

Do You Crave A Life Of Financial And Location Freedom? Discover The One Skill That Can Make Your Dreams A Reality...

Stop spinning your wheels and keep reading to learn about the secret skill that every successful online business uses and no one talks about.

Oh...and did I mention you don't need any advanced knowledge or prior experience to get started?

Dear Struggling Entrepreneur,

You are here because you are searching.

You are searching for that missing ingredient that has kept you from reaching your dreams of earning a self-determined income while living a self-determined life.

You know the solution is out there.

If it wasn't, how are so many people making so much money through online business?

Up until now, I am sure you have spent significant amounts of time and money scouring the internet in search of that missing piece of the puzzle.

....One of my current students spent over 5 years and \$10,000 buying online courses without making a dime in profit before he finally found mine.

I am sure you can relate.

You have told yourself lies like, "I am not working hard enough."

...or my personal favorite “Maybe this time, this \$97.00 info product will finally put millions in my checking account...and if it doesn’t work I will just return it and keep looking”

But deep down...you know.

You know that things that look too good to be true are, and that while some multi-millionaires may work only a couple of hours per day NOW, they worked their tails off to get where they are.

You are not afraid of working hard for what you want, but you are tired of searching and starting to lose hope that you will find the solution you are looking for.

Well, I have good news for you.

You have found your solution.

See, it doesn’t matter what online industry you want to pursue, THE FUNDAMENTALS ALWAYS STAY THE SAME.

If you don’t understand the fundamentals, you will lose 98% of the time.- about 2% do get lucky. Feel free to hate them ;-)

Whether it is:

- Information Marketing
- Affiliate marketing
- Content Marketing/ Blogging
- Private Label Product lines like Amazon or Shopify
- Video Marketing
- Direct Mail Marketing
- Freelancing
- Consulting
- Coaching
- Webinars
- E-mail Marketing
- Search Engine Optimization (SEO),
- Pay Per Click (PPC)
- Social Media.....

They all require the same fundamental skill set!

Let that sink in for a minute...

It DOES NOT matter what kind of online business you want to start, they all have the same foundational skill.

By the way, this skill set will help with virtually ANY BUSINESS/INCOME ASPIRATION you have.

So what is this skill set?

How long does it take to become competent at it?

If this skill set is so important, why are you telling me about it?

Before I tell you what the skill set is there are a few things you need to know about it:

1. It doesn't require a lot of time to get started and no fancy degrees are necessary.

I have had multiple students who began to make money with this skill set in as little as 30 days and were making six figures by the end of their first year. (You will hear from some of them later.)

2. I am happy to share this skill set with you because there is so much opportunity out there (...and it's still growing) that there is no chance of the demand ever being filled.

Plus, when you become one of my students and apply what I teach, you will make most of the competition out there simply disappear.

3. For you to use this skill set, all you need is access to a computer, a reliable internet connection, and some focused time. That means

you can utilize this skill set from home or wherever you can find these three things across the globe.

So we have simplicity, accessibility, and near-unlimited opportunity all granted by one skill set.

And don't forget that is in addition to the getting to choose how much money you make, where you make that money, and how you spend all the free time this skill set creates in your day.

So what is it?

It's copywriting!

...you still with me?

Before you think I am going to go off and talk about that little © symbol you see everywhere, you must understand what I mean by copywriting.

Copywriting is writing with the purpose of motivating and inspiring the reader to take a specific action.

That's it.

Up until this point, I have been using copywriting to get you to continue reading.

That was the specific action I wanted you to take.

Now, think back to that list of all those different online industries.

Can you see how copywriting is at the heart of ALL business online?

-Information Marketing: This is a no-brainer, but let's go there anyway.

E-books need to be written, funnels designed, and squeeze pages tested.

They all revolve around the written word and those words turning the prospect into a paying customer.

-Affiliate marketing: How are you going to be unique while promoting other people's stuff?

Affiliate marketing is tough, but I will teach how to write persuasively and uniquely to your audience.

Once we have worked together to develop your special writing style, you will be in a league of your own.

-Content Marketing/Blogging: As of April, 2018, there were over 400 million blogs available for readership.

How are you supposed to stand out?

I will teach you how to write in a way that commands attention, creates subscribers, and drives readers to take the action you desire.

-Private Label Product lines like Amazon or Shopify: Your listing must be as unique as your product in order to survive in this cut-throat world.

Hedge your bets by learning how to write a product listing that stands out and drives sales.

-Video Marketing: As of August, 2018, there are around 5 billion videos watched on youtube alone EVERY SINGLE DAY.

Marketers and entrepreneurs have been flocking to video sales letters, but guess what?

All those videos start with a written script.

The science and art of copywriting are essential to great sales videos.

-Direct Mail Marketing: The grandfather of the industry, marketing by mail is still alive as well.

My program will show you how there are still writers making millions with this one method of marketing.

-Freelancing: Entrepreneurs, marketing firms, and power bloggers all have one thing in common; they need qualified, motivated, and new copywriters all the time.

What better way to start making money with copywriting than by working for clients who happen to be master marketers and major influencers?

Virtually no risk and a paycheck?

Sounds like a solid win to me.

-Consulting: Maybe you are already an expert in a consulting field, but are struggling to get new clients.

My writing methods will teach you how to appeal to their innermost desires and drive more attention your way.

-Coaching: Much like the consultant, learn how to speak to the audience you wish to serve in a way that makes them know you can truly help them.

-Webinars: A powerful way to increase interest and create leads, webinars all require flow and persuasion in order to fulfill their purpose.

Most webinars still are just written power points with a voice behind them.

-E-mail Marketing: There are millions of subscribers to be had...

But if you can't write an e-mail followup series that drives action and keeps the open rate reasonable, your emails and your business will go unnoticed.

-Search Engine Optimization (SEO): The days of getting clicks from throwing a bunch of keywords on a webpage are over.

Google is smarter than that and takes bounce rate (how long a visitor stays on your page) into serious consideration.

I will show you how to keep your visitors engaged with powerful writing that is not just optimized for a search engine, but for your reader.

-Pay Per Click (PPC): These little ads are a multi-billion dollar industry unto themselves, but the fundamentals of writing don't change.

The only thing that changes is the amount of space you have to inspire action.

Learn how to say the most in the least amount of space.

-Social Media: According to a Mediakix study in 2017, the average person will spend five years of their lives on social media. Learn how to write engaging posts that prompt the action you seek.

Don't take my word for it.

Let's look at what master marketers and successful online entrepreneurs are saying about copywriting.

-From Matt Gallant, self proclaimed serial-entrepreneur, 7-figure earner:

"Is it possible to turn words into cold hard cash?"

Is it possible to influence and persuade others to do what you want with "the right combination of words"?

Are you just 1 good sales letter away from making millions?

The answer to all of the above is... H#L YEAH!*

I know because I've been doing it for over 19 years. I do it using a process called "copywriting".

-From Eben Pagan, master marketer and multi-millionaire:

"Over the past 15 years, I've started and grown 10 different products and businesses from zero to over 1 million dollars. 4 of which to over 10 million.

Collectively, I've generated tens of thousands of customers for my businesses and I've sold over \$100 million dollars worth of information products and services online.

Now after years marketing online, I'm convinced that copywriting is one of THE most high leverage skills you can learn when it comes to business success."

-From David Dee, Dan Kennedy student, and six-figure freelancer:

"I've never had 20,000 checks arrive per day, but I have written sales letters, tele-seminar scripts, video sales letters, website copy, etc. that have brought in millions of dollars for me and my clients.

And it's what top entrepreneurs understand to be the #1 skill they should master if they want to dramatically increase their income.

Rich Schefren, Yanik Silver, Frank Kern, and of course Dan Kennedy are all examples of champion entrepreneurs. What do they all have in common? They all are killer at copywriting.

Now after years marketing online, I'm convinced that copywriting is one of THE most high leverage skills you can learn when it comes to business success."

Copywriting is everywhere and you can start your journey towards mastering this skill today.

What better way to learn how to write persuasive, life changing copy, than to stand on the Shoulders of Giants?

Imagine learning from copywriting masters that have been honing their craft for decades and have generated BILLIONS in sales for their clients and MILLIONS in income for themselves?

Well that is exactly what you will be doing in AWAI's Accelerated Program for Six-Figure Copywriting.

I founded AWAI (American Writers and Artists Incorporated) as a means to provide top notch instruction for aspiring copywriters.

The **Accelerated Copywriting Course** is our flagship program and it lays the foundation for a career in every online industry we have talked about.

I am so confident that you will love this, that I am willing to let you go through the whole course completely risk-free (more on my mind-blowing guarantee below).

Our expertly designed 5 module course will take you by the hand and guide you from complete beginner to getting your first clients as a writer (if you want too...after you learn these skills you can go whatever direction your heart desires).

Let's take a look inside the course:

- **Module 1: Getting Started as a Copywriter: The Opportunity and the Lifestyle**

The first step is the hardest. We will cover all the basics of this industry so you have peace of mind knowing you are finally on the right path to the life of your dreams.

- **Module 2: The Fundamentals of Persuasive Writing**

This is where the rubber meets the road. Here you will learn the commonalities among ALL copy that is persuasive.

You are being given the keys to the kingdom here.

Understand these concepts and your earning potential skyrockets.

- **Module 3: The Secret Structure of Direct Response Sales Copy**

Quite possibly the most thorough examination of the architecture of persuasion available.

You will know more about how to write five, six, even seven figure copy than 90% of your competition. (How's that for an advantage?)

- **Module 4: Choosing Your Path**

Specializing is one of the fastest ways to start earning money online. How much better could it get?

Get paid a great income for writing about things you love.

- **Module 5: You're a Copywriter! Your Guide to Getting Clients**

What better way to get your feet wet than to start out as a freelance writer? You are here because you want to make money online.

Why not minimize your risk, gain valuable experience, and make great money all by starting as a freelance copywriter?

Or, you can take the skills we gave you and launch your own online business. That's the beauty of all of this. The choice is truly yours.

- **AWAI Verification:**

The beginning of your copywriting career is getting AWAI verified.

At the conclusion of the course, you will have a chance to take a comprehensive examination.

After you have achieved a score of 80% or higher, you will be issued a certificate showing you are AWAI verified.

This verification is respected throughout the industry and builds instant credibility for you with all your new clients.

Think of it... you could be making money faster than it takes someone to finish one class...in one semester... of a four year degree!

I urge you not to delay in making this decision. Again, you can try all of this completely risk-free.

And if all of this wasn't enough, I am delighted to include the following BONUSES with your purchase of the Accelerated Copywriting Course.

- **AWAI Groupsite Forum (\$99.00/month value):**

Get advice, tips, and tricks from your peers, AWAI staff, and resident experts. You are not alone. If you start to struggle, there is someone on the forum who has been there and will help you through it.

- **AWAI Hall of Fame: Great Selling Ideas from Super-Successful Direct Mail Letters and Direct Response Ads (\$297.00 value):**

Study the masters at no extra charge. Many of these sales letters generated millions of dollars in sales. Learn from their success.

While many of the authors of these ads have passed away, the ones that are still alive are masters of their craft and would charge you thousands of dollars in consulting fees.

Now, you have some of their best work at the click of a button for learning and inspiration to take your income to the next level.

- **How to Safely and Quickly Change Careers (\$97.00 value):**

Going from a steady paying, even if it is low-steady, job to self employed is scary. Let us take some of the fear away by giving you the knowledge you need to make the switch with confidence and ease.

- **Get Paid to Take your Next Vacation (According to USA Today, a 10 day trip to Hawaii for two would cost an average of \$6,674.00!)**

There is NO WAY for us to know how much money this report will save you. We can honestly say though that our students do find themselves traveling a lot more in their new freelance writer lifestyles.

START NOW for less money than the cost of 1 TICKET to an NFL game.

First Hand Experience: Who am I and Why You Should Care

I am sure at this point you are wondering who has been writing to you.

My name is Paul Hollingshead.

I am the co-founder of AWAI and one of the creators of The Accelerated Copywriting Course, but I haven't always been in this position...

To be honest, I still shake my head in wonder as I think about how my life would be different if I hadn't discovered the amazing lifestyle that copywriting opened the door to.

Before I learned how to write copy, my life was way worse than the status quo. I was in my 30's, stocking a grocery store aisle for dog food and pet accessories, and hating every minute of it.

(See, it doesn't matter how old you are, or your background. You can live the life you have been wanting.)

While I thought I was doing enough, I felt like my boss was gunning for me and that I would be handed a pink slip soon or see my name vanish from the weekly schedule.

(Imagine eliminating the fear of temperamental bosses forever by taking control of your life and your income.)

It was at this time when my hope was nearly gone and life seemed its darkest, that I met the man who changed my life...

(Don't worry, you will get to meet him very soon.)

In far less time than you would imagine, I went from barely scraping by to living a lifestyle and creating an income most people only dream about.

(A lifestyle that can be yours too!)

Here are a couple ways my life differs from the average experience:

- Instead of scrimping and saving for years to go on a vacation, I just write a few more letters to get the \$10,000-\$20,000 I need to take my family to exotic locations.
- Instead of going into debt every time I want to update my home, I write a few more letters to get the \$50,000 or so to do it sooner than later and debt-free!

My point here is not to brag.

My point is to show you REAL ways that this skill has changed my life.

**Once you can write persuasive copy,
you get to determine:
When you work, where you work, who you work for, and how
much money you make.**

Becoming a skilled copywriter gives you this kind of control!

Interested in learning how this business works?

Remember earlier when we talked about all the different industries that run off of copywriting?

I create persuasive letters for the \$2.3 trillion direct-response marketing industry.

(This is just one of the industries we talked about earlier. Are you starting to hear the bells of MASSIVE OPPORTUNITY ringing?)

Direct response is different than brand advertising because it goes straight to the consumer rather than relying on obstructive billboards and tv commercials to increase awareness of a brand or product over time.

Another huge difference is direct marketing asks the customer to take an immediate and specific action such as:

- Order Now
- “Follow Me”
- Contact Us
- Sign Up for my e-mail newsletter
- Click this Google™ ad to find out more
- Sign up to get notified of new blog posts
- Etc..

(HINT: Think about the internet for a minute. Pretty much every blog, e-mail newsletter, social media post, and ad utilizes the SAME, proven marketing strategy that direct mail has been using for decades)

Collectively, this means TRILLIONS of dollars in sales are made utilizing the direct marketing strategy...EVERY YEAR!

Here is where it gets really good for you...

No matter the medium, the audience, or the business, all successful direct marketing relies on persuasive, targeted COPYWRITING!

(Remember, the fundamentals always stay the same.)

I've composed letters that have earned me 5 figures because they were repeatedly mailed out and repeatedly created sales.

When a letter continues to draw sales it becomes a "control" for the mailer. This is where the magic can really begin to happen.

One letter I wrote has earned me over \$160,000.00

(It was mailed for four years straight and I drew \$40,000 a year in fees...for a letter that took me around 14 days to write.)

Sometimes the letters I write are meteoric successes and I don't have to wait years for a big pay day.

A short while ago, I was paid over \$114,000.00...for just...one...letter (see below).

[Insert Graphic here of deposit](#)

(Have you ever had the experience of waking up, looking at your checking account balance and seeing a six-figure deposit that wasn't there the day before?)

In addition to the significant fees we charge up front, we also collect royalties off the amount of sales a letter draws.

(A 4% royalty off a letter that sells \$2,000,000 would pay you \$80,000...in addition to your original writing fees.)

Based off of decades of being in the industry and watching my students experience success after success, I can

honestly say you can make between \$130,000 and \$540,000 a year just writing copy!

Don't worry about being one-and-done.

Most of our working, trained copywriters write about 15-20 letters a year, and there is still massive demand.

(At an average rate of two weeks per letter, you could earn a fine income and still have between 2-3 MONTHS PER YEAR to do what you want.)

Once you have been welcomed into the inner-circle of qualified copywriters, you have all the work you can handle.

(Don't worry, we will show you exactly how to land your first paying client.)

A pretty normal year for an average copywriter in the direct-mail industry would look like this:

- Write an amount of letters that you can handle. This will put between \$30,000-\$240,000 into your bank account.
- Hopefully, half of them will be "successful" and repeatedly mailed, earning you another \$100,000-\$300,000 in royalties. Remember, you earn royalties as long the letter is mailed!
- Disclaimer: Your income and work load will vary greatly depending on the industry/niche you work in, but the CHOICE is yours. (And that is what it is all about, isn't it?)

Keep in mind this doesn't even include any of your other entrepreneurial pursuits:

- Use your copywriting skills to launch your own info-product
- Increase the revenue of your ads for your brick and mortar/e-comm business with better, more persuasive listings
- Create and sell to an e-mail list that is hungry for your targeted writing

- Develop a huge social following and market to them using your copywriting skills

You will hear from a lot more of our students later, but I wanted to take a moment to talk about my friends Don and Peter.

Don used his copywriting skills to launch a very profitable online health business.

Peter took his knowledge and started an information publishing business that makes \$2 million to \$3 million a year.

As you can see, copywriting is the door that opens up near-limitless opportunities.

The list of opportunities created from being a skilled copywriter goes on...and on...and on...

Now that you know a little more about me, what I do, and what copywriting can do for you, let's meet the man who changed my life forever...

(And hopefully, yours too!)

Allow me to introduce Mark Ford...

He is singularly responsible for taking me from collecting minimum wage stocking dog food to earning more than \$300,000 a year writing a few hours a day.

Mark is an icon in the copywriting industry and has helped dozens of companies such as Agora Publishing reach multi-million dollar status.

Mark's use of copywriting was a critical component in Agora transforming itself from an \$8 million "doing well" company to an industry behemoth earning more than \$350 million in sales.

Even more so than his copywriting skill, Mark prides himself on his ability to teach and pass on his considerable skill set to others.

(He can help you too.)

The league of copywriters he has trained (including myself) have directly contributed to over a BILLION dollars in direct-mail and online sales.

Here are a couple of their stories:

Don Mahoney came home every day exhausted from making cabinets and reeking of lacquer. Sick of barely making it, and literally sick from all the lacquer fumes, Don began studying with Mark. Just one year later, he was breathing easy (both literally and financially) as he grew his freelance income to \$300,000 a year all writing from his home in Miami Beach.

Frank Stands built a publishing company worth well over \$40 million after learning how to write copy from Mark. Knowing that Mark's students were the best of the best, he hired **Mark Potter** to oversee all his marketing. For his contribution, Mark earns well over \$750,000 a year.

John Forde and **Will Pratt** wanted to see the world. They both met Mark right as they graduated college. After learning the craft of copywriting, they both moved to Europe, laptops in hand, and each make six figure incomes while most of their classmates struggle with student loan debt.

Karen Tyler, also fresh out of college, started as a copy editor for Mark. Over the years, she too learned the tools of the trade and is now a partner in a direct-marketing company that draws in annual sales in excess of \$5 million.

Now, Mark isn't teaching you all of this out of the kindness of his heart.

But, he has a win-win built into training you.

As senior member of Agora, Mark is all too aware that the world of marketing needs new copywriters.

As we sat together one night, he lamented to me about how hard it was to find new talent.

So we teamed up to create this course.

And I founded AWAI as a vehicle to deliver world-class training to people who are looking for it.

Thanks to the Accelerated Copywriting Course, Mark and many other powerhouses of the industry have a steady flow of new talent capable of writing copy that can produce millions of dollars in sales.

Master teachers (who walk the walk), proven results, and a near endless opportunity to live life on your terms...Are you ready to start today?

What will your life look like?

Maybe your life is way better than mine was before I discovered copywriting.

But whether you are already earning six figures like my student Ed Ghandia (testimonial below) or not even scraping by like I was, you are here for a reason.

You are here because something deep inside you wants a change.

That feeling, deep within, has brought you to this point where you have to make a decision.

- Are you going to keep doing what you are doing?

This will only continue to lead you down a path in life you clearly want to change.

- Do you want more free time to enjoy doing what you love with the people you care the most about?

There are many opportunities out there.

But I have shown you that not only is copywriting the foundation for every online business, it is also an AMAZINGLY lucrative career path unto itself.

- Do you want to do work that matters and that you are passionate about?

You wouldn't be here if you were completely satisfied with your life.

Maybe your job pays well, but is unfulfilling...

Maybe you love your job, but it doesn't pay enough for you to support your family the way you want to...

I can't promise you money will start raining from the skies as soon as you write your first letter.

But I can tell you I have personally experienced and witnessed hundreds of my students live on their own terms doing work that matters to them through copywriting.

- Do you want to be liberated from a fixed position job and be free to travel and see things in person most others only glance at on a postcard?

Freedom of time and freedom to work where and when you want.

I told you much earlier that as long as you have computer access, reliable internet, and some focused time, you can write copy from virtually anywhere in the world.

Imagine sitting on a white sand beach listening to waves lapsing at your feet.

You open your laptop to check social media, only to get a notification that a substantial deposit has been electronically submitted to your account. (You smile as you realize it is a royalty from a letter you wrote about a month ago.)

...Or maybe you would rather work beside a fire in a luxurious cabin nestled in the mountains.

The sun is rising, so you draw your work to a close for the day.

All you have left on your schedule is to build a snow man with your children.

...These aren't just fantasies.

These are experiences my students have had thanks to learning to write powerful copy from The Accelerated Copywriting Course.

Let's hear from some of them.

Proven Results: What some of our students are saying...

"The AWAI program has given me the best learning experience I've EVER had. It's helped me see plainly what I need to do to succeed and given me the roadmap and information I need to get there. I can't thank you enough"

**– Sharon Olsen,
Oakland, CA**

"When I got that first letter telling me I could make \$100,000 a year as a professional copywriter, I was skeptical. If I hadn't been so desperate ... and so broke ... I might have thrown it away. That was three years ago. This year I claimed \$134,408 on my income tax return – all from copywriting!"

**– Monica Day,
Philadelphia, PA**

“From the moment I began AWAI’s program, I knew I was learning things that would change my life and I was right. Within a matter of weeks after completing the program, I found myself working on a copywriting assignment for \$3,000! And within the next month, I added two more assignments that paid \$1,500 each. All my life I struggled to find a way that I could make a lot of money and be happy doing it. AWAI’s program did that and more.”

**– Paul Lawrence,
Ft. Lauderdale, FL**

“In 2003, I had advanced to a point in my sales career where weekly travel was inevitable. I was at the top of my field, earning a great living. But as a new dad, I didn’t want to be away from home all the time. Plus, I was getting tired of continually rising quotas – an inevitable reality when you’re in sales. Eleven years of chasing numbers had worn me out. I was ready for a change. Yet I didn’t want to sacrifice my high income and my family’s financial future. “AWAI’s Accelerated Program for Six-Figure Copywriting allowed me to develop the skills I needed to transition away from a six-figure sales career and into a six-figure copywriting business. In my first full year as a freelance copywriter, I earned \$163,481.”

– Ed Gandia, Marietta, GA

But it isn’t just our students who are singing our praises...

Industry Leading: Check out what other online powerhouses have to say about us...

“The simple fact is, AWAI’s Accelerated Program for Six-Figure Copywriting is hands down the best way I know to get a working knowledge of the world’s most effective copywriting techniques today.

It has, quite simply, become the standard of the industry. Like many direct response companies, I won’t even consider hiring a copy cub who hasn’t completed both the basic and the advanced program.”

**Clayton Makepeace,
Seven-Figure Copywriter**

“As a marketer who has hundreds of copywriting resources on his shelf — I’ll tell you AWAI knows their stuff!”

Yanik Silver,
surefiremarketing.com

“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 program.”

Dan Case,
Editor, Writing for DOLLARS!

Like I said, this course prepares you for whatever empire you want to build.

START NOW RISK-FREE WITH AN INSANE GUARANTEE!

I told you earlier that you could try the entire course without any worry or risk, and I meant it.

You will have an ENTIRE YEAR to learn, process, and apply everything we teach.

If at any time during that first year you want a refund, we will return 100% of the money you have paid towards the program.

You don’t have to have a reason, just let us know and we will promptly process your refund.

No other online program offers this kind of guarantee.

That is how confident we are that our course works and will change your life for the better.

Start today with a down payment of \$99.40

Upon selecting the monthly payment plan, we will bill you \$99.40 for another 4 months in a row totaling \$497.00.

Again, you can cancel any time within the first year and receive all the money you paid to us back in full.

When you start today, you get the Accelerated Copywriting Course, all of the bonuses we talked about earlier, plus...

- **Complimentary Access to DirectResponseJobs.com (potentially worth a life changing income):**

Getting started with paying clients is one of the most significant hurdles a new writer must overcome.

Imagine having access to paying customers looking for new and fresh talent...right from the start!

Did we mention that only AWAI members have access to the hundreds of paying writing assignments on this database?

Less competition... More opportunity... What's not to love?

- **Lifetime subscription to the Golden Thread (\$37.00/month value):**

Stay current and sharpen your skills with our Golden Thread Newsletter.

Every week, useful and actionable information will be e-mailed to you.

All of this information will help take ANY business aspiration you have involving the written word to the next level.

- **The chance to earn a \$10,000 commission before you even finish the course (valued at well...\$10,000):**

We take your success very seriously. We take it so seriously that we offer you the opportunity to write your first paying sales letter for us!

After working through most of the course, you will be given a writing assignment.

After writing out the most important part of the letter (you'll find out which part inside the course), you can submit your idea to us.

If we like what we see, we will contact you to develop your ideas even further. (That's right, we will help you make it better.)

The finished product will be tested against one of our controls (remember that term from earlier?).

If it beats one of our controls (or just does well on its own), you will be awarded a \$10,000 commission!

That's right.

You can earn five figures on your first letter and create instant credibility for yourself all before you even finish the course.

Julie Hassett won our \$10K Challenge in 2015.

[Insert Winner Graphic Here.](#)

She used this initial success to launch a lucrative business as a freelance copywriter.

"It's such an incredible honor to be AWAI's \$10K Challenge winner this year! It represents a true milestone in my career. Just four years ago, I began studying AWAI course materials ... determined to be a working copywriter. And now, I have the distinct pleasure of writing enough successful copy to warrant winning this challenge. I can't wait to continue

working with AWAI and honing my copywriting craft alongside the best in the business!”

– **Julie Hassett, AWAI member and working copywriter.**

The first step is the hardest, but let us help you reach your goals of financial independence and living life the way you want to.

I, or anyone else for that matter, can NOT guarantee your success.

If I did, you are smart enough to know that I would be lying and discredit this whole course and the opportunity it presents.

But, I can tell you that without understanding the science and art of writing persuasively, you will struggle far more than you have to.

At this point, the choice is yours.

Give our course a try (completely free of risk for 365 days) and apply what you have learned.

I believe the opportunity of being a paid, freelance copywriter is the best way to start earning an independent living online.

I have shared with you a handful of testimonies from students, masters, and experts in this field that all say the same thing...

Your first lesson for free:

Inside the Accelerated Course, you will find a virtual treasure trove of information like:

- The critical 4 U's: If your headlines don't have this, your promotions will fail
- The imperative 4 P's: Missing one of these components will make your writing lackluster and less than motivational

- The four legged stool: Miss one of these and just like a stool, your writing and your sales efforts will fall on their side.
- And so much more...

But I want to give you your first lesson for free.

Even if you don't buy this course, you can take this lesson and apply it to any business venture.

Every successful business is built on the foundation of a Unique Selling Proposition (USP).

Without a USP, your business, your product, and your writing will get sucked into the generic swamp surrounded by other messages that were too bland to be noticed.

At the core of all copywriting, advertising, and selling is a USP.

USP's show up as jingles or slogans (I'm sure you can think of a few).

USP's proclaim to the world how you or your product/service are special and deserve to be recognized.

Logically, at this point, I encourage you to look over this letter again and find the USP's.

Go ahead...

I'll wait...

Have you found them?

Here are a couple of my USP's in this letter:

- We have results- Our success stories are practically countless and growing by the day.

Our expertise is recognized throughout the industry as AWAI verified copywriters continue to meet the demands of this ever growing business.

Now, let us prove to you that our program is the solution you have been looking for.

- Best guarantee in the business- A year from now is a long time. What will you do with it?
- Access to freelance jobs through our job board- The exclusivity of this alone is enough for many people to join.
- Broken up payments for maximum affordability-We want you to take your time and be at peace with this decision. No ridiculous “Buy Now or Else” high pressure tactics.
- Finally, the skill we teach, (and teach it better than anyone else, in my humble opinion) is vital for any online endeavor-We are in the business of giving you a skill set you can use as the foundation for all your business dreams and aspirations.

So what are your USP's?

What makes you special?

There is no one who can do what you do and write the way you write.

Let us help you make your voice heard.

Copywriting is the single most important skill set to learn and understand if you want to make money online.

It's that simple...

Now, what will you do with this knowledge?

Once you know something, you are accountable to it.

Can you live with the burning thought in the back of your mind... “What if?”

“What if Paul is right?”

“What if understanding how to write copy could be the solution I have been looking for?”

“What if all those dreams of bountiful income and time are waiting for me after I’ve learned and applied what this course can teach me?”

“What if less than a year from now, I could send AWAI my testimonial of six-figure success?”

What if...?

We have the experience.

We have the material.

We have the proven results.

And we are holding all the risk.

All you have to give is your time and attention.

365 days is more than enough time to know if this is a good fit for you.

So order today and start changing the course of your life within minutes from now.

Or if you’d prefer to place your order with someone in our office, please call Member Services at 1-866-879-2924 during regular business hours. (We’re in Florida, on Eastern Time.)

See you on the other side,

Paul Hollingshead
Co-Founder, Co-Chairman, AWAI

P.S. Zero risk for a year, master instruction, and well over \$7,000 in bonuses plus access to an online job board and a chance to earn a \$10,000 commission from your writing.

If there is a better offer out there, I am certainly NOT aware of it.

Sign up today for less than it costs a family of four to eat at a nice restaurant.

Even better, click through now to discover how you can save \$100.00 off the full price of the course.

Your future awaits...

Yes! I'm Ready to Get Started Immediately!