

How to get *84% off* every copywriting, selling and skill-building resource we offer...

**And be the first to own every new product
we develop from this day forward,
forever – *absolutely free***

**(Plus some other exciting “freebies” you’ll get –
providing you reply by December 22nd, 2007)**

Dear AWAI Member,

Please permit me to forgo the typical “promotional letter” format here...

What I’m offering you here is a very straightforward value deal.

It’s a chance to have unlimited “anytime” access to the 92 (at most recent count) products, programs, books and skill-building resources AWAI offers – plus be among the first to get any new product we develop, free for the asking.

I’m talking every product we’ve ever developed since we began helping people break into this highly lucrative writing field more than a decade ago...

...PLUS every product we develop from this day forward.

And you won’t pay an additional cent... ever again.

In a moment, I’ll take you through many of the products you can have as early as tomorrow, if you like – and tell you about some of the amazing stuff we have in the pipeline...

But here’s the question you should first ask yourself...

Why would I need every product AWAI’s ever developed on writing, selling, marketing, graphic design, getting work, running your business, and so on?

Let me be blunt.

If you're unsure how to answer that question, then this deal may not be for you. Perhaps you're not yet at the stage where you can appreciate the kind of advanced secrets and specific knowledge our library of products contains.

But if you're truly serious about becoming an A-level copywriter, there will come a time when you'll want to bolster your skills beyond what you're learning in the basic Accelerated Program – or even the Master's Program, for that matter.

Because any successful professional will tell you: the key to success is to *never stop learning*...

A Lifetime of Knowledge

Every product we develop is created with that idea in mind. Each and every program AWAI creates takes one important skill or aspect of our business and lets you master it in your own time.

Here's an example of what I'm talking about.

Legendary copywriter Herschell Gordon Lewis is a master of “the language of sales copy.” No one knows better what word or phrase to use to get the desired reaction from your prospect. One of the ideas he talks about at length is something he calls “the clarity commandment.” We think it's powerful knowledge for any copywriter to have, so we asked him to put together a special program on this idea.

Is it something you absolutely need to know to become a copywriter? Probably not, otherwise it would be part of the basic program...

But I'll assure you this. It'll make you a far *better* copywriter than you were before learning the “clarity” secret. The wisdom you'll get from this amazing program is something that will stick in your mind forever and has the power to elevate your copy to a whole new level, virtually in an instant.

It's the difference between settling on being an ordinary copywriter – and striving to become an exceptional one.

Another thing...

As you're building your writing and selling skills, you can (and should) be cultivating clients – people who know you're eager and you're hard at work building your skills. Believe it or not – there are marketers, publishers and businesses out there waiting for you to be ready. How do I know this? I get five or six calls a month from marketers looking for copywriters.

So how do you get your name out there? That's what we asked our good friend and master self-marketer, Bob Bly. The result was Bob's *very* popular "Selling Yourself" program – the quintessential step-by-step resource that shows you dozens of foolproof ways to break into any niche of this industry you want to work in.

Isn't this something you'll want to know about – if not today, then in the very near future?

And what about the ever-changing world of web-based marketing? Did you know that better than half of all selling these days is done via the Internet?

Good sales copy is good sales copy. But there are subtle little differences between writing a direct-mail promotion and a web-based promotion. More and more, the copy you write for online promotions and websites will need to pass spam tests and be written in such a way that your copy winds up at the top of search engine rankings. After all, the more people who see, read and respond to your copy – the more you're paid to write it.

That's why many of the products we're developing now focus on these very issues – including a soon-to-be-released program by search engine optimization expert, Heather Lloyd-Martin. It's loaded with dozens of "dos and don'ts" for getting your copy on the first page of such household-name search engines as Google, Yahoo and Ask.com.

This is stuff you're going to *have* to know if you're going to flourish as an A-level copywriter.

The Difference Between Being Good – and Being Great

Let's face it...

Elton John didn't become a musician to compose ordinary songs.

New England Patriot Tom Brady didn't start playing football to be an ordinary quarterback.

Google founders, Larry Page and Sergey Brin, didn't set out to build an ordinary search engine.

People like Elton, Tom, Larry and Sergey have been wildly successful, in large part, thanks to their ongoing commitment to "never stop learning."

Throughout their careers, they've made "ratcheting up" their skill level a top priority... learning all they can about their chosen field... making themselves more efficient... learning all the tricks, techniques and strategies they need to be better at what they do.

The most successful copywriters are no different.

They know that to keep themselves at the front of the copywriting crowd, they have to be constantly “upping their game.”

Over the past 10 years, aspiring and seasoned copywriters alike have been turning to AWAI for products and resources they need to continually fine-tune their skills and give them a winning edge in this highly lucrative industry.

After all, the Bob Blys, Michael Mastersons and Paul Hollingsheads of the world didn't get into copywriting to write “ordinary” copy...

And my guess is you didn't either.

Your goal is to write masterful copy – copy that blows away the competition... and ensures long and enduring controls that pay handsome royalties month after month.

That's why we've created this very special opportunity for you...

Where you can have access to AWAI's entire library of writing and career-building products for life – *at a price that's better than 80% less than what you'd normally pay for these products.*

That means every program, book and resource we offer – everything in our extensive library – is yours for the asking. You'll be entitled to any new product we develop in coming years, as well – absolutely free of charge.

A “Free Pass” to Everything... Forever

We call this the *AWAI Infinity Program* – because you not only get everything in our current library of resources... but everything we create from this day forward.

And it couldn't be easier.

When you join, you'll get a full listing of everything we offer. All you have to do is look down the list of products available to you and check off which products you want.

Then phone us, email us or go online and make your request. We'll bundle it up and send it to you right away.

What resources will you be able to order the instant you sign up for *Infinity* membership?

Here's a sampling, including some of our most important skill-building programs...

The Master's Program – FREE for the asking...

(Non-Infinity price: \$936)

The most comprehensive advanced program on copywriting ever created,

AWAI's Master's Program delivers the deeper industry secrets that'll have you writing more gripping and more powerful direct response the instant you begin using them. Many of our most successful members credit much of their success to the Master's Program. You'll be amazed at just how many "ah-ha" moments you'll encounter in this program... and how quickly you'll grasp these more advanced copywriting concepts. No question, the Master's Program is a resource you'll visit many times throughout your career. Be sure to ask for it the moment you become an *Infinity* member.

"Monthly Copywriting Genius" Lifetime Membership – FREE for the asking...

(Non-Infinity price: \$2,000)

A blockbuster promotion every month – along with a detailed analysis of what made the letter work so well. There's also an in-depth interview with the letter's copywriter, where private writing techniques are discussed and many personal secrets are revealed. Plus, last January we added a monthly "\$20K Secret" report, which details one big secret the writer used to boost response. We show you how to use it in your letters and boost your income by \$20K per secret! What better way to know what's working in the mail... why it's working so well... and to "steal" a secret or two away from some of the best writers in the world.

Herschell Gordon Lewis's "Creative Rules for the 21st Century" – FREE for the asking...

(Non-Infinity price: \$299)

A timely and ground-breaking program from legendary copywriter, Herschell Gordon Lewis. Lewis discusses the "new rules" of copywriting as they apply to an every-changing marketplace. You'll learn: the three little words that immediately melt the reader's objection to a statement he might otherwise reject... the 10 "guaranteed" letter-writing rules (including how never to begin your letter)... 10 phrases that automatically suggest a benefit to your reader – without actually saying it... the best phrases to use that promote a more positive reaction in your reader... and much, much more. No copywriter, new or seasoned, should pass up the opportunity to benefit from this master copywriter's 40+ years of direct-marketing experience.

"Ask the Masters" Teleconference Series – FREE for the asking...

(Non-Infinity price: \$177)

Listen like a fly on the wall as Bob Bly gets down to the nitty-gritty with some of today's most powerful copywriting talents, exposing their best-kept secrets for writing blockbuster copy. In this special 3-CD series, Bob pulls no punches – asking our panel of experts critical questions designed to help you overcome any obstacles you might be facing and come out on top in the copywriting industry.

"Seven Daily Habits of Successful Copywriters" Special Report – FREE for the asking...

(Non-Infinity price: \$49)

Every master copywriter has a secret or two for writing great copy... improving productivity... even for enjoying the writing process. We convinced some of the most successful copywriters we know to share at least one secret that's helped them get to where they are today. The result is this amazing little special report that will serve both as a great motivator... and your personal guide to success.

“Bootcamp-in-Your-Home” DVD Program – FREE for the asking...

(Non-Infinity price: \$499)

By now, I'm sure you know about our annual copywriting Bootcamp that takes place every fall in Delray Beach, Florida. But you may not know that every year right after Bootcamp, we produce something we call our “Bootcamp-in-Your-Home” DVD Program. Not only do you get DVDs of all the presentations from some of the top copywriters and marketers in the world, but you also get the complete workbook and four spec assignments. As an *Infinity* member, our “Bootcamp-in-Your-Home” program is yours free for the asking. One word of caution though: we only make a limited number of these recordings – so, if you're interested, get your request in immediately after next year's Bootcamp. At \$499 per year – over five years, that represents a \$2,495 value!

Many of our programs focus specifically on how to become an expert in the market niche of your choice, including...

Secrets of Writing for the Health Market – FREE for the asking...

(Non-Infinity price: \$399)

It's not uncommon for experienced copywriters to make \$8,000, \$15,000 or even \$25,000+ per promo writing for the \$200+ billion alternative health market. In “Secrets of Writing for the Health Market,” you'll learn how to write powerful and compelling copy that gets the results your client wants. On top of making a great living, you'll have the satisfaction of knowing you're writing copy that helps people live longer and more energetic lives.

Secrets of Writing for the Financial Market – FREE for the asking...

(Non-Infinity price: \$399)

If you can write copy that successfully promotes a stock market newsletter or trading service, you can pretty much write your own ticket. One reason is, at some point, almost everyone needs financial advice and guidance. “Secrets of Writing for the Financial Market” shows you everything you need to know about how to create copy that creates a strong bond of trust with your reader. Plus, we've recently added sections on how to write for the banking and insurance industries – opening up even more opportunities for you to help companies fulfill their marketing needs.

Secrets of Writing for the Christian Market – FREE for the asking...

(Non-Infinity price: \$399)

One of the fastest-growing niches for copywriters is writing for the Christian

market. A recent industry survey revealed that last year, one in three Americans made at least one purchase from a Christian bookstore. Sales in this market are expected to top \$8.6 billion by the end of next year. "Secrets of Writing for the Christian Market" gives you the insights you need to connect with this special group of consumers. On top of making a good living for yourself, you'll have the satisfaction of knowing you're helping people find greater meaning in their lives through the products and services you promote.

Secrets of Writing for the Catalog Market – FREE for the asking...

(Non-Infinity price: \$399)

From small specialty shops to huge national retailers, thousands of catalogs are mailed every day in the United States alone. Catalog copy expert Herschell Gordon Lewis goes step-by-step through what it takes to write good, clean, concise, riveting catalog copy that quickly turns casual browsers into buyers. If you're looking to take a break from writing 25-page sales letters, or looking to write less copy and still make great money, "Secrets of Writing for the Catalog Market" is a perfect fit.

Secrets of Writing for the Business-to-Business Market – FREE for the asking...

(Non-Infinity price: \$399)

When choosing a niche, many copywriters don't even consider B2B copy – mainly because they don't understand what the market needs and what clients expect. Which translates into a huge opportunity for copywriters positioned to take advantage of it. Sit back and let master copywriter Bob Bly and B2B veteran Steve Slaunwhite show you how to write compelling and persuasive copy that motivates business buyers.

Secrets of Writing for the Self-Help Market – FREE for the asking...

(Non-Infinity price: \$399)

Not far behind the health and financial markets is the huge and growing self-help niche. Nightingale-Conant has built an entire business servicing this segment... and AWAI member Cathy Cairns has made a very lucrative copywriting career out of writing nothing but promos for self-help products. You, too, can know these secrets.

Secrets of Writing for the Fundraising Market – FREE for the asking...

(Non-Infinity price: \$399)

Can you make money while helping your favorite cause? Many copywriters do just that. And writing for the non-profit market can be very lucrative. But this market has its own secrets... its own rules... which are all revealed in this incredible program.

Secrets of Writing for the Internet – FREE for the asking...

(Non-Infinity price: \$399)

The Internet is providing a huge opportunity for copywriters and marketers alike.

More and more mailers are shifting their marketing efforts online... with amazing success. (Just recently, in fact, AWAI co-founder and board member Paul Hollingshead wrote a letter that generated over \$2 million in sales for his client in just one week!) Now you can know the subtle secrets to successful online marketing by asking for your copy of "Secrets of Writing for the Internet."

"Niche Marketing" Special Report – FREE for the asking...

(Non-Infinity price: \$49)

This highly popular, no-nonsense report is where we reveal one-by-one the 10 hottest "niche markets" of the direct-mail industry – and how to get started in any one of them right away.

We have many, many products that can help your copywriting business grow and flourish. Among them:

Freelance Writing Success in a Box – FREE for the asking...

(Non-Infinity price: \$99)

No copywriter should be without this indispensable resource that shows you how to structure your business, organize your time and take advantage of all the benefits of business ownership. For many copywriters, other than writing more effective and convincing copy, their number one concern is getting new clients. But it won't be a problem for you, because "Freelance Writing Success in a Box" helps you develop a plan that ensures you're forever in demand... with the clients you want to work with.

"Making the Leap" – FREE for the asking...

(Non-Infinity price: \$59)

This guide shows you step-by-step how to go from working for someone else to becoming a successful, in-demand freelance copywriter.

Effective Networking: The Fastest Way to Win Clients and Grow Your Business – FREE for the asking....

(Non-Infinity price: \$179)

When was the last time you had a casual conversation worth \$100,000 to you? Or a \$10,000 email? With this exciting program, you could have them all the time – with just about anyone you meet. Use this tool to effectively launch a new business, or dramatically improve an existing one.

Getting Your First Client – FREE for the asking...

(Non-Infinity price: \$99)

There's a simple technique that can cut months – even years – off your rise to the top. This brand-new guide gives you the "inside scoop" from AWAI members who started out right where you are now and built successful copywriting careers. You'll learn exactly what they did to win their first clients.

Complete "Selling Yourself As a Copywriter" Kit – Free for the Asking...

(Non-Infinity price: \$497)

AWAI has produced the most comprehensive series in the world for marketing yourself to the direct-response industry. And, it will be yours for the asking – from recordings of Bob Bly’s step-by-step, 6-part New York workshop series... to our 17-month “Selling Yourself” teleconference series... to a members-only website complete with easy-to-customize templates and tips for success... this kit contains everything you need to get clients – guaranteed!

Plus, you’ll have free access to a long list of programs that show you new, exciting and lucrative ways to leverage your copywriting skills...

Desktop Marketing for Success, Independence and Income – FREE for the asking...

(Non-Infinity price: \$190)

So many businesses out there are screaming for people who can do more than just write great sales letters... they need space ads, press releases, newsletters and website content. Desktop marketer Donna Doyle shows you step-by-step how she earned \$156,250 last year working five hours a day with just a phone, a computer and some basic copywriting skills.

The Ultimate Travel Writer’s Program – FREE for the asking...

(Non-Infinity price: \$279)

Love to travel? Then why not make a few bucks while you do it. Our “Ultimate Travel Writer’s Program” not only shows you how to write great travel copy... but also tells you who’s looking for travel-related articles and how to use your “travel writer credentials” to fly, stay and play at substantial discounts.

Turn Your Pictures Into Cash – FREE for the asking...

(Non-Infinity price: \$429)

Can you take a simple photograph? If so, you could make \$200 to \$2,000 a week taking snapshots in your own backyard... on your family vacations... or anywhere in the world you care to travel. You don’t need to know a thing about photography to get started. All you need are a few simple secrets to taking the kinds of photos that sell best. It’s all here in this comprehensive program.

Self Publishing: Your Complete Business Plan for Creating a Life Without Borders – FREE for the asking...

(Non-Infinity price: \$299)

No matter what your passion, you can immerse yourself in it AND make a six-figure income. This practical and informative guide shows you how to be successful in the fun and fulfilling world of self publishing.

Writing for Love & Money: How to Become a Successful Romance Writer – FREE for the asking...

(Non-Infinity price: \$249)

Did you know that romance novels account for over 54% of all popular fiction

sold? So, get in on the action – and have some fun while you’re at it – by learning the secret formula to creating top-selling romance novels from experts who write for such publishers as Harlequin and St. Martin’s Press. It’s all in “Writing for Love & Money” – yours free for the asking.

How to Successfully Write and Publish Children’s Books – FREE for the asking...

(Non-Infinity price: \$246)

So many AWAI members have told us that they’d love to write a best-selling children’s book one day. It’s a competitive field, but we’ve recruited some of the most successful published children’s book writers in the business to reveal all their most powerful secrets about breaking into this fun and rewarding genre.

Pro Resume Writer Program – FREE for the asking...

(Non-Infinity price: \$99)

At any given time, over half of America’s 80-million-strong work force are looking to change jobs. And they all have one thing in common: they all need a professionally done resume. Our “Pro Resume Writer Program” shows you everything you need to know to produce a professional resume that gets results. It’s a great way to pick up some part-time income or a great full-time business for a family member or friend.

And don’t forget...

**Dozens of Titles From Our eBookstore –
Yours for the Asking... Forever**

Literally dozens of books, audio programs and special reports containing hundreds of writing, marketing, and productivity tips – as well as interviews and insights from some of the top marketing minds in our business.

Add them all up and it’s a better than \$2,386 value... and we’re adding new titles to the store all the time!

Among the titles you can choose from right away:

- ✓ **Copywriting Tricks of the Trade: 50 Essential Secrets That Every Copywriter Should Know**
- ✓ **Michael Masterson’s Personal Productivity Secrets: How to Accomplish All Your Most Important Goals**
- ✓ **20 Masters Tips**

- ✓ **20 More Masters Tips**

- ✓ **Conquering the Tyranny of the Blank Screen – Eliminating Fear and Procrastination When Facing Writer’s Block**

- ✓ **Finding a Winning Tone, Style, and Voice for Your Copy**

- ✓ **Mastering the Art of Persuasion in Print and Online – Copywriting Secrets of the Masters**

- ✓ **Conversations With the Masters: Interview With Arthur Johnson and Bob Bly**

- ✓ **Conversations With the Masters: Interview With Don Mahoney and John Forde**

- ✓ **How to Quickly Become a Published Author: The Secret of Children’s Magazines**

- ✓ **Secrets of a Master: Less Is More – Confessions of a Word-a-Holic**

- ✓ **Succeeding in the Children’s Non-Fiction Market: Interview With Kieran Doherty**

- ✓ **Developing a “Hands-on” Approach to Catalog Copywriting: Helping the Customer Experience the Merchandise**

- ✓ **Secrets of Writing for the Financial Market: Interview With Clayton Makepeace**

- ✓ **Secrets of Writing for the Financial Market: Interview With George Duncan**

- ✓ **Secrets of Writing for the Financial Market: Interview With Jim Rutz**

- ✓ **Secrets of Writing for the Financial Market: Interview With Robert Reger**

- ✓ **Secrets of Writing for the Fundraising Market: Interview With Jerry Huntsinger**

- ✓ **Secrets of Writing for the Fundraising Market: Interview With Kate Petranench**

- ✓ **Secrets of Writing for the Fundraising Market: Interview With Madeline Stanionis**
- ✓ **Secrets of Writing for the Fundraising Market: Interview With Mal Warwick**
- ✓ **The Art of Persuasion: How to Get What You Want Through the Power of the Word**
- ✓ **How to Prospect Successfully**
- ✓ **Insider Secrets for Making Money Writing Copy Online**
- ✓ **Promoting Yourself**
- ✓ **Breaking Into the Top-Paying Market: Consumer Newsletters**
- ✓ **5 Steps for Establishing Your Reputation As a Top Copywriter in Your Field**
- ✓ **Entering the Lucrative World of Writing for the Healthcare Market**
- ✓ **Writing for the Corporate Communications and Marcom (Marketing Communications) Market**
- ✓ **The Ultimate Secrets of Freelance Copywriting Success**
- ✓ **Writing for the Information Products Market**
- ✓ **How to Get Out of a Slump**
- ✓ **Writing for the Business-to-Business and High-Tech Markets**
- ✓ **How to Write a Book and Get It Published**
- ✓ **Prospecting for New Business**
- ✓ **Make Money Writing Catalog Copy**

- ✓ **Make \$3,000 a Project Writing White Papers, Brochures and Other “Marketing Collateral”**
- ✓ **Writing for the Self-Help and Biz-Op Markets**
- ✓ **What’s New in B2B Copywriting?**
- ✓ **The 62 Most Commonly Asked Questions Beginning Copywriters Ask About Getting Clients**
- ✓ **The Copywriter’s 7-Step Wealth-Building Plan: Turn Yourself Into a MILLIONAIRE in Just 10 years!**
- ✓ **The Designer’s Guide to Buying Software: Everything You Need to Know to Choose the Right Software for your Graphic Design Business**
- ✓ **A Cheater’s Desk Reference for Copywriters: 27 Tips , Tricks and Techniques to Help You Work Less and Make More**
- ✓ **9 Fundamentals of Good Writing**
- ✓ **101 Story Ideas for Children’s Books**
- ✓ **The Secret of Capturing Children’s Attention**
- ✓ **A Secret Technique for Getting Your First Piece Published!**
- ✓ **Analyzing Response Rates**
- ✓ **How to Identify and Appeal to Your Prospect’s Core Buying Emotion**
- ✓ **The Power of the Offer**
- ✓ **Secrets of a Killer Swipe File**
- ✓ **Social Science Techniques in Copywriting**

No question, it’s an impressive list.

But it's really just the beginning. We're continually uncovering new secrets and forming strategic partnerships with some of the most successful copywriters and marketers in the business.

And we're constantly developing new products to help you in all aspects of your copywriting career – from bolstering your writing and selling skills... to helping you gain a better understanding of the industry... to marketing yourself in new and innovative ways.

It's what we do. And we have no plans to slow down.

Plus, we're continuously revising and updating our existing programs.

As an *Infinity Program* member, upgrading to the latest version of any program won't cost you a cent. Just call, write or email us – and the latest version of any program you select will be promptly sent to you.

Be the First to Get Every New Resource We Offer

And if you're wondering how to keep track of all the products – and know which new and freshly revised products are available to you at any given time – don't worry.

We've set up a special "Infinity Members" page on our AWAI website, where you'll not only be able to request – free of any charges – any product you like from the long list of resources... but also know which products are new and which have been recently updated.

Just point, click and tell us where you'd like your program (or programs) sent.

Or you can simply call Barbra Hume, your *Infinity Program* liaison, during regular business hours, and she'll take your request over the phone in a matter of a few minutes.

It couldn't be easier!

Your Very Own "Copywriting Command Center"

But ease and convenience aside, the real advantage of *Infinity Program* membership is all the knowledge you'll have – literally within arm's reach.

Whenever you need them, you'll have access to our entire library of copywriting and career-building secrets – the same secrets master copywriters have used over the years to sell billions of dollars worth of products.

It's like having a copywriting and marketing "command center" in your home or office – an ever-growing, ever-evolving resource jam-packed with everything you need to know to compete at the highest levels of the direct-response industry.

Imagine the impact it can have on your copywriting career.

With each day, week and month that go by, your confidence will grow as you get closer and closer to achieving all your copywriting goals.

You'll find there's virtually no question that you won't be able to quickly find the answer to...

- Need help coming up with a "big idea" to anchor your promo? Spend a few minutes with Paul Hollingshead's "Big Idea" report included with the Master's Program.
- Looking for a goal-setting system that will all but guarantee you'll achieve *every main goal* you set out for yourself in *every area* of your life? Let us know, and we'll send you "*Michael Masterson's Personal Productivity Secrets: How to Accomplish All Your Most Important Goals!*"
- Want to know how to put together a website that makes it almost impossible for a client not to hire you? You'll find everything you need to know in Bob Bly's comprehensive "*Selling Yourself*" program.
- Looking for examples of good strong closes for a promo you're writing? Turn to the current *Monthly Copywriting Genius* issue (or any one of the over 50 archived issues) for inspiration.
- Want to make sure your copy holds your prospect's interest from start to finish? Section 6 of the Master's Program details one of the most powerful editing techniques of all time.
- Have an idea for a report or book you'd like to publish yourself? Gary Scott takes you from how to develop your idea, right through to how to bring it to market in his step-by-step program, "*Self Publishing: Your Complete Business Plan for Creating a Life Without Borders.*"
- Interested in writing copy that promotes a stock market newsletter or trading service? Our recently updated "*Secrets of Writing for the Financial Market*" program takes you through the process step-by-step – and reveals some of the deeper secrets of writing a blockbuster financial control.
- A friend asks you to write a letter to help a local charity raise money? Reach for our popular "*Secrets of Writing for the Fundraising Market*" program and you'll have all the answers you need

- Need to design an envelope for the promo you wrote for your client? For the very latest on what envelope text is currently working, turn to chapter 6 of “*Creative Rules for the 21st Century.*”
- Going on vacation and looking for a fun and easy way to make some quick cash? Drop us an email, and we’ll send you “*The Ultimate Travel Writer’s Program*” and “*Turn Your Pictures Into Cash.*”
- Looking for an example of how to use “The Friendly Ultimatum” in your copy? Turn to page 2 of the special report, “*20 More Masters Tips.*”
- Want to make sure you get the most of the next Bootcamp or conference you attend? “*Effecting Networking: The Fastest Way to Win Clients and Grow Your Business*” will turn every conversation you have into a business opportunity.
- Need to make your copy flow more naturally? Turn to Section 23 of the Master’s Program, where you’ll find Paul Hollingshead’s 10 rules for finding a winning “voice” for your copy.
- Looking for your next great headline and need a way to “jump-start” your idea process? Turn to page 10 of “*A Cheater’s Desk Reference for Copywriters*” – where you’ll find 95 “headline archetypes” *guaranteed* to get your creative juices flowing.

You’ll have all the answers to these and other questions instantly at your fingertips.

And your knowledge will only grow with the future products and resources we’re working on now – products you’ll be the first to see as they become available.

Just Some of What’s Coming in 2008

In fact, four products we’re very excited about are just weeks away:

- ✓ **SEO Copywriting Success: How to Profit From Writing for Search Engines, by Heather Lloyd-Martin**
(*Non-Infinity price: \$995*)

As the Internet expands, so does the demand for copywriters who know how to write SEO (“search engine optimization”) copy. And there’s no better person to learn from than Heather Lloyd-Martin. She’s one of the pioneers of SEO copywriting – and a popular speaker at our annual Bootcamp. She’s also President and CEO of SuccessWorks, a member of the Internet Marketing Advisory Board, and Chair of the Direct Marketing Association’s Search Engine Marketing Council. As an *Infinity* member, you’ll be one of the first to benefit from her new 6-DVD program on SEO copywriting. In straightforward, easy-to-understand language, Heather tells you everything you need to know about

writing copy that not only sells your clients' products, but also gains them prime search engine ranking.

✓ **How to Make Money Writing Blogs**

(Non-Infinity price: \$179)

Blogs are still new to most businesses, but that's going to change in a big way. Blogs are effective relationship builders and a unique way for businesses to spread their message to their customers. "How to Make Money Writing Blogs" takes you step-by-step through the process of blogging. You'll discover how to pick your topic for the best income opportunity... how to decide what blogging software fits your needs... how to differentiate your blog from the crowd... email, RSS, video feed – what you need and what you don't need to be successful. A great guide – and the ideal time to use it to establish yourself as a blogging pro.

✓ **Affiliate Opportunities on the Web and How You Can Tap Into Them**

(Non-Infinity price: \$149)

Have you always wanted to make money on the Internet, but were never sure how to go about it? Here's an easy, fun and proven way to quickly build up a substantial second income stream through affiliate marketing. You don't even need a website (or a merchant account) to be successful. In this exciting new program, you'll learn how to use your copywriting skills to make money from affiliate opportunities... how to find the niche market that's right for you and will generate the most income for you... what affiliate opportunities are available to copywriters... and much more.

✓ **Writing for the Web**

(Non-Infinity price: \$450)

In "Writing for the Web," copywriter, author, speaker and consultant Nick Osborne shows you how to write copy for *every* page of your client's website – from their home page through to their shopping cart page. You'll also learn how to write emails, e-newsletters and "pay per click ads" that get results.

✓ **Our First-Ever "Golden Thread" Anthology**

(Non-Infinity price: \$99)

We're also in the process of sifting through seven years of "The Golden Thread"... lifting the best and most timely secrets of the hundreds we've revealed over the years from our own experts and guest essayists – and organizing them on a subject-by-subject basis, so you'll have easy and instant access to them. It's a great resource any copywriter will want to have within easy reach – and you can request it free of cost and shipping charges just as soon as it's ready.

These five products alone will sell for almost \$1,900. But as an *Infinity Program* member, you won't pay a cent for them. They'll be yours for the asking.

And so is one of the most exciting resources we've developed in a long time... one I've yet to mention...

We're especially excited about this one because we believe it's something that can put thousands of dollars in your pocket each and every year – without writing a single word...

I'm talking about our brand-new *Copywriter's Six-Figure Design Library*.

Effortlessly “Cut and Paste” Your Way to an Extra “5 Figures” a Year...

It's unlike any design program we've ever created. In fact, it's not so much a learning program as it is your own little graphic design “franchise” business.

If you've yet to hear about this exciting new product, here's a little insight.

For years we've been trying to come up with a program that would teach copywriters about the basics of sales letter design and layout – the idea being, if you're writing a letter for a client, why not make a few extra bucks doing the design and supplying the final artwork?

It's great for you, because you have control over the look of your letter – and you can pocket some extra income in the process... anywhere from \$1,000 for a simple letter to \$5,000 for a more detailed design.

It's great for your client, too, because he or she doesn't have to worry about finding and booking a graphic artist, most of whom have months and months of work booked up.

While talking with Lori Haller, a good friend of AWAI and one of the best and most sought-after direct-response graphic artists in the country, she came up with an idea that not only shocked us because of its sheer generosity... but in a single instant opened up a huge opportunity for anyone who wanted to get into the graphics side of the business.

She simply said to us:

“Instead of creating a program that teaches people how to design packages from scratch – why don't I just create ‘templates’ from a dozen or so of my most successful designs and make it so anyone can use them?”

Then it'll just be a matter of cutting and pasting copy they've written into these ‘ready-to-go’ templates!”

From that very simple idea, the *Copywriter's Six-Figure Design Library* was born.

And what an amazing resource it is...

I'm talking about actual templates of million-dollar sales letters Lori has produced for top companies in the industry – where you can actually take copy you've written and paste it into a professionally designed, market-tested direct-response format!

You simply decide what you want your sales promotion to look like – a simple letter, a special report form, or even a full-color magalog. Then go to your *Design Library*, select from the 13 ready-to-go formats, drag your copy into the open space, and... voila!... you have yourself a professionally designed sales letter!

Plus, these designs are yours to keep forever. Use them as much or as often as you like!

Now instead of your client handing off your promo to a graphic design agency, *you* make that money instead – *even if you've never designed anything in your life!* For a few hours' work, you can easily make an additional \$1,000, \$2,000, \$5,000 or more per promo – whatever you and your client agree to.

But if you enjoy doing it – and you decide to take on more design assignments and really step up that side of your business – you can realistically grow your business to where you're making well over \$100,000!

Besides all Lori's professional templates, you'll get complete instructions on how to use them... and get all the tools you need to quickly produce lift notes, envelopes of all sizes, business cards, stationery, postcards, e-books, and premiums...

As you can imagine, this is not a cheap program. After all, you're essentially acquiring a successful design business franchise here... where you get a "lifetime licensing agreement" to freely use Lori's best designs.

In fact, it sells for over \$4,200 – an amount of money you could easily make back after just two or three design jobs.

But as an ***Infinity Program*** member, you won't pay that – or any – price. The *Copywriter's Six-Figure Design Library* is yours free for the asking.

Just one more of the incredible "benefits of membership" of the ***Infinity Program***...

So What's It All Worth?

So by now you're probably wondering...

How much will I pay for all this?

How much is it to gain "free anytime" access to our entire library of products – over \$19,474 worth when all added up?

At first we talked about knocking a very generous 50% off. But given the total value of everything, the price would still be over \$9,700.

As I said to you at the start of this letter, this is a value offer.

So obviously, the deal needs to be much better than that.

The idea here is that if you're serious about moving your copywriting career forward in a real and dramatic way, I want there to be no reason whatsoever for you not to take advantage of this offer...

The last thing I want is for you to miss out on this because the price is too high.

So we asked ourselves: from a business standpoint, what's the best deal we can give you?

We took a few things into consideration. First and foremost, we knew that this opportunity would not appeal to everyone. Just those who are truly serious about advancing their copywriting skills – people who recognize the value and importance of constantly advancing their skill level, day by day... week by week.

This “exclusivity element” allowed us some additional “wiggle room” on the price.

Then we thought \$4,750 was a very fair offer. After all, that's about \$15,000 off the cost of what you'd normally have to pay for all the products you'll have access to.

But still, we knew we could do better, so long as we could safely assume that not everyone would rush to buy it. Again, this is an opportunity for those who can appreciate the impact having full access to all our resources will have on their immediate and long-term success – and who are anxious to build the penultimate copywriting resource library any aspiring or working copywriter could ever ask for.

So we zeroed in on the lowest price our business could withstand – *simply because we didn't want the cost of it to stop you from getting in on this deal.*

The price we determined?

Just \$3,450... for unlimited access to every copywriting and marketing resource we offer – and will offer – in the years to come.

That's a better than 84% discount off what it would cost to access everything in our library on a one-by-one basis – and doesn't take into account the prices that non-Infinity members will have to pay for all the new products that are in the pipeline as we speak.

A few more things to keep in mind here...

No Maintenance Fee – for Life

Typically with a “lifetime” offer such as this one, there’s an annual maintenance fee involved to cover the rising costs of printing and delivering all the products available to you. In fact, we’ve set the annual maintenance for the *Infinity Program* at a very reasonable \$225 per year...

But if you take advantage of this *Infinity Program* offer now, you won’t pay a cent of it...

Not this year... not next... not ever.

That’s because for this initial offering only, *we’re waiving the annual maintenance fee – for life.*

It’s not too hard to see the savings here. It’s like putting an extra \$1,125 in your pocket over the next 5 years alone!

So just to be clear: once you pay the \$3,450, you’ll never be asked to pay another cent... and you’ll have complete and unfettered access to every resource we offer or will offer in the years to come.

Again, we want this to be a no-brainer for anyone who’s ready to start ratcheting up their skills immediately – and make 2008 the year they join the growing list of AWAI members who are making their names in this ever-changing, ever-growing and highly lucrative industry.

But we want to make it even easier for you.

Pay Over Time, If You Choose

We know it’s never fun to shell out big sums of money – especially this time of year.

So we’ve made special arrangements for you to spread your *Infinity Program* fee over four equal payments. That means for just \$862.50 you can activate your *Infinity Program* membership and start receiving all the benefits it entitles you to – immediately. Then, over the course of the coming year, we’ll bill your credit card again in April, July and finally in October – at which time your *Infinity Program* membership will be paid in full... and you’ll never pay another dime for any resource we offer.

Something else to keep in mind...

Try It for 30 Days – Risk-Free

If you activate your *Infinity Program* membership under the terms of this offer – and within 30 days you decide it’s not for you – you can request and receive a total refund of

everything you've paid... even if you've ordered products from the resource library. All we ask is that you return what we've sent you in good condition.

So, as you can see, you're getting the very best price... payment terms if you want them... and there's no risk to you should you decide *Infinity Program* membership isn't for you.

I'm not sure how much more fair we can make this offer.

Except for maybe one more thing...

\$500 Off Any and All Bootcamps You Choose to Attend

Should you choose to attend one of AWAI's industry-famous Bootcamps along the way – where you'll gain even more marketing insights through three intense days of powerful presentations and have ample opportunity to meet and rub elbows with fellow writers and marketers – you'll get \$500 off the price.

You can even use your “\$500 off” coupon on our already discounted “early-bird” sign-up price. And like the benefits of your *Infinity Program* membership – you're entitled to this discount *for life!*

With the better than 84% discounted price... the payment plan option... the 30-day “free look” guarantee... and the \$500 off any and all future AWAI *FastTrack to Success* Bootcamps – I think you'll agree it's a tremendous offer.

But you need to act quickly on this.

The Generous Terms of This Deal Expire on Saturday, December, 22nd at Midnight

We're only offering the *Infinity Program* under these terms until midnight on December 22nd, 2007. After that, I can assure you the price won't be this low again.

Also, remember that we can only accept so many people into this program at anywhere near this price. If it turns out we've miscalculated – and the response to this offer is even greater than we anticipate – we may be forced to withdraw this *Infinity* offer altogether for an indefinite period of time.

So if you're at all interested, now's the time to act. [Click here](#) to secure your membership online right now.

Or, if you prefer, call up Barbra Hume during regular business hours at 1-866-879-2924 to register your *Infinity Program* membership over the phone. She can give you all the details, answer any questions you might have, and get you on our four-payment installment plan if you so choose.

John N. Wood | Copywriter

Email: john@johnwoodcopywriting.com -- Cell Phone: 289 894-0722

The important thing is to do it now – before the program fills up, or the December 22nd cut-off date comes and goes.

I look forward to welcoming you as our newest AWAI *Infinity Program* member – and from all of us here at AWAI, have a safe and happy holiday season.

Sincerely,

[insert signature]

Katie Yeakle,
AWAI Executive Director

P.S. One more bonus of *Infinity Program* membership I forgot to mention... once every year – for the next five years – we’ll send out a copy of **AWAI’s Accelerated Program for Six-Figure Copywriting** to the person of your choice – free of charge. It’s a great way to introduce a friend or family member to the exciting world of copywriting. Remember, even if someone is not interested in pursuing copywriting as a career, AWAI’s marketing and selling techniques will make them more effective in whatever business they’re in. That’s because you’ll be giving them powerful insights into the most important business (and personal) skill anyone can possess – *the power of persuasion*. (**A \$2,535 value over five years.**)

P.P.S. Just so we’re perfectly clear on this opportunity... the price I mentioned to you is the only price you’ll ever have to pay. There are no additional shipping fees... no “surprise” membership fees... and – under the terms of this initial offer only – no \$225 annual maintenance fee – forever! That’s a savings of \$1,125 over the next five years alone. Don’t miss out on this. Call Barbra Hume today at 1-866-879-2924 to take advantage of this amazing offer!