a \$2 billion asset insurance company. They are a very large mailer and asked me to create a new package for test against a long-time control.

During our peer review workshops I decided to reexamine the headline and lead that I had written. Based on what I’d learn just that morning, I realized my lead and headline weren’t as strong as they could be so I rewrote them right then. After receiving positive feedback from my peers, I immediately contacted my client and asked if we could change the headline and lead. They agreed with the change.

We mailed on Nov. 8 in an A/B split against their control, and by Thanksgiving, we could see this was a clear winner. As of 2004 year end, my package is beating the control by an astonishing 62%. Expanded across the millions they mail annually, this extrapolates to millions of dollars in additional premiums for them (and of course, a significant ongoing income for me).

Not surprisingly, my package has caught the attention of executives at the company. One of the great honors so far is that they invited me to have dinner with the new President and CEO of Assurity along with 4 other executives last week (the icing on the cake is that they took me to one of the finest restaurants in Lincoln), We’re now in phase 2, a validation of the test, that will drop Feb. 15, that will be mailed to a much larger volume.

I have no question that the seminar sessions on headlines and leads, along with the peer group breakout sessions, contributed immensely to my success.”

-- Gary Hennerberg, Professional Copywriter

“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*

"Just to let you know we have had 20 responses to our ad in The Golden Thread!! They all sound fantastic... how do we choose? I need a cup of tea!!

Many Thanks for your help, we are really grateful"

-- Peter Pallet, PalletGuide.com

"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**

FROM Nic Osborne, Author of *Net Words*

REVIEW: Michael Masterson’s Accelerated Program for Six-Figure Copywriting

First, let me qualify a few things.

This is a course that teaches you the skills of a direct response copywriter. It teaches you to write great direct mail packages and direct response ads. It teaches you to market and sell with words. And it shows you how to build a business as a copywriter.

If you want to learn how to earn your living as a **direct response copywriter**, this course will give you 100% of what you need.

If you want to be a successful **online copywriter**, I would still recommend that you take this course, and I think it will give you 90% of what you need to know.

The last 10%?

That 10% comes from understanding the core differences between the web and any other medium. The Web is not exactly the same as print. Email is not the same as a letter that arrives by mail.

All that said, this is a course I can comfortably and sincerely recommend to any copywriter, whether you are just starting out or are looking to improve your current level of skill.

Am I qualified to judge whether this course is good or bad?

I think I am. I was an award-winning direct response copywriter for almost 20 years (and in some ways, still am). My clients included Diners Club, TV Guide, Franklin Mint, Citibank, Fidelity Investments and many others. These are hard-core direct marketers. Both my clients and I knew exactly how good or bad my copywriting was as soon as the results started coming in. (That’s how it is for direct response copywriters: you live or die by response rates, not by ego or the address of your office.)

The one big concern I had about this course...

Before I received a review copy of this course, all I had to go on were all the reviews and recommendations I found on the web. The problem is, when you type in “Michael Masterson’s Accelerated Program for Six-Figure Copywriting” in Google and you’ll find a HUGE amount of hype.

I both dislike and distrust hype. It’s all noise and cliché, with no substance. So I was prepared for the worst. What I feared was that this course would be all about ‘power words’ and how to manipulate the reader. If that is what I had found, I wouldn’t be writing this review. And the course box and its contents would be sitting in my recycling bin.

5 reasons why I think this is an excellent copywriting course...

1. You will learn how to write successful direct mail packages and ads step by step

The way I learned to write direct response letters was slow, almost organic. I picked up a little knowledge at a time as an agency junior.

With this course, every step is laid out for you. In fact, it is the first time I have ever seen the process so clearly presented and taught. Yes, I am familiar with the material in this course - but I had never seen it all together in one place, with each element linked to the next.

I often moan about online writers just dashing off a first draft and then uploading it to their site. With direct response writing, that just doesn’t happen. Every paragraph, every subhead, every sentence and every word has its role and purpose. It’s about detail, about sequence, about pace and flow. And when you do it right, that ‘construction’ becomes invisible and you just read a great piece of sales writing.

This course takes you through everything, step by step. There are no blank spots, no elements of a successful direct mail piece or direct response ad that are left unexplored or unexplained.

2. And more than just letters

Successful direct mail packages are made up of more than just a letter.

You have the envelope, the order form, the lift note or buck slip and often a brochure. All these elements need writing and designing. They all need to work together, supporting each other. All play a part in delivering the promise, presenting the benefits and overcoming doubt. You need to work with all these pieces to make an offer, provide a premium, deliver a guarantee, drive a response.

All this is covered in the course. Every bit of it.

3. You will learn by example

The course itself includes numerous examples of great copywriting. Whole sections are built around letters and ads that have worked extremely well. I think this is a great way to teach. If you want to be a great copywriter, you need to immerse yourself in the best of what others have written. Enjoy the writing, then deconstruct it to see why it works so well.

In addition, the course box includes a 320-page book that is filled with the best of the best. It is called, “Hall of Fame. Great Selling Ideas from 50 Super-Successful Direct mail Letters and Direct Response Ads.”

Like direct response writing itself, this course is based on facts and results. This course isn’t about opinions and personal whims - it’s about what has been proven to work. That’s how direct response is. That’s how this course is built.

4. You will complete exercises and assignments

This isn’t a ‘book’ about copywriting. There are numerous exercises you are asked to complete and there are assignments you will be asked to write and submit. That may sound a little scary, but it’s the only way to learn. You can’t learn to be a copywriter by leaning back and just reading about it. You have to lean forward and actually do it. Time and time again.

5. You will learn how to sell yourself and build a business

Can you really build a six-figure income as a copywriter? Sure you can. I did, and some years those six figures are pretty big. And I’m not one of those huge names where you think, “Sure, HE did it, but I bet I couldn’t.” By the same token, it isn’t always easy and not everyone will succeed in making that amount of money. But how does a high five figure income sound? In any event, if you want to write in a way that sells, and earn a good living, whatever the final dollar outcome, this is the one course I would recommend.

Concluding thoughts

I may be a little biased, coming as I do from a direct marketing background. But I truly believe direct response skills are the strongest foundation for any copywriter, whether you work offline or online. These are skills based on results. This is about learning what truly works and what doesn’t.

If you want to find out how to earn a living as a copywriter, or improve the skills you already have, I recommend you take this course. It will cost you a few bucks, but you’ll make it back fast enough.

“I took a look at the Selling Yourself site and came away very impressed. If you’re a “newbie” struggling to market yourself or if you’re thinking about making the jump and want to know if you’ll have a viable business, Bob Bly and AWAI’s Selling Yourself program will teach you everything you need to know about becoming a successful writer. In other words, you don’t have to do it the way I did – the hard way.”

-- *Dianna Huff, ABC
DH Communications, Inc.*

“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 Sjoggerud, 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

“I was looking for a way to ‘refresh’ my career without taking two or three years away from work to get another expensive degree – which is not always the best way to gain practical knowledge. Then I discovered the Accelerated Program for Six-Figure Copywriting, and upon completion of the course, my professional life took on a life of itself! I was able to utilize everything I had learned and to direct my honed skills toward several lucrative contracts right away...I learned how to manage my professional life and to market myself – with amazing results. The course was completely geared toward my schedule – completely flexible. The supplemental materials helped as well; I found particular value in the *Hall of Fame Book*, *The Golden Thread*, and *\$10K Challenge Materials*. Thanks so much for providing such a comprehensive and user-friendly program!”

-- J.A. Sharp, Copywriter

“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.”

-- Jenny Thompson, Publisher, Agora Health Publishing

“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 strengthen 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

And, More from AWAI Students

“The ad you placed in The Golden Thread for an editor worked like a charm. I got quite a few responses and finally decided between the top two. Thanks again.”

-- Mike S., Palm City, FL

“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

“The information in the “Selling Yourself as a Copywriter” program has been invaluable to me. By following the methods Bob outlines in the workshop and teleconferences, I’ve been able to get my own business up and running. When I come across a problem I don’t know how to handle, I shoot off an e-mail to Bob and usually within 24 hours, I receive a reply containing sound, practical advice. This alone has been well worth the price of the course. It’s like having your own mentor that’s only a keyboard click away. Thank you, Bob.”

-- Gary C., Ft. Collins, 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

“Thank you so much for taking the time to personally call me and give me feedback on my website. I implemented your suggestions and immediately received a response from a prospect. You also made me more aware of USP and that insight opened a floodgate of new ideas.”

-- Tresaca H, Atlanta, GA

“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 just want to say thanks to Bob Bly for the AWAI Successful Prospecting conference call on Wednesday, the 25th. I told my wife afterwards that if Bob, Ilise and Katie were here I would hug each of you. The information was so practical and so well presented...plus I felt like each of you really CARED about my success.”

-- Davis T., Felton, CA

“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

“Michael Masterson’s course is amazing! I got the first section of the course in the mail Saturday morning and worked on it all weekend long! I’m mailing my first assignment today. It’s so much fun! And I’ve learned more in two days than in the last five years spent writing and reading about writing.”

-- Karen P., New York, NY

“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

“The AWAI copywriting course is great. Each chapter gets better than the last.’

-- Carolyn C., Rochester, NY

“I have consistently found the AWAI personnel to be very helpful, encouraging, and quick to respond to my questions and requests.”

-- David H., Lincoln, NE

In my book, the quality of the Six-Figure Copywriting Course has been phenomenal .

-- Lyn B., E. Hampton, NY

“Things are happening very quickly with my resume business. I am learning valuable lessons in business, the craft of writing, and building lasting relationships with people from all walks. This little experiment, although still quite young, has yielded challenges and rewards beyond expectation. And it all started with a simple step.”

-- James J., Springfield, IL

“I just logged onto the Selling Yourself site and within 2 minutes I’ve been saying nothing but ‘Wow!’, ‘Wow!’ ‘This is unbelievable!’ I’ve been in a rut now for over two months. Just that 2 minutes at your site has slapped my face and put me in gear. I’m out of the rut. Thank you! Thank you so much for the invaluable service that is also an inspiration. Maybe you never thought Selling Yourself could be an inspiration as well. Well it is. Very much so.”

-- Ken T., Nagoya, Japan

“Wow! Thanks so much! It was more than worth it—but maybe I’d better be explicit. Yesterday (February 25) I attended the first teleconference call of your “Building Your \$100,000 Freelance Copywriting Business” – and was I impressed! I’ve taken several teleconference courses and found them to be usually only extended ads, often sloppy and not delivering on their stated promises. Not yours! You had three knowledgeable and dynamic resource people, you did exactly what you said you’d do—and more. Every point was useful and not a minute was wasted. The high energy behind it was a bonus—and inspiring.

Sooo – Wow! And thanks again—so much!”

-- Marilyn R., San Diego, 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.

Whhhoooooopppeeeee. 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

“You offer an excellent program that is full of highly valuable information that any copywriter can use to advance his or her career. I just wanted to say a personal ‘thank you.’”

-- Lloyd W., Las Vegas, NV

“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

“Hi Katie,

I just wanted to drop you a quick note to tell you how much I appreciated you taking the novice viewpoint to make sure we newbies got the most out of the Selling Yourself call on 2-25-04.

It was not just informational; it was motivational! I’m going to try some of the suggestions soon.”

-- Shelley D., Indianapolis, IN

“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

“Each segment of the course gets better and better. There’s a wealth of information, so if you love to learn and you love to write, you can’t help but love this course. At least, that’s what I found to be true for me.”

-- Carolyn W., Bellevue, WA

“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

“We are extremely happy with the course, the quality of the course materials are better than I expected and the information is first rate. On a scale of 1 to 10, I rate it 11!”

-- **Dave W., Reno, NV**

“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

“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, Ontario

“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

“Within a week of my return from the Graphic Design bootcamp, I was offered a project designing an entire Real Estate Course for *International Living, IL*'s representative had kept my flyer and used it to contact me. That opportunity alone was worth the trip down to Florida.”

-- Lorie D., Lee MA

“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

“Thanks again and thank you so much for the opportunity to participate in the bootcamp. It was such a wonderful experience. I felt like I learned as much as any of your students did and I think we made some really good connections with some potentially great copywriters. I am excited to see how the relationships develop.”

-- Alice Jacobs, Managing Editor, Agora Health Books

“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

“Bootcamp 2004 was an event I will not soon forget! I was very impressed with both the bootcamp’s format and speakers... Not to mention the Job Fair where I feel I made some good contacts!

Bootcamp 2004 is an asset I’m glad I invested in. As for my experience...the ROI on is priceless – since its returns will continually be of benefit to me!”

-- Bob Regan, Newton, PA

“Hi Denise,

I can only say that meeting you and the other AWAI people was not only fantastic and wonderful, it was a fulfillment of a dream...and a beginning of many more. You and all of the AWAI staff along with the ETR staff really know how to put on a personal-life changing Bootcamp. Unbelievable!

The peer group experience in particular was amazing for me. After two rounds of hitting under 2.0, on the last chance, I read my headline and lead. And before Bob Bly (our group leader) asked for other students ratings between 1 and 4 Bob said, ‘I’d give that a 3.5. You’ve made a huge improvement over the last time.’ Denise, it wasn’t the rating that put me on ‘fire’ it was realizing how I got there. By trying my best and making it my best. And THAT is what got me going.”

-- Ken T., Nagoya Japan

“AWAI’s Copywriting Bootcamp is the best seminar and training camp I’ve attended. I’ve worked in direct marketing for over 25 years and have attended my share of conferences and seminars. The sessions were lively and the content was great. Everything said by the speakers was credible.

For a beginner in copywriting, this program covers it all. For the experienced writer, what a way to be reminded of the basics and lift your thinking to new levels. The networking opportunities were excellent and I

made contact with writers who I will consider to help me for my growing creative agency's work. Even though I'm hardly new at copywriting, I'll be back."

-- Gary Hennerberg, Professional Copywriter

"My main concern entering Bootcamp (and I know I wasn't not alone in this) was self-promotion. I was a good writer before Bootcamp, but a D- self-promoter. Now, I can confidently say I am a great writer and a grade A self-promoter. The self-confidence I have now to market my services is invaluable and will be invaluable to my copywriting career.

So thank you, each one of you, so much. Bootcamp exceeded my (very high) expectations. I recommend it as essential to anyone serious about copywriting. And I will certainly be returning next year."

-- Melia C., Charlottesville, VA

"PS- I'm writing from Tortola, British Virgin Islands. I'm planning on spending Jan. Feb. and March here, before going to Paris for the spring. Copywriting has allowed me this incredible freedom....I can't think of a better testimonial than that..."

"This was a fantastic experience. It was educational and entertaining. I'll be back for next year's even if I have to walk the 1300-plus miles to get there from Dallas."

-- James S., Dallas, TX

"FastTrack to Success '04 was even better than last year's! Thanks a million for a great program. As usual everything was impeccably done, from the organization to the presentations. And, of course, the glue that holds it all together is the AWAI's studenous staff. See you next year!"

-- Ronald M., Eugene, OR

"This Bootcamp was first rate. The presenters were excellent. I thoroughly enjoyed myself and learned so much. See you next year!"

-- Sandy G., Vancouver, BC

"This Bootcamp made the course – and the possibilities – REAL!! I loved it!"

-- Maribeth P., Anderson, IN

"FastTrack to Success 2004 was an extremely useful, enormously informative program. It's really fired me up about the financial and personal opportunities available in copywriting."

-- Phil R., San Diego, CA

"This is the best conference – of any kind – that I've ever attended anywhere. It was so packed with good information and encouragement, I feel like I've been taking a drink from a fire hose and thoroughly enjoying it!"

-- Phil G., Plano, TX

"Absolutely loved the whole experience. I'll be back next year!"

-- Sara R., New York, NY

“Overall, this was an excellent experience... great content and very good presentations. It was very gratifying to see AWAI’s commitment to our success.”

-- **Alan G., New London, NH**

“Dear Sandy,

Thank you for your professional leadership and your constructive editing in our break-out group. Without a doubt, the Bootcamp was a life-changing experience for me.”

-- **David M., Ft. Pierce., FL**

“Thank you again for the opportunity to attend the 2004 Boot Camp. Not only do I feel part of the AWAI family, I have made contact will people who can REALLY FAST FORWARD MY CAREER!”

-- **Paul D., Carlsbad, CA**

Dear Bob, Thank you so much for all of your great advice at the AWAI bootcamp last week and reviewing my article portfolio prior to your morning presentation. I followed your suggestion and presented it to the representatives at the job fair. They were impressed by my samples, and it allowed me to ‘get my foot in the door.’”

--**Melanie R., Whitmore Lake, MI**

Dear Mr. Bly, I just wanted to take a moment to let you know how much I enjoyed your presentations at the recent AWAI copywriting bootcamp. You packed a lot of information into them, and I had several "Aha!" moments while you were speaking.

I appreciate - as do so many of my fellow students - your willingness to share your experience with newcomers to the trade. I have a veritable list of "Bob Bly’s Tips" to put into practice.

-- **Malcolm S., Westborough, MA**

“Denise/Katie, Just a note to let you know how much I appreciated your wonderful hospitality.

I also want you to know that I was very impressed with how smoothly and well run the conference appeared to be --- and, believe me, I’ve been to a large number of conferences over the years that were put on by big companies and organizations that have been at it for 20 years or more. So, you should feel very proud of what you accomplished. The real test is how attendees feel about their investment, and your people seemed to feel very good about what they learned.”

-- **Robert Ringer**

“AWAI’s 2004 Copywriting Bootcamp and Job Fair was one of the most valuable events I’ve ever attended, well worth the time and expense. The Job Fair in particular -- with its wealth of spec assignments -- made this 20-year marketing professional tear up in gratitude. Okay, that may be overstating it a bit, however...I can’t remember ever being presented with so much opportunity to power launch my career within such a short period of time.

Your patient staff bent over backwards to be helpful and adjust to what we required. And the presenters were genuine, top notch, entertaining and -- most importantly -- very informative.

-- **Amy R., Chapel Hill, NC**

“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 altruistic! 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

“Steenie put it all together for me. Her presentation confirmed that what I want to do is exactly the process I’ve started to develop on my own. Kudos to Steenie”.

-- Judy R., Wilmington, DE

“You all did a great job of providing informative, hands on assignments and you made it fun! I also think you made the expectation for this type of work realistic. This far exceeded my expectations – Thanks!”

-- Gordon T., New York, NY

“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

“Absolute GREAT opportunity to meet and form relationships with leading publishers who proved to be very sincere when they said they were here to help us students.”

-- Carline A., Towson, MD

“This should turn out to be the most beneficial workshop I’ve ever attended. Just the opportunity to ‘get out feet in the door’ to a world-class publishing company was truly awesome. Thanks to AWAI for making it happen.”

-- Daryl T., Houston, TX

“Thanks for organizing such a valuable retreat! Of all the fantastic products and courses AWAI offers (and I’ve got most of them :-), this was by far the greatest thing you guys could have done to help us launch our careers. Even if I’m never able to get a paid assignment from Agora, the positive feedback process and abundant one-

on-one time with You, Mike, Don, Jenny, and Alice, taught me a lot, and encouraged me to keep working at this.

-- Tricia G., Battle Creek, MI