

Hurry! This Special Offer
Expires January 31st at Midnight

For aspiring and established web copywriters only:

If you suffer from “information overload” or your writing career lacks direction, I’ve got great news ...

Finally, there’s a “GPS” for your freelance web writing success

From this day on, you’ll have access to ...

- Ongoing guidance from web writers who are already successful and willing to help you succeed there too.
- Direction on which projects will make you the money you want to make, based on the hours you want to work. (One path does not fit all!).
- Answers about what your next move should be, whatever your current situation.
- Camaraderie and support when you’re feeling isolated.
- Career advice from some of the best marketers working today.

And, that’s just the beginning. Give me five minutes, and I’ll show you exactly how we’re going to make it faster and easier for you to succeed as a writer online.

Dear Web Writer,

Never before have we had so much information at our fingertips.

And, while in many ways the Internet is a blessing ...

It can also be a bit of curse.

Especially if your goal is to be a successful web writer.

One expert is telling you the fastest way to make money is by writing Pay-Per-Click (PPC) ads ... another says that Search Engine Optimization (SEO) is where you need to be.

Then you read about how much money you could make by writing emails. Should you be focusing on that?

So instead of steadily progressing towards your goals, you get lost in a sea of information overload and paralyzed by indecision.

Sound familiar?

My name is Rebecca Matter. Over the last several years, I've had the good fortune to get to know countless people who have completely transformed their lives through writing web copy.

I've also met people who have not succeeded (not yet, anyway). People who find themselves still trapped in run-of-the-mill, 9-to-5 jobs they couldn't care less about.

As Co-Managing Partner of American Writers and Artists Inc. (AWAI), I'm always looking for ways to help more people make the journey from "aspiring" copywriter to lucrative "professional" copywriter faster and easier.

But, it wasn't until I launched my weekly advisory service *Wealthy Web Writer*, and actually got into the trenches with my fellow web writers, that I saw things through a new set of eyes.

And that's when it all became clear to me ... why some people have not been able to make the journey yet ... and are still stuck in that full-time j-o-b.

While there's a lot of information available, there really isn't a solid career roadmap and guide for you to navigate the abundant number of opportunities available to web writers.

There isn't a place where you can go to find the direction, information, feedback, and ongoing education you require — as well as the motivation, encouragement, and inspiration you need — *to not only succeed, but blow the doors off your web writing career.*

That is, until now ...

The fastest route to online copywriting success

Wealthy Web Writer is undergoing a massive change ... one that will change the way you approach your web writing career forever.

And, you are hereby invited to become a founding member.

The mission of Wealthy Web Writer is simple:

To provide you with a roadmap for your online writing career. We'll educate you, support and guide you, every step of the way. We'll inspire and motivate you. We'll provide you with the tools, resources, and ongoing education you need to excel and prosper in this exciting industry of ours.

You'll be part of a community of like-minded people who network, share, and collaborate together. Important connections that could have a huge impact on how fast your career takes off.

And, here's the thing ...

As a founding member, YOU will get to play an active role.

If there's a question you need answered, let us know, and we'll find the answer for you.

A topic you'd like to see covered? Contact us and we'll write an article about it.

Need a tutorial on using a certain web tool or technique? Just ask and we'll have a three-minute, how-to video filmed for you.

An Internet expert you'd like us to interview? Drop us a line and we'll do everything in our power to get it lined up.

If there is anything we could be doing to make you more successful, let us know, and we'll do our best to make it happen.

Because if you'll benefit from it, chances are it will also help and be of interest to your fellow web writers. We're all basically on the same journey and have similar goals. We all want to bring in a steady, solid income that will provide us (and our families) with a great lifestyle.

Having similar goals means facing similar challenges and obstacles. So, it just makes sense that instead of us working in isolation in all different parts of the world, we have a central place where we can meet, pool our resources, and help each other be successful.

Want success to come faster and easier? Join the club ...

Wealthy Web Writer is a membership club, and to become a member, we're going to ask you to pay a very modest membership fee each month. But, I guarantee you'll be pleasantly surprised by *how little* we're asking you to contribute compared to what we have planned for you and what your membership will do for your career.

I'll give you all the details in a minute or two ...

But first I want to talk about why the Wealthy Web Writer is qualified to be your online partner.

The Wealthy Web Writer provides everything a copywriter could possibly need to stomp out that fear, take it out of your vocabulary, and replace it with confidence for success — all in a one-stop cornucopia of information, learning, and advice designed in an organized, relevant and easy-to-use format.

- Anna Wilson,
Web copywriter, California

It comes down to the people. Over the years, we've been fortunate enough to partner with some of the top performers in the industry.

People like master copywriter and best-selling author Bob Bly, web guru and money-making website expert Nick Osborne, SEO pioneer Heather Lloyd-Martin, autoresponder wizard Jay White, PPC expert Andrew Palmer, Award-Winning CNN-featured Videographer and Internet Video Market expert Jessica Kizorek, just to name a few.

And, when we pitched this idea to them, they were all so enthusiastic that they committed to participate in any way you need, in order to help you achieve your goals.

Being a member here will help to ease that lonely feeling, that fear of making a mistake, that fear of not knowing enough. I want to be a \$100,000 per year copywriter instead of \$1,200 a year copywriter. Wealthy Web Writer will give me what I need to realize my dream and be the woman, the mom, the copywriter I want to be ...

-- TaKeshia Watson,
North Carolina

So together, we assembled the following success tools for your Wealthy Web Writer membership ...

- **Strategic career roadmaps to help guide you in your online career**

A question I often hear from aspiring web writers is, "What is the best online niche to focus on?" Using our roadmaps, you'll be able to determine your ideal niche based on your personal experience, as well as your strengths and weaknesses.

And then, depending on what niche you choose, you'll get a step-by-step guide to ensure you're making all the right moves as you advance in your career.

- **Experts to teach you the latest skills ...**

Every month, different experts will share their expertise with you. And as a member, you'll be setting the agenda. From getting clients to understanding web analytics ... if there's a topic you want us to cover, let us know, and we'll set it up. These events will be available to non-members for \$79 each. But with your membership, you'll get them all free.

- **Private access to one of the greatest tools for strengthening copy every created ...**

Once a month, you'll be invited to listen in as working web writers peer review each other's copy. Many experts say it's one of the fastest and easiest ways to become a master of persuasion.

And I couldn't agree more. Every week I get to see the difference peer review makes to copy, so I'm very excited that you'll now have access to these sessions. I know they will have a huge impact on how fast you develop as a copywriter.

You'll even be invited to submit your own copy to be peer reviewed. One month you may not only learn how to write better copy, you'll have a host of suggestions on how to improve copy you've written.

At this point we have no plans to make these sessions available to non-members. If we did, we'd charge at least \$150 per peer review. Now that might seem high, but when you consider you get to listen in on the expertise of four or more top copywriters, it's really not. One session alone has the potential to shave weeks, even months, off your learning curve. And we'll have our very first one in December.

Timely answers to all your questions ...

Whether you've just started out, or you're a seasoned writer, there are bound to be questions you need answered. It could be anything from how much to charge for a particular project or who is the best person to contact at a company you plan on targeting.

If you can't find the answer, simply send us your question and we'll answer it in a thorough, accurate, *and timely* manner. Plus, if appropriate, we'll add it

With the peer reviews and case studies within the platinum level of the Wealthy Web Writer, I can better judge where I need to improve to be great in this profession.

-- Beth Robinson,
Web copywriter, Pennsylvania

The connections I've made as a copywriter have been the single biggest factor in growing my career. This website will let me connect with other web writers and share in-the-trenches battle stories, swap tips and best practices, and give and receive feedback from writers in the know. Gaining these connections will pay off many times over through my career.

– Roy Furr,
Web copywriter, Oregon

to the "Questions and Answers" area on our site so others can benefit from your question (and vice versa).

Access to an ongoing stream of paid web assignments from some of the top online companies ...

With so many talented web writers in one place, it only makes sense that we make it easy for marketers and business owners who need you to be able to find you!

So we're building our very own Wealthy Web Writer Job Board. We'll let companies know that if they need good web writers, this is where they're gathering.

Plus, as you might expect, we'll also need a lot of copy written in the days and months ahead. AWAI and Wealthy Web Writer will regularly post web copy assignments as well. It's a great way to add to your copy portfolio and make some serious money. If you'd like to write copy for us, as a member, you'll have the inside track.

- **Your own customized profile on the Wealthy Web Writer site ...**

This is a great way to let potential clients know who you are, what you've done, and why they should hire you. You'll be able to link to your copywriting website, your LinkedIn profile, and any other business-related sites. If you're familiar with SEO techniques, you know how helpful these incoming links will be to your search engine ranking.

- **A place to meet, get to know, and talk shop with your fellow members ...**

You'll also receive a membership at our new Wealthy Web Writer forum where you can meet and interact with your fellow web writers. You'll be able to discuss issues, get advice, ask questions, etc. Each niche will have its own forum area. So, if you're looking for information or looking for advice on say, autoresponder copy, you'll know exactly where to go.

- **The Wealthy Web Writer Knowledge Library**

For me, just getting started has been the biggest hurdle. I can't figure out how to actually START! I have seen a few opportunities, but don't feel qualified to even attempt it. Being an ongoing member of the new Wealthy Web Writer website will open new opportunities for me.

-- Lynda Ehrich,
Web copywriter, Florida

Our in-depth and always expanding library of timely articles — written by some of the top writers in the business — will only be a few mouse clicks away. Each and every article will be accurate, informative, and help solve or open your mind up to new ideas. It will be like having your own personal online web copy encyclopaedia.

- **The Wealthy Web Writer Multi-Media Library**

Every live event such as a peer review, case study, “State of the Industry” call, etc., will be archived on our website so you can access them at your convenience. This means if you can’t participate in an event for whatever reason, it’s not a problem. Within hours, we’ll add it to the Wealthy Web Writer site so you can listen to it whenever it’s convenient for you. This is especially handy if you’re in the process of breaking into web writing and still holding down a full-time, 9-to-5 job.

- **Ongoing series of tips, techniques, and “how to” information via the 3-Minute Guru**

Do you know what a PURL is? Or how to shrink a graphic without using expensive graphics software? Or how to quickly generate a list of keywords from an existing website? You will, once you spend some time with our 3-Minute Guru, who will actually show through his online video tutorials.

Plus if you have something you want to share, we’ll show you how you can easily contribute as a “guest guru.”

- **And so much more ...**

I often hear from writers who are frustrated with the copywriting information that they're finding online. Although there is a lot of free information about how to become a copywriter, how to write for the Web, etc., it's often outdated, unreliable, or just plain wrong. Additionally, there wasn't any site that provided the latest best-practice information paired with videos, conference calls, and access to industry-leading experts. Until now. I think any writer — whether she's just starting out, or she's been online for years — can benefit from the Wealthy Web Writer site. You'll gain access to a community of people who are rooting for your success — plus best practice writing information from a source you trust. Your membership is a great investment in you and your business.

-- Heather Lloyd-Martin,
SEO Pioneer

The Wealthy Web Writer website is designed so you can quickly and easily find the information you need based on your level of expertise and your areas of interest.

It's divided into three main sections:

1. **Getting Started:** featuring "Business Basics," "Choosing a Niche," "Marketing Tips," and "Roadmap Tutorials."
2. **How to Improve Your Skills:** featuring sections on Business-to-Business (B2B), E-commerce, Email, Search Engine Optimization and Marketing, and Social Media. Plus, this is where you'll find the 3-Minute Guru.
3. **Building Your Business:** featuring sections on how to get clients, how to market your business, and how to work with your clients.

To be a part of this community would mean that I wouldn't feel so alone working on something new without any guidance. I would get a sense of camaraderie that I probably wouldn't find anywhere else.

-- Monique Poche,
Web copywriter, Colorado

With a click of the mouse, you can have a wealth of information at your fingertips on how to improve your skills and knowledge in the niche or niches of your choice. Very soon, we plan to personalize your Wealthy Web Writer experience. When you arrive on the site, you'll have front and center the articles, videos, audio, and information related to your area or areas of interest.

Much, much more coming soon!

It's important to note that the peer review sessions, the case study reviews, the career roadmaps, etc., that I talked about a minute ago *are only just the beginning*.

In a recent survey, you told us some of the things you'd like to see are a copywriting coaching buddy system where we team you up with someone to bounce ideas off and exchange feedback on your copy. You also told us you would like to see interviews with AWAI members who are now working full-time as web writers.

My Wealthy Web Writer membership compliments and enriches my copywriting education and can be your ticket also to a better life. Join me and so many others as we share the journey together.

-- Joe Goodale,
Web copywriter, Arizona

In the not-too-distance future, we plan to put both of these ideas into action.

As the weeks and months go by, we'll be adding a whole host of new benefits, information, and events to make your web copy journey even easier.

Let us know what you need ... and we'll get to work on it

Remember, this is your community. What we're building here is not something where everyone surrounds an Internet guru and listens while they dish out their assorted wisdom. Everyone is equal here. We value your input.

I can't imagine running my business without being part of this valuable resource.

-- Pam Foster,
Web copywriter, Oregon

The minute you sign up, you can start requesting things you'd like us to do that will help you become more proficient at what you do.

If you'd want us to put on more teleseminars about keyword research ... landing pages ... autoresponder copy ... how to get clients *or whatever*, let us know and we'll add it to our "to-do" list.

And, we're not restricting ourselves to just one teleconference or webinar a month. One month we could put on three or four or more. We're only limited by our imaginations.

You're in control

We'll provide you with the roadmap based on the niche you choose and you pick the path that best fits you, at the pace you're comfortable with.

And remember, you're in complete control.

Archie Bunker used to tell Edith it's a jungle out there. I think that description suits the Internet very well. I don't need thousands of answers to one question, and am very grateful for Wealthy Web Writer. Most times I barely get a good grip on one concept before I get hit with a new one. Now that I'm part of Wealthy Web Writer, I can skip all the aggravation and go straight to the source for any answer I need.

-- Anna Morris,
Web copywriter California

We'll make it easy for you to zero in on the information you need to succeed in your specific niche. You control the flow of information.

You pick and choose what's relevant and will help you progress in your career.

This way, you'll have access to the information you need without being overwhelmed or paralyzed by it.

I hope you're excited as I am!

So, how does it sound so far?

Are you pumped and excited?

I hope so.

Our industry itself is really at the beginning stage. With over 233 million websites (according to Netcraft's November 2009 Web Survey), the demand for qualified web writers is pretty much unlimited.

There's no better time than right now to plan your focused career path for success on your terms and start living the life you've always dreamed of. One where you become an expert, call your own shots, and make as much money as you want — not how much some boss tells you you're worth.

We'll help you get there.

And, if you're already there, we'll help you become even better at what you do.

This is your invitation to become part of something very special online. As a Wealthy Web Writer platinum member:

Writing can be a lonely occupation. You can spend all day squinting at 12-point type, trying to squeeze the next word out of your tired brain. If you have a question or get stuck, the only person to ask for help is Google who will give you 100,000 ... you figure out whose advice is the best. Having a one-stop resource that can answer my toughest questions will let me spend less time lost on Google and more time on the fun parts of writing.

-- Henry Bingaman,
Web copywriter, Pennsylvania

- *You'll have a team of people working for you to "cut through the clutter" and provide you with the most relevant, proven information you need to be successful in this business.*
- *You'll have a place you can come to for ongoing guidance and advice to ensure you continually make all the right moves at every step of your career.*
- *You'll have access to online events that will provide you with education you need to constantly get better at what you do ... Exposing you to ideas you might never have experienced otherwise.*
- *You won't feel like it's "you against the world" as you progress in your copywriting career. You'll have a support network there to help guide, support, and inspire you every step of the way.*
- *You won't have to "reinvent the wheel" every time you attempt something new.*
- *You'll be more productive at everything you do, and start making money faster.*
- *You'll benefit from constructive feedback that will help you quickly develop your ability to persuade people with your words.*
- *The time you spend copywriting will be more enjoyable. You'll be a happier and more satisfied person at the end of the day.*
- *You'll spend less time trying to figure things out.*
- *You'll have a place to get the answers you can't find anywhere else.*
- *You'll have a lifeline to turn to in moments of frustration and helplessness.*
- *You'll no longer make the same mistakes over and over again.*

As a freelance online writer or copywriter, one can often feel isolated. And when you reach out for information, advice and support ... you don't know where to turn or whom to trust. Wealthy Web Writer fills that gap. It provides you with resources and support from within a trusted community of experts and peers. Within that community, we can take care of one another. This is golden, because across the web as a whole, there are too many distractions, too many scams, and too many ways to become distracted, disoriented, and lost. I hope to see you on the inside.

-- Nick Osborne,
Web expert, Montreal

- *You'll have a way to meet and get to know people with similar goals and dreams who will help and support you (and you them).*
- *You'll have a constant source of new web copy assignments to choose from. And, the inside track when it comes to writing copy for us.*
- *You'll find your goal of becoming a successful six-figure web writer is easier and more enjoyable to achieve than you ever thought possible.*
- *And much, much more.*

To be successful, surround yourself with successful people

Before I tell you how much it is, I want to say a few words about the benefit of belonging to a “pay” membership site ...

I think you'll agree that when creating a community like this, it's key to have it consist of people who are serious about this business and have a strong desire to achieve their goals.

That's what a pay membership does for you.

It means your colleagues are just as serious about being successful as you are. Like you, they see the value of being part of community to help guide, aid, and motivate you as your progress in your career. They realize that the free information on the Internet can only take them so far ... and they are committed to go further.

A Price Point Accessible to Everyone

So, how much will it cost you?

Some membership clubs charge \$200 per month to be a member. There are some who charge \$500 and upwards per month. With what we've got lined up for you, and what we plan to do for you down the road — and what it will mean to your career — I don't think \$200 a month would be an unreasonable price for this.

But, here's the thing ...

Although this kind of motivation, expertise, and support network is priceless, I wanted to make it extremely affordable, so that no one would be left out.

At AWAI, we gauge our success on your success. The more people who are successful as a result of our efforts, the stronger our business. And, because I know Wealthy Web Writer will be the turning point of your career, I want to make absolutely sure you have every reason to become a founding member.

So, first and foremost, our goal was to price this resource so that anyone who understands the value of what we're trying to do here would have no reason not to join, participate, and prosper from it.

That's why we're offering you a chance to become a founding platinum member for only \$27 per month ... which means, for less than the cost of dinner for two every month, you can get the ongoing encouragement, advice, connections, resources, and educational tools you need to start making serious money as a freelance web writer ... faster and easier than you ever may have imagined.

One reason we're extending such a low price to you is you're getting in on the ground floor. We're in ramp-up mode. Some things are not on the site yet because we want your input. The events, articles, multimedia content, and services we're able to offer are only going to grow as time goes by. Even if we were only offering only one \$79 teleconference or webinar each month, becoming a founding member would still be a very good deal.

But when you consider that you also get access to our monthly peer review (\$150), our monthly "State of the Industry" report (\$79), our monthly case study review (\$79), the Wealthy Web Writer forum, our information and multi-media library, the Wealthy Web Writer Job Board, etc. — plus the camaraderie and benefits of being part of a vibrant online community, access to some of the most knowledgeable people in our industry, and all the future services we have planned ...

... it turns into an exceptional deal.

**You only have a short window
to get in at the founding member price**

Now this is very important ...

You'll only be able to sign up as founding member until the end of the month. *It will never be available at \$27 ever again.* And keep in mind, once you become a founding member at \$27 per month, your membership cost will *never* go up.

After January 31st, the price goes up to \$47 a month (as time goes by and we add more services and events, we anticipate charging anywhere from \$100 to \$200 per month for a membership).

But you won't have to worry about that.

Because if you're serious about a career as a web writer, you won't miss out on your chance to lock in your membership at this low, low price. We're not asking for a long-term commitment from you either. If for any reason, you decide you don't want to continue as a member, let us know and we'll stop billing your credit card immediately.

Career advice from Bob Bly and Nick Usborne

One more thing ... *and this huge.*

The first 500 people who become founding members of the Wealthy Web Writer will be invited to attend a private teleconference with master copywriter and best-selling author Bob Bly and web copy expert Nick Usborne – LIVE!

Bob and Nick will talk about what they would do if they were just starting out and looking to make a living writing copy online. Plus, they'll also answer any questions you have.

You're bound to get plenty of ideas for your own career from Bob and Nick — two of the most inspirational and talented people I know.

Ensure you don't miss out, and become a member today.

Test it out. Experience it. Get a feel for how much easier your life online will be with the Wealthy Web Writer right beside you to support and guide you every step of the way.

[You can sign up online ...](#)

Or, if you prefer, give Barb, Pat, Debbie, or Jacqueline in Member Services a call toll free at 1-866-879-2924.

To your online success,



Rebecca Matter
Co-Managing Partner, AWAI
Wealthy Web Writer Director

P.S. Don't forget ... to become a founding member and lock in your membership price at \$27 a month, you must sign up before January 31, 2010. It will never be available at such a low price again. After the clock strikes 12:01 and the new month begins, the price goes up to \$47 a month.

P.P.S. And remember, only the first 500 people who sign up will be invited to attend our very special conference call featuring Bob Bly and Nick Osborne. You won't want to miss this one. Bob and Nick will be answering your questions and offering tips and advice on how to build a prosperous career for yourself online. Normally you would pay at least \$150 to hear these two industry heavyweights speak. So you don't miss out, reserve your spot today! Call Barb, Pat, Debbie, or Jacqueline at 1-866-879-2924 now, or click below to sign up online.

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