

TESTIMONIALS

“This 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.”

-- **Bob Bly, Dumont, NJ**

"It wasn't long ago that I had no idea what 'copywriting' even was. Today, however, I have to say that my life is pretty good, largely because of what I've learned about copywriting from Michael Masterson and a few other people.

"The biggest thing, 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**

"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 Whatever You Call It 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 (Was a bartender. Learned copywriting from MM. Started his own DM business -- Seeds of Wealth)

"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 (Porter was earning a decent living writing articles for a financial newsletter, but wanted to launch a financial advisory of his own. With Michael's help, Porter's first sales letter pulled 600% over break-even -- generating sales of more than \$2.1 million in the first year alone.)

"When I see the sun rise over this beautiful city, I realize how fortunate I am. I've worked hard to attain all this—but most work hard and have little to show for it. Copywriting was my ticket to success and I recommend Michael Masterson's course."

- John Ford

"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

"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 with 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."

Nina Camp (Lives in Manhattan...also pursuing her career as a singer...earns \$7000 a package)

"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 MM.: Steve Sjuggerud, Editor, True Wealth

"I've been employed in the field of marketing for many years, but it wasn't until MM 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 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."

John Labine

“I attended your boot camp in Baltimore last September. When I go home, I studied all the materials again; particularly ‘Getting Clients.’ Then I figured, why not give it a whirl? So, I drafted my own little direct mail package and mailed it to businesses in my area. I got a client from that mailing. Since then, I’ve sent out more letters and work is coming in.”

Beth Erickson

“Make no mistake. Copywriting is what makes it possible for me to have the kind of lifestyle and freedom I enjoy. Still, I always had a dream to write nonfiction books for children.. And although I don’t make nearly as much money from my children’s books as I do as a copywriter, I’m proud to say that I will have 10 books published by the end of this year...”

Kieran Doherty

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

-- Roy Krueger, Russell, KS

“I am probably your oldest student. If I make it through to the end of 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 *Michael Masterson’s Accelerated Program from Six-Figure Copywriting*.”

-- Harry Dixon, Cheshire, England

“My name is Brian Jones, and I recently received *Michael Masterson’s Accelerated Program For Six-Figure Copywriting*. I’ve only completed the first two “rote” exercises so far, but the material is sinking in. I am amazed how much I look forward to

receiving “junk” mail now! I think the money I spent for the course was wisely spent, but I’ve found out that anything I find out about through the Oxford Club is First-Class Only.

“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 Jones, Baltimore, MD

“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 Isted, North Yorkshire, UK

“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 Berghuis, Delta, British Columbia, Canada

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

-- Harry Gibson, Olympia, WA

“I’m having a blast with the course.”

-- Robert Stukalin, 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 Kiser, Granada Hills, CA

“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 Carroll, Queen Charlotte, British Columbia, Canada

“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 Pent, Redding, CA

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

-- Gerald Bauer, Huron, OH

“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

“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 Flagg, Olathe, KS

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

-- Susan McLain, Tampa, FL

“I must tell you that I am totally impressed by your writing which “grabs” my attention at every sentence and tempts me to read on and on. I am never bored. What a skill you have!”

-- Edith Nee

“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 Tonge, Weymouth, MA

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

-- Annie Bartlett, Lancaster, NH

“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 Probert, Boca Raton, FL

“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 Kedan, St. Laurent, Quebec, Canada

“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 Gentry, Mesa, AZ*

“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 Ramakrishna*

“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, Middlebury, VT*

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

-- *J. Thompson, Baltimore, MD*

“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 Beach, Boise City, OK*

“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. Peake, Portland, OR

“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 Lynch, Arlington VA, Former White House writer

“Either you pay an advertising agency thousands of dollars every time you need a mediocre sales campaign or you spend a couple of bucks and a little (and I mean a relatively little) amount of time to learn these simple, yet highly effective strategies for writing “killer” sales letters. Not only do I find myself using the techniques for business, but I actually wrote a sales letter and mailed it to my fiancée about hiring a band for our upcoming wedding (she wanted a DJ), and would you believe, she ending up coming to me stating *her* case for why we needed to hire a live band for the reception. Get the course. Use the strategies. They work for me.”

-- Simon Green, Marietta, GA

“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 Cob, FT. Walton Beach, FL

“I can’t believe. Just 3 months after starting this course, AWI got me my first paid writing assignment. I’m on my way!”

-- Joanne Redding, Abilene, TX

“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 Schnell, Republic, WA

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

-- Mel Gordon, Winter Haven, FL

“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 Fricke, 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 Tyler, St. George, UT

“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 American Writers Institute. Your course not only teaches valuable lessons about writing sales copy, but it explains how to make a career out of copywriting.”

-- L. Wayne Hadley, West Plains, MO

“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.”

-- P. Borchers, Edmonton, Alberta, Canada

“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 Ha, Tinton falls, NJ

“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, Cleveland, OH

“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 K. Burkey, Arlington, TX

“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, Texas

“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 \$300 I ever spent.”

-- John M. Bland

“Michael Masterson’s Accelerated Program for Six-Figure Copywriting is worth every penny the American Writers Institute 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 Chi-Hung Huang, 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 Child, Derbyshire, England

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

-- Mike Walker, Portland, Dorset, UK

“I have received *Michael Masterson’s Accelerated Program for Six-Figure Copywriting* and have already started working on the course. I am really enjoying it. This course beats everything I’ve ever seen! I used to be in Network Marketing and basically threw my money away. But after reviewing the first section on this course... I AM SOLD ON IT!!!”

“I have committed myself to finishing this course and have every intention of becoming a member of your institute and one day... not too far from now, becoming a very well-paid professional copywriter. With retiring from the Navy 10 months from now and finding this where I can work from home and make good money consistently... I’d be an absolute fool not to complete this course.”

-- John Kidd, Lexington Park, MD

“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 van Rensburg, Lonehill, South Africa

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

-- Fintan A. Corrigan

“*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 Bourgeois, Bayamon, Puerto Rico

“*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 Evans, Deep Gap, NC

“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 Christensen, 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 Storm, Many, LA

“I attended our Employee Orientation at our conference room this morning and when the Business Development Office Manager who also attended the conference heard that I loved to write, she walked over to me and asked about my writing. I told her I was finishing up a professional copywriting course written by Michael Masterson and her eyes lit up like a Christmas tree! She looked at me and told me to see her in her office immediately after the meeting.

“I walked into her office and was surprised with a concept that the company was trying to ‘sell’ to the base. She told me to take the concept and literature back to my office and produce a sales letter by the close of business today! Needless to say... I worked, as Mr. Masterson teaches, as if a ‘gun was put to my head and NO shortcuts!’ I worked almost feverishly... but loving every minute of it!

“I delivered the papers to her... She looked at me and said, ‘I want you to start writing for me!’ God I love this writing business!”

-- John Kidd

“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 Maffessanti, 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 Healy, 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 Lonsdale, 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 Cheney, Cornwall, UK

“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 Thomas, Huddersfield, England

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

-- Sam Shoemaker, Cadiz, KY

“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 Elsmore, Murcia, Spain

“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 Schoepe, Scarborough, Ontario, Canada

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

-- Norm Paterson & Christine Paterson, Bashaw, Alberta

“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 F. Neilson, *East Boothbay, ME*

“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 Dutchak, *Toronto*

“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 V. Giganti, *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’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 Davis

“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 Schlumpf

“I’m a couple of months or so into the Guaranteed Success Program and I acknowledge the only way I can fail at copywriting now is, if I deliberately sabotaged my own success. This is a great program. It’s exciting. It’s easy to follow. And your success is guaranteed! And it’s true. You can live where you want, you never have to commute, you can write as the mood takes you. And you know no matter what, the program will make you successful. This is the route for me, and for you too, if like me, you want to create a six-figure income.

“Of course, like everything else, to get among the best you’ve got to be trained by the best. And that’s where this program comes into its own. The Guaranteed Success Program will show you how to be the best, step-by-step and at your own pace.”

-- Desmond Fleming

“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... They (all of a sudden) seemed to understand. What I didn’t tell them was that I read that hard-to understand guide twenty times and researched the book another ten times, along with following the principles that Mr. Masterson teaches in this course.

“You never know what this course will do for you! Thank you all for helping me make this project and my love of writing happen!”

-- John Kidd

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

-- Judy Johnson, Skandia, MI

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

-- Kevin Allen, Bodmin, Cornwall, UK

“I would just like to take this opportunity to thank you for the *Michael Masterson’s Accelerated Program for Six-Figure Copywriting* course. Having started at the end of April, I am really enjoying it – what an eye opener.”

-- David Downer, Bournemouth, Dorset, England

“Well, here it is! My ‘LANG-UISTICS’ assignment. It’s been very interesting (and, at times, frustrating), but I thoroughly enjoyed the task. And now that I’ve finished agonizing over the final copy of ‘LANG-UISTICS’, bring on more! Thanks for making the course so easy to understand and so entertaining.”

-- Bruce Wolski, Calgary, Alberta, Canada

“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 Scherf, Alabaster, AL

Testimonials from Writing for Dollars readers:

I was pleased to read your comments on the course, Accelerated Program For Six-Figure Copywriting. I am taking the course and am very favorably impressed by it. The lessons about copywriting have helped me in my sales letters that I often write to clients.

I've only completed one assignment. My grade was OK but I had expected better. On looking it over again, I must agree with the critic's remarks and they were quite helpful.

I work a full-time job and at this point am about four months behind on my lessons, and am working on the vitamin pitch. I do appreciate the fact that no one is pushing me to keep up my assignments as I have had more demands on my time from other sources. Anyway, I'm plodding along.

This is really a quality course and I would recommend it to anyone who is serious about writing. I don't plan on quitting my day job anytime soon, but I do intend to gain an additional income from this work.

William M. Apple

Hi Dan. I love your newsletter and when you ran the ad for AWAI, I figured it must be a worthwhile course or you wouldn't include it in your newsletter.

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

Sincerely,

Kathryn Keehan

Dan -

I ordered the course two years ago, with some trepidation. It is a wealth of information! The curriculum is excellent. Because of time constraints, I have not been able to finish the course, but the first assignment (writing a sales letter for a favorite restaurant) was thoroughly reviewed and graded, with specific suggestions for improvement.

In addition, I receive a regular newsletter with job openings.

- Sharon Kay

Dear Mr. Case,

I wanted to respond to your message regarding the AWAI copywriting course. I am a student of both the copywriting course and their travel writing course, and I would recommend them both to those that are curious about these courses. In addition to the courses, I attended one of their “boot camps” a couple years ago in Florida, which I found both educational and enjoyable.

Currently I am focusing on the travel writing course as I am developing a travel website (<http://www.touristtravel.com>) and newsletter, The Traveler. But I am learning, as I develop my fledgling business, the importance of learning good copywriting skills for good web copy. The lessons learned I am sure will serve me well throughout my career as a writer and marketer.

The staff at AWAI are always courteous and helpful, and I do recommend this company to your readers.

Thanks for your time.

Regards,

Tom Schueneman

Hi, I'm one of your readers. I have been taking the course since last year. They send me a package every month and eventually, I have the completed book. I have been doing the work faithfully, and now I'm on the masters degree course. I have been using my copy writing skills and practicing them. Their information is very useful.

Vicky

Email from Bob Bly

This course will teach you to write direct mail using techniques that are more advanced than what my books teach.

I know Michael Masterson and what he has taught me has revolutionized the way I write direct mail -- taking it to the next level.

AWAI has helped many of its students get assignments and succeed as freelance DM copywriters.

I give this program my highest recommendation with one caveat: Only take it if you like direct mail.

Bob Bly

I love the course and am having trouble not skipping ahead. But I'm not "cheating". I am just excited about the work.

-Alan Forester, Burnside England

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

-Dennis Houghton, Quinto Ecuador

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

-Mary Cowie, 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 Child, Derbyshire, UK

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'm supposed to be working!

-Peter Lonsdale, Durban, South Africa

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

-Simon Freeman, 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 Allen, Cornwall, UK

I would like to thank you very much for the excellent program. It certainly was a joy to learn all the secrets of the masters in your profession.

-Fintan Corrigan, Dublin Ireland

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 Dixon, South Wirral UK

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, etc. etc.

-Lindsay Thomas, Huddersfield England

"I like the Golden Thread e-letter because:

- it helps keep some continuity between course mailings.
- it provides useful tips.
- it offers "real life" job possibilities

I realize that the course material has been designed to lead up to a specific result but I have to admit that being motivated (over many months) about a test exercise is sometimes hard to do. The initial thrill of the Bill Bonner letter got me to make the purchase decision but I need a different kind of motivation when faced with the specific work and exercises required.

I appreciate your efforts in finding people who are willing to try out student copywriters. In my past experience in telecommunications consulting, small businesses sometimes had the greatest need but also had the tightest budgets and the lowest willingness to pay for expertise.

I think use of students (probably willing to work for low pay) adds to both parties. The businesses get a product better than they could

produce themselves (admittedly not a professional product yet) at a price they can afford. The students get a chance to try things out.

I've rewritten some information for Eric Dany in the Mutual Fund Prospector for \$0 down and a share of the future results and now I'm trying to help him find other avenues to advertise his newsletter (direct mail is a bit pricey for his budget). Will I make much on this? Probably not, but it provides some reality that isn't in book exercises.

Also, I sent in a information piece on people facing layoffs to the advisors edge and they seem to be considering it seriously but I haven't heard any commitments yet.

Breaking into a new line of business is not the easiest thing to do. So the bottom line is -- I think the Golden Thread is useful and I appreciate your efforts."

Tom Ryan

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 Kay

"I will give credit to the copywriting course for helping me become Editor-in-Chief for the following website: <http://offshore-privacy.com>

I wouldn't have been able to get the position without some copywriting experience, courtesy of the course. A Golden Thread write-up would be fine by me, although of course I'll probably never get to see the finished product (mail service here isn't exactly the greatest, but I love just about everything else about Thailand).

And please let me know if there's any further work I can do for 4th Ave, as I am always looking to broaden my professional writing experience as much as possible."

Damon.

"I started as a full-time copywriter about 7 months ago, just after I became an AWAI student. My background includes 10 years in sales and marketing and 7 years of writing very analytical Biblical-theological articles. That's why I was able to learn copywriting so quickly. I used to sell audibly in person. Now, I sell visually on paper.

I have several clients. Some of them have given me second projects. (After the success of the investment letter, Lombardi gave me a bizop letter.)

I haven't written anything yet for you or Agora. Agora Health offered me a project, but I had to turn it down because my schedule was booked with other projects. I'd be glad to consider writing for you. (I just got a contract from another direct mail agency to write for \$700/page starting in March.)

Feel free to report this in the Golden Thread. (I won't even charge you any royalties!)

Would you like the 12p. Lombardi letter mailed or emailed? It got one of their highest responses ever for an email attachment test. Now, it's being rolled out in the mail."

Thank you,

Greg Gibson

" 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 what 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

Testimonials from Past Bootcamps

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

-Ben, Fleet Street newsletter

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, Agora Health

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 Erickson, masters student

All AWAI staff and all speakers were great! Thanks!

-Lee Marcus

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 Wiley

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 Dwyer

Wonderful program – the teachers are the best in the copywriting field

-Wm Bain

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

-Ed Hausladen

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

-Maurice Chevrette

ENDORSEMENTS

Dear Daily Reckoning Reader,

Generally when I write you, I have some economic insight to pass on that I think will help you protect your investments – or take advantage of some quickly developing situation in the markets.

Today is a little different. It's true, I am writing to pass on an opportunity – a chance to substantially improve your financial situation - but probably not in any way you're expecting...at least not from me.

You see, as a writer for Agora Publishing, I'm not embarrassed to say, I make a very good living. Yet, I'm not chained to my desk. In fact, I'm really quite free. I live in Paris for most of the year. But I get to travel extensively. In the past year alone, I've spent several weeks down at Chateau d'Ouzilly, Bill's "country house" in the French countryside...toured the south coast of Ireland... had "high tea" at the Savoy in London... visited the grand cathedral at Cologne in Germany... hopped up and down the east coast of the US - Baltimore, New York, Boston.... and even spent real quality time at my family's home in New Hampshire...

On my last trip to the States one of my best friends called me a 'jet-setter'. I couldn't tell if he was being snide or not, but I'll tell you what – it made me smile. Good money and freedom – what else could you want from a career?

Of course, I don't want you to misunderstand me. I'm not trying to brag. I'm simply a living testimonial for the life-changing opportunity I'm presenting you today. When you click on the link below you'll find a letter from Bill Bonner, detailing an easy-to-follow program that can help you live a "jet-set" writer's life and earn a rather handsome income – if you find this kind of work appealing.

Trust me, I'm no genius. And I'm horrible with grammar, as my intern Vanessa can attest. 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.

And, by no means, am I the only one... you'll meet other people from all walks of life who've used the program to kick start successful writing careers. Most importantly, perhaps, you'll learn how easy it will be for you to get started, too.

Regards,

Addison Wiggin
The Daily Reckoning

P.S. This program will also demonstrate why the demand for writers – even at Agora - is skyrocketing. Which simply means - if you're interested - you can begin making great money and living your own 'jet set' lifestyle very quickly. Give it a shot. The program works like gangbusters.

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If You Can Write a Simple Letter, You Can Earn a Living as a Professional Copywriter

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. In short, these instructors know their stuff! The corporation I worked for paid to send me to a 2-day direct mail course in New York City. The tuition was over \$1500 and that didn't include travel, lodging and food. And so I particularly liked the fact that the AWAI made the course affordable to those needing to change careers on a budget.

I discovered from the course materials that you don't have to be a professional writer - or a writer at all - to learn how to be a top-notch copywriter. In fact, if you can write a simple letter, you can learn to be a well-paid copywriter earning your living from anywhere in the world you choose to be - a log cabin in the mountains, a London flat, a tropical island or the comfort and convenience of your own home office. According to AWAI, top copywriters earn up to \$200,000 a year. Of course, most make considerably less. Still, according to the AWAI it is not atypical for a good copywriter to \$60,000-\$80,000 a year.

Here is how the course is broken down:

Part I will give you a solid background into what it takes (and doesn't take) to be a successful copywriter.

Part II and III are your copywriting "primer." This is where you learn how to get going on your new copywriting career, as well as the important secrets you need to know before you sit down to write your first letter.

Part IV is what the course instructors call "The Money Run." Here you will learn everything from A-Z about copywriting. You'll even write your first direct mail piece letter (with the entire American Writers and Institute Board by your side to review your work) - which could even lead to your first paid assignment.

Part V is an in-depth look at the business of copywriting. This is where you learn to sell yourself to your clients and find out how to

get access to the major players in the direct mail industry. This is also where the masters of copywriting reveal what made them so successful.

You also get a separate book called AWAI's Direct Mail Hall of Fame: Great Selling Secrets from 50 Super Successful Direct Mail Letters and Space ads with samples of the most successful direct mail promotions ever. This is no flimsy add-on. This book alone is over 300 pages long!

There aren't many people out there who can afford to just quit their job to learn a new skill. That's why I like the practical step-by-step approach this course takes. Since the course is broken up into 13 installments it can be fit into anyone's schedule. And it allows you to learn at your own pace without getting overwhelmed.

Finally, as I said earlier, I especially like that the course doesn't cost an arm and a leg. Not only is your investment a modest one, but the option to break the payments up make it even more affordable. The first installment is \$79.00. After that the course costs only \$39 a month. That's less than a lot of people pay for cable television! And wouldn't it make a lot more sense to spend time doing something that can free you from "job jail" than watching other people trying to get rich quick on Who Wants to be a Millionaire?

Whether you're curious to learn more about launching a career as a professional copywriter or want to improve your writing skills to promote your own business, I encourage you to take a few moments to check out the American Writers & Artists Institute's Accelerated Program for Six-Figure Copywriting course. This resource can also be found in the Resources for a Change section on the Changing Course web site.

If after seeing what the Institute has to offer you decide to take the course, I would love to hear what you think!

Valerie Young
Editor, Changing Course Newsletter

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Message #424

Monday, September 3, 2001

HAPPY LABOR DAY!

"If all the year were playing holidays,
To sport would be as tedious as to work."
Shakespeare (Henry IV, 1597-8)

* * * * *

THE WORLD'S MOST VALUABLE SKILL

If you want to be wealthy, I've mentioned in the past the four things you absolutely must do...

1. Master a financially valuable skill.
2. Develop a high income.
3. Invest conservatively in other businesses.
4. Invest aggressively in a business you know.

Today I'd like to talk about THE most valuable skill you can have...and share with you some of the secrets I've learned over the years that can help you become very good at it, very quickly.

On the road to wealth, developing a financially valuable skill is the most important step. It's the foundation upon which every other step is based.

What is the world's most valuable skill? Simple: The ability to sell. Not just products and services...but ideas, concepts, and beliefs.

You know it as well as I do, in any organization, power moves inexorably to those who are persuasive. This is true for every business in every country in the world.

What matters is that you have a way to convince people (your boss, colleagues, customers, investors, etc.) that your ideas (and your work) are worthwhile.

I've identified a few fundamental secrets of selling over the years...a few tricks of the trade. And that's exactly what I'm going to share with you right now.

I can't give you all my secrets in this one message, but I can give you the basics behind every great piece of salesmanship.

I call them THE THREE FUNDAMENTAL RULES OF SELLING and they are...

#1. People don't like the idea of being sold.

#2. People buy things for emotional, not rational, reasons.

#3. Once sold, people need to satisfy their emotional decisions with logic.

Let's look at Rule #1: People don't like to be sold. On the face of it, this doesn't make sense. Every year, trillions of dollars worth of goods and services are bought and sold... billions through the mail alone. Think about your friends. Many of them, no doubt, love to shop.

People like to buy things. But they don't like to be sold. Remember this. Whether you're writing a sales letter or trying to convince your friend to go to a concert, don't apply pressure. Offer to give something. Don't force. Tempt.

Let's say you want to get your friend to buy a piece of chocolate cake. You wouldn't start off by listing 10 reasons why cake is good for him, would you? Of course not.

In real life, if you really wanted to get a friend to buy a piece of cake, you'd probably start by describing how great the cake smells, how gooey it is, how thick the icing is, and how it will just melt in his mouth ...

In other words, you'd create a verbal picture that teases his desires - his hunger, his craving for chocolate. You'd tempt him by appealing to his emotions. You would not bore him with reasons or bully him with force.

Understand this first principle and you'll have people eating out of your hands.

Rule #2 Hit 'Em Where It Hurts: People buy things for emotional, not rational, reasons.

If people acted rationally, you couldn't sell chocolate cake. There's no logical reason to buy it. It's not nutritious. It makes you fat. It screws up your metabolism. And it's expensive.

So why is chocolate cake a multi-million-dollar industry? Because it makes you feel good!

To be persuasive, you have to appeal to your prospect's feelings and desires.

Here are seven very important ones: Fear, Greed, Vanity, Lust, Pride, Envy, and Laziness.

Rule #3: Once the prospect is emotionally sold, he needs to justify his irrational decision with rational reasons.

Think about TV commercials for cars. How do they work? First, you see a stirring image of the car itself--beautiful, stylish, new. The background says something too: There's a mountainous landscape for the prospect who wants to see himself as rugged. A five-star hotel for the prospect who wants the car to enhance his status. A beautiful woman for--well, you get the idea.

Next, you see an interior shot to show how luxurious your life will be with this car. You get to listen to the state-of-the-art sound system. (The music depends on the feeling required). Then, there's a shot of the car driving by the ocean. Put it all together and you have an effective 20-second movie that's designed entirely to appeal to emotion.

But car commercials don't stop there. They usually give you numerous bits and pieces of information--the size of the engine, statistics on fuel economy, speed, weight, interior space, rankings in national surveys and customer satisfaction reports, and so on.

All this data isn't meant to sell the car. It's to make the prospect feel good about the decision he's already made. And in the final analysis, this is almost as important as the emotional appeal. Though the information doesn't sell the car, it does justify the sale.

These secrets are, of course, only the beginning.

But the great thing about the secrets of selling is that once you understand how they work, you can use them in every aspect of your life: to land a better job...to get a promotion...to sell more of your company's products...even to convince your friends to follow your advice for your next vacation.

Over the years, I've taught many of my students the little-known psychology of selling. Two of my top protégés took these secrets and, with my help, developed an organization called the American Writers and Artists Institute (AWAI). It's a group that helps regular folks become top-notch, high-paid sales writers (or "copywriters," as they're called in the advertising industry).

You heard from one graduate of this program last weekend...a student of mine who turned the sales knowledge he learned from AWAI into a life of high-paying freedom as a copywriter. Believe me, he's not the only one. I could show you literally dozens of people who have used these very same techniques to make a heck of a lot of money...and to enjoy a freedom few people will ever know.

Make no mistake about it, sales writing is one of the highest paid professional skills in the world. (I've personally seen ads that make writer tens of thousands of dollars a year...year after year.) But because so few people understand what copywriting is, much less how to do it effectively, there's a great shortage of good copywriters.

Whether you want to become a professional writer, or simply want to learn how to communicate much more persuasively, mastering the basics of selling can really give you an edge. And there's no better program to help you do this than AWAI. Period.

If this is the type of financially valuable skill that interests you, learn more about how it works today.

MMF

Copyright Early to Rise, 2001

Dear International Living Reader,

Kathleen Peddicord asked me to write to you today. I've known Kathie for a long time. She wanted me to tell you about an opportunity I took advantage of not too long ago, because you may be interested in doing the same thing.

In short, it's a way for you to eventually quit your full-time job (if you choose), as I did about two years ago...to travel whenever and wherever you like...and to make a very good living. (I'm earning twice as much money now as I ever did in a "salaried" position).

As a writer, this opportunity has enabled me to travel all over the world. In the past year, for example, I've spent time on more than a half-dozen Caribbean islands, including St. Thomas, the Dominican Republic, Barbados, Dominica, and Curacao.

Back in the United States, I spent this past January in sunny Las Vegas to escape the miserable Baltimore winter...and I've been able to spend some time with my friends and family over the past few months in Portland (Oregon), Florida, and the Delaware beaches, just to name a few. Next week, I'm flying to Granada, Nicaragua--one of the oldest Colonial cities in the Americas--for a five-day assignment. Of course, all my expenses will be paid. Good money and complete freedom--what else could you want from a career?

Please don't misunderstand me. I'm not telling you about my travel adventures to brag. I'm simply a living testimonial for the life-changing opportunity I'm writing to tell you about today. If you're interested, I feel pretty confident that you can do the same thing.

The funny thing is, there's actually a shortage of people who do the kind of writing I do. It has nothing to do with travel writing...or technical writing...and it's about as far from academic writing as

you can get.

It's not because what I do is hard. Trust me, I'm no genius. I'm not very good with grammar, as my editors can attest. And it's not because of any formal education or previous work experience. Before doing what I do now, I worked in restaurants...and held a sales job for a temporary staffing company. The simple fact is that very few people know this kind of writing work exists...and even fewer know the secrets of how to do it successfully.

When you click on the link below, you'll find a letter from Bill Bonner, who, in addition to starting International Living 20 years ago, is the President and founder of Agora Publishing. Bill is looking for people who can help his business...who stand to make a lot of money in the process. In the attached letter, Bill details an easy-to-follow program that can help you live a "jet-set" writer's life and earn a handsome income--if you find this kind of work appealing.

I am a graduate of this same program. And I can honestly say that without it, I wouldn't be able to do the traveling and writing I'm doing today...and I certainly wouldn't be making the kind of money I enjoy today.

The secrets I learned through this course not only made the writing I do relatively easy...but showed me how to make it very profitable, too.

By no means am I the only one doing this. I know more than two-dozen people personally who have used this program to kick-start successful writing careers. Most important, you'll learn how easy it will be for you to get started too.

Sincerely,

Michael Palmer,
For International Living

P.S. My friends don't understand how I can afford to take so much time off. The thing is, because my time is in demand, I can set my own schedule. Don't get me wrong. I work hard. But I love it because I know that any extra work pays off in actual dollars in my pocket. I believe in this program so strongly that I recommended it

to one of my best friends from high school recently. He's never been happy with his job...and has never liked the idea that he was working so hard to make someone else rich. I'm betting he's going to love his new career. Don't miss out on this opportunity.

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Writing for DOLLARS!

Issue: Special

March 11, 2002 Copyright (c) 2002 by AWOC.COM, Dan Case
This issue is sent to over 33,000 subscribers in 101 countries

Writing for DOLLARS! is sent only to subscribers. Check the bottom of this message for subscribe/unsubscribe instructions

Visit The Writer's Place at <http://www.WritingForDollars.com>
Back issues of Writing for DOLLARS! are archived here.

Dear Writers,

I'm sending out this Special Issue in response to several notes I've received concerning advertisements by the American Writers & Artists Institute (AWAI) for their course "Accelerated Program for Six-Figure Copywriting" that have been running for the last few months in Writing for DOLLARS!

Here's an example of one of those advertisements:

-----**Sponsor**-----**Sponsor**-----

Are You Good At Persuading People?

Have You Ever Persuaded A Friend To Go To Your Favorite Restaurant Or See A Movie You Wanted To See?

Persuasive writers are almost impossible for companies to find. If you have this remarkable talent you could be in big demand. Click here to find out more
<http://www.thewriterslife.com/wfdollars2>

I'm pretty picky about the ads that go into Writing for DOLLARS! I don't take ads for "get rich quick" opportunities or "How to Earn Thousands of Dollars a Day Stuffing Envelopes." When an ad runs in Writing for DOLLARS! — even though the company placing the ad pays me to run it — you readers have the perception that I am ENDORSING that product. I realize this and so before I take an ad like this, I do a little research.

I asked to see the course before I would recommend ANYTHING — especially a course called "Accelerated Program For Six-Figure Copywriting." I'm automatically skeptical of anything that would claim that high of an income, so I wanted to check it out. I received the entire course in just a couple of days — over 700 pages!

Needless to say, I was impressed with the amount of material that came with the course. The first thing I learned when I opened the course was "What is Copywriting?" The answer is simply, any writing that offers a product or service for sale.

That's when I realized -- that's what I do everyday (well, ALMOST everyday)! I write sales letters... only I don't call them sales letters, I call them query letters. We writers write (or attempt to write) query letters or cover letters to editors to convince them to BUY our writing — our article, our novel or our short story.

In a sense, we're selling ourselves (our work, mind you) to editors and publishers who have little time on their hands but piles of manuscripts to be read.

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. And AWAI makes this course affordable to nearly everyone.

I discovered from the course materials that you don’t have to have “talent” to be a top-notch copywriter. (How many times have you heard that it takes talent to write a best-selling novel? That this “talent” can’t be learned.)

The fact is, if you can write a complete sentence in English, if you can write a simple letter, you can learn to be a well-paid copywriter. (Wow! You can quit that 9-5 job and be a full-time writer!) How many times have you dreamed of being a full-time writer, earning a living from a log cabin in the mountains, a London flat, a tropical island, or from the comfort of your own home office? (No more commuting!)

According to AWAI, top copywriters earn up to \$200,000 a year. Of course, most make considerably less. Still, according to the AWAI it is not unusual for a good copywriter to earn \$60,000-\$80,000 a year.

Here is how the course is broken down:

Part I will give you a solid background into what it takes (and doesn't take) to be a successful copywriter.

Part II and III are your copywriting "primer." This is where you learn how to get going on your new copywriting career, as well as the important secrets you need to know before you sit down to write your first letter.

Part IV is what the course instructors call "The Money Run." Here you will learn everything from A-Z about copywriting. You'll even write your first direct mail piece letter (with the entire American Writers and Artists Institute Board by your side to review your work) - which could even lead to your first paid assignment.

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also where the masters of copywriting reveal what made them so successful.

You also get a separate book called AWAI's Direct Mail Hall of Fame: Great Selling Ideas from 50 Super-Successful Direct Mail Letters and Direct Response Ads with samples of the most successful direct mail promotions ever. This is no flimsy add-on. This book alone is over 300 pages long!

There aren't many people out there who can afford to just quit their 9-to-5 job to learn a new skill. That's why I like the practical step-by-step approach this course takes. Since the course is broken up into 13 installments it can be fit into anyone's schedule. This 10-month course allows you to learn at your own pace without getting overwhelmed.

Finally, as I said earlier, I especially like that the course doesn't cost an arm and a leg. Not only is your investment a modest one, but the option to break the payments up make it even more affordable. The first installment is \$79.00. After that the course costs only \$39 a month. That's less than a lot of people pay for cable television! And wouldn't it make sense to spend your time WRITING rather than watching someone eat bugs on that survival show?

And like I said before, if you can learn to write a letter that would sell thousands of dollars worth of vitamins, I KNOW you could write a more effective query letter — one that when an editor or agent reads it would start salivating to see your writing. So even if you never want to BE a copywriter, the price of this course would be paid for with the sale of that first article.

The knowledge gained would also be invaluable when writing press releases and press kits (for your new novel or non-fiction book). And don't forget how much more effective your correspondence will be when setting up book-signings, personal appearances, and nominations for awards.

Whether you're curious to learn more about launching a career as a professional copywriter or want to improve your writing skills to promote your own writing, I encourage you to take a few moments to check out the American Writers & Artists Institute's Accelerated Program for Six-Figure Copywriting course.

If you decide to take the course, I would love to hear what you think!

Dan Case, editor
Writing for DOLLARS!
Editor@writingfordollars.com

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Dear Investor,

Although I normally write to my subscribers about investing and
new technologies, I have another passion too -- great writing.

I've always been a bookworm. And I've always dreamed about
becoming a professional author. Sure, I know that writing an
investment newsletter isn't the same thing as writing the great
American novel. But each month it's great fun for me to try and
figure out how I can best introduce my ideas. I'm always searching
for the perfect lead paragraph: an idea to hook my reader, a story to
draw him in, lots of unusual facts to entertain him, and the right
details to inform him.

In fact, over the last several years I have come to know a lot about
writing and, just as importantly, the business of writing. I think
this is something you'd be very interested in - if you simply knew
more about it.

So, I'm dropping you this note to show you a few simple secrets of writing. These are techniques that I believe will vastly improve your written communication skills - even if you're already an accomplished writer. And I also want to tell you about the people who helped me become what I'd always wanted to be: a professional writer. If you're interested in a different career, or a very enjoyable way to supplement your income, this is something you'll be very interested in.

Let me start by telling you how I became a professional writer and a publisher. This is a true story.

About five years ago, I was sitting at my desk when a man came barreling into my office without knocking. He looked like Michael Douglas, except he was dressed like a beach bum, not like Gordon Gecko. The “bum” was wearing stained brown shorts, an old T-shirt and flip-flops. He demanded to know where my boss was and he didn't bother asking me my name.

When I replied that my boss was out of town, the man started cursing. I thought I was going to have to wrestle him out of my office and call the police.

And that's how I met Michael Masterson – the “beach bum.”

His name probably doesn't mean anything to you because Michael Masterson isn't well known outside of publishing. But, in the publishing industry, he's recognized as a master – someone who can teach others how to become professional writers. I know a half dozen people whose lives have been transformed after meeting him. They learned the secrets to great writing and effective communication.

One man was stocking grocery shelves when he met Michael. Now he makes over \$200,000 a year – as a writer - and has several lucrative businesses and consulting contracts. He lives in a new home in rural Vermont – by choice. Another of Michael's protégés was a recovering drug addict. Today, he makes over \$300,000 writing from his penthouse apartment. These people aren't New York editors. They're not brilliant. They don't do crossword puzzles for fun. And they didn't know a lot about business. But once they learned the secrets of persuasive writing and effective

communication, what was possible for them in business changed forever.

Then there's what Michael did for me.

He had come barreling into my office because – and I didn't know this at the time – his younger brother was my boss. They were supposed to be working on remodeling Michael's office, which was located in a non-descript, plain white building across the street.

After our shocking initial meeting and over the course of several months, I developed a friendship with Michael. It's been an extremely rewarding relationship for me. You see, what Michael taught me about writing led directly to me publishing my own newsletter and the creation of www.pirateinvestor.com. He enabled me to stop working as an analyst for my boss and start working for my own subscribers directly. That's made a tremendous difference to my way of life and to my personal satisfaction with my career.

So, instead of giving you a stock tip today, or a way to think about a new technology, I thought I'd give you something that could easily be many times more valuable. I want to show you how to become a compelling, masterful and possibly rich, professional writer.

And here's the best part: even though you, specifically, may not have an interest at all in switching careers and becoming a professional writer, having a smooth writing style is more important today than ever before. Word processors and laptops have meant an end to secretaries for most folks. Writing a letter is now just as much of an executive task as having a meeting. Your writing speaks volumes about your level of education – in the same way that your vocabulary does when you're speaking.

For example, in this brief letter I'm going to show you one simple secret of writing that Michael taught me that can improve your writing by 19 times. And, of course, I'll show you how you can learn more secrets from the master himself.

EVERYTHING YOU LEARNED ABOUT WRITING IN SCHOOL WAS CRAP

Have you ever noticed that there's usually a handful of techniques that will allow you to do almost anything – no matter how hard it seems – with just a little bit of practice?

I can remember being amazed by people who could multiple three and four digit numbers in their heads until one day my brother taught me how to round. Finding out the right way to do something is a lot like cheating – but it's the kind of cheating that smart people do to make their lives easier, richer, and more secure.

Learning how to write is no different.

There are just a few tricks that you need to learn and practice a few times to become a great writer. And whether you want to learn to write zingy post cards when you're on vacation or become better equipped to judge your million-dollar advertising campaign, knowing the secrets of great writing can make a big difference. It can give you an edge.

If you're like me, most of what you know about writing comes from what you learned in school. But actually, good writing has nothing to do with subjects and verbs or gerunds...or grammar at all.

Great writing is as simple as knowing how to tell an interesting story. Great writing is keeping your reader's concerns ahead of your own. Great writing is learning that what's exciting to you is probably exciting to other folks too. And most of all, great writing is always keeping a common tone in your "voice." Great writing should read just like you'd say it, not a word different.

Now, in a short email like this one, I can't give you all of the tips and tricks you'll need to become a top professional writer. But I can teach you the single most important trick of all: how to write a great headline.

Nothing is more important to a professional writer than a great headline. Think about it: a headline determines whether or not you'll get read. Measured advertising has proven that a headline

can make a 19-fold difference in response. Great headlines are the key to getting your reader's attention, whether your letter is to a perspective client, employer or girlfriend.

Writing a great headline isn't about being creative or cute. (One of the most shocking things I learned from Michael is that good writers aren't creative at all. Great writing comes from following a simple formula and practicing – that's all).

Here's how to write a great headline.

First, decide what the benefit of what you've written has to your reader? Make sure you include the essence of what's at stake for your reader right there in the headline. PUT THE BENEFIT UPFRONT, IN THE CENTER OF THE PAGE, AT THE VERY TOP.

I saw a great headline once outside a bar in Key West. It read:

FREE SHRIMP TOMORROW

The benefit wasn't in doubt – even if the sincerity of the offer was. But, the point is, there was no way to miss the benefit of the sign. It was plain, simple and impossible to miss.

Next, you have to score your words against a simple, four-step metric that we call "The Four U's." The four U's are adjectives that should describe your headline. Ask yourself - is your headline: **Unique**, **Ultra-specific**, **Urgent** and **Useful**? Writing a great headline is as simple as learning how to describe a benefit to your reader that's unique, ultra-specific, urgent and useful.

That's really all there is to it.

It seems so simple that you might think I'm joking, but the next time you're going to write a letter to someone – or even a postcard – try to write a headline on your message that incorporates these four qualities. You'll find it's not so easy. But you'll also find that once you've found the right mix, you'll grab someone's attention and they won't be able to avoid reading your message. With just a little bit of practice, tips like the Four U's can become second nature to you. And your writing will improve dramatically.

Michael Masterson taught me these “tricks” to great writing. They work for everyone because human beings all process information the same way through written words. There are simple principles of great writing. They can be learned in as little as two weeks – thoroughly. And knowing these secrets can change your life. They changed mine.

Whether you want to become a professional writer, or simply want to learn how to communicate much more effectively, there’s no better way to learn than from Michael Masterson.

After years of working as a consultant to the world’s top publishing houses, Michael has written a course for the beginner – for laymen writers. I’ve read it and the pages contain the same wisdom that Michael taught me personally. There’s no better way I can imagine to learn how to be a better writer.

GOOD COPYWRITERS EARN BETWEEN \$75,000 AND \$250,000 PER YEAR – AND WORK AS LITTLE AS TWO DAYS A WEEK

And, if you’re interested in becoming a professional writer, the American Writers & Artists Institute that’s publishing Michael’s course will actually critique your work and prepare you to apply for top copywriting jobs – jobs that can earn you millions of dollars from a single ad. One copywriter I know personally wrote an ad over twenty years ago that still earns him hundreds of thousands of dollars in royalties each year.

If you’d like to learn more about the course and how you can try it – risk free – please click on the link below. And enjoy yourself. You’re about to enter a word of learning, excitement and success.

Best regards,
Porter Stansberry

P.S. I tell the writers I hire to forget everything they learned in school and then I hand them Michael’s course. 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 this.

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The Secret of Ultra-Specific Descriptions...One Technique You Can Use to Finance Your Creative Writing Career By “Working” as a Direct Mail Copywriter!

If you're like most aspiring writers – including me, earlier in my career – you spend a lot of time dreaming of a day when you enjoy the freedom to devote your whole life to writing. Well, I'm here to tell you that day could be much closer than you ever thought possible.

My name is Kieran Doherty and I'm a professional, full-time writer. I've published short stories and written dozens of magazine articles. I have 8 young adult, non-fiction books in print and 2 more scheduled for release within the next year. I'm now working on an adult biography of Samuel Adams, the radical Revolutionary War figure. And I don't have to worry about slaving away at a job I hate to pay the bills while I pursue my “serious” writing career.

I have to say, though, that it wasn't always that way. In the three decades that I've worked as a writer, I've held down a lot of jobs I hated, just to “buy time” for my writing. I've cleaned other people's toilets, slaved over a hot stove as a short-order cook, tended bar in a blood-and-guts tavern, even put in some time as a male orderly in a nursing home.

No more.

Today I spend a few days a week – two or three, usually – writing direct mail marketing copy...and I earn a good living, including monthly royalty checks for each successful letter I write. In fact, I earn more than enough money to give me all the freedom I need to write whatever else I want to write.

How am I able to do this? Well, the simple answer is that I'm able to do it because I've learned a few techniques that make writing direct mail copy easy and super profitable. In just a minute, I'll tell you just how profitable this kind of writing is. First, though, I'd like to share one of these copywriting secrets with you. As you'll see, this is a technique you already use in your own writing...and that means you could easily, almost instinctively use the same technique when writing profitable direct mail copy.

Show, Don't Tell...
And The Secret of "Ultra-Specificity!"

As you know, when describing a character, a setting, or a situation – for fiction, nonfiction or drama – one of the most basic rules is to “show, don’t tell.” In other words, don’t tell me a landscape is “beautiful.” Don’t tell me that one of your characters is nervous. “Show” me that landscape, by painting a detailed picture that brings the landscape alive for the reader. “Show” me the character’s nervousness by painting a detailed picture of him fidgeting in his chair or shifting his weight from one foot to another.

When writing descriptive passages, the best way to make your “picture” truly come to life, to grab the reader emotionally and to “force” that reader to become emotionally invested in your writing, is to use details...details...and more details. In the copywriting business, this use of a lot of details is what we call “ultraspecificity.”

One of the main ways DM copywriters use ultra-specific copy is to paint a “picture” of what the reader’s life will be like after he buys the product or service. Just as a detail-filled picture brings your fiction or other writing to life for the reader, a detailed “picture” in a direct mail letter grabs the reader emotionally...makes the reader actually see himself benefiting from whatever it is you’re selling...and goes along way to guaranteeing a sale (and profits for both the client and the writer).

The great thing about copywriting is that knowing a just a handful of simple techniques like this one – and others you already use in your creative writing – makes it easy for a writer...any writer...to earn a good living. In fact, knowing these techniques would make it easy for you – like me – to enjoy financial freedom as you live the writer’s “dream life.”

Let me give you an idea of the kind of money I’m talking about... the kind of money YOU could be earning within just a few months.

I recently wrote a “package” for a local client. It took about 16 hours – spread over about 4 days – to complete an 8-page letter, envelope copy, and an order form. For that work, I was paid

\$2,000, up front. Not bad, right? After all, that works out to about \$125 an hour.

But that's just the beginning. Since this letter made money for my client, it will keep mailing. And I get a royalty – roughly one penny for every letter that mails – each and every time my package is used from now until it's replaced...and that may not be for years.

Now a penny per letter doesn't sound like much, does it? But the publisher figures that more than 1 million copies of my letter will mail over the next year! You do the math and you'll see that mean my one-year royalty income, just from this one package, will amount to more than \$10,000! (And at any given time I'll have several controls in the mail!)

How did I fall into this pot of gold?

Well, I was fortunate. A few years ago I met a fellow named Michael Masterson. Like us, he's a writer. In fact, he's written several award-winning short stories and had a couple of his films independently produced. But he's also one of the world's best direct mail writers. In fact, he's made millions of dollars writing DM copy. And since he wanted me to find the same kind of success he has found, he asked me to try my hand at creating marketing copy. Now, I have to tell you, I suffered from the same prejudices a lot of writers have. I wasn't about to sully my art by writing anything as commercial as direct mail letters. Anyway, I wasn't a "salesman," I was a writer.

Then I found myself in a bind. I got sick. Really sick, with cancer. Like a lot of freelancers, I didn't have any insurance to pay for surgery and six months of chemo – bills that amounted to more than \$80,000. I needed money and needed it bad. That's when I decided to give copywriting a try. After all, Michael told me I could easily earn a six-figure income working even part-time as a copywriter.

To make a long story short, Michael took me under his wing. For about a year, he mentored me. The first thing he taught me is that everybody – man or woman, no matter what age – is a born "salesperson." Think about that. If you've ever convinced your spouse or some friend to eat pizza instead of a hamburger...if

you've ever talked your wife into watching a football game instead of a romantic movie...or talked your husband into going dancing instead of playing poker with his pals...if you've every persuaded anyone to do just about anything...you've "sold" them on an idea or action. And that's what copywriting is all about. It's all about persuading a person to take some action you want them to take.

But that's not all Michael taught me. He taught me secrets of the copywriting trade, simple secrets like the one about ultraspecificity. As I learned these secrets, and put them to work, I started making money. This year, I figure I'll earn that six-figure income he promised me, working just a few hours a day, at home. And that's not counting the money I earn writing my non-fiction books.

What's even better, the secrets I learned from Michael, secrets about how to write dynamically, how to make descriptions "sing" using specific details, how to "attack" a reader's emotions, have helped my non-commercial writing. And they would do the same for you.

Imagine for a moment what your writing life would be like if you could...

- Earn \$1,000 a week (or a great deal more), "working" just a few hours every day...leaving you all the time you need to travel, do research, or work on your book or screenplay.
- Work at home, as much or as little as you wish.
- Spend your entire work day working with words and ideas...and with other creative people.
- Discover "secrets" to make everything you write – including your query and cover letters – more powerful. (This one benefit could boost your writing career into the stratosphere.)

Who knows, perhaps you could duplicate the success of Paul Hollingshead, another one of Michael Masterson's students. Paul was stocking grocery store shelves when he began studying copywriting under Michael's wing. Today he lives in a restored farmhouse in Vermont...and earns more than \$200,000 a year.

Or maybe you could hit the big time like Don Mahoney. Don went from being a furniture refinisher earning less than \$20,000 a

year to a top notch copywriter living in a Miami Beach penthouse. Last year he earned about \$300,000.

The great news is that becoming a copywriter is easier than you might think. In fact, it seems to be particularly easy for writers who have experience writing screenplays and fiction. Not just Michael Masterson but also John Forde and Bob Bly – two of the best in the business – wrote fiction and screenplays before they ever started copywriting.

And now, becoming a copywriter is even easier. That's because all the secrets and techniques Michael taught me are now available in a home-study course. This course – “The Accelerated Program for Six-Figure Copywriting” – was created by Michael and several other successful copywriters after they formed the American Writers & Artists Institute (AWAI) a couple of years ago. Already this course has trained several thousand students how to write strong, money-making copy...and has turned many of those students into big earners.

There's nothing flimsy about AWAI's copywriting course. It's comprised of almost 700 pages of material that will show you exactly how to become a well-paid copywriter able to earn a living anywhere in the world, working your own hours. In fact, it isn't at all unusual for a part-time copywriter to earn from \$60,000 to \$80,000. And really good ones earn a great deal more.

Here's an overview of what you'll learn:

In Part I, you'll discover just what it takes (and doesn't take) to be a money-making copywriter.

In Parts II and III, you learn how to get started as a copywriter, as well as important success secrets you need to know before you sit down to write your first letter.

Part IV gives you the real “meat” of the course. Here you will be guided, step by step, through the process of crafting a sinning letter. You'll even write your first direct mail piece package, with the entire American Writers and Institute Board by your side to critique and review your work. (This step could even lead to your first paid assignment.)

In Part V, you get a detailed look at the business of copywriting. Here is where you learn to sell yourself to clients and find out how to get access to the major players in the direct mail industry.

In Part VI of the course, AWAI's masters tell you exactly how they became some of the highest paid copywriters in the world.

But that's not all. You also get a separate 178-page book – "The Direct Mail Hall of Fame" – with samples of the most successful direct mail promotions ever.

The course is designed to be completed in about 10 months (though you can work faster or slower, if you wish). Its lessons are broken up into 13 installments that can be squeezed into anyone's schedule. What's even better, AWAI's copywriting course doesn't cost an arm and a leg. And an easy installment plan makes it affordable, even if you're on a tight budget. In fact, the first installment is just \$79.00. After that the course costs only \$39 a month...or about the same as premium cable television service.

Whether you want to know more about launching a career as a professional copywriter or want to improve your writing skills to better promote your "serious" writing, I encourage you to take a few moments to check out the American Writers & Artists Institute's Accelerated Program for Six-Figure Copywriting course.

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Dear Reader,

You're just one good sales letter away from a fortune.

Did you know that beginning copywriters make \$2,000.00 or more for writing a single sales letter?

Personally, I charge \$7,5000.00 plus 4% royalties and I have people practically begging to hire me (but I take very few clients). Other top copywriters I know command as much as \$25,000.00 or more for one of their sales letters plus royalties on top of that!

Think about it. With the explosion of the Internet a good copywriter is even more in demand today than ever before. It's the

words that sell on web pages - not any graphics or java scripts...

Just the other day my friend Bill was lamented the fact that he couldn't find anyone good for his projects.

But you know what you might not want to write for clients because you can keep 100% of the money when you do it yourself. Fact is, I write copy for myself and have made much more than I ever could selling my services.

Regardless if you decide to work for clients or yourself, here's the best part...you get the freedom to live how you want. You can work *when* you want and *wherever* you want.

I can't think of too many other opportunities this good.

And that's why I'm writing...

You see, a few months ago I saw an ad for the American Writers & Artists Institute (AWAI) "Accelerated Program for Six-Figure Copywriting." I had to see what it was all about so I ordered it for myself. Naturally I was skeptical but when I got the course I was pleasantly surprised. It is quite solid and very much on-target. (Coming from someone who has hundreds of copywriting resources on his shelf - I'll tell you these instructors know their stuff!)

Now, whether you're curious to learn more about launching a career as a professional copywriter or want to improve your writing skills to promote your own business, I encourage you to take a few moments to check out this course.

You'll be glad you did!

All the best,

Yanik Silver
surefiremarketing.com

P.S. Even if writing has never been your strong point, don't worry. I promise you that copywriting is a lot different than anything you've ever tried. What you need to be successful are the fundamental secrets, a few tricks of the trade, and the right

contacts. That's exactly what the American Writers & Artists Institute will give you.

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Dear Reader,

Honing your success skills -- in my humble opinion -- is the smartest thing you can do for yourself. The economy is always changing, every businessman I know is working scared, and cutbacks and layoffs are topping the news.

It's one thing to have your stock market portfolio collapse, it's quite another to be at the mercy of an unstable "job market."

The best thing you can do about that is to learn a financially valuable skill that puts you in control of your professional future. A skill that can make you indispensable to your boss and, eventually, able to start your own business.

You know it as well as I do, in any organization, power moves inexorably to those who are persuasive. This is true for every business in every country in the world.

What matters is that you have a way to convince people (your boss, colleagues, customers, investors, etc.) that your ideas (and your work) are worthwhile.

I've identified a few fundamental secrets of persuasion over the years...a few tricks of the trade and I've taught them to a number of people and watched them climb the ladder of success. In fact, most of the writers I work with make anywhere from \$50,000 to \$250,000 per year.

That's more than most lawyers make and they don't have jobs that tie them down. No bosses breathing down their neck. No "official" hours. They work when they want, for whomever they want, and as much as they want. And they're always in demand.

I could show you hundreds of people I've personally worked with and I know there are thousands more than can credit their success to a few simple secrets I've taught them over the years.

PS, for instance, was earning a decent living writing articles for a financial newsletter, but wanted to launch a financial advisory of his own. With a little help, his launch package generated sales of more than \$1 million it's first year alone.

He writes, "MMF quickly showed me that the principles of persuasive communication are timeless, simple and very easy to execute. Today I use these ideas as 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."

And there's MP...I'd say he lives a pretty good life now largely because of a few key secrets he's mastered over the past year or so. Last year for example, he went on six vacations. And that's not counting the time he spent "working" in Florida, Las Vegas, and the Delaware beaches.

He writes, "I can honestly say that I wouldn't be able to do the traveling and writing I do today, and I certainly wouldn't be making the money I enjoy today without these secrets. Trust me, if I can do it, anyone can. I'm horrible with grammar, as my editors can attest. And it's not because of any formal education, or previous work experience that I'm successful. Before copywriting, I worked in restaurants...and held a sales job for a temporary staffing company."

Don't get me wrong. These guys work hard. But they do it because they like what they do, and it pays -- it pays very well actually.

AW lives in Paris for most of the year. But he gets to travel extensively. In the past year alone, he's toured the south coast of Ireland... had "high tea" at the Savoy in London... visited the grand cathedral at Cologne in Germany... hopped up and down the east coast of the US - Baltimore, New York, Boston.... and even spent real quality time at his family's home in New Hampshire.

He writes, " On my last trip to the States one of my best friends called me a 'jet-setter'. I couldn't tell if he was being snide or not, but I'll tell you what -- it made me smile. Good money and freedom -- what else could you want from a career?"

I'm not telling you this to brag. But I'd like to offer you the same opportunity these guys took advantage of in hopes that you're interested in doing the same thing.

Two of my top protégés took these secrets and, with my help, developed an organization called the American Writers & Artists Institute (AWAI). It's a group that helps regular folks become top-notch, high-paid sales writers (or "copywriters," as they're called in the advertising industry).

I told you about one graduate of this program yesterday...a student of mine who turned the sales knowledge he learned from AWAI into a life of high-paying freedom as a copywriter. And like I said, he's not the only one. I could show you hundreds of people who have used these very same techniques to make a heck of a lot of money...and to enjoy a freedom few people will ever know.

If this is the type of financially valuable skill that interests you, learn more about how it works today.

MMF

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Dear Reader,

I found a very unique and exciting investment opportunity that I'd like to share with you today. But it's not in stocks and bonds. Not in futures or options. Nothing that risky.

It's in an investment that's relatively easy to make, costs very little and offers you huge returns. How huge? How does one million percent sound?

Let me explain.

At the bottom of this note you'll find a link which leads to a letter about copywriting...

Don't worry if you don't know what copywriting is. And don't worry if you don't consider yourself to be a great writer.

Five years ago, I was in the same boat. Yet this year I'll make close to \$200,000 from writing alone. Plus I've used my new

found skills to launch several home businesses, which have generated over \$1 million in sales in less than 18 months.

And the crazy thing about it is, I'm nothing special.

Anyone can do what I've done. In fact, my problem is I'm not very motivated at all! If I were a real "go-getter" I could make double what I'm making in this business!

That's why copywriting is so great. I don't have to work if I don't want to. I can start my day whenever I please. My wife Diane and I can wake up and say "let's go skiing today"...or "let's drive to New York and see a Broadway play"...or "let's take the weekend and fly to a beach somewhere, escape the cold, work on our tans..."

I probably do these things more often than I should. After all, there are literally thousands of dollars worth of work waiting for me anytime I want it on any given day.

Checks that are mine to accept or turn down.

Not a bad gig...

But it wasn't always this way for me.

All my working life I went from job to job. I never made more than \$35,000 in a year. I've sold computers over the phone. I stocked the dog food shelf at a local grocery store. I even spent a hellish summer replacing roofs in the blazing South Florida summer sun after Hurricane Andrew. I was beginning to think that's all my life would ever be -- one meaningless, low-paying job after another.

Then I happened to meet a man named Michael Masterson -- a man you'll learn more about when you click on the link below.

And what I learned from Michael changed my life.

Now instead of making \$3,000 a month, I'm paid from \$3,000 to \$6,000 for each letter I write. For me, one letter can take anywhere from a few days to a few weeks to finish. But that's just for starters...

If the letter I write does well -- that is, it sells a lot of the product I'm writing about -- I make much, much more. In fact, one of the secrets Michael can teach you is how to generate a year's worth of income -- \$30,000 to \$50,000 -- from one single letter!

It can be done. In fact it's done all the time. I've written five or six letters that I know have made me over \$50,000 each over the last five years. But remember what I said earlier: I'm nothing special...

I flunked high school English. In fact, I clearly remember one of my "stories" being singled out and read aloud to the class by Mrs. Schefchuk, my 10th grade teacher...because it was so bad!

But writing copy isn't like any other kind of writing. In fact, it's not writing at all! It's "talking on paper." And there are a few basic secrets you need to know to be very good at it -- and have all kinds of publishers and marketers waving fat checks at you to write letters for them. (I turn down more work than I could possibly ever do!)

In fact, if you can write a letter like the one I'm writing here -- you too can make a ton of money in this business.

All you need to do is learn the secrets from Michael Masterson -- and Bill Bonner's letter will tell you how.

So if you do one thing today...

...one thing that could potentially change your life and let you make more money than you ever thought you could make on your own terms...

Read Bill Bonner's letter.

Believe me when I tell you. An opportunity like this one should not be ignored.

My opportunity came several years ago. I grabbed it.

If you've ever wanted to write -- and make tons of money doing it -
- your opportunity now stands before you.

My advice? Grab it.

Sincerely,

Paul Hollingshead

P.S. You may notice every sales letter you ever see has a P.S. Know why? Here's a little secret. Many people skip right to the end of the letter expecting to find out what the letter is all about. That makes the P.S. the best read part of the letter -- and a great opportunity to tell your prospect why he should invest in the product or service you're recommending.

That's what I'm doing now. And here's the benefit to you:

You have nothing to lose. If you take Bill up on his offer, you could make a lot of money...regain a sense of personal freedom and financial security...work when you want...as much or as little as you want...and maybe even be able to retire early. And you can do it without risking a penny. I've already done it. So have many others. I know you can do it too. It's a very good and very real opportunity. Don't let this one pass you by.

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Jumpstart Your Copywriting Career

Copywriting is the fastest and easiest way to make a living as a writer, period.

A lot of you have been asking me how I got into copywriting. You've heard me recommend at least three copywriting books since June. And yeah, I have tons more and have read them all cover to cover. I even took a couple college courses on different theories of persuasion.

But my writing career, especially my copywriting career didn't take off until I took a course called, Michael Masterson's Accelerated Program for Six-Figure Copywriting. And to be honest, at that point in my life, I would have been happy with a four-figure income. So I signed up.

I did every assignment. I read every page at least three times. This stuff was GREAT! I finished the course and applied every secret they taught me to everything I wrote.

Then my writing career started to pop.

I revised every one of my novels. I revised every one of my queries. Then I wrote a sales letter promoting my new copywriting business and mailed it. And for the first time in my life, my letters actually got positive responses! Plus, I'd sold my first novel. I was on my way....

If you want to jumpstart your copywriting career give Michael Masterson's course a whirl. The only thing you have to lose is that huge pile of rejection slips.

Beth Erickson, Editor, Writing-Etc

.....
Dear Friend,

I never dreamed things would work out this well for me...

Five years ago today I was literally down and out—stocking the dog food shelf at my local grocery store for six bucks and hour, wondering how in the hell I was going to afford to buy my wife a Christmas present, let alone give her the kind of life she wanted and deserved.

What's worse, one day I overheard my manager say that if I didn't start doing my job better – I'd be fired! Imagine having the world's worst job...and being no good at it! (Don't laugh...it's all true. I lived it!)

Today things are very different.

I've thrown away that old life forever.

These days, I have everything I could ever want. I live life very much on my own terms. I work when I want—play when I want.

No one tells me what to do. I never have to be anywhere "on time."

I go where I want to go, when I want to. My wife, Diane and I can wake up and say "let's go skiing today"...or "let's drive to New York and see a Broadway play"... or "let's take the weekend and fly to a beach somewhere, escape the cold, work on our tans..."

Another reason I can do these things now – besides not being tied down to any "job" – is because I earn a king's ransom compared to the olden days—over \$200,000 per year.

But that's just the beginning. I'll be a millionaire very soon.

How so?

Because the skill I'm writing you about today not only lets me easily make a solid six-figure income—but it also opens the door to an entire world of money-making opportunities I never knew existed. That's because—once you have this skill—you'll have the #1 secret to being wildly successful in any pursuit.

I know this might sound a little crazy...like I'm trying to convince you about some "magic potion" that only exists in fantasy tales.

But this secret is that profound – that powerful. And once I tell you about it...and you begin to see the doors it can open for you ...it'll all make perfect sense. You'll see that anyone and everyone who's ever been successful knows, understands and puts to work the power of this secret every day.

On the other hand, those who never get to learn or understand its immense power are almost certain to endure a daily struggle through life...work at jobs they hate...live pay check to pay check...and never achieve their greatest dreams.

No one knows this better than I do.

I spent 20 years of my life this way—bouncing from one job to another, each one more humiliating than the next. All the while I wondered—why are others so much more successful than I am? Why do these people get to take these exotic vacations while I can't afford a plane ticket home? How can they get to buy brand

new luxury cars every few years while I'm struggling to keep my old junker on the road? Why does their wealth keep growing and growing while I'm scrambling just to pay the damn electric bill every month?

These people aren't that much smarter than me...

What do they know that I don't?

Five years ago, I discovered just what that was. And today I'm going to share it with you. But before I tell you what it is, let me make something very clear.

What I'm going to tell you is not some get-rich-quick scheme. It's not as if you're going to be able to snap your fingers and change everything in an instant. The real world doesn't work like that. You know it. And I know it.

But I will promise you this . . .

If you're ready to learn the powerful skill I was fortunate to have learned a little more than five years ago, your life will change. You'll discover your life can be whatever you want it to be.

If you want material wealth, you can have it.

If you want freedom, it's yours.

If you want to be able to live and work anywhere in the world—and do it on your terms and no one else's—you can.

That much I promise you.

But first, let me ask you a very simple (and perhaps a little odd) question:

Do you like to write?

Now, by "write" I don't mean novels or essays or anything of the sort.

I mean, do you think you could sit down and write a letter like the one I'm writing you today? Can you tell a story in words, like I'm doing right now?

If you feel you can, then I urge you to keep reading. Because you're about to discover an amazing little "cottage industry" that pays writers who can write these kinds of letters hundreds of thousands of dollars per year.

And to qualify, you don't need to be a genius...or have a fancy degree.

You only need to...

- enjoy writing
- be willing to learn the amazingly simple "formula" to creating a letter like this one.

Now, there's nothing I can do for you if you just plain don't like to write, except suggest you pass this letter on to a friend or loved one you know who does. I'm sorry...

As for the second thing, I'll tell you about that "simple formula" in a moment...and show you how you can learn the skills necessary to become a master copywriter—the name given to people like me, who successfully write letters like this one for a living.

But here's the thing...

Learning and mastering this formula will do more than just guarantee you a six-figure income from writing letters for the rest of your life...

You'll possess a powerful skill that few people ever gain...a skill that removes the biggest roadblock most people hit when it comes to building a net worth of a million dollars or more.

When you click on the link below you'll find a letter from Bill Bonner, president of Agora Publishing, detailing an easy-to-follow program that will help you master the simple formula for writing a letter like this one.

This Is Not the Kind of Writing You Learned in School...

Writing sales letters is easier than writing literature or fiction. In fact, it's probably the easiest form of "writing" around. That's because the single greatest secret to writing a successful sales letter is to write in the same "voice" that you use when you talk to someone – your most casual and conversational tone. We call it "The Barstool Test." You simply write the way you'd talk if you were sitting in a bar, having a beer and you're trying to convince your best friend to see a movie you enjoyed, or try a drink you like or a restaurant you loved...

For instance, you wouldn't say to him: "Today I'm sitting here next to you with the purpose of convincing you to see the movie Godfather II. I believe you should see this film because...blah, blah, blah..."

No, you'd more likely say... "Listen John – if you've ever wanted to see a movie that has everything – excitement, intrigue, action, gore and a great story line...do yourself a favor tonight and rent Godfather II. I saw it last night and I was blown away..."

See what I mean?

You don't need to know grammar or punctuation – or even spelling for that matter (computers take care of a lot of that, these days). Hell, I barely passed high school English! You just need to sit down and write as if you were talking to someone sitting next to you...

Once you understand this first secret about copywriting, you're well on your way.

Then it's just a matter of learning how a successful sales letter is "put together" – something we call "The Architecture of Romance". For example, every sales letter has to offer a benefit to the reader or a solution to a problem he or she may have. Then it's just a matter of showing – and proving – to your reader that your product can deliver the benefit or solution you promised.

And there are important little "tricks" to making your sales letter do just that – ways you make a promise to your reader... in the way you convince your reader that your product will help him...in the

way you appeal to wants, desires and emotions that lay deep inside of everyone.

Once you see how easy it is to do those things effectively – and combine it with a good, easy conversational writing style – you’re well on your way to being a very good, very well paid, copywriter.

You’ll have a skill that will actually pay you more money than most doctors and lawyers make. You’ll have a much better lifestyle than they do to be sure. You won’t work 18-hour days. You won’t be "on call" weekends and holidays. You won’t have the stress and worry these people have. And you certainly won’t have hundreds of thousands of dollars in student loans to pay back...

It’s almost unfair how much better your life can be than someone who probably went to a top school for eight years to learn a very difficult and demanding profession! But, hey...sometimes it’s just a matter of being in the right place at the right time. Like I was five years ago. And like you are today.

Sincerely,

Paul Hollingshead

P.S. You may notice every sales letter you ever see has a P.S. Know why? Here's a little secret. Many people skip right to the end of the letter expecting to find out what the letter is all about. That makes the P.S. the best read part of the letter -- and a great opportunity to tell your prospect why he should invest in the product or service you're recommending.

That's what I'm doing now. And here's the benefit to you:

You have nothing to lose. If you take Bill up on his offer, you could make a lot of money...regain a sense of personal freedom and financial security...work when you want...as much or as little as you want...and maybe even be able to retire early. And you can do it without risking a penny. I've already done it. So have many others. I know you can do it too. It's a very good and very real opportunity. Don't let this one pass you by.

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Student Success Stories

****** One year after Stuart Jurs enrolled in Michael Masterson's Accelerated Program for Six-Figure Copywriting, he progressed from a basic student to working as a professional copywriter for one of the top direct mail marketing firms in the U.S. And, we're proud to say, three years later Stuart has produced numerous controls for them including one that ranks as the third best performing package in the company's history. Way to go, Stuart!!

AWAI: How did you become interested in copywriting as a profession?

Stuart: When I graduated from college, I had no idea of what to do with my Linguistics degree. I received AWAI's "Can You Write a Letter Like This One?" promotion and was intrigued. I felt that I was a strong writer, and until that letter I had never thought of copywriting as a career. My job at the time was answering customer service e-mail, and I didn't enjoy it.

AWAI: What was the most important, most profound, or most helpful technique that you learned through the Michael Masterson program?

Stuart: All of the secrets work together synergistically, so I can't say one secret worked better for me than the rest.

AWAI: You did two assignments for Fourth Avenue Marketing Group. Can you tell us a little about what you learned while working on those packages?

Stuart: I learned a tremendous amount. My first draft of the second assignment didn't pass Don Mahoney's "bar-stool" test and I had to do five drafts before my copy was acceptable. I needed to improve the "dating the reader" aspect of the letter among other things. It just wasn't personal enough. So I got personal stories from the client, and I injected them into the copy.

AWAI: Was there anything in particular that Don did to really help you?

Stuart: Yes. Don gave me concrete ways to make my copy better. If the piece needed more information or something needed to be presented in a different way, he didn't mince words about it. He told me exactly what needed to be done.

AWAI: You're now working for one of the top direct mail marketing firms in the U.S. as one of their full-time, inhouse copywriters. Tell us how you landed the job.

Stuart: After the first bootcamp I attended, I decided I wanted to try and get a job as a copywriter, even though I knew I still had a lot to learn. I was on the mailing list of the company I'm working for and they're located near me, so I decided to apply there.

First, I asked them if they had any inhouse copywriters. They said they did, so I filled out an application and brought them the 2 assignments I did for Fourth Avenue Marketing Group and a cover letter.

I obtained a contact name and called him every week for about six weeks. Finally, I got a call from the VP of marketing, and he told me he would give me a project to do. He said he would have to test me with two or three projects before he could hire me.

My first project was a bookalog, and I had never done one before. In fact, I had never done an assignment using the "advanced" knowledge I learned at the Bootcamp. But it went fairly smoothly, and they liked my work. They also liked my second project, and I was hired soon after.

AWAI: What advice would you offer AWAI students?

Stuart: Enroll in the Masters Program. That's what got me my job. And, if you get poor-quality direct mail from a company, approach them about writing for them, and keep going after it until they let you in or tell you to go away.

**** AWAI Masters Student Glen Strathy has received 14 PAID assignments in the past 12 months. Just two years after receiving the basic course, he's living the writer's life!**

AWAI: Being a copywriter is quite a change for you. What's been the best part so far?

Glen: Although I'm just beginning, I feel copywriting offers me the opportunity to enjoy much more freedom in my life. I like variety – the chance to work for short, intense periods of time on a variety of projects, each offering it's own challenges. I also like coming up with creative ideas. And, I've always been good at research. Copywriting offers me all of these things.

But, even better, copywriting offers me the chance to work and live wherever I choose. For example, I can be working on a project for Fourth Avenue Marketing Group in Florida, while living on a lake in Ontario, Canada. In the future, I would like to live in Europe for a year or so. Copywriting will let me do that while continuing to earn a living. I also like setting my own hours. And working at home lets me spend more time with my wife and 2-year-old daughter.

AWAI: What have you learned from AWAI that you've applied to your copywriting career?

Glen: AWAI's courses have been invaluable. In the past, 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 any of those three.) AWAI showed me there was an entirely different venue where writing was valued and rewarded. And, that copywriting can be as respectable as any other field of writing.

Moreover, I found that throughout the courses and bootcamps, 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.

AWAI: What's been the biggest benefit of working for Fourth Avenue Marketing Group?

Glen: The biggest benefit was getting that first copywriting assignment, and the others that followed. I now have more confidence in my abilities. And when I look for copywriting jobs on my own, I've got something in my portfolio to show prospective clients.

AWAI: What secrets from AWAI have helped you the most?

Glen: The Architecture of Romance certainly. And how to write in an effective voice and style. I was used to writing academic papers for university courses – where clarity, directness, and a personal voice are shunned. I find I can now pick up almost any sales letter that comes in the door and see the weaknesses instantly.

AWAI: How has mentoring added to your copywriting ability?

Glen: Working with a mentor helps ingrain the skills of writing good copy. Whenever I've gone astray, especially on the first few assignments I did, or when struggling with an approach for a project, I can count on my mentor to help me re-focus and correct any weaknesses.

AWAI: What advice would you offer students enrolled in AWAI's copywriting program?

Glen: To persevere – it's easy to get lazy about finishing the assignments, especially since the course is deceptively simple. I didn't because I was pretty sure copywriting was what I wanted. So the small amount of effort it took was nothing compared to the potential rewards.

**** Masters student Rich Silver shared this exciting news with us recently –**

"I made an agreement with my brother and his business partner to try and beat their control. They agreed to test my letter on two conditions 1) if they didn't like what I wrote they wouldn't test it. 2) I was responsible for doing everything regarding getting the copy ready. They didn't care how long the copy was as long as it brought results. I accepted the challenge.

I studied the stock market in depth and how my brother and his partner invest. I then proceeded to write, rewrite and rewrite the copy over and over again.

It was worth it. My brother and his partner are very pleased with the results – and my letter is their new control. They plan to double the next mailing. And, they want me to write a space ad now too.

It's interesting to note that a large part of what I wrote in the sales letter came straight from what I learned in the basic and masters programs."

** Michael Samonek has been a freelance copywriter, author, and inventor for more than 25 years. Before he discovered Michael Masterson's Accelerated Program for Six-Figure Copywriting, he "chugged" along averaging about \$1K a week. At the March 1999 Bootcamp, Michael experienced a copywriting "Eureka." And, now he's averaging \$10K a month!

AWAI: What got you started in copywriting and advertising as a profession?

Michael: I got started back in 1970. I had dropped out of Ohio State University's pre-med program. I read a story about how the American economy was changing from a manufacturing economy to a service-based economy. It also said selling information was going to be the wave of the future. So I wrote my first information product – a report on how to instantly stop hiccups – with a technique I invented called, "The Accupinch."

I decided to test an ad in the National Inquirer's classified section. Using a free booklet I ordered called "How to Write a Classified Ad that Pulls," I wrote and placed the ad. And waited. I only got 3 orders. But, in the process I learned to create products and advertising that people WANT, not NEED. People *need* a hiccup cure, but they *want* tacos, pizza, and Chunky Monkey ice cream.

One day I saw a full-page ad for a book titled, "The Lazy Man's Way to Riches." That was the headline of the ad, too. I was foaming at the mouth, so I ordered it (along with a about a million other people I later learned.)

That's the book that really got me started in the business of direct response advertising as a profession. A few years back, I was placing an ad for a book I had written through an agency that buys and sells ad space. The owner of the agency said he liked my writing style and asked if I would write an ad for his son who was struggling with a mail order business. I wrote the ad for free – and Irv, the owner (and father) – started recommending my

copywriting to his other clients. Suddenly, I was a professional copywriter.

AWAI: Can you tell us about any “Eureka!” moments since you’ve become an AWAI student?

Michael: Yes, it was at the first AWAI bootcamp I attended. During the afternoon session, when Michael Masterson revealed the 4U’s for the first time, I knew right there that my job had suddenly become a lot easier! In space ads, being able to write scorching headlines and bullets is the whole ball game.

Prior to this bootcamp, I was averaging \$1,000 a week with my little agency. After applying the new principles I had learned to my own advertising, my income jumped to an average \$10,000 per month.

AWAI: What advice would you offer students enrolled in AWAI’s copywriting program?

Michael: I try to set daily goals for myself. And, I read everything published about direct response copywriting.

The best advice I can offer to other students is to write and study a few pages every day. Then reward yourself. Make it a habit every day to do a little and before long you will have accomplished a lot.

* Masters student Edith Nee recently tested our strategies for finding freelance copywriting work – with great success! Her client – a national non-profit health charity – was thrilled. Her first letter brought in a 72% increase in the number of people who responded and a 28% increase in the average donation received.

AWAI: We’re happy to report you’ve landed your first client. Tell us about how you did it.

Edith: It started when I got a fundraising letter from the Alzheimer Society’s national headquarters. Like I was coached to do in the copywriting course, I contacted them (via e-mail) and asked if I could write a fundraising letter for them. After some phone tag, I spoke to the Development Director. She asked to see some examples of my writing. I faxed two of my letters from the course to her on Friday. By Monday, I had my first assignment!

I did additional research to supplement the background materials they gave me. And, I managed to complete the letter in less than a week.

After one revision, my first letter was in the mail. And, my client was very pleased with the results – 72% increase in the number of people who responded and 28% increase in the average donation received.

Since then, they've asked me to write 4 more letters for them.

Here's a note we just received from Masters Student Beth Erickson –

"I attended your bootcamp in Baltimore last September. When I go home, I studied all the materials again; particularly the "Getting Clients" session. Then I figured, why not give it a whirl? So, I drafted my own little direct mail package and mailed it to businesses in my area.

I got a client from that mailing. Since then, I've sent out more letters and work is coming in!

And, about two weeks ago I received word that my first novel now has a home. I'm pretty excited and terrified. Within the next few months, I'll be a published author.

What's so cool about this (and the reason I'm telling you) is because after my coaching by John, I went through all my fiction and reworked it – using the techniques HAMMERED into me by John.

My favorite author is Jon Hassler. It took 10 years for him to sell his first book. I've been working at this about four years. AWAI helped me shave 6 years off my goal!"

SUCCESS STORIES: AWAI STUDENT PETER FOGEL TAKES US UP ON OUR COPY CHALLENGE AND LANDS A TEST MAILING -- LEARN HOW YOU CAN TOO

While attending our bootcamp last September, copywriting student Peter Fogel decided to try to beat our "Can You Write a Letter Like This?" control. After working with master copywriters Bob Bly and Don Mahoney as his mentors, he came up with a sales letter that is so good ... we're going to test it.

Recently, we asked Peter to tell us what he has learned from this very exciting experience.

TGTO: Peter, tell us something about yourself. What's your background?

PF: I've been a stand-up comic for over 20 years. I've also been writing television and film scripts for the last 11 years. Most recently, German sitcoms. I write them in English and they are then translated into German. And, yes, they do laugh in Germany. (Or so I am told.)

TGTO: What motivated you to make a change?

PF: I really wanted to take control of my destiny, become extremely competent in the craft -- and actually be in demand at something I enjoy doing. When I got the "Can You Write a Letter Like This?" mailing, I thought, "I can do this! It's writing. It's a different structure from what I'm used to, but the learning curve should be easy for me." So I enrolled in the program.

Then, knowing that success in life partly depends on working directly with the right people, I decided to go to last September's bootcamp. I wanted to meet the "Men Behind the Words" -- Michael, Don, Paul, etc.

TGTO: At the bootcamp, you decided to write copy to challenge our current control. Tell us about it.

PF: Katie presented the challenge to all the attendees. I decided that I wanted to do it -- right there and then. I spoke with Bob Bly and he suggested that I submit a copy platform with lead and possible headlines first.

On the plane ride back to New York, I thought of the

approach I would take -- and the next day, I got crackin' on it. I basically followed what I had been taught at the bootcamp.

The original control is a few years old, and times have changed. It was written before the dot-com meltdown. Before 9/11. Everybody back then was making money, had jobs. So the letter that I was going to write -- and, hopefully, the one that will become a control -- had to have a different point of view. I focused on fear, greed, pride, patriotism, vanity. Everything that I put in the letter came from my own experience. I knew my target audience ... because it was me.

In scriptwriting they always say: "Write what you know." Well, on this assignment ... I did.

TGTO: Once we read your first draft, we paired you with Bob Bly who mentored you through the rest of the promotion. What was it like to work with him?

PF: Bob is a combination minimalist and surgeon. He dissects what you write and he gives you exactly what you need to improve upon your copy. Nothing more, nothing less. You read his edits and go: "Aha ... now I get it ... that makes sense."

Here was a man that I really respected. I had read his book, heard him speak at the bootcamp -- and now he was personally coaching me! After he read my first draft, he wrote at the end of the copy "First rate job!" You can imagine how good that made me feel.

TGTE: Since your promotion is based on how Don Mahoney became a master copywriter with the help of Michael Masterson, you had the opportunity to work directly with Don too, didn't you?

PF: Yes. I was really fortunate. Because Don's comments added details about his personal life to the letter that I knew nothing about. I remember chuckling to myself, "Who better to mentor me than the man whose voice I am using in the letter?"

TGTO: What would you say has been the biggest benefit to you from this whole experience?

PF: That you learn by doing. Writing the sales letter, being mentored ... you see what works and what doesn't. You see what the client is going for. And when a master copywriter like Don changes something ... you can see why he did it.

SUCCESS STORY: INTERVIEW WITH BUDDING COPYWRITER AND AWAI STUDENT KRISTA JONES

Krista Jones attended our last bootcamp, took us up on our copy challenge -- and wrote a package that's good enough for a test mailing.

We recently talked to Krista to find out what this experience has been like for her.

TGTE: Krista, tell us how you got into copywriting.

KJ: I've worked as an environmental scientist for the past 19 years. I'm not passionate about my work, so I've been looking for another career. I tried a few things part time, but nothing really kept my attention long. I've always been interested in writing, so I was intrigued when I received your letter. Since I really enjoy learning and researching, I decided to try copywriting.

TGTE: As a member of our Guaranteed Success Program, you had the opportunity to come to our last bootcamp. What would you say was the most valuable thing you learned there?

KJ: The secret of the prism -- understanding my prospect's belief systems and writing to his or her deeply held beliefs.

TGTE: Through the GSP program, you were matched with Will Newman as your copywriting coach. What's it like working with him?

KJ: Working with Will has been great -- he helps me see things from different angles. I've learned to write more informally and really focus on the benefits to the reader.

TGTE: Michael Masterson saw your copy and asked to work with you himself. What did that feel like?

KJ: That anything is possible! Michael helped me learn how to structure a letter and how to use appropriate language. Also, how to apply the architecture of romance. (Coming from such a technical background, that was difficult for me to grasp.)

I liked the way Michael worked with me. Instead of telling me what needed to be fixed, he showed me. Michael edited the first part of my draft, then asked that I make similar changes to the rest of the letter. It was a very effective way for me to learn.

TGTE: After getting this assignment under your belt, do you find yourself more confident about getting clients and completing projects on your own?

KJ: Definitely. I took this assignment to get some practice; I didn't really expect it to be tested. And getting to work with Michael was more than I ever dreamed of! Plus, now I have a strong sample to show prospective clients.

This really has boosted my confidence. Now I have more of a "knowing" that I can do this -- and that I'll succeed.

SUCCESS STORY: MEET AWAI STUDENT CATHY CAIRNS. LEARN HOW SHE LANDED THE COPYWRITING JOB OF HER DREAMS.

AWAI student Cathy Cairns went after a copywriting job at a major publishing house -- and got it! We knew you'd want to know exactly how she did it, so we asked her ...

TGTE: Why did you decide to contact that particular company?

CC: I was familiar with their products (my father was one of their customers). I also knew, through an article I had read in The Golden Thread, that they hire freelance copywriters. This gave me the confidence that I could do it.

TGTE: How did you go about promoting yourself to them?

CC: First, I went to their website and found the name and e-mail address of their human resources director. I called to confirm their address from their print ads. I asked the phone operator if the human resources director worked in the same building, and I asked for their fax number.

Next, I wrote a direct-mail sales package promoting my copywriting services. (It was complete with envelope copy, a 13-page sales letter, a 5-page lift note, and an insert.)

Understand that since taking AWAI's copywriting course, I had only worked on fliers, resumes, cover letters, and so on. My results were good ... but tiny compared to the kind of mailing (to over 80,000 people) that this company might do. So I used the "secret of transubstantiation." I focused on how "I am specializing in a direct-mail selling technique that sold over 13 million copies of one book through mail order." (And I explained how copywriter Gene Schwartz did just that in his sales letter: Burn Disease Out Of Your Body.) In my 5-page lift note, I focused on my education from the American Writers & Artists Institute and on the results of past work I had done -- to "prove" that I can generate outstanding results.

Then, I sent this package to the human resources director. I also e-mailed, faxed, and left a phone message to let him know it was arriving. A few weeks passed, and I heard nothing. So I left another phone message. One month passed, so I sent a 2-page letter to the president of the company and the human resources director, focusing on how I could help increase their sales. I also e-mailed the human resources director, using the subject heading "Have you received my package?" I asked about the direct-mail package I had sent and restated the envelope copy so he knew which package it was. And I told him that a 2-page letter was on the way.

I got a phone message from the creative director -- who was in need of copywriters who could write direct-mail sales packages. I called her back, and before I got off the phone, I had been given my first well-paid assignment.

I recently completed my second project for this company, and I think I have a third one lined up.

TGTE: Is there anything else about your experience that you think would be helpful/interesting to our students?

CC: Persist. Never give up. When you have an assignment, always do your best. Work as a team with others. But also: Write down the kinds of products or services you'd enjoy selling as a copywriter. Find out what companies sell these kinds of products or services through direct mail. Then write a sales package promoting your copywriting services to that target market. The passion you have for products you'd love to sell will come through in your writing. Plus, when you're working on an assignment, it will be fun because you'll be selling something you love. (And don't forget to save direct-mail sales packages that come into your mailbox. They'll give you lots of ideas.)

TGTE: Where do you expect to go from here with your career?

CC: I want to specialize in just one area as a copywriter -- writing copy that successfully sells material on personal development. I also have plans to write my own books and sell them myself.

SUCCESS STORY: RECENT AWAI GRAD DAVID WELLS LANDS HIS FIRST ASSIGNMENT WITH AGORA HEALTH

Congratulations to David Wells, a recent AWAI graduate who recently completed his first paid copywriting assignment for Agora Health. Here he tells us how he landed the job.

TGTO: Have you done any professional writing in the past?

DW: No. This is my first experience with writing for a living.

TGTO: What other things have you done in your working career?

DW: I spent three years in the U.S. Army followed by four years at Oregon State getting a B.S. degree in business. After graduation, I worked in the shipping department of a local coffee company ... then drove a cab for a year. Then I worked as a FedEx courier for two years. At that point, I went back to school -- and in nine months finished a course on computer programming and information technology. I was hired immediately by a high-tech

company but was laid off just four months later. That's when I became interested in the AWAI copywriting course.

TGTO: How has what you've learned in the AWAI copywriting course helped you?

DW: It has helped me learn that I don't have to have a job working for a company that can do away with me at the drop of a hat. I think I'll have much more freedom and security once I've established myself in the industry. And I'm looking forward to that.

TGTO: What secrets from the copywriting course have helped you the most?

DW: Mostly, understanding the overall architecture of a sales letter. All of the more specific tips are useful, but without knowing how to organize the letter, they wouldn't do much good.

TGTO: What advice would you offer other AWAI students who are just starting out?

DW: Be patient. Practice. Constantly work toward your goals every day.

TGTO: What aspect of being a copywriter appeals to you the most?

DW: It's really a combination of the freedom, the money and the opportunity to constantly learn new things. I like the idea of going to work in my spare bedroom whenever I want. I find that doing research for a letter forces me to dig much deeper than I would out of curiosity alone. That extra research effort leads to a pretty good understanding of the subjects I write about.

TGTO: How do you go about finding new copywriting assignments?

DW: I search through publications like "The Direct Marketing Marketplace" for companies that look like they might hire me. Then I send a one-page sales letter offering to write a promotion for half their going rate.

TGTO: What, if anything, has come as a surprise to you thus far?

DW: The biggest surprise was that phone call offering me my first job. I had hoped my letters would get a response but I didn't really believe they would. I was happy to find I was wrong.

START TRAVEL WRITING TESTIMONIALS HERE

Testimonials from our Travel Writing Workshop in Paris

Hi! Jen-

Hard to believe Travel Writing Workshop #1 has already turned into Workshop #3 - the time spent learning with you in Paris that first week flew by, and thanks to your sincere efforts and generous nature, will always be fondly remembered by me. Thank you for offering so much to all of us, and providing not only a marvelous array of speakers and events, but excellent textbook materials that will be a tremendous resource I know I will turn to often. Classes were to the point, inclusive of our individual needs and concerns, and covered an exhaustive array of quite valuable tools and tips. I have been telling everyone who will listen what a great experience I had. Thank you. I'd love to know how the following sessions compared to ours - judging by the comments I've read in Adrian's newsletter, everyone is quite satisfied. Were they as full of questions as we always seemed to be? You must be exhausted by now!

I have attached my completed first postcard effort for your review. After returning to New York and finally getting a LOT of sleep and some perspective, and taking your kind comments on the unfinished draft I submitted that last day into consideration, I re-focused my antique shopping piece to be more specific and lighter in tone. I look forward hearing how I might further improve its chances of being worthy of submission to Roisin.

Thank you for taking the time to have a look at it, and I hope you and your family are still enjoying your time in Paris.

Best regards,

Colleen A. Quill

Many thanks for the wonderful seminar. It was most worthwhile from all aspects and we would attend another in a heartbeat if available.

Regards,

Duane and Harlene Harm

Hello, Agora:

I just returned from the Travel Writers' Workshop, 2nd session, and I was overwhelmed with the material covered and the information disseminated. It was more than I expected, less than I hoped for and I learned more than I can put to use in a lifetime. The travel arrangements were perfect, economical, no hidden costs to surprise me, and since I was traveling alone and not in a group, surprisingly easy to negotiate. Thanks for making it so pleasurable my first time out in the city of lights... and you can quote me.

Constance Daley

American Reporter Correspondent

Well and enthusiastically presented; You all really do want to share and I think you stimulated everyone to rush out and try their hand.

-Bobbie Hamilton

John gets the info across with humor; entertaining and painless; I'm really impressed with both the curriculum and coordination of this workshop.

-Laura Gagnon

Let us know what's next - Let's do a follow up to Course 1; Loved it!

- S Thomas

Material covered was extensive but well presented in the time permitted. We were impressed as to how well qualified and informed our instructors are.

-Duane and Harlene Harm

More than I expected. Everything was breezy and natural and very informative. I was never bored and I'd like to know where are

when you'll be doing the next one.

-Connie Daley

“Definitely, this workshop gives you every tool box of skills, information, writer’s secrets and how-to’s for writing. The completeness of the workshop’s travel writing “helps” surprisingly works for any articles, not just for travel writing. A college course packed into 3 days which I’d recommend to any aspiring writer.”

–Judith Allred

“Yes, the course is thorough and well-organized offering valuable, useful information as learned and presented by actual working professional writers. I am somewhat astonished by their generosity in imparting their hard-earned knowledge.”

–Carol Delgado

“Yes, powerful tool in improving one’s writing and it gives insight into what is required.”

--Rick Terry

“Best workshop I’ve attended in many, many years-focused, practical tools and templates for successful travel writing and the nuts and bolts of how to get published.” –Nadia Beiser

“This excellent, realistic and easy to follow workshop provides a step by step guide to becoming a travel writer. There is no better way to absorb the culture of another country then to write about it.”

–Dale Gaber

Yes, excellent orientation for people who are interested in writing for a living, but who need a little push or encouragement to try to do so.

–Ruth Ann Green

Endorsements

Dear International Living reader,

If you’ve ever wanted to travel the world and get paid to do it, I’ve got some good news for you today.

As a writer, I've spent the better part of the last decade trotting around the globe...Europe, Central America, the Caribbean, South America, and North America....getting paid for my efforts. Now I can help you do the same.

As a freelance writer, you'll have the opportunity to visit the world's most romantic, exciting, and offbeat destinations. Your "office" might be a luxury suite in Paris' Latin Quarter (this is one of my favorite places to "work")...or a first-class berth on a cruise ship steaming through the Caribbean.

Your "research" might include taking in the latest London theatre production, watching the Russian ballet (as one of my colleagues did recently), or dining in Hong Kong's trendiest restaurant.

In fact, your "job" will be to discover exciting and romantic experiences that most people have to pay for on their annual two weeks of vacation.

The biggest misconception about travel writers is that it's an exclusive club, open only to members who have graduated with the right degree from the right college...or to those who have spent a decade toiling away in a hectic newsroom. Nothing could be further from the truth.

You see, before I became a freelance writer, I was the editor and publisher of several international business and travel publications, including *International Living*. It's safe to say I've worked with more than 1,000 writers in the past 10 years. And I can tell you from firsthand experience that some of my best writers never had any formal training whatsoever. They came from extremely varied backgrounds: teachers, engineers, carpenters, bankers, lawyers, doctors, and salesmen. Working closely with me and other editors, these people were able to learn the secrets of what it takes to be successful in this business.

The key, I think, to becoming a successful travel writer, is to have someone with the right experience explain how to avoid the mistakes most beginners make (which result in most travel articles landing in what we call the "slush pile")...and how to create publishable travel articles from the get go.

For this reason, after years of working with and hiring hundreds of writers, I decided to sit down—with the help of Kathleen Peddicord and other my colleagues at International Living and Agora Publishing--and write down all of tips, tricks, techniques, and secrets I've learned over the years.

Believe me, I wish someone had told me these things when I was just starting out. These techniques and secrets have helped me land the best assignments over and over again, and have cut my actual writing time in half.

If you are at all interested in writing...and you like to travel, I think you'd be foolish not to at least consider travel writing as a part-time "job." Making money...while traveling around the world. How does a job get any better than that?

Best regards,

Jennifer Stevens

Freelance Travel Writer and former editor of International Living

Author of Passport to Romance: The Ultimate Travel Writer's Course

P.S. The other thing that can really get your travel writing career off the ground fast is to have the right inside connections in the publishing industry. No matter how good a writer you are, without the right connections, you'll never get the kind of money and assignments you deserve. I can help you here too, because I still keep in touch with the Rolodex of editor and publisher contacts I've made over the years. I can tell you which publishers are looking for exactly which kind of story. Who to make sure you contact...and who not to waste your time with.

.....

Dear Early to Rise Reader,

For the past six years, I've had a little sideline job that's allowed me to relax on Caribbean white-sand beaches, play golf on some of Ireland's and Scotland's best links courses, and visit more than 25

countries around the world.

Not only do I get to go on these trips free of charge, I actually get paid to write about my experiences. If you're interested in this kind of thing, you can do the same. That's why I'm writing today.

To me, travel writing is one of the best part-time jobs in the world. It's a great way to make some extra money (for something you'd love to be doing anyway), and it's a way to have a much better travel experience than the typical tourist.

Let me show you what I mean.

A few years ago, I was sent as a travel writer on an all-expenses-paid trip to Moscow for the city's 850th anniversary. We drank the best Russian vodka, ate caviar at practically every meal, stayed in the nicest hotels, and even had a second-row seat for the Russian ballet.

Not only was it a great trip that, at the time, I could have never afforded on my own -- it was also a chance to see the city as few travelers do.

Of course, as a travel writer, I didn't pay a single cent ... and I got paid for my travel articles.

Another great thing about travel writing, which most people don't realize, is that to make some extra money and have these great experiences, you don't even have to travel -- if you don't want to.

One of my colleagues, Steenie Harvey, for example, told me about an experience she had near her home in Ireland:

"The best meal I ever ate was a freebie. In county Galway, I stopped at a little thatched-roof pub (it's called Morans of the Weir, in Clarinbridge ... very well known in culinary circles).

"When I told the owner I was a travel writer, he bought out platefuls of fresh mollusks from his own oyster beds, a mighty plate of salmon dressed with salad, baskets of delicious home-made Irish soda bread, and cream-topped pints of Guinness. It was all free ... even for my husband."

The point is, you can get paid to write about a place that's a few minutes from your own home.

Steenie, unlike most travel writers, is in this business full time. She spends a few months each year jetting around Europe -- at the expense of several major publishers. And she makes a pretty good living.

Typically, however, I recommend that you get into travel writing -- at least at the beginning -- as a sideline job.

It's a perfect way to make some extra money, deduct your travel expenses on your taxes, and experience the world as few people get to do.

John Forde is another guy I know who, like me, writes travel articles on the side. John told me recently about an experience he had several years ago, when he wanted to take his girlfriend to New York for a nice weekend getaway. He couldn't afford much at the time, so he wrote to a local newspaper editor who sent him on assignment to the luxurious Paramount Hotel. He was checked into a king suite, complete with two bathrooms, a living room, a bottle of chilled Champagne, and a tray of chocolate-covered strawberries. His girlfriend loved it. And all John had to do was write up a half-page review of the hotel.

Travel writing can certainly make your life more fun. And it can help you earn some extra money. The problem is that most beginning writers 1) Don't have the right contacts in the industry to land good paid assignments and 2) have no idea what travel editors are actually looking for.

That's why, if you're interested in pursuing this idea, you should have a look at a course put together by one of the best travel writers and editors in the business -- my friend and long-time colleague Jennifer Stevens.

We asked Jen to write to you yesterday about five of her keys for good writing. When it comes to travel writing, I can think of no one more qualified to show you how to do it. Jen will not only give you the techniques you need to write good travel stories that get published ... she'll also show you how to land the best assignments.

Just think ... your next trip, no matter where you go, could not only pay for itself -- you could even turn a profit!

Sincerely,
Mike Palmer
Early to Rise

Student Success stories

STUDENT SUCCESS STORY: MASTERS STUDENT CATHERINE MCCABE TELLS US ABOUT HER NEW FREELANCE CAREER

Catherine McCabe had a lucrative career in the filmmaking business before taking our copywriting course and becoming a successful freelance travel writer. Just last week, we interviewed Catherine to find out why she gives AWAI so much credit for opening up this new career for her.

TGTO: Before we ask how and why, let's start by asking exactly what it is that you do as a freelance travel writer.

CM: Although I do other things, most of my work right now is for two travel newsletters. I write full issues of Island Properties Report (IPR), as well as short and long articles for International Living (IL).

TGTO: Do they tell you what they want you to write?

CM: No, they don't. I find something that interests me and set up my contacts with tourism boards, hotels, realtors, etc. as a promotional writer. Then I pitch it to IL and IPR. If they like it, I make the trip.

I do a lot of traveling. And, in fact, I recently visited five islands (Anguilla, Montserrat, Antigua, St. Kitts, and Nevis) in 10 days. That trip helped to fill out my research for four issues of IPR that I'm working on now.

TGTO: Though specifically created to teach copywriting skills, we do say that AWAI's copywriting course will help with any kind of writing. That's especially true in your case, isn't it? The writing you do now is more editorial than marketing. Yes?

CM: Yes and no. What I do really is a form of marketing. All the fundamental skills that I'm using now, I learned in the course.

I'm not selling a product, but I am selling an idea, a way of life -- on a lot of different levels. I'm selling an alternative to where my reader might be now. My audience is retirees, investors, and people who want something more out of life.

TGTO: What did you do before this?

CM: I was in the film business for close to 30 years -- a member of the Directors Guild of America -- making mini-series, movies of the week, etc.

TGTO: What motivated you to make the change?

CM: The film business is very high pressure -- 16-hour days, periodic negative feedback, the occasional rejection. It got to the point where the negatives outweighed the positives of the good money. So I started looking for something else to do.

TGTO: How did you get started on your new career?

CM: When I got the mailing from AWAI, I thought, "This is creative too. In the film business, I did a lot of traveling and loved it. Maybe I can combine writing and travel."

I did it --and now I'm much, much happier.

TGTO: How did the AWAI copywriting course help you?

CM: To do what I do -- to put it all together -- you have to write persuasive pitch letters to tourism boards, hotels, realtors, etc. You need to get their cooperation. This is much like the research you would do to sell a product.

One of the most valuable things the course taught me is to let go of the formal patterns of grammar and sentence structure that I

learned in school -- to allow myself to write the way I speak. It also taught me how to describe a picture with words. (Very important in travel writing.)

I'm still working on the Master's Program and learning even more.

TGTO: You went to two of our bootcamps. How did they help you?

CM. When you work on the course at home, you bring only your personal interpretation to the material. I realized the feedback from professionals, as well as other students, would enhance my learning experience. So I signed up for a bootcamp. And the course took on far greater dimensions for me. So much so, in fact, that I signed up for a second one.

The bootcamp provides a great deal of information, especially through exposure to different kinds of writers and their approaches to various media. It's like a huge buffet. A wonderful plethora of choices. You get to pick and choose the teachings most useful to you.

TGTO: What's the best part of your new career?

CM: I don't know exactly where I'm going with it yet, but the process is very exciting -- and the potential is terrific. I can write for anyone about anything. There are absolutely no boundaries!

SUCCESS STORY: TOM SCHUENEMAN ON TRAVEL WRITING AND HOW HE STARTED HIS OWN E-ZINE, "THE TOURIST TRAVELER"

TGTO: Were you always a writer -- or is this a career change for you?

TS: Though I have always loved to write, I have worked mostly in music and theater as a sound engineer and musician. I still work in that field, but I am fortunate enough to have the time to devote to my new career as a writer.

TGTO: You've taken both AWAI's Travel Writing and Copywriting courses. How has what you learned in our Copywriting course helped you as a travel writer?

TS: On a practical level, the Copywriting course has helped me structure all my writing. Whether you're writing a package for a vitamin supplement targeted at middle-aged men or trying to convey the essence of a place you've visited, you're selling -- and the structure of all sales pieces are similar. From the headlines ... to the leads ... to the paragraphs ... the way you write any sales piece is similar. I learned that it's all about Picture, Promise, Proof! For a promotional package or for an article about Fiji. The Copywriting course also taught me to talk directly to my readers, one on one, in order to capture their attention and pull 'em in.

TGTO: Where did the idea of "The Tourist Traveler" come from?

TS: I've always had wanderlust and have often fantasized about the "freedom of the open road." (Though I can tell you, when you're out on the road working as a sound engineer, there isn't a whole lot of freedom!) I love the way great travel writers weave their personal experiences into fascinating stories and anecdotes -- and have been intrigued by the idea of becoming one myself. For many years now, I've dreamed of publishing my own newsletter or e-zine, focusing on people's adventures in new and exotic places. I finally did something about it and came up with "The Tourist Traveler."

TGTO: What are your goals for "The Tourist Traveler"?

TS: Well, there are the obvious goals ... like building a large subscriber base and maximizing the potential for revenue. But I also have a more philosophical vision for "The Tourist Traveler." In addition to publishing basic "destination" travel articles (the kind we learned about in AWAI's Travel Writing course), I want to feature content with an insightful and intelligent outlook on the world ... and include articles that stress the importance of respect and concern for the environment.

Travel is a great way to expand your world view by learning about other places and cultures. I want "The Tourist Traveler" to educate, enlighten, amuse, inspire, and inform. I hope to shape it into a publication that my readers will look forward to getting in their e-mailboxes every month. I also hope to give aspiring travel writers a chance to get their work published. (Goodness knows, I can't do it all by myself!)

TGTO: What advice would you give to our students who want to start their own e-zines?

TS: Well, first thing is to find your niche. Focus, focus, focus! I've learned this lesson over and over again, both on and off the Net. Do your research, find out what is already out there, and subscribe to e-zines that are similar to the one you are thinking about doing. Then figure out a way to do yours better or slightly different. You'll also need to know some of the mechanics of marketing, publishing, and distributing an e-zine. That kind of stuff isn't too hard to learn -- and you'll find tons of information on the Internet. I'll be happy to give advice to AWAI students. Just e-mail me (tom@touristtravel.com).

TGTO: If AWAI students are interested in submitting travel articles for your e-zine, what should they do?

TS: As a publisher of a fledgling publication, I have found that good writing is hard to come by -- but I'm sure that serious AWAI students will be able to write material I can use. We do pay for published articles -- not a lot, but we hope to increase the amount as the e-zine continues to grow.

The best way to get a feel for the kind of articles we publish in "The Tourist Traveler" is to subscribe to it. Take a look at past issues and read the feature articles -- especially the articles I've written, since these establish the "voice" of the e-zine. Then get the guidelines for submission by clicking on guidelines@touristtravel.com. Either query me (tom@touristtravel.com) with your idea or submit your completed manuscript.

Check out our website at <http://www.touristtravel.com>. To subscribe to "The Tourist Traveler" (it's FREE!), click on subscribe@touristtravel.com.

SUCCESS STORY: AWAI'S TOM SCHUENEMAN IS LOOKING FOR TRAVEL WRITERS

A graduate of both our copywriting and travel writing courses, Tom Schueneman currently publishes his own website and e-zine

in addition to doing travel writing. You may remember our interview with Tom last November, when he told us how he got started in his new career. Recently, we caught up with him after he returned from Paris, where he attended the second Travel Writing Workshop sponsored by AWAI and International Living. [Click here](#) to read an interview with Tom.

TGTE: When we last talked, your e-zine, "The Traveler," had around 600 or 700 subscribers. How is it doing now?

TS: Great! We're up to 1,500 subscribers. It's exciting to see my little e-zine steadily growing. Since I'm wearing all the hats -- publisher, editor, copywriter, and contributing "freelance" writer -- I'm continuing to learn a lot about the process of building and holding onto an audience.

There are so many newsletters out there. Why would anybody subscribe and read my e-zine? What's in it for my readers? That's the question I keep asking myself as I put each issue together.

I use what I've learned in the copywriting course to help me focus on my readers and how I can make "The Traveler" beneficial for them. And I've found that Jen's course on Travel Writing has been a great help to me in organizing my research and planning articles for inclusion in "The Traveler" as well as for submission to other publications. The 7 templates of good travel articles, tips on writing well, the ins and outs of the travel writing business, everything I've learned at AWAI ... all of this I have put to use in the "real world."

TGTE: You recently attended our Travel Writers Workshop in Paris. Tell us about it.

TS: Yes! Oui! What a magnificent city! What a magnificent experience!

Well, first of all, you're in Paris. And you're not in Paris merely as another tourist. You're there as a travel writer with an assignment. Part of the curriculum of the workshop is to write a short piece "on spec" for International Living. If you really want to get a feel for being a travel writer, there's nothing better than traveling to Paris "on a mission." This is a city that has been written about thousands of times. Our task was to go out there and find something

interesting and unique about it. (Hmm ... "unique" ... where have we all heard that before? Turns out that many of the concepts I learned in the copywriting course -- like the "four U's" -- apply to travel writing as well.)

TGTE: What do you think that was the best part of the workshop?

TS: Honestly, all the sessions over the three days had something important to offer -- and being able to interact with the other attendees is a great way to learn.

Since attending the workshop, I definitely feel more prepared and confident about submitting my articles to outside publications. We learned how to approach editors, how to find story ideas, how to research a story, the formula for putting together a good travel article, how to write headlines that will get an editor's attention (we wrote a lot of 'em), and even what editors don't want.

And then to top it all off, there's the "Little Black Book" that all the attendees received. It lists more than 100 resources for travel writers (including my website TouristTravel.com and my e-zine, "The Traveler," where you can research, book travel, and get published as well!)

There's even a website that lists the submission requirements for dozens of publications. Another one -- Travelwriters.com -- has press releases, press trips, and a site where you can syndicate your articles. [See below to learn how you can get a copy of this exclusive "Little Black Book."]

TGTE: Are you planning on publishing any stories written by attendees of the Paris workshop in The Traveler?

TS: Yes, definitely. I was very impressed with the level of writing that I saw there -- and I am looking forward to getting submissions from my fellow attendees. I know that they're serious and have received great instruction.

I'm happy to be able to give new writers a clip and a byline. Of course, nobody is going from "The Traveler" to Conde Naste in one fell swoop -- but I'm a paying publication. It's a start! Anyone interested in submitting articles can get my guidelines by sending a blank e-mail to guidelines@touristtravel.com. If you're interested,

subscribe and read a few issues. It's free. All you have to do is send a blank e-mail to subscribe@touristtrave.com.

TGTE: Any parting words for our students?

TS: I'd sincerely like to encourage anyone serious about travel writing to consider attending AWAI's next Travel Writing Workshop. Believe me ... it's well worth it!

START RESUME LINK HERE

Endorsements

THE BLAST
SATURDAY, DECEMBER 22, 2001
DATELINE: BALTIMORE

BUILDING WEALTH BY ADDING
A SECOND INCOME SOURCE

By Jay McDaniel

*** For those who are serious about building wealth – and who are looking to reach their financial goals as quickly as possible – developing a second income is one of the most effective ways to get ahead. During both good times and bad, generating a second income stream offers many individuals important benefits that are too good to pass up.

*** First...part-time income will give you extra money to put into the market at a time when cheap investment opportunities abound. Think back to some of your most successful investments – the ones you knew right away were winners. How much more could you have made if you'd had an extra \$3,000...\$5,000...or \$10,000 to put into the stock?

*** A part-time business will also give you a very good chance of becoming a full-time entrepreneur – and that can mean a better,

richer, more independent and generally happier life for you. (Take it from someone who is living that life today.)

*** I'm writing to you today about a very good way to get started. It's a simple business that anyone can do. And it's a business that will probably boom in the years ahead – precisely because of all the layoffs that are taking place and will continue as big businesses continue to see their margins taken away by smaller, more efficient companies.

*** It's an opportunity that can provide you with \$20,000...\$40,000...even \$60,000 a year working just 20 hours a week from your kitchen table or your spare bedroom. These numbers are not made up. They are incomes real people earn in real life -- part-time, when they want, where they want, and how they want.

*** A great example – Michele A. wanted her own business with great earning potential but had little money to invest. "I kept my 'old' job until January of 2001, then started this full time," said Michele. "Actually, even though I consider this to be my full-time job, I only spend about 20 hours a week doing it." Michele is on her way to making \$40,000 to \$50,000 a year in this her first year.

*** That's nice supplemental income. It can pay for tuition, an extra car or two...or you can invest in the market or even in another business – giving yourself a chance to diversify and grow wealthy.

*** If you lose your job or decide to make this a full time business, the money gets better. I know of a number of “ordinary” people who have quit their jobs and made this their full time business. Some of them are earning twice what they made before.

*** As a full-time business, you can easily make \$100,000 a year. If you are really determined it's possible to do better than that. I know of some who are making \$250,000 to \$300,000 a year!

*** More good news – this is a very easy business. There's nothing technical or sophisticated about it. You don't need any special education. The business comes fully equipped with all the advertising techniques and methods you need.

*** Another selling point – this is mucho cheapo. You don't need to invest fifty grand to get into it. In fact, you can start up part-time for less than \$500. There are very few businesses that can honestly make that claim. This is one of them, and that's one of the big reasons I like it.

*** It's simple to learn, easy to do and cheap to get started. What more could you ask? How about this? You'll be feeling great about what you do because you'll be spending your working hours helping people!

*** It's true. What you do will help them make more money, get more out of life, and achieve real success.

*** So what is this about? Opening up a career counseling and resume business. (It's actually a resume business, but I say career counseling because it makes it sound more attractive and after you get into it a while and develop some expertise you'll be able to expand into the very lucrative career-counseling profession.)

*** The basic business is writing professional resumes for people and helping them with their interviews and job-seeking skills.

*** Is this a serious business? Consider this: payroll employment, according to the Bureau of Labor Statistics, fell 199,000 in September 2001 and the unemployment rate is one full percentage point higher now than it was a year ago. With 142.2 million in the civilian workforce, that's 1.42 million more people out of work this year than last.

*** Polls also show that, at any given time, 57% of the entire U.S. working population is considering or expecting a job change. Add those who are currently out of work plus first-time job seekers and you have an enormous number of people who need an effective, professional resume to help them land their next job.

*** The market is big and getting bigger fast.

*** And just about every one of those job seekers needs a resume. They need one. They know it. But they haven't a clue about how to write a good one. According to a recent poll, 79% of professional job applicants are unhappy with or unsure of the resumes they've written themselves.

*** Almost everyone that is serious about finding work would prefer to have his resume done by a professional service, rather than take a risk by doing it himself.

*** This is a very good opportunity. It's good now and it's going to be getting better in the next few months. It's a bona fide chance to get that second income going, to start earning thousands of extra dollars every month that you can put to good use.

*** Here's a business opportunity that you can get into quickly and cheaply, is easy to learn and allows you to help hundreds or thousands of people survive and prosper during the coming recession. What more could you ask for?

*** And it's so easy. The business is completely computerized. You don't have to do a lot of writing from scratch. Mostly it's a question of interviewing the client and inputting the information into a database that creates an individualized but very professional resume automatically.

*** I feel confident in recommending this opportunity because I know the people who produced it. It's a joint venture between **American Writers & Artists Institute** and Bill Amme, a professional resume writer with 18 years of experience.

*** The computer programs they have developed reflect the professional experience of top resume-writing pros with years of experience. It's presented to you as a "business in a box" – something that will take you from "I don't know nothin'" to "Yes, I can really do this" in an amazingly short span of time.

*** I'm talking weeks – not months or years. Michele got started in days. That's because it's essentially a preprogrammed, computer-based franchise operation. One you can "buy" for a fraction of what it's worth.

*** It's a combination of a thoroughly tested home study course and a business program complete with a powerful, professional and amazingly easy-to-use resume-writing software.

*** This program was created so that all you have to do is put it in your computer and follow the directions. And easy directions – I've

seen them and can follow them easily myself. If I can do it, it will be easy for you.

*** In addition to getting you going with a profitable, part-time or full-time business in your local area, it has optional programs to make extra money by...

*** Going Global – how to use the Internet to pull in business from across the country and beyond. (This technique alone can propel you into the high-six- figure earnings category.)

*** Selling Add-ons – provide coaching sessions on how to interview, offer proven techniques using the Internet to get your client's resume in front of the right eyes – instantly. These extras can often double your fees with minimal extra effort.

*** The bottom line: this is a very good, very realistic, very easy opportunity to give yourself a second stream of income.

*** If you haven't got a side business going now, you should seriously consider this. Since it's quick to set up and easy to use – and since you can take on as many clients as you want – it won't interfere with your main job or your other obligations.

*** And since it's perfectly designed to take advantage of an economy in recession, you will probably be able to grow it pretty much as far and as fast as you want.

*** Consider once again the benefits: Earn \$10,000 to \$50,000 extra part time...Work from home...Work any hours your choose...No boss – you're in charge...No headaches – if you don't like a client, "fire" him!...No hassles – everything is automated and simple...Easy to get started...Doesn't require a huge investment...You can get started right away.

*** As we approach the New Year, I strongly urge you to consider placing a greater emphasis on your own personal productivity. And that means taking care of yourself, your family and your close friends.

*** Here's a great opportunity to do that. Don't waste time thinking about it. The people behind this program are good and trustworthy.

If you don't like any aspect of it for any reason...or you just change your mind...they'll refund your investment.

*** You've got nothing to lose and a whole new life with extra money, extra security and extra fun to look forward to.

Until next time,

Jay McDaniel

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Pick 1: A few months ago I told you about a course put out by the American Writers & Artists Institute (AWAI) called Michael Masterson's Accelerated Program for Six Figure Copywriting. I was so impressed with the quality of this organization's materials and their excellent customer service that I asked my contact there, Lori Appling, if the AWAI had any other programs that might benefit people looking to make a career change.

It turns out they have a couple of courses. The one I want to tell you about today is a course that teaches you how to set up and run a successful resume writing business. This kind of business seems particularly timely given the numbers of people who are either losing their jobs, want to be prepared in case their company decides to "downsize," or just wants to take the leap.

The AWAI calls the course, The New and Expanded Lazy Writer's Quick & Easy Money Program. I usually avoid things with titles that sound too good to be true but knowing that the folks at AWAI are professional copywriters (and that's what copywriters do) AND knowing the caliber of their work, I decided to take a look. After reviewing all of the course materials, here's my impression of how a "lazy writer" can "quickly" and relatively "easily" earn a good income as a professional resume writer.

The course is aimed at "lazy" writers because it is designed in such a way that anyone with even basic writing skills can excel as a professional resume writer. That's because the course includes a very easy to use CD that includes 100 sample resumes written by experts covering every profession, thousands of action words and pre-written phrases you can select from, and 100 sample cover letters.

You don't even have to have a flair for design. The CD provides you with 25 professionally designed resume styles (or you can create your own). According to the directions you can "simply punch in a few key phrases and this program produces the most beautiful - and most effective - resumes you and your clients have ever seen."

What makes this type of business relatively "easy" to start has a lot to do with what you "don't" need. You don't need any special qualifications or experience, you don't need to be a computer whiz, and you don't need a lot of start-up money to get started. Basically all you need is a computer and printer. Advertising costs are low because the course walks you through free and low cost ways to market your services.

Of course, you will still need to make a conscious effort to make your business successful. But the AWAI makes this much simpler by giving you a clear road map.

In addition to the CD, you get these five manuals spelling out every step of the way:

Manual 1. How to Write a Resume That Gets Results (and Other High-Profit Job Search Products)

Manual 2. Accelerated Marketing Manual

Manual 3. Step-by-Step Starting Your Own Business Manual

Manual 4. Running Your Resume Business

Manual 5. Expanding Your Business - The Internet and Beyond (The author says you can either read this manual first and start advertising right away on the World Wide Web or you can gain confidence locally and expand your business at a later date.)

This is the kind of business you can easily start on the side and build up until you are ready to quit your day job. Or, keep your job and supplement your income very nicely on the side.

The course is a very reasonably priced at \$179 (and don't forget that as a business owner you can deduct the cost of the course from your taxes). And, as with all AWAI courses, if you are not happy with the materials after 30 days, you can receive a refund.

Valerie Young, Editor, Changing Course Newsletter

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Dear Reader,

It's widespread. It's just beginning ...

Worldcom, Enron, Xerox, Adelphia, Global Crossing, Tyco – the list of companies laying off thousands of workers grows longer by the day. And, it's helping to make some resume writers very rich. Some are making as much as \$2400 a day.

It's not too late for you to join them and start making the same kind of money. I've found an opportunity for you to become a top-notch resume writer very quickly and easily.

You won't need much to start. Just a home computer, a half decent printer and a phone. You can set yourself up in business in a matter of days. And, within a week, you can start depositing your paychecks in the bank.

So, what kind of paychecks can you expect? Anywhere from \$50,000 a year working 4 hours a day to \$100,000 or more working full time.

Let me explain.

At the bottom of this note you'll find a link which leads to a letter about resume writing ...

Don't worry if you don't consider yourself to be a skilled writer.

Two years ago, Michelle A. was in the same boat. Yet, by January 2001, she was making \$50,000 a year writing resumes. She told

me: “Actually, even though I consider this to be my full-time job, I only spend about 20 hours a week doing it”.

These days, she’s her own boss. She makes her own hours. She works when she wants ... at her own pace. No one is breathing down her neck – telling her what to do. And she can spend more time with her family.

But, you know what, her greatest reward is knowing she’d helped her clients find the right job ... make more money ... and succeed in life.

Not a bad job ...

It wasn’t always this way for her.

For years, she was stuck in a 9 to 5 rut. Not getting anywhere. Taking shit from her boss. Getting stuck in traffic jams twice a day. And arriving home dead tired every night with little energy left for her family.

Then she heard about the Six-Figure Resume Writing Program – a Program you’ll learn more about when you click on the link below.

And what she learned from this Program changed her life.

Now, she works just 4 hours a day and puts away \$50,000 a year. Plus, her clients look up to her. They listen to what she has to say. They depend on her.

How does she do it? It’s all quite simple.

You see, she knows the secrets that let her guarantee her clients an interview. (These are industry secrets you’ll find in the Program that are not available elsewhere). In turn, she can charge what top-notch resume writers are charging – say \$100 for a student resume ... \$300 to \$700 for a resume for a professional ... and up to \$1000 for a CEO resume.

Plus, she can produce a perfect resume every time – all within an hour – by using the Program’s fast track system.

Then, there’re the ads that make her phone ring off the hook ...

With all of these powerful tools, Michelle knows she can easily make \$100,000 a year working full time – just like what some of her colleagues in the industry are doing ...

In the letter below, you'll see how Bill Amme, Matthew Greene and Wayne Starr have already made \$2.55 million to \$13.5 million from this business. You'll also see how they've boosted their profits by providing lucrative add-on services such as creating cover letters ... job coaching ... and distribution etc. These are all skills, techniques and secrets you can pick up from the Program and profit from.

So, if you do one thing today ...

... one thing that could potentially change your life and let you make more money than you ever thought you could make on your own terms ...

Read the letter below.

Believe me when I tell you. An opportunity like this one should not be ignored.

Michelle's opportunity came 2 years ago. She took it.

If you've ever wanted to help other people succeed – and make tons of money doing it – your opportunity now stands before you.

My advice? Take it.

P.S. Do you know how many job seekers there're who will pay for the service of a resume writer? 72 million. If you take an average of \$300 paid for creating each resume, that's \$22 billion to be spent on resume writers. And you'll see this amount grow even bigger as massive lay-offs continue. That's why there's no better time than right now for you to take up this opportunity. Don't let this one pass by.

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Student Success

WE ASKED AWAI STUDENT MICHELE ANGELLO FOR HER SECRETS OF SUCCESS IN THE RESUME WRITING BUSINESS

TGTO: What appealed to you most about starting your own resume writing business?

MA: I was attracted to AWAI's Resume Writing Course because it was a business that I could start right away -- with very little investment -- that had the potential for making a lot of money. Just like most students reading this, I already had everything I needed. It was as simple as owning a computer and a printer and believing I had decent writing skills.

TGTO: How much time did you put into the course? And how long did it take you to get up and running once you started?

MA: The time I put into the course was minimal. The materials are very straightforward and simple to get through. I think I spent an afternoon reading them. I started marketing right away, but didn't get a lot of business until my Yellow Pages ad came out.

TGTO: Where do the majority of your clients come from?

MA: Hands down ... the Yellow Pages. If you're interested in this business, put as much money as you can into the biggest ad you can afford.

TGTO: Do you do this full time? Part time? How many hours do you put in?

MA: I kept my job until January of 2001, then started resume writing full time.

Actually, though I consider this to be my full-time job, I really spend only about 20 hours a week doing it. When you start up, you need to be fanatical about marketing and networking -- putting in as many hours as possible. Now, I spend most of my time dealing with clients and writing.

TGTO: How much money would you say you can expect to earn per year at the rate you are going?

MA: Resume writers are fairly well paid. I know writers that are making over six figures a year after being in the business seven or eight years. In my experience, things start out slow for the first year. But as you start getting referrals and repeat business, it is easy to make \$40,000 to \$50,000 a year.

TGTO: What did you do prior to starting your resume business?

MA: I spent eight years in the video-production business. While I enjoyed the creative aspect of the business, I had spent too many years making too little money. There are a lot of huge egos in that business too -- which is something I have a personal distaste for. But I had always enjoyed writing scripts for the projects I worked on, so I decided to go in that direction instead.

TGTO: What's been the best thing about your career change so far?

MA: Working at home is WONDERFUL! My commute is five seconds to my home office. I can also determine my own schedule. If I want to finish up a project at 1:00 a.m. because I can't sleep -- I can. As a night owl, I can respect my internal clock and not get up when it's still dark out. And I can take in as much or as little work as I want.

TGTO: What advice would you give someone who's considering getting into the resume writing business?

MA: Think about your phone sales skills before starting. Asking for a sale on the phone is something that I have really had to work on. It's been the only really difficult thing I've had to deal with in starting this business. (I'm improving though!) Also, consider joining the Professional Association of Resume Writers. The support and advice I have received from them has been invaluable. I can't emphasize enough what a wonderful group of people they are. Going to their convention is a good idea too. Their website address is www.parw.com.

TGTO: How has what you've learned in AWAI's copywriting course helped you?

MA: Taking the copywriting course (and going to the bootcamp) gave me the fundamentals for writing more effective resumes. For example, I write headlines instead of objectives ... and I think in

terms of benefits instead of features. I've also used my copywriting skills to put together my marketing materials and the website that I am working on now.

[START GRAPHICS LINK HERE](#)

Endorsement

Dear Early to Rise reader,

Last Monday, The USA Today reported on an interesting trend in the advertising world.

Many of the world's biggest and most successful companies, the paper reported, are now turning to direct-marketing (which they call the "ugly step-child" of the advertising world), instead of traditional, glitzy, Madison Avenue ad agencies. They're doing this for one reason: To get more bang for their advertising buck.

I was talking about this fact a few days ago with Katie Yeakle, a colleague of mine in the direct marketing business. She told me about a good opportunity you might want to take advantage of, to capitalize on this profitable trend.

This could possibly be a way for you to make more money in a few hours of part-time work each week than you currently earn in your full-time day job. The moneymaking potential is that good.

Let me show you what I'm talking about...

Katie has been in the direct-marketing business for the past 19 years, and she runs a company in South Florida called the American Writers and Artists Institute (AWAI). You may remember MMF or me mentioning Katie and AWAI before, in reference to their course on how to become a direct-marketing copywriter (I'm a graduate of the course myself). Simply put, AWAI's course is the single best resource ever published on the subject.

Now, Katie and her organization have put together a home-study course detailing a completely different way for you to earn a very

good income in the direct-marketing industry. It has nothing to do with writing or selling...in fact, I'd say it's probably the "easiest" and one of the quickest ways to make a lot of money in this growing, but overlooked field.

As the USA Today reported earlier in the week, "Direct-marketing ad expenditures grew in a tough economy last year, while traditional ad spending shrank. Sales generated from direct marketing rose 9% to \$1.86 trillion in 2001, generating 8.6% of the U.S. economy...and direct ad agencies are often more profitable than general ad shops."

My point is, now is a great time to be in this business. If you can learn a valuable skill in this industry, you will set yourself up to be a high-paid entrepreneur--or salaried employee--for as long as you want to work.

I think it's great that direct marketing is the "ugly step-child" of the ad industry. All it means is that there's less competition for the best-paying jobs. Katie told me there's a huge demand for people who can learn this new skill. And I personally know and work with more than a dozen colleagues who are already doing it...and making obscene amounts of money...without ever leaving their homes.

The great thing about AWAI is that they give you much more than a home-study course. They actually teach you with interactive instruction, and they even help you find high-paying jobs when you're done, through their very own direct-marketing advertising agency.

If you want to get the complete details, Katie has prepared a full report, which explains everything that's involved, and which should answer any questions you might have.

Sincerely,

Mike Palmer
Early to Rise