

PAUL HOLLINGSHEAD

CO-FOUNDER, CO-CHAIRMAN
AMERICAN WRITERS & ARTISTS INC.

How Badly Do You Want This?

Dear *Fellow Copywriter*,

With **AWAI's Accelerated Program for Six-Figure Copywriting**, you're well on your way to a career and a lifestyle most people can only dream about.

By now, you know what the life of a successful copywriter holds in store for you ...

- Living your life on **your** terms
- No bosses telling you when to come and go
- Living and working where and when you want
- And, of course, earning good money ... not only now, but well into your retirement years, too

No question, the skills you're polishing right now will help you get there. And if you're like most people, the Accelerated Program and some persistence is all you'll need to launch a good, successful copywriting career.

But if you're eager ...

If your gut is telling you that you really want this ...

If you're working your way through the program and you're thinking, "*Wow, this is exactly what I've been waiting for. I need to make this happen for me fast!*" — then you'll want to pay special attention.

Because for you, we've created something very, very special ...

An Opportunity to Move to the "Front of the Crowd"

It's something that will not only let you take that crucial "giant leap forward" in your copywriting career — it'll propel you past the competition ... and give you the knowledge, skills, and confidence you need to out-write and outperform some of the top copywriters on the planet.

It'll be like an actor suddenly acquiring the talent it takes to perform on Broadway ... or an athlete suddenly having the skills to compete at the highest level of a professional sport.

You'll understand our business of copywriting — and the art of selling — at such a profoundly high level that there will be no limit to how successful you can become.

I know these are some mighty big promises ...

But I also know they're achievable. I've seen it happen with me, my colleagues, and a growing number of AWAI members who are determined to succeed.

The First 5 Secrets Will Transform You

All you need to do to make it happen for you is take that all-important step from where you are now ... to the "next level" of success. How do you do it?

You master the bigger, deeper secrets of copywriting ...

... beginning with what I consider to be the five most powerful "big picture" secrets any copywriter can know. Learning these is like stepping back and seeing your whole mission as a copywriter through a crystal-clear pane of glass. You'll know precisely what you need to do and say to produce the most convincing sales letters possible.

Then it's just a matter of "fine-tuning" your writing, by applying a series of deeper secrets that'll have

Over, please ...

you doing all the “little things” better. This is where everything comes more effortlessly ... and your copy is substantially stronger, more persuasive.

I’ll tell you about many of these specific Master’s secrets in a moment ...including details on a brand-new secret we’ve just added that could very well be the breakthrough you need to establish yourself as one of the masters of our industry.

Once you discover them, you’ll be surprised at how quickly things will fall into place for you ... and how any one of the secrets you learn can touch off a domino effect of successes.

Let me explain ...

... by telling you a quick story about what I consider to be my “breakthrough” moment — and how it almost immediately propelled me into the ranks of some of the most successful and highest-paid copywriters in the country.

The Power of “Deeper” Secrets

When I was starting as a copywriter, there was no AWAI program to follow. I learned by studying direct-mail promotions that were working. And from those, I worked long and hard to figure out the basic outline of a letter — and what it had to say in order to be successful.

Things went along pretty much okay. My first couple of letters enjoyed some good success. One letter that I worked closely on with Michael Masterson wound up grossing over a million dollars. And there were a few others that didn’t do much at all ...

But then something happened ...

Agora Publishing — the company I was writing for — began holding these “copy critiquing sessions,” where we’d all get on a conference call and critique the sales letters we were working on.

As luck would have it, the two people heading up my sessions were none other than Bill Bonner and Michael Masterson — two of the greatest copywriters and most successful direct-response masters of our time. (Bill Bonner, as you may know, is the founder and president of Agora — one of the largest newsletter publishers in the world ... and Michael Masterson, well, you know his story.) And each time we’d have a call, they’d go over all the things that were right and wrong with my letter — and suggest ways to make it better.

But something else was happening in those sessions that I didn’t realize at the time ... something that would ultimately have a huge impact on my life ...

During the course of every call, Bill and Michael would quietly reveal two, maybe three, of their most private and powerful copywriting secrets. Whether I realized it or not at the time, it was those deeper writing secrets that were transforming me from the ordinary copywriter I was to the “master” copywriter I’d soon become.

Those critiquing sessions lasted just a little over a year. Agora was growing quickly, and Michael and Bill were simply too busy to go over all the letters from all the copywriters Agora was hiring.

But here’s my point ...

Secrets That Propelled So Many Successful Careers

Had I not been exposed to all those deeper, more insightful copywriting secrets over those 12 or so months — insights that Bill and Michael learned by analyzing thousands of breakthrough letters over many years — I doubt very much that I’d be enjoying the success I enjoy today.

And if you think I’m exaggerating, consider this ...

Don Mahoney was in on those calls too. So were AWAI Board Members John Forde ... Justin Ford ... Jennifer Stevens... and countless others who have gone on to become great copywriters and direct-mail marketers.

It’s no coincidence that the very writers who worked so closely with Bill and Michael during those days went on to be very successful.

And I can tell you why ...

It's because we benefited directly from the many years Bill and Michael spent studying thousands of breakthrough letters by the top copywriters in the world. They'd break each one down ... analyze the headline, the lead, the structure, the tempo, the content, the wording ...

They came up with some fundamental rules of copywriting — rules every copywriter needs to follow in order to be successful. Those are the rules you're discovering right now in your *Accelerated Program for Six-Figure Copywriting*.

But they also discovered that the consistently great copywriters did more than follow the basic rules. They had more sophisticated writing techniques. They connected with the reader in a deeper, more powerful way. They had a way of making the product they were selling “irresistible” to the reader.

Those are the secrets Bill and Michael would feed me in the special copy sessions. They made such a powerful impression on me that even when I sit down to write a letter today, I can still hear Bill and Michael telling me ...

- ... You're missing a key element here — remember to include all “four legs” of the stool.
- ... You're talking too much about the product here — remember the “Secret of Transparency.”
- ... Your letter's wandering here — stay close to your reader's “core emotion.”
- ... Don't let your reader lose interest here — you need to tighten up the “Golden Thread.”
- ... You need to address the deeper needs and wants of your reader — remember the “Secret of the Prism.”
- ... This headline and these bullets could be stronger — use the “4 U's Rule” to make it more urgent and useful.
- ... Is this the best lead for this package? Try a more “indirect” lead ... or maybe a “fascination” style lead would work best.
- ... and so on.

Now, you won't find these secrets in your Accelerated Program — for good reason. They're simply too

Over, please ...

THE MASTER'S SECRET THAT CHANGED MY LIFE ...

The Secret of “Small Miracles”

By Peter Beteul

I remember a statement by Rosser Reeves, one of the great advertising giants, that changed my copy approach and greatly improved results.

Someone once asked him how he came up with good ideas. He admitted that he had never really given this much thought, but it was an excellent question. In looking back at his greatest campaigns, he said there was a common thread throughout them all that yielded great ideas.

It was doing basic research on the product. While this may not sound exciting, it is. As Mr. Reeves said, “a thousand ideas come swimming up.” The example most have heard is the Claude Hopkins story. He created a campaign that let readers know his client's bottles were steamed clean.

In fact, all bottles were steamed clean, but he was smart enough to mention it first in his advertising. Today, that might not be a compelling benefit, but it was then. Folks often became sick because bottles were poorly washed.

A year ago, I did a direct-mail package for a relatively unknown financial newsletter. In doing research, I found that the publisher had known Warren Buffett for many years. And years ago, Buffett said that this newsletter was absolutely influential in creating his view of investing.

This fact was buried under a ton of other facts. Even the owner of the newsletter was hesitant about using it. From a promotional point of view, it's solid gold. One of the greatest investors in the entire world loved his publication. Why hide that?

Also about a year ago, I did a magalog for a health supplement that helped people with arthritis. After looking into this in great detail, a point came “swimming up,” as Rosser Reeves would say.

This product was ordered by the wife of the Prime Minister of England. Here was someone with all the money in the world and access to all the doctors and experts in the world — and what does she do? She orders OUR PRODUCT.

When you find killer persuasive facts, you have a big edge over the competition. People begin to believe what you're saying. A friend of mine once said that your claims shouldn't exceed your proof. And it's true. Otherwise, you will come off as another person throwing out slogans. Give people a convincing *reason why* to buy your product.

advanced for people who have yet to master the basic skills. It would be like asking someone who just learned how to use “Microsoft Windows” to write a computer program for NASA.

But here’s the thing ...

The Day Everything Changed

Being exposed to these “deeper secrets and techniques” early in my career was just the thing I needed to grow and mature as a writer.

The moment I started incorporating these high-level Master’s secrets into my copy, every one of my letters became a virtual “tour de force” in the mail. Suddenly, my packages were hitting all the right notes with my prospects. Orders were rolling in, often at a record-breaking pace. Product managers were thrilled. My letters mailed over and over again ... with quantities numbering in the millions.

Marketing managers from everywhere knew my name. They were calling me up — offering me my choice of jobs. When I’d tell them I was completely booked up with work, they’d say, “No problem ... call when you have an opening. Name your price and the product you’d like to write for ...”

And remember, I wasn’t the only one whose star was rising fast. Don, Justin, John, Jennifer and many others exposed to these “Master’s secrets” over the years experienced similar — if not greater — success.

Where Are You Now?

Perhaps today you’re where my colleagues and I were not so long ago ...

You’re getting into the business ... mastering the basic secrets ... beginning to write at a higher level.

More importantly, you love what you’re doing. You’re determined to be a top-notch copywriter — and you’re ready to know the deeper, more sophisticated copywriting secrets that helped us transform our careers.

But where do you find them? How do you take that all-important step to the next level in your copy career?

There’s only one place in the world: the **AWAI “Master’s Program.”**

All the Secrets You’ll Ever Need to Know

Simply put, the Master’s Program is a collection of all the most powerful copywriting secrets you’ll ever need to know to become a great copywriter.

They’re Michael’s personal secrets. They’re Bill Bonner’s private secrets.

They’re the secrets developed by some of the legendary copywriters of our time — Gene Schwartz, Joe Karbo, David Ogilvy, Claude Hopkins, and Joe Sugarman — as well as the modern masters of our day, like Herschell Gordon Lewis, Peter Beteul, and Arthur Johnson.

They’re techniques, tricks, and secrets that have come from years and years of pouring over some of the most successful direct-mail packages ever created. From breaking down the structure ... understanding the different techniques great writers use to connect with their readers ... understanding what it is that makes a successful letter’s promise and offer so compelling ... and understanding what every successful letter has in common.

Bill and Michael understood early on that in our business, “Copy Is King.” And understanding what makes great copy great is the key to building a successful direct-mail business.

Insights That Helped Build a \$200-Million Business

They were right.

These are the very secrets that helped Bill Bonner turn a burgeoning publishing company with one newsletter into a \$200-million-per-year publishing empire. These are the very secrets that have not only made Michael Masterson a multimillionaire — but have made more than a dozen of the friends he shared them with millionaires too.

THE MASTER'S SECRET THAT CHANGED MY LIFE ...

The Secret of the “Thumbnail Technique”

By Justin Ford

I remember the “Thumbnail Test” being a watershed for my copy career.

This one little trick helped me streamline my copy and gave twice as much punch per word as I had before.

Before learning it, I had been writing successful copy — but it wasn't “Killer Copy.” And it would take me forever. But once I was able to streamline my copy — and make my writing more efficient, my packages just seemed to take off. I was writing packages that resulted in royalty checks big enough to buy a new car. I'm sure it was for the simple reason that more people were reading my packages.

But there are other benefits. Now it takes me a fraction of the time ... a couple of weeks, sometimes a few days ... to crank out a winning package. (Before, I'd spend two months on a single letter — simply because I was constantly struggling with the “extra language” in it.)

That was my breakthrough secret. Everything just seemed to start happening for me after that. Today, I'm wined and dined by some of the top publishers in the industry ... and I'm forced to turn down many more jobs than I can handle.

These are the secrets I use every day — and still refer to when I'm stuck or struggling with a package.

These are the deeper secrets that will give you unparalleled insight into how the selling process works — and how to use that knowledge to become one of the best copywriters and direct-response professionals in the country.

What's more, these are the secrets guaranteed to provide you with that “breakthrough” moment ... that instance when the sun suddenly breaks through the clouds and you can say to yourself ...

“A-ha! Now I get it! Now I understand the secret to writing a great sales letter like I never did before!”

I still remember when that happened to me.

Like many new copywriters, I focused my energies on selling the product. Then Michael explained his “Secret of Transparency” — which is all about getting to know your reader's true needs, beliefs, and desires ... and understanding that it's not really the product that your prospect wants, but what that product can do for him.

Our job is to keep the product transparent and the benefits visible. Not just the obvious benefits,

like wealth and freedom and good health. But the *deeper* benefits. The ones the prospect himself may not even be aware that he wants ...

Once this technique sunk in — and I understood it — writing letters became infinitely easier for me. It's nothing I can define, really. It's just that, all of a sudden, I had a better understanding of what my job as a copywriter was. Everything was coming more naturally to me. I was more confident every time I sat down to write a letter, simply because I had this knowledge in me ... this *deeper insight* into what selling to my prospect was all about.

Then all the other secrets began connecting with me in ways that were just as powerful, including what I consider to be the most important five secrets you'll ever learn as a copywriter ...

- The “Secret of the Prism,” and having a “3-D image” of my prospect in my head before I sit down to write has a dramatic effect on the success of my letter. Why? Because the better you know your prospect — right down to his or her deepest and most personal core beliefs — the more effectively you can present your product's deeper benefits.
- Having an intimate understanding of your prospect will let you write a more intimate and personal letter. And that, in turn, allows you to connect with your reader in ways most writers can't. In fact, Michael and others say the main reason my letters work is that they have such an easy and natural “voice” to them. I wouldn't have this voice had Michael not introduced the “Secret of Transparency” to me or had I not learned how to get a “3-D image” of my reader.
- I used to struggle with my headlines and leads — until I learned Michael's amazing “right brain” technique for writing a winning headline and lead. Again, it's not something that would have made sense to me had I not first understood something in the basic copywriting program: that a successful lead needs to deliver the main promise and introduce the big idea. This secret is all about doing that — but in a manner that grabs your prospect on a much more profound level. And as you'll

Over, please ...

discover at the “Master” level, the deeper the connection you can make with your prospect ... the more likely it is that he or she will become a buyer.

- I’ve long credited “Transparency” with providing that breakthrough moment in my career. Not far behind it is the secret of the “Golden Thread” — a powerful little trick you can use to ensure that your reader’s interest is piqued *all the way through* your letter. It’s a powerful secret few ordinary copywriters know or understand.
- One of the most powerful Master’s secrets you’ll ever use is the secret of the “Four-Legged Stool.” It details the four key elements every successful direct-response package absolutely, positively **MUST** have. If just one is missing, your letter is wobbly and liable to fall. Mess up two of them and your package is doomed. Blend them seamlessly in every letter you write — the way the Master’s Program tells you to — and you’re unlikely to ever write a losing letter.

For copywriters like you and me — this stuff is pure gold.

Think about it ...

Two Writers: Who Has the Edge?

You and another writer are going head to head on a project. You know these advanced secrets — even just the few I’ve talked about so far. Your competition doesn’t. Who’s going to write the stronger letter?

You.

You’ll know your prospect better.

You’ll know that the secret to selling is to not sell the product.

Your letter will grab your prospect hard with a strong, bold lead — and you’ll keep his attention throughout, thanks to what you know about the “Golden Thread.”

Your letter will be built with the “Four-Legged Stool” firmly in place — virtually assuring that your package is stronger, more balanced, and loaded with promise, credibility, benefits, and proof.

And that’s after using just a few of the Master’s secrets ...

More Than 60 Deep-Rooted Secrets

In all, the **AWAI Master’s Program** has over 60 deep-rooted secrets — each explained in precise detail ... with examples to help you understand them ... and exercises designed to make sure you never forget them.

For instance:

- The secret of the “Point of Maximum Anxiety” — how to identify what’s keeping your prospect up at night ... and then “win him over” by making his worries disappear ...
- The secret of the “Velvet Cord” — how to make your prospect wonder if *he’s* good enough for your product or service (a very powerful technique used by very clever and sophisticated copywriters) ...
- The secret of the “Barstool Test” — a foolproof way to test the conversational quality of your copy ...
- The “Common Enemy” technique — the best way, by far, to get your prospect to see you as a friend and ally, rather than as someone trying to sell him something ...
- The secret of the “Four Ps: Promise, Picture, Proof, and Push” — a simple four-part selling strategy that will ensure your letter’s engaging ... and hitting ... all the right cylinders every step of the way...
- The “Master’s Closing Technique” — the three things you can do to make your offer *absolutely irresistible* (plus actual examples of some of the best “offers and closes” in the business) ...
- Prefer not to write typical long-copy direct mail? Robert Ringer’s got a “Master’s Secret to Making \$100,000 Writing Space Ads” — using direct-mail secrets you already know. Everything you need to know is in this detailed and concise session ...

- And if you prefer even shorter copy, master copywriter Herschell Gordon Lewis unveils his Master's secrets for writing winning catalog copy — as well as secrets for starting your own direct-mail or online catalog business.
- Master's secrets to writing for the fundraising market, the business-to-business market — as well as how to grab your share of the highly lucrative and fast-growing internet market. All are revealed to you.
- Plus, the secret of “Small Miracles” — a technique for getting to know your product in such an intimate manner that you're bound to uncover that one benefit that makes the product you're selling stand high above the others. Master copywriter Peter Beteul credits a great deal of his success to this one.
- You'll join Michael Masterson as he dives head first into the work of legendary copywriter Gene Schwartz. Gene revolutionized the way people buy things through the mail — and was a master at making the reader “feel” the product working. Knowing his most powerful secrets, alone, will make you a star copywriter.
- Don Mahoney reveals his secrets for getting your letter started. One of the most difficult (and frustrating) things for any beginning copywriter is starting a new project. No one's more qualified than Don — known industry-wide as one of the most productive and prolific copywriters working today — to get you over that “blank page” hump.
- Legendary direct-response and copywriting professional Bill Bonner offers up some of the Master's secrets he's used to sell billions of dollars worth of products over the years — and turn Agora into the \$200-million-per-year publishing powerhouse it's become.
- Even I will give you my Master's secret for “finding your copywriting voice.” I've been told my letters tend to be so successful because of the easy tone most of them have — and that folksy connection I'm able to make with my prospect. I'll tell you how I do it — and the little tricks and phrases I use in every letter I write.
- And lots, lots more ...

In a moment, I'll tell you how we've designed the Master's Program to be the ultimate “working resource” for you — and why we're convinced your writing will be better and stronger right from day one ...

But first, you may be wondering, “Am I ready for the more advanced secrets found in the Master's Program?”

Well, that depends on how serious you are about your copywriting — and how quickly you want your success to happen.

But here's where we stand on that ...

THE MASTER'S SECRET THAT CHANGED MY LIFE ...

The Secret of the “Masterful Lead”

By Don Mahoney

I'd have to say that the thing that made the biggest difference in my career — and my ability to make hundreds of thousands of dollars a year — was learning how to write a masterful lead.

In fact, for me, once I have the lead I consider my job 80% done. It's the hardest part by far. You have to carry the reader into your idea emotionally, not logically, and make the big promise to him in a way that's totally believable.

After that, it's all supportive work. If you have your reader that far, there's no excuse for not carrying him the rest of the way.

Now, I've always been known as a highly productive copywriter. Because I am. And the way I'm able to be so productive is because I can get a project done in a short amount of time. To be a successful copywriter, it's more than just being quick. The copy has to be good, too.

And for me, learning that Master's secret that led me to this ability to nail down a powerful lead in a short period of time is one of the main reasons I can do what I do. And in fact, as I was building my career, for a long time I charged half what other top copywriters charged. And I made more money than they did.

How? By being able to crank out a top-performing package in a fraction of the time.

So to me, this is one of the most valuable lessons you can learn. Nail that lead, and the rest of the package pretty much writes itself. Fast. And for a lot of money.

“I Could Have Used This Stuff Long Ago.”

Until recently, we’ve hesitated to offer these Master’s secrets until all the “basic” work was finished. But then, people in the Master’s Program kept telling us — “Why did you wait to get me this information? This is stuff I could have used long ago. Had I had this in the early months, I’d be much further ahead by now.”

The more we thought about it, the more we realized that motivated members of the basic program were blowing right through the basic material ... and wanted the best stuff fast. That’s why we decided to make the Master’s secrets more readily available ... so you can have these advanced selling secrets at your fingertips ... and use them when you’re ready to “step things up” and reach your prospect on a much deeper level.

So once you’ve made that commitment to be a successful copywriter, there’s no reason *not* to get your hands on this advanced material today ... and start putting the secrets to work for you just as soon as you’re ready ...

If that’s where you stand — if you’re serious about your future success — then I promise you this will be an exhilarating experience for you. Because the insights you’re about to gain into the wonderful and lucrative world of copywriting can’t be found anywhere else.

Here’s how it works ...

Your Complete Copywriting “Advanced” Program

The **AWAI Master’s Program** is a complete and comprehensive volume of all the greatest and most potent copywriting secrets, tips, and techniques known to work in our business.

The program is divided into 24 distinct and power-packed sessions. We’ve structured it in such a way that you’re able to focus on one secret at a time, so that when you sit down to write, all this powerful information will be “center of mind” when you need it.

You’ll find the most important and powerful secrets early on in the program — the secrets that let you better understand your prospect and know his core buying emotion ... the “Secret of Transparency” (which had such a dramatic impact on my copy career) ... the secret of writing masterful leads and headlines ... powerful bullet writing ... the secret of the “Golden Thread” ... and the secret of the “Four-Legged Stool.”

In fact, the first eight sessions of the Master’s Program, alone, have the power to transform your copywriting career!

But it gets even better.

From there, you build on what you know with the finer points of great copy that will add polish and greater focus to any direct-mail project you take on. Let’s face it. So much of copywriting success — like success in anything — comes from the smaller things you do right ... the things that might not seem so big or important ...

Things like getting the right “voice” for your package ...

As you well know, good copy doesn’t scream “buy this” at your prospect. Good copy establishes a trusting relationship between you and your prospect. Good copy is empathetic toward his or her wants and needs. Good copy establishes a tone of authority — without talking “down” to your reader. That’s what I mean by the right voice. And when you combine the right voice with a good, solid well-structured letter — watch out! Those promotions have been known to mail successfully for years ... and pay tens of thousands of dollars in royalties.

Things like “Mastering the Offer” ...

Most copywriters you’ll be up against take the offer for granted. But what if your offers were better than anyone else’s? What if you knew the secret for creating an offer that’s absolutely irresistible to your reader? How much more successful would your letters be?

Things like getting your letter started ...

New copywriters are constantly telling me that their biggest challenge is getting those first few words on the

page. You should read Don's "Staring at the Blank Page" secret for getting started. This Master's secret is so simple and powerful — I can't tell you how many times it's helped me jumpstart a package.

And what if you knew all the most successful "approaches" you can take with your letter? Winning techniques like ...

- The "Up-Front Deal" approach ...
- Or the "Product As the Premium" approach ...
- Or the "Many Fascinations" approach ...
- Or the "Secret of Reciprocity" ...
- Or the "Friendly Ultimatum" ...

All these direct-mail approaches are proven winners — and you'll find out how to use them in **AWAI's Master's Program**.

But the Master's Program isn't just about memorizing one secret after another.

It's much more than that ...

Are You Ready to Launch Your Career — and Start Writing for REAL Money — Right Now?

It's about *applying* these deeper secrets — to a series of live "spec" assignments that come with the Master's Program.

Now, understand that these aren't just "practice letters" that you write for fun ...

These are actual letters for real products that you'll write for real clients.

The idea is very simple.

You have basic copywriting knowledge from your Accelerated Program. Absorb the deeper insights and breakthrough ideas you'll get from the Master's Program. Apply all this new-found knowledge and insights to any of the live spec assignments that interest you.

In all, there are six spec assignments you can choose from — including a few AWAI products you know.

You can do one, a few, or all six if you like!

And here's the thing ...

We'll give you complete instructions on how to submit your letter to the marketing director of the company. If they test your letter — and it's successful in the mail — they'll pay you for your work ... a writing fee *plus* any royalties from future mailings.

But these aren't the only spec assignments you'll have access to once you sign up for the Master's Program. Many more await you on our AWAI website under the special "Master's Only" section of our "\$10K Challenge" page.

Over, please ...

THE MASTER'S SECRET THAT CHANGED MY LIFE ...

The Secret of the "Golden Thread"

By John Forde

I'd have to say the most important thing I've learned is Michael Masterson's concept of the "Golden Thread." Like most great ideas, it's pretty simple: The core idea of a sales message is like a golden thread, woven throughout the promo. It's just a way to remind myself to stay on track while I'm writing, or to get my writing back on track during the editing phase. But I'm such a kinetic thinker sometimes, this secret had revolutionary results. Suddenly, I stopped getting lost in the little details and started seeing the "big picture" of some pretty tough copy challenges. I started cranking out packages that just "worked" and burst the six-figure income barrier.

Literally, I went from living on canned tuna dinners in my \$365-a-month apartment ... to eating out three nights a week at nice restaurants ... while wiping out every penny of debt (I haven't carried any in 10 years) ... writing checks for \$10,000 to cover surprise medical bills and \$11,000 to cover the rest of my wife's graduate school loans ... and piling up about \$300K in savings and investments. Not bad. But it wasn't just the money. Success makes it easy for me to work from wherever I want, whenever I want. Which I consider a huge perk. After my copy really started working for me (thanks to the "Golden Thread" secret and a few other key Master's secrets, I can almost guarantee clients a control package every time I sit down to write), I packed up my laptop and moved to Manhattan for three years. Now I work and travel in Europe. There's always plenty of work to do. And I can't tell you how great it is to be able to do it from wherever I can find an electrical outlet and an internet connection.

I've internalized most of the other Master's secrets and use them now without really thinking about them. But the "Golden Thread" is one that definitely sits there, right in front of me, every time I'm at the keyboard typing or picking up my red pen to run through my first round of cuts and edits. I'm not sure where I'd be without it.

There you'll find our most advanced assignments for a long list of AWAI products — including the Accelerated Program you're working on now ... our "Freelance Writing Success in a Box" kit ... our Travel Writing Program ... and 12 more!

These are assignments that might be a little too much for those in the basic program to take on — but with the skills you'll know by working your way through the Master's Program, you'll be ready. They pay better than the basic program assignments too — \$1,000 for a headline and lead idea that's accepted ... another \$1,000 for the finished letter ... and royalties should your letter beat the control when it's mailed.

Beyond the money, though, these assignments are an excellent way to get you and your writing known to us ... get your foot in the copywriting door ... and launch your six-figure career quickly. Who better to write for, after all, than the very people who are committed to your success!

But wait.

There are still a few things I haven't told you about, including something very exciting that I just found out we added to the program ...

Master Copywriting "On the Go"

All 24 Master's Program sessions include a bonus CD — which has the entire session in audio format. This is great, because you can read about the secret in the written materials ... then, later on, you can pop in the CD while driving in your car or relaxing on the couch and have the whole thing reinforced.

Another thing I found with the CDs is that, in virtually every session, I was able to pick up something that I missed while reading the program! It's a great way to make sure you don't miss a thing when it comes to these all-powerful secrets.

There's more ...

In addition to the 24 sessions and all those CDs, there are 18 specially written and carefully chosen bonus reports waiting for you ...

This special "Master's Library" of bonuses gives you all the information every master copywriter needs to know — from how to research over the Internet ... to what the government says you can and can't do or say in your promotions.

You'll find all 18 of these bonuses on a convenient, indexed CD you can keep handy by your computer. Or you can do what I did — print them all out, drop them in one of those three-ring folders, and start your own "Writer's Resource" library.

This really is an amazing storehouse of information ...

The Complete Library of AWAI Copywriting Resources

Among my favorites:

1. **A Cheater's Desk Reference for Copywriters** — which contains 27 little copywriting "shortcuts" that help me work less and write more. It's not surprising that my copy automatically falls open to the "Idea Starters" page, which has 95 different headline archetypes to get your creative juices flowing. Then, a few pages later, there's a section on "Five Ways to Create a Powerful and Passionate P.S." Understand that I'm not a big fan of writing P.S.'s. Not because they don't work, but because I'm usually too worn out to think about one by the time I get to the end of my letter. Now, I don't have to. This little section gives me the five most effective P.S.'s that'll work with virtually any letter.
2. **Michael Masterson's Personal Productivity Secrets** — Nobody I know is more "on the go" than Michael. What with his many businesses, his daily *Early to Rise* service, his real estate portfolio, his martial arts, his fiction writing, friends, family, traveling — I'm simply amazed that he gets anything else done. But he does. Way more on a day-to-day basis than anyone else I know. This concise little report details how he does it. Just 30 minutes with this little book can change your life.

3. **The Power of Selling: The Art of Copywriting Above and Beyond Direct Mail** — Let's face it ... no matter what we call what we do, it all boils down to selling. And to be successful at it, you gotta know three basic rules. This little guide will tell you what they are. But there's so much more — everything from overcoming price resistance ... to the secret of getting free publicity. I refer to this report constantly. So will you.
4. **20 Master's Tips** — I love these. Many of the advanced secrets you'll find in detail throughout the Master's Program (and more) — *as they apply to an actual, working direct-mail package*. For instance, if you want to see how a master copywriter uses a "Fascination Teaser" in a real-life direct-mail package ... check out the Boardroom letter on Page 3 of this special report.
5. **20 More Master's Tips** — Another gem you won't find anywhere else. This special report contains some of the lesser-known but still highly effective selling techniques that master copywriters use ... like the "Friendly Ultimatum" and, one of my favorites, the "Hare Krishna Principle." It also talks about specific little tricks you can use to boost response ... see if your package will stand out in the mail ... and more.

Plus 13 more — each designed to boost your writing skills ... build up your understanding of the direct-response industry ... and get you writing at the Master's level faster than you ever thought possible.

Am I finished? Nope.

***Monthly Copywriting Genius* — FREE 3 Months — a \$237 Value!**

I want to give you this next little freebie because I think it's something every copywriter should have — whether you're just starting out or you've been at it for years: a 3-month subscription to our "new and improved" *Monthly Copywriting Genius* newsletter.

In my opinion, *MCG* has long been one of the best learning resources we offer. And we just made it infinitely better! Here's why ...

Each month, we take a blockbuster control written by a copywriting master and break it down, page by page, paragraph by paragraph. You see precisely what made it the breakthrough letter that it is ... and gain invaluable insights into how and why the writer did what he or she did at every stage.

There's also a tremendously insightful interview, where you're able to "get inside the head" of the writer ... and understand some of the more advanced techniques and strategies that were used to produce such a powerful control.

Now, here's how we made it even better: We recently added one more HUGE benefit to *Monthly Copywriting Genius* membership. It's something we call the "\$20K Secret" Report — because, each month, you'll discover a unique and powerful secret about the letter you've just studied that can put an extra \$20,000 a year in your bank account!

You'll be amazed by how one seemingly innocent little "trick" or technique can make a huge impact on a sales letter. I just used a strategy I learned from *MCG* for one of my recent campaigns, and it literally *doubled* response in a day — and made me an extra \$12,000 in royalties. You can bet I'll use this little trick again when the time's right!

Plus, you have unlimited access to the *Monthly Copywriting Genius* website, where you can access over 40 past letters and interviews ... from such copywriting luminaries as Clayton Makepeace, Arthur Johnson, Herschell Gordon Lewis, and Don Mahoney. It's a wonderful resource — and at \$79 a month, it's one of the best bargains out there. But you'll get 3 months absolutely free with this offer. And if you've recently subscribed to *MCG*, not to worry. We'll simply extend your subscription for three additional months.

No question, between the Master's Program, *Monthly Copywriting Genius*, and the library of resources at your side, you'll be producing better copy much faster.

What else?

Well, there is one more thing ...

Over, please ...

Be the First to See My Newest Special Report on Finding the “Big Idea” for Your Package

It’s something I’m hard at work on right now, along with Michael and Don and some others who I consider to be the best “idea” people in the business. And I promise ... I’ll rush it to you just as soon as I’m finished.

It’s a special report I decided to write after five years of working with new copywriters. You see, over that time, I noticed there were a lot of people out there who could write well. But there was one thing missing from much of the new copy I was seeing — one thing that caused the copy to “fall flat” in a predictable way ... and handcuffed the writer’s ability to write a good, strong, convincing letter.

Here’s a little background. In the basic program, we talk about the importance of the “Big Idea” — which is the central theme that anchors your promotion ... how you choose to position your product in the marketplace ... and how you differentiate your product from all others out there.

But what we don’t do is explain to you in any detail how to *find and develop* that all-captivating “Big Idea” that’s going to set your promotion apart from all the others.

Understand that it’s not because we wanted to keep it from you. It’s just that — earlier in the learning process — it’s much more important for you to understand the basics of good writing and the proper structure of the sales letter.

It’s like golf. When you’re learning to play, first you learn to hit the ball straight. Only then do you start learning how to draw and fade the ball to the left or right. Same thing with your copy. Learn to write a good solid, well-structured letter first — then start ratcheting up your game with the more advanced skills ...

But once you’re comfortable with the basics, the “Big Idea” lesson could just be the “breakthrough” experience that’ll quickly shift your copywriting into the highest gear.

Whether you’re selling a financial newsletter, a health product, a consumer device, a self-help product, or a fundraising drive — the unique idea you choose to “anchor” your sales letter can make or break the success of your package.

Top Masters Share Their “Big Idea” Secrets

In this special report, I share with you my process for developing ideas for my promos. I tell you the research I do ... the process I use for determining if an idea is strong enough.

I asked Michael Masterson his secrets on the “Big Idea” subject and, as usual, he came through with one that’s so simple ...so crystal clear ...that it was all I could do to not question him as to why he kept it from me all these years!

I also talked with my friend Mike Palmer over at Stansberry Research. Mike and his team are absolute masters at finding new and exciting ways to position the most ordinary of ideas. In fact, I’ve long felt that the Stansberry copy team has revolutionized the business of financial copywriting through their innovative and creative use of the “Big Idea.”

I have a ton of examples where ordinary products have been completely transformed and made irresistible by a good, simple, yet compelling “Big Idea” — and I’ll show them to you in this special report.

By the end of it all, you’ll no longer struggle to anchor your product with a winning idea. All at once, you’ll understand the whole concept ... and know just how to go about unearthing “Big Ideas” that make your sales letters a “must read,” instead of just another piece of junk mail.

And these days, the “Big Idea” is more important than ever. Why? Because of the Internet, your prospects are exposed to more copy than ever before. For your letter to be ultra-successful, it needs to break through all that “clutter.” It’s the difference between your reader picking up your letter and saying “Oh, ya ... I’ve seen this before ...” and saying “Wow, this is interesting. Let’s see what this is all about ...”

Something else happens when you’re able to anchor your letter with a powerful idea. Suddenly, headlines come easier. Leads practically fall onto the page. Your letter flows much easier. That’s because a good idea breeds good copy. You’re excited about it. You believe in it. And I can tell you from personal experience ... my best results have always come when I’m most excited about the product I’m writing about and the “Big Idea” behind it.

As a member of **AWAI's Master's Program**, you'll be among the first to see this very important, very insightful report.

And it's just one of the many insights you'll find in the Master's Program that'll give you a distinctive edge over so many other copywriters working in our field.

Of Course, Everything's Guaranteed

There's one more thing. There's our guarantee to talk about — which is our standard promise to you for everything we offer:

Take a look at three Master's Program installments. If you're not absolutely thrilled with the deeper secrets you're discovering, simply return them (not the bonuses — they're yours to keep regardless) and we'll issue you a full refund. If after three months you decide you don't want any more Master's Program installments, just tell us — and we'll stop billing your credit card.

If you choose to get the whole program at once, take 90 days to look it over. If you're not thrilled, just return the unmarked materials for a full refund. (Again, keep the bonuses — they're yours.)

You know, if you're serious about becoming a great copywriter, I can't think of a better way to jumpstart your career than with these Master's secrets.

It's no coincidence that many of the AWAI-trained copywriters who are writing for money today have succeeded because of the deeper secrets they've learned through the Master's Program.

"The New Superstars"

Susan Clark is an excellent example. She's an AWAI member who has mastered many of the advanced copywriting secrets contained in the Master's Program. Take a look at the email we received recently from Jenny Thompson, who runs the Agora Health Publishing Division and recently hired Susan for a project:

Hi Katie,

We've just finished our edits on Susan Clark's first full-blown newsletter package for us, and I couldn't be more excited. Honestly, it was the best first package I've ever seen from a writer. She applied all the elements of great copywriting almost flawlessly.

At the same time, we had commissioned one of the greats for a package for another newsletter. He was credited with writing one of the most successful controls in the health market over the past 10 years. Unfortunately, we've had to kill that package. He just couldn't capture our voice and audience as successfully as Susan did.

So she has a lot to be proud of.

Knowing she will be in demand, I've asked my creative manager to book her in advance for a few jobs.

Have a great day — and keep developing great talent.

Jenny

Over, please ...

Wouldn't it be great to have one of the most powerful direct-mail marketers write a letter like that about you?

It can happen. All you have to do is write a great letter. And no resource I know of will help you "step up to the challenge" like **AWAI's Master's Program** can.

Don't Forget About Our Special Offer!

And now, with your FREE 3-month subscription to *Monthly Copywriting Genius*, where you "get in the heads" of master copywriters and understand why their promotions were smashing successes, and the 18 FREE writing companion bonuses I mentioned that are jam-packed with hundreds of tips and secrets about all facets of the copywriting business, you'll have everything you need (and more) to elevate your copywriting skills to the highest levels.

And don't forget the brand-new "What's the Big Idea" special report that we'll rush to you just as soon as it's ready — complete with working samples and techniques for developing a new, exciting, fresh, and compelling "Big Idea" for every package you write.

In fact, I'm willing to go out on a limb to say that nowhere will you find such power-packed, copywriting-specific expertise offered in one "get-it-all-at-once" package.

What's the value of all this knowledge, know-how, and expertise?

The Master's Program by itself is a tremendous bargain for what amounts to a "graduate degree" in the business of copywriting. Any graduate program in any college could leave you \$30,000 poorer — and you wouldn't have a fraction of the useable skills that **AWAI's Master's Program** gives you. And when you add what you'll get from *Monthly Copywriting Genius* to the mix, you've got quite a "one-two punch."

Even if you're not quite ready to begin the Master's Program just yet — but have every intention of getting to it once you finish your Accelerated Program — I encourage you to order it today at the discounted \$890 full plan price. After all, no one's saying you need to start right away. Just keep it aside until you're ready to advance.

Perhaps Our Monthly Plan Is Better for You

And if you'd prefer to take advantage of our "Master's-Secret-a-Month" installment plan, the price is \$39 a month for 24 months. (Plus, you get all the bonuses I mentioned upfront — with your first session!)

So it's your choice. Pay upfront at the discounted \$890 price or get a lesson a month for just \$39 — billed to your credit card each month over the next 24 months.

Now I know we've covered a lot here. And everything you get with this amazing offer might be a little overwhelming.

So allow me to take a moment to recap. You get:

- Advanced copywriting secrets from some of the greatest masters of the direct-response world — delivered in 24 "sessions"
- All 24 sessions on CD for easy listening anywhere
- Six live spec assignments you can start working on now
- Special "Master's Only" access to our "\$10K Challenge" website page, where you can choose to write a spec sales letter from over a dozen AWAI assignments
- My soon-to-be-published "What's the Big Idea" report ... where you learn the secrets to anchoring your promotion with an exciting and compelling idea
- A complimentary 3-month subscription to *Monthly Copywriting Genius* (and at \$79 a month, that's a tidy \$237 bonus!)
- 18 additional special reports on all aspects of copywriting, conveniently formatted on CD:
 - "The 9 Fundamentals of Good Writing"
 - "Business Skills to Help You Double Your Income and Personal Effectiveness"

- “Copywriting Tricks of the Trade – 50 Essential Secrets that Every Copywriter Should Know”
- “20 Master’s Tips”
- “20 More Master’s Tips”
- “From Competency to Mastery: How Long Will It Take to Do What You Want?”
- “The 62 Most Common Questions Beginning Copywriters Ask About Getting Clients”
- “A Cheater’s Desk Reference for Copywriters — 27 Tips, Tricks & Techniques to Help You Work Less and Make More”
- “Using the Internet to Raise Funds”
- “FTC Guidelines on the Use of Testimonials and Endorsements”
- “The Power of Selling: The Art of Copywriting Above and Beyond the Direct-Mail Sales Letter”
- “Personal Productivity Secrets — How to Accomplish All Your Most Important Goals”
- “Interview With a Pro: Master Copywriter Arthur Johnson Tells All to Michael Masterson”
- “Search Engine Copywriting Makeovers”
- “The Importance of Readability in Graphic Design”
- “Michael Masterson’s Analysis of the Famous Harry and David Classic Space Ad”
- “John Forde’s Secrets of a Master: Less Is More”
- “How to Market Subscription Newsletters and Other Information Products”

Plus, there’ll be surprises along the way ... and anytime we update, revise, or add a section to the program, we’ll be sure to send you the newest and latest version.

A lot of stuff, I know.

But there’s one more thing I need to tell you about ...

Your Own Private “Pipeline” to Top Clients in the Industry

As a Master’s Program member, you’ll have special access to AWAI’s Job Board at DirectResponseJobs.com. Besides being able to view all the latest copywriting jobs available, you’ll have access to a special page where you can post your very own professional “profile.” Marketers and prospective clients can go there to check out the work you’ve done ... who you’ve worked for ... find out what kinds of projects you like working on. You can also include links to promotions you’ve done — even make your own special offers that’ll grab the attention of marketers in search of writers.

DirectResponseJobs.com is a fantastic resource for the industry — but for our Master’s members, it’s an especially powerful tool. It’s like a never-ending job fair — one that’s working for you 24 hours a day, 7 days a week!

So you see, if you’re serious about succeeding, we do everything we can to help you. And that means not only giving you the tools you need — but also putting you in touch with prospective clients.

And don’t forget — if you’re not absolutely thrilled with your Master’s Program experience ... if you’re not convinced that the information you’re getting will help you become one of the top copywriters in the country ... simply return the material within 90 days and we’ll send any money you’ve paid for the Master’s Program right back to you. (And all the special bonuses are yours to keep.)

There’s Never Been a Better Time

Quite frankly, there’s not a better time to take advantage of this offer.

We’ve just completely updated and freshened up the Master’s Program ...

Over, please ...

