

What Would You Say If I Told You That You Can Be Working For Your First Copywriting Client Six Weeks From Now? Guaranteed.

Dear *AWAI Student*,

Hi. I'm Beth Erickson.

You don't know me, but we have something in common. Something big.

We're both students in Michael Masterson's Accelerated Program for Six-Figure Copywriting.

Katie from AWAI called me the other day and asked if I'd tell you my "story." She said that because I have more writing assignments than I know what to do with, I might be able to give you a few ideas about how you can start your own thriving copywriting business.

But first, I should probably introduce myself.

Like I said, I'm Beth Erickson. I'm not a Masterson, Mahoney, Hollingshead, or Bly. I don't suppose I could be classified a "Master Copywriter" by any stretch of the imagination.

What I am is someone who finished AWAI's basic program, got myself a writing coach (AWAI Board Member John LaBine), and learned EVERYTHING I could from him. And not just writing – but how to land clients too. I told him that I wanted to quit my tailoring job and start writing for actual PAYING clients more than anything.

So, John told me how to find the companies that hire copywriters, where I could find the best Internet sites for getting direct mail copywriting jobs... and he showed me how to cut through a corporation's maze and contact the person who would hire me.

He taught me how to approach clients and how to close the deal.

After I finished my coaching sessions, I drafted a simple sales letter to solicit business for myself — and sent it to local firms. Before I knew it, I was a freelance copywriter, using the very same skills you're learning every time you crack open your AWAI materials.

My first client was the second-largest drug rehab center in Minnesota. They needed a two-page fundraising letter. I didn't have ANY idea what to charge. I live in an extremely rural community in the center of Minnesota, so I knew the fees I'd discussed with my coach were probably higher than I could ask. I quoted how many hours I'd need to complete the letter along with an hourly rate. The client thought it sounded great.

More...

I drove home, grabbed my calculator, and did the math. Then I had to sit down. It took a few minutes for reality to sink in: I was about to earn (copywriting for two days) what would normally take me three WEEKS to earn in my “former” profession – tailoring men’s clothing.

I immediately called Katie (I’m sure I sounded like an idiot), and she assured me that I wasn’t overcharging. She even offered to give the letter a “once-over” before I submitted it to the client. In fact, I’m not sure I would have had the nerve to write or even begin to charge that much for a two-pager if I hadn’t received comments from someone who was a copywriting pro. Katie’s gracious offer served as the launch pad for my freelance copywriting business.

If All I Received From AWAI Was A Copywriting Career, I Would Have Been Thrilled. But The Story Doesn’t End Here....

Since then, I’m not only working for local businesses on a regular basis, I’ve also taken what I’ve learned from AWAI and sold one novel to Deep South Publishing in Bangor, Maine and just signed the contract for a non-fiction book called “Jumpstart Your Writing Career and Snag Paying Assignments” (same publisher).

I’ve got my own web site (<http://filbertpublishing.com>) and I’ve published well over 100 articles — some of which have been “picked up” by the AP wire service. Imagine sitting on the couch watching *The Nightly News with Peter Jennings* and hearing your news story — word-for-word — coming out of his mouth. Yup. Happened to me...

Every one of my writing successes came AFTER I began Michael Masterson’s Accelerated Program for Six-Figure Copywriting. And without my coach, I know I wouldn’t have started my own freelance copywriting business, nor would I have had the tools to sell not one but TWO books to a publisher.

Am I earning a six-figure income yet? No. But I’m firmly in the five-figure range, and I’m earning a lot more than I did when I was a professional tailor. I’m happy with that. Plus, I’ve only had my freelance copywriting business for about a year now. Who knows what’ll happen during year two? The sky’s the limit!

AWAI has more than lived up to its promises to me. I’m working as a copywriter. I’ve branched out into other writing. I get to work in a field I love.

But enough about me. What about you?

Maybe you’re a lot like I was a year ago. You’ve done the work. You know how to write copy. You know what it takes to be a copywriter. Now it’s time to take the next step. It’s time to move to the next level and start getting clients.

And like me, you don’t have to go it alone either — because today I’m going to tell you about a brand-new program AWAI is launching that will help you...

Land Your First Client In Six Weeks — Guaranteed.

With AWAI’s new “Getting Clients” program, you’ll have the same thing I did when I started out — an AWAI pro in your corner, encouraging you, coaching you, helping you land paying clients.

Your client list will grow, because you'll work shoulder-to-shoulder with your coach — learning AWAI tested (and proven) methods for approaching potential clients, negotiating your fee, and closing the deal.

Your first copywriting project will be virtually stress free, because your personal coach will critique it to make it as powerful as possible.

And you'll have your first PAYING copywriting client six weeks from when you start — guaranteed.

But there's one hitch...

Not everyone who applies will get to be a part of this very special program.

Okay. I know what you're probably thinking.

You've studied enough of the basic copywriting program to know that I'm supposed to make this program exclusive. I'm supposed to make you think that you might not get in so you'll hurry up with your registration.

But that's not the case at all.

As much as Katie and the crew at AWAI would love to offer this to everybody, they can't. This *is* an exclusive program. It's not open to every AWAI student. And not everyone who applies will be accepted.

Think about it for a minute... there are just so many AWAI copywriting professionals who have the time to take someone under their wing and thoroughly teach them how to start their own copywriting business. After all, they're already living their dream and can give the generous gift of their time only to a limited number of students.

Which brings me to a big question you need to answer before you apply:

Are you willing to check your ego at the door, drop any insecurities you may have about your writing, and allow the professionals at AWAI to gather the information they need to decide if you are ready to become a successful copywriter?

If you can answer "yes" to this question, you just may have begun an exciting adventure... an adventure where anything is possible. It's an adventure that could lead to the fulfillment of your dream...

Because, if you're accepted into this program, you'll receive...

All The Tools You Need To Build Your Copywriting Business — In Six Weeks

So what kind of tools are you going to get as a member of this program?

First, they'll team you with a coach. You'll work with someone like Kieran Doherty, Bob Bly, Will Newman, Denise Ford – all pros who know how to find clients and keep them happy. Me too. I told Katie I'd like to help someone like I was helped. You'll talk personally with your coach every week, PLUS you'll be able to e-mail him or her whenever you have a question.

You'll have weekly and daily goals assigned to you by your coach. You'll learn how to cultivate a healthy clientele, you'll learn marketing secrets, and you'll learn how to promote your fledgling business for little or no money.

Soon you'll smash your competition and have more assignments offered to you than you could

More . . .

possibly handle. Then you'll pick and choose the best and never worry about having enough work or money again.

But best of all, you'll make a valuable contact — and probably a friend — in the copywriting business. You'll have someone in your corner, rooting for you, cheering you on, for a very long time.

You'll know someone in your chosen profession who's been where you're at now. Your coach will be able to anticipate the challenges you're about to face, glide you over the rough patches, and be an invaluable source of information that is truly customized to your situation.

If all you received in this program was your coach, it would be a great deal.

But AWAI never skimps when it comes to making sure you succeed.

When you're accepted, AWAI will send you names and addresses of companies in your geographical area who need people (like you) with sharp copywriting skills. They'll also send you contact information for companies in your area of expertise (if you want to work in a particular industry or with a specific kind of product).

No matter where your interests lie, you can rest assured that someone's working as a copywriter in that field. That person could just as well be you! Imagine how much fun it will be writing about something you're passionate about?

If you're accepted into this new program, you'll...

- Learn how to approach potential clients and get them interested in hiring you.
- Find out what you should charge for a project — and how to ask for it so the client says “yes.”
- You'll know when you need a contract — and whether you should get payment up front
- Find out what questions you need to ask to make your assignments flow seamlessly — and deliver copy that will make the client ecstatic
- Where and how to find the best freelance copywriting jobs — including steady repeat assignments from satisfied clients
- How to turn your hobby into a freelance copywriting assignment
- What organizations you can join to jumpstart your new career
- When and how to raise your fees.

You'll also receive the top 100 — yup, you read right — the TOP 100 websites for finding freelance work. I'll bet you didn't know there were so many copywriting opportunities on the Internet. Well, there are — and AWAI will show you where (and how) to find them.

Think You've Got Enough Information to Get Your Copywriting Business Rolling? Well, AWAI Has Even More Tools To Help You Construct Your Dream Life...

If you're accepted into this unique program, you'll receive something that's available only to AWAI students.

I'm sure you've heard of Bob Bly. After all, he's one of the top copywriters in the country.

Bob's written copy for over 100 clients. He's won marketing awards from the Direct Marketing Association, Information Industry Association, and the Web Marketing Association — just to name a few. He's been able to be a personal mentor to a number of AWAI students, and they'll be the first to tell you that he's had a hand in their success.

He's written more than 50 books — many of which you can purchase at your local bookstore. And if that isn't enough, he's a popular seminar leader and extremely successful copywriter...

Bob has 20 years of experience doing exactly what you want to do — making a living copywriting. I talked with Bob recently and asked him whether the recession has hurt his business. "Not at all," he told me. "In fact, last year I grossed \$500,000!"

Bob has graciously agreed to allow us to bundle some of his BEST tips into a special report that you'll receive as a member of our special program.

You'll receive his expert articles outlining

- Specific steps you can utilize today to find clients
- How to write razor-sharp copy that will sell products, make your clients thrilled with your writing, and eclipse your competition.
- How to set up your office – find out what equipment you absolutely need and what you can do without
- How to set your fees. Do you charge by the hour or by the project? Bob tells you his preference — and why it's the best way to go
- How to organize your schedule so you can get the most done in the least amount of time
- How to get and keep clients
- How to receive free ad space in prestigious trade magazines
- *plus much more*

You'll also receive exclusive information from Don Mahoney and the other AWAI Board Members outlining some of the best strategies they've utilized to grow their copywriting businesses into solid six-figure per year enterprises.

And if that isn't enough, if you're accepted into this program, you'll automatically be enrolled in our special new service called "*JOB: Job Opportunity Bulletin.*" You'll receive regular e-mails detailing copywriting opportunities. Who knows... you might even break into the national copywriting market with these job prospects sailing into your e-mail in-box.

Just think — simply by plugging in all these new strategies, tips, techniques, and secrets, you'll land your very first paying client within six weeks — guaranteed.

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And what if you don't land a client in the specified time?

Simple. AWAI will work side by side with you until you do.

Your Success Is Guaranteed. Period.

What do you have to lose?

Are you ready to latch onto your dream and hang on until it's fulfilled?

Are you set to join the ranks of Mahoney, Hollingshead, Doherty, Bly, Forde, Betuel? Master Copywriters — every one of them.

You can even line up with your fellow AWAI students like Glen Strathy, Stuart Jurs, Edith Nee, Rich Silver, Mike Samonek, Mike Palmer, and me. We've got a great start on our copywriting careers — thanks to AWAI.

If you're accepted into the "Getting Clients" program, you'll receive:

- Six weeks of telephone consultations (one per week) with your personal copywriting coach PLUS e-mail follow-ups. One-on-one attention from a copywriting pro – someone who knows how to land assignments and how to teach you the same techniques.
- Help with establishing daily and weekly goals. You'll be amazed as you watch your progress on a daily and weekly basis. You and your coach will construct a detailed, personalized schedule that you can use for years. Your schedule will keep you on track and assure your success.
- A free critique of your first copywriting project for a client. Feel confident knowing your first assignment is as strong as possible and that your client will be a satisfied customer.
- Regular e-mail alerts with job opportunities. Most freelance writers scour the web and trade publications for hours looking for new outlets for their work. Not you. With just a click of your mouse, you'll be able to check out hot new job prospects.
- Bob Bly's book, "Secrets of a Freelance Writer." This second edition zeros in on HOW to get clients. No copywriting library is complete without it...
- A special report containing Bob's and other AWAI Board Members' most effective techniques to land clients and promote your business. This special report is powerful...
- 100 top web sites for finding freelance work. With thousands of freelancing web sites on the net, how do you know which ones work and which are just plain junk? AWAI has checked them all out and compiled a list of the best of the best. These are the sites to hit. Forget the rest.
- Bob Bly's audio tape, "10 Steps to Successful Freelancing." Jumpstart your freelance career — in only 10 easy steps.
- A typical schedule of fees. Don't know what to charge? You do now.

- A list of direct marketing companies in your area. These are companies you can contact immediately — and watch your career blossom.
- Telephone scripts. Never stammer on the telephone again. With these scripts you'll know what to say and when to say it.
- Templates for contracts and cover letters. Just plug in your information and you're ready to start copywriting.
- A list of questions to ask during your creative calls with clients. Learn the questions you need to ask to make the project flow as seamlessly as possible.

And what does AWAI need from you?

They need you to fill out the application form. (We've enclosed one here or you can go to <http://www.awaionline.com/getclients> to apply online.) They also need a sample of your best writing. Whether it's one of the AWAI assignments or something you've written for a client, send it in with your application.

Why do they need a writing sample? Well, AWAI needs to be sure that if they help you get an assignment, you're ready to follow through and deliver a successful package. If the writing sample you send in isn't accepted, don't worry. They'll work with you until your writing is sharp enough to eclipse your competition.

You're probably wondering what this program costs (assuming you're admitted).

Well... first, surf to Google.com and search the word "copywriter." Then check out what some of these copywriters are charging their clients for one hour of consulting time. It's around \$250 per hour.

But Katie has persuaded the AWAI Master Copywriters to slash their fees to the bone so AWAI can offer this new program to you for only \$1,499 — that's less than \$250 per WEEK. PLUS, with AWAI you'll receive your personalized schedule, e-mail support, membership in the JOB e-alert service, the special report from Bob Bly, telephone scripts, templates, the 100-top website report, and much more.

And yes. I know... \$1,499 sounds like a lot of money. But bear with me a minute.

Before AWAI (back when I was tailoring), I calculated every price I saw in \$3.50 increments. That's because the retail store I worked for paid me \$3.50 for each trouser hem I finished. I'd look at the cost of something I wanted or needed, divide it by \$3.50 and think "Holy Cow! That's gonna cost a lotta hems!"

But AWAI has changed that for me. After one year as a freelance copywriter, I don't see the world in \$3.50 increments anymore. I've raised my rates considerably. And I can tell you that the Master Copywriters who mentor this program think in increments of \$10,000... because that's about how much they earn per letter when they write for their clients.

Just think... six weeks from now, you could be calculating every price you look at by a much higher number. You can start thinking in \$1,000 increments... \$2,000 increments... maybe even \$5,000 increments.

Don't think small. For less than \$250 per week, you'll have a professional copywriter on-call —

More . . .

willing to help you launch your own copywriting career, PLUS you'll receive all the other incredible resources, scripts, templates, and reports. Remember, outside this program, you can expect to pay \$250 per HOUR for a Master Copywriter's time — if they could squeeze you into their schedule.

And, if you don't get a paying client in six weeks, your coach will work with you until you do. Guaranteed.

In fact, your first copywriting assignment or two could very well pay back your entire fee for this course.

Send in your application and writing sample today.

And remember, if you're not accepted into this program, AWAI will work with you until your writing is up to snuff. They're solid pros and won't send you out into the business world until you're completely ready.

As with every AWAI program, your satisfaction is guaranteed. In fact, if you're not completely thrilled with your coach or the program after your first phone session, just say the word, and you'll receive a complete refund.

Period.

You've got nothing to lose. Everything to gain.

This unique program is intense and personal. In fact, you won't find a more personalized writing program anywhere.

Complete your application today. Send in your best writing. Then see what happens.

And if you have any questions, don't hesitate to call Denise at AWAI at 561-278-5557.

Sincerely,



Beth Erickson
Copywriter

PS. I just got some awesome news from Katie and the crew.

If you're accepted into this program, AWAI has arranged for you to receive a FORMAL INTRODUCTION to some of the biggest movers and shakers in the industry. Just imagine how your copywriting career could flourish when the decision makers at the top direct mail firms like Agora, Vitalmax, and James DiGeorgia see your AWAI endorsement and are personally introduced to you...

Be sure to read all about it in the enclosed note.

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FROM THE DESK OF BETH ERICKSON...

Dear *AWAI Student*,

Like I said in my P.S., I just got some awesome news.

I was putting the finishing touches on the letter you just read when Katie from AWAI called. She said that Fourth Avenue Marketing Group (AWAI's affiliated marketing agency) launched an e-letter especially for their clients.

This letter, called CopyDirect, offers marketers the inside scoop on what's going on the industry and ideas they can use to strengthen their marketing campaign. It's sent to thousands of marketers (a.k.a potential clients for you). Clients like Agora Publishing, Vitalmax, and James DiGeorgia & Associates just to name a few.

And here's where it gets exciting.

As soon as your Getting Clients Instructor gives Katie the word, AWAI will "introduce" you in CopyDirect. This is like a personal introduction from FAMG to thousands of prospective clients all at once.

Imagine how your copywriting career could bloom when you receive an ENDORSED INTRODUCTION to the decision makers at some of the top direct-mail firms in the U.S.!

Be sure to send in your application today. Like I mentioned earlier, AWAI has a limited number of instructors available to provide the one-on-one attention this comprehensive program will entail. I'd be disappointed to hear you were excited about this project but didn't get your application in early enough.

I wish you the absolute best of luck. And I can't wait to read your success story in CopyDirect and on the AWAI web site...

Have a great week,



Beth Erickson

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AWAI's Getting Clients Coaching Program

Yes! I'm ready to work shoulder-to-shoulder with an AWAI pro learning AWAI-tested (and proven) methods for landing clients. I understand that if I'm accepted into the program, my satisfaction is guaranteed — no questions asked. I also understand that if I don't get my first job within 6 weeks, AWAI will keep working with me until I do.

(If you prefer, for immediate consideration, you can complete this application online at <http://www.awaionline.com/getclients>)

STEP #1 Send us a sample of your best writing. It can be one of the assignments you've done for AWAI or something else you've written. If you're applying by mail, simply send this form along with your writing sample to the address below. Be sure to include your name and contact information on your submission.

STEP #2 An AWAI pro will review your writing sample within 3 days of receiving it. If we feel you're eligible for this advanced program, we'll contact you about getting started ASAP. Just think — you could have your first client in SIX weeks! Don't worry, though, if your first sample isn't accepted. You can always reapply and we can work with you until your skills are sharp enough to land that first client and get your career started.

In either case, you'll receive a phone call from us with a personalized plan for helping you achieve your goal of becoming a freelance copywriter.

STEP #3 If you're accepted into the program, a member of your AWAI support team will contact you and set up a convenient time for you to meet your coach by telephone. As soon as you're ready to start, you'll receive:

- Six weeks of telephone consultations with your personal copywriting coach (1 call per week)... PLUS e-mail follow ups.
- A detailed, personalized schedule with daily and weekly goals.
- Bob Bly's "Secrets of a Freelance Writer." PLUS, his audiotape "10 Steps to Successful Freelancing" PLUS a special report created specifically for this program.
- A list of direct marketing companies in your area and/or your special area of interest.
- AWAI's *Job Opportunities Bulletins (JOB)* – regular e-mails detailing current copywriting opportunities.
- The 100 top websites for finding freelance work.
- Telephone scripts... templates for contracts and cover letters... and a list of questions to ask during your creative calls with clients.
- A critique of your first assignment by an AWAI pro
- An endorsed introduction to top decision makers in the Direct Marketing from Fourth Avenue Marketing Group via their e-letter, CopyDirect.
- *Plus, every "extra" we can think of to help you reach your goal!*

Make no payments until you are accepted into the program. *(Payment plans are available.)*

Don't delay. Submit your application today. Launch your new career in 6 weeks — guaranteed!

Name: _____

Address: _____

City: _____

State: _____ ZIP: _____

Telephone: _____

E-Mail: _____

Title/headline of your writing sample: _____

If applying electronically:
go to <http://www.awaionline.com/getclients> and follow the step-by-step instructions.

If applying by fax or mail:
Send this application along with your writing sample to:

AWAI
245 N.E. 4th Ave., Ste 102, Delray Beach, FL 33483
FAX: 561/278-5929

If you have any questions, please call Denise at (561) 278-5557