

**SUBJECT: Earn Thousands More on Your Very Next Copywriting Assignment!**

# Earn \$100,000 as a Copywriter Faster than You Ever Thought Possible

Discover Secrets Used by the Masters to Write  
Their Multi-Million Dollar Controls

Leverage those Secrets to Add Just One  
\$10,000 Assignment to Your Project List Each  
Month and You're There!

Dear Friend:

What if you could “pick the brain” of the greatest copywriters working today? I’m going to show you how you can! You will be able to learn your trade much faster. You’ll be privy to secrets that would take you years to discover on your own. Your skills will increase and so will your marketability. Sooner than you expect, you’ll be pulling down the big fees that attracted you to copywriting in the first place. \$5,000 – \$10,000 – even \$15,000 per assignment...plus royalties!

Imagine sitting down for a cup of coffee or hot chocolate in your local neighborhood diner. It’s a chilly morning, and the steaming mug is exactly what you need. You pick up the newspaper and start to scan the headlines when you overhear a conversation from the next booth. What catches your attention is the use of the word “control,” and the tone of excitement in the speaker’s voice.

You steal a quick glance and recognize Sandy Franks, an editor from Agora Publishing you met recently at a writer’s conference. Your heart rate increases when you see who she’s talking to. It’s Clayton Makepeace – recipient of American Writers & Artists Institute’s 2005 Copywriter of the Year award. Rumor is that he’s the highest paid copywriter in the world!

He and Sandy have a direct mail piece spread out in the middle of the table, and are working their way through it, line by line, paragraph by paragraph. Sandy catches you watching and recognizes you from the conference. She tells Clayton that you're a copywriter too, and the two of them invite you to join them. Of course, you don't waste any time!

Over the next hour, you listen intently to the questions Sandy is asking Clayton, and you learn how Clayton thinks and how he puts together his award-winning controls. You work up the courage to ask a few questions yourself, and are amazed at how giving and open he is with his secrets. You know that some of what you've discussed will forever change the way you approach your assignments – and will probably earn you thousands of additional dollars over the coming months. You can't wait to get back to your keyboard.

All too soon, it's time for Clayton to head to another appointment. You thank him for the generous gift of his time and insight, and watch him walk out the door. You thank Sandy for her kindness in inviting you to the table and letting you listen in. You can hardly contain your excitement, and you wonder if you're making a fool of yourself!

Sandy says, "You know – I have an idea. I'm friends with a few dozen Master copywriters. Since you've found this conversation to be so beneficial, I'd like to make you an offer. I believe the more Masters you talk to, the faster you'll grow with your own writing, and the sooner I might be able to offer you some great assignments from Agora. If you're willing to take the time, I'll arrange for another Master copywriter to be here one month from today and we'll do this again.."

Would you take Sandy up on her offer? Of course you would. What an opportunity!

## **Here's Your Chance to Hone Your Skills And Feel Your Self-Confidence Soar.**

**With that Winning Combination of Confidence and Skill,  
You'll be Attracting the Big Clients like Agora, Nightingale-  
Conant, Phillips, Boardroom, Rodale, and Many Others**

**And Best of All, You Can Charge Higher Fees – Even  
Thousands More than You're Charging Now**

My name is Dan Stuenzi. I'm a 50-year-old attorney and corporate executive – making the transition to full-time copywriter. Why? For both love and money! Now I'm a Masters student at AWAI, and a member of The Founder's Circle. I've probably written a million words in my lifetime, but I thought the only way to make a *living* as a writer

was to write a best-selling novel or screenplay. AWAI opened my eyes to the world of business and marketing copywriting, and it's not taking me long to replace my previous six-figure income and move well beyond.

I can't afford to go slowly and learn this trade a little at a time over several years. So I dove into my studies headfirst – and haven't come up for air yet. I'm absorbing copywriting information several hours a day like a sponge and can't get it fast enough. I do every exercise and every assignment from every course with pleasure. What a blast!

## But then I was introduced to the one thing that has pulled all my reading and training together.

You see, Sandy Franks is a real person, and she IS your connection to the industry's top copywriters. No, she can't literally take you to coffee each month, but she does the next best thing. Sandy is Editor-in-Chief of a fantastic service called **Monthly Copywriting Genius**. She's also one of the senior marketing executives for Agora Financial Publishing. Under her guidance, divisions of Agora have pulled in hundreds of millions of dollars. She's initiated wildly successful marketing campaigns for countless products and has reviewed promotional material for hundreds more.

If you want to write copy better than 99% of the copywriters out there, do two things: (1) take AWAI's "Accelerated Six Figure Copywriting" course, and then (2) sign up for their Monthly Copywriting Genius program. Combined, this is the most in-depth education in copywriting you can get ... goes far beyond any other book, course, or program on the market.

Bob Bly  
Professional Copywriter  
and author of  
The Copywriter's Handbook

Everything really started to gel when I subscribed to **Monthly Copywriting Genius**. It all started to make sense. And that's when I was able to slow down, dig deep, and really start my journey to achieve Mastery myself. And now I believe that the journey won't take as long as I feared. I'd like to invite you to join me on this exciting trip!

**Monthly Copywriting Genius** is an exclusive website. *In fact, I've never seen another website like it anywhere.* Each month you'll be introduced to a Master copywriter and one of their winning controls. Controls that in many cases have run for years, been mailed millions of times, and are responsible for sales of millions of dollars worth of products or services. And you'll find out how you can duplicate their success and create controls of your own.

Sandy often begins each interview by finding out how that particular Master became a copywriter in the first place. You'll be amazed at some of the stories, and you'll see that regardless of background and experience there's a place for you too in this great business.

Sandy will focus on one of the notable controls written by the Master being interviewed. You'll learn how the Master earned the assignment in the first place. You'll pick up tips

on selling yourself to your dream client and what to do when you get that call you've been hoping for. You'll be ready to accept whatever assignment comes your way.

You'll discover how to do research the way a Master copywriter does research – the people to talk to, the materials to read, the websites to visit, and more. You'll discover how to analyze earlier controls for the same product, as well as the controls of your client's competitors. That will provide you with a blueprint to follow in building your own control, and enable you to beat your competitors.

Sandy's probing on your behalf will reveal how the Master came up with that brilliant headline, and that he had actually written more than 20 headlines before finally settling on the perfect one. You'll find out how to separate the good from the bad – the winning headlines from the also-rans. You'll see how important it is to capture the core blend of emotions that motivates the reader to buy, and you'll discover that you can do the same thing in your own writing. Demand for your work will increase rapidly, and you'll find it easier and easier to land clients.

In just a few minutes each month you will **discover secrets** that took the Master copywriter years of experience to discover on his or her own.

With this insider information, you can earn *this year* what might have taken you several years to earn without it.

Step by step, page by page, you'll learn the Master's techniques. Find out how you can achieve a conversational tone that makes your reader want to keep reading, and how to use testimonials to bolster claims in ways you may not have thought of before. When your copy is easy to read and highly credible, your writing will drive sales and get you the top assignments.

One of the greatest benefits of *Monthly Copywriting Genius* is being able to see every lesson you've learned through your AWAI courses put into practice in real money-making controls. Watch how the Master uses strong promises, tells a story with the sub-heads, and ensures that his copy is useful, urgent, unique, and ultra-specific. In fact, you might just pick up on an individual word or phrase that you can use in your next assignment that makes the difference between good copy and control copy.

Have you wondered how to organize and manage your time to accommodate your writing? Perhaps you're transitioning from part-time to full-time as a copywriter. In *Monthly Copywriting Genius* you'll read about the writing habits of the Masters and how they can juggle so many top assignments. You'll also find out the best ways to promote your business so that you can move to that next level in your career – and start receiving some of those top assignments too!

## Discover from True Insiders the Real Scoop on how the Copywriting Business Works! You'll Avoid Making "Rookie" Mistakes that Could Turn a Potential Client Against You, and Instead Impress Them with Your Industry Savvy.

These Master copywriters don't hold back. They give you access to the tricks of the trade. They explain why and how they do things. They tell you about the pitfalls along the way. They talk about mistakes they made and how they recovered, as well as the great successes that brought them the acclaim they enjoy today. It's just like having that extended conversation over a cup of coffee.

And when you subscribe, you'll not only get the next 12 months of these conversations, but you'll have complete access to every interview and analysis that has come before – 28 of them so far.

You'll learn so much from every issue, that you won't be able to wait for the next one to arrive. Every single session will give you at least one new technique or skill that you can apply immediately to projects you're working on. Some of the secrets you'll be privy to:

- From Master Copywriter Donna Baier Stein (Issue 17) you'll learn six secrets to copywriting success. You'll learn to write with emotion, and gain your reader's attention quickly. This will create results for your client and put dollars into your pocket faster than ever.
- From Nick Bruyer (Issue 15) you'll learn how to overcome price resistance with an irresistible offer. Your readers can't wait to send in their money. Your client can't wait to write you a check.
- You'll discover how Master Copywriter Arthur Johnson (Issue 3) used a contrarian approach to a health newsletter and brought in 75,000 subscribers in one year. Duplicate some of his methods and newsletter clients will be lining up at your door. As the word spreads from publisher to publisher that you're good (and it will), you'll quickly have more work than you can handle.
- Rebecca Sterner (Issue 23) teaches you how to write a powerful promotion when you're limited on pages. You'll learn the secret of the Golden Thread, and by weaving it throughout your copy, you'll captivate your readers and lead them to the sale. That means bigger and more profitable assignments from your client.
- From virtually every Master you'll hear how they got started in the business. You'll be able to avoid mistakes that can set you back for years on your

journey to Mastery. You'll avoid reinventing the wheel, and reach a six-figure income faster than they did in their career!

These outstanding interviews will teach you skills that will take your craft to a whole new level. Obviously, the *Monthly Copywriting Genius* would be invaluable, even if it was just a forum for interviews. After all, who would you rather hear from than the ones who are doing this business successfully – who are considered copywriting geniuses – and who are getting paid like geniuses! But *Monthly Copywriting Genius* doesn't just have interviews!

## Along with Every Interview, You Will Receive an In-Depth Analysis of an Award-Winning Control Written by that Master Copywriter

(A Control that Sold Hundreds of Thousands – Even Millions – of Dollars  
in Products or Services)

You'll Be Able to See – Paragraph by Paragraph, Line by Line –  
Why This Control Works. Use the Same Techniques in Your Own  
Projects to Immediately Increase Your Income!

Each month you can read one of the controls that made a Master. You can study it line by line. See what an attention-grabbing headline really looks like. Analyze what makes the lead so great. Learn how to state the promise and back it up with proof. Discover how to describe the USP so that the reader can't wait to send his money. Get ideas for envelope teasers and order devices. Learn from the VERY BEST and learn what is working in the marketplace TODAY. There is nothing more current or more relevant than *Monthly Copywriting Genius*.

"I've got to hand it to Sandy and the 'Monthly Copywriting Genius' crew. One of the best ways to stay ahead in direct mail is to study the secrets of your best and biggest competitors. I've always done it the hard way, wading through the muck and hoping to find the gems. But MCG makes it easy... maybe too easy! It's like having 'cheat sheet' access to what all the best in the business are doing."

John Forde  
Professional Copywriter

And while your own observations might be helpful, you get something even more valuable. Sandy Frank and her team of editors perform an expert analysis on every piece.

As you read the promotion, you'll find a number super-imposed in the column of the copy. You click on that number and a paragraph of comments pops up to help you understand the power of what you're reading. Paragraph by paragraph, subhead by

subhead, you'll receive the editors' critique on every aspect of the promotion. The most recent issues have even added a critique of the graphic design features!

The value of studying the control is at least doubled with the extra insight of the editors! And you'll pick up pointers that you can immediately apply to your own work – enabling you to: create winning controls, increase your up-front fees, and multiply your royalties for thousands of extra dollars over the next few months.

## Reading and Studying the Work of Master Copywriters Will Help You Solve Problems That May Be Holding You Back.

### You'll Discover New Ways to Communicate, and Your Clients Will Pay Thousands More for Your Copy – Not Years From Now, but Perhaps Starting with Your Very Next Project!

Learning the secrets and getting into the minds of the top Masters in the world is something that's hard to price. How much is it worth to help you land your first control – to jump on the fast track to copywriting success – to become THE copywriter your clients call when they need someone to “hit one out of the park” - to increase your income and royalties by \$10,000 to \$25,000 or more over the next year? You know that these things are worth a small fortune.

In just a moment, I'm going to tell you how you can have this great service for just *pennies a day!* But first, let me tell you about 5 free gifts that will be rushed to you – gifts worth more than \$120 – just for giving *Monthly Copywriting Genius* a try.

These are 5 great resources that will help your business the day you receive them, and serve as reference materials for years to come:

- Bonus #1 — "**Copywriting TRICKS OF THE TRADE: 50 Essential Secrets That EVERY Copywriter Should Know**" Learn the most powerful tips and techniques the Masters use to make their copy stand out above all the rest. Apply these secrets and shortcut your learning curve. (Increase your copywriting fees by 10% - 25% - or even 100% over the next year!)- Normally \$29
- Bonus #2 — "**The Power of Selling: The Art of Copywriting Above and Beyond the Direct-Mail Sales Letter**" Selling is the most important wealth-building skill you can develop. Not only will you sell products and services through the copy you write, you must also learn to sell yourself and your copywriting services. Michael Masterson will teach you how to sell anything! (You can land your dream client and convince them to give you a try – regardless of your experience level.) – Normally \$29

- Bonus #3 — "**Core Strategies of Successful Copywriting**" from The Golden Thread. A wide variety of topics to make your writing stronger. Learn pointers for improvement – all the way from the Headline to the P.S.. (Write copy that generates sales and become the “go to” copywriter for every one of your clients.) – Normally \$12.95
- Bonus #4 — AWAI's "**75 All-Star Secrets for Writing Winning Copy**" a control-winning report that not only lists 75 of AWAI's top Masters secrets, it also reinforces them with real examples to help you quickly and easily excel at applying these techniques to your own work. (Put these techniques to work and become one of those copywriters that the others are talking about.) – Normally \$39.95
- Bonus #5 — "**The Power of Persuasion — How to Get What You Want From Anyone, Anywhere, Anytime,**" a penetrating analysis of a crucial skill. Learn how to get your reader to like and trust you. Become a master at getting what you want by helping others get what they want. (If you can't persuade, you won't get hired. Write persuasively, and watch your copywriting income immediately soar!) –Normally \$12.95

You might expect to pay \$495 to \$595 a year for such an outstanding opportunity – I would have done so willingly. After all, it would only take one relatively minor assignment during the year to recoup that cost. And if you apply all the things you'll learn to your own business, it should easily help you earn an extra \$10,000 this year and probably much more.

But guess what. You can tap into this remarkable resource for just \$99 per year!

Why so cheap? Well, Katie Yeakle, AWAI's Executive Director says, “We price this service low because we know that when one of our students is successful, we all win. And this is one of the ways we've found to accelerate your success...and ours.”

And that's not all. If you subscribe today, your price will always be \$99 per year— even if the price goes up later.

Remember, not only will you receive the next

12 issues of *Monthly Copywriting Genius* – including every in-depth interview and comprehensive analysis – but you will also immediately have total access to the archives – more than two years worth of issues to study and analyze at your own pace.

“The insights you'll get from MCG will make you a much stronger copywriter...and leapfrog you ahead your peers faster than you ever thought possible. The research tips I learned from master copywriter Peter Buetchel will save me a hundred hours a year. Understanding what made Clayton Makepeace's hugely successful magalog for Weiss Publishing work helped me through some trouble I was having with my last project. I don't care how much experience you have – (MCG) is must reading for any copywriter who's serious about his or her career.”

Paul Hollingshead  
Professional Copywriter

You can test drive this wonderful service with absolutely no risk. Spend 30 days reviewing the current issue and the archives – learning how to improve your craft and discovering secrets that will help you earn thousands of dollars – and if you are dissatisfied for any reason, you will receive a full refund of your investment.

If you're ready to take your career to the next level, then act today. There's no risk, and even if you ask for a refund, the bonuses are yours to keep. But I can't imagine that happening because you'll quickly see that you've made a great decision. You'll look forward to the career-enhancing, income-increasing tips that come with each new issue.

If you're serious about being a copywriter – if you want to be the best you can be – if you want to pull down the serious dollars – if you want to be a Master yourself one day – then you can't afford to be without the *Monthly Copywriting Genius*. It pulled all the pieces together for me – and I know it will for you too.

You owe it to yourself to learn from the best. Don't struggle along trying to learn it all on your own. Speed up your learning and see immediate improvement in your work. Write copy that gets noticed. Write controls that bring in big sales. Start earning serious money, and live the life that you were seeking when you became a copywriter. Sign up for *Monthly Copywriting Genius* right now!

Just click on the link below, and start your journey into the minds of the Masters. Sit at their feet, learn from them, and you will become a Master too – faster than you ever thought possible!

Sincerely,

Dan Stuenzi  
Business & Marketing Copywriter

P.S. As soon as you sign up, (in addition to all those great bonuses, you'll also receive **"The Golden Thread"** at no extra charge. This popular weekly e-letter provides weekly insight from the pros including copywriting tips and strategies, information on getting clients, industry news and happenings, and newly posted job opportunities. Sign up now!

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