

# Copywriting 101

Secrets for Launching Your  
Million-Dollar Writing Career

By Katie Yeakle



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245 NE 4th Avenue, Suite 102  
Delray Beach, FL 33483  
Phone: 561-278-5557  
Fax: 561-278-5929  
Website: [www.awaionline.com](http://www.awaionline.com)

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## Introduction

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# What Exactly Is Copywriting?

*"On the road to wealth, developing a financially-valuable skill is the most important step. It's the foundation upon which every other step is based."*

-Mark Morgan Ford

When most people think of "writing careers," they think they have two choices:

You can become an author and write books — fiction, non-fiction, biographies, and so on.

Or, you can get yourself a journalism degree, and write articles and news stories for newspapers and magazines — either as a freelancer or staff writer.

Both are noble professions that can be very rewarding and garner a lot of respect. Problem is, they're *hard work*. They're highly competitive. You need to spend a lot of time getting very good at what you do. And, unless you're among the elite, the pay is typically pretty average at best.

The kind of writing we do isn't either of those two — although there is an element of storytelling and reporting in what we do.

And, even though you see the writing we do every day — in the mail, on the Internet, in magazines and newspapers — few people stop to consider who's writing it ... and just how lucrative of a career it can be.

Master Copywriter Mark Morgan Ford, the man who's mentored hundreds of up-and-coming copywriters and will be helping you, put it perfectly some years ago:

You're a good writer if you can write a story that can make people cry ...

You're a better writer if your writing can make people laugh ...

But, if your writing can persuade people to *take action* — that's when you know you can be a very wealthy writer.

That, in a nutshell, is what we do.

*We persuade people to take action* — whether it's to support a cause, read a special report, buy a product, request some more information, and so on. It may just be some well-written copy on a website landing page ... an email you send a potential customer ... an ad in a publication ... or a personal letter written to someone with an interest in the product you're offering. But, it all boils down to good, conversational, *persuasive* writing.

You may be wondering ... how is this different from ordinary advertising — like the kind you see on TV and in magazines?

Simple. The difference between "traditional" advertising and the kind of persuasive writing we do is, while they create awareness for a product — *we get people to take immediate action*.

Click on a link ... fill out a questionnaire ... complete an order form ... buy a product ...

Not a week from now. Not tomorrow. *Right now*.

And, don't worry if you haven't a clue on how to do it.

## We'll Teach You The "Formula"

There's a basic formula to all the writing we do. It's a secret structure that you'll find in every piece of good, persuasive writing ... one that's been tested and proven to work millions of times in millions of ads. A structure anyone can know — and one you'll learn here today.

Once you learn it, understand it, and start using it — well, that's when your life will change dramatically.

Because the fact is, once you can write a letter, an ad, or a web page that *persuades* — **you'll have a financially-valuable skill that will reward you for life!**

If you can write "copy" that persuades, there isn't a business in the world that won't beat a path to your door to get you to work your magic for them.

Think about it: If you're able to sit down and in a week write an ad or a letter that results in \$100,000 in additional sales — and the company you write for pays you \$5,000 to write it — where is the downside?

The business is happy. They just boosted sales by \$100,000. And you — you got \$5,000 for a week's worth of work, writing a few hours a day. Now, multiply that by all the weeks in the year and you're earning over \$250,000 a year!

But, it gets better.

There's an entire *\$2.3 trillion* industry that relies on writers like us who know the secret to persuasive writing *exclusively*. It's called "the direct-response industry." And, because the words we write are the engine of this industry, they pay writers like us very well for our expertise.

How well?

Experienced writers can command between \$5,000 and \$10,000 (and more) per sales promotion. Plus, often you'll get a percentage of the sales you generate — "royalties" they're called — that can add up to hundreds of thousands of dollars for every ad or letter you write!

Whether you're helping someone land a better job more quickly as a resume writer ... helping a worthy charity raise money ... selling your own words and expertise as a self-publisher ... helping drive new customers to a business's website as an expert web writer ... or a copywriter writing ads and "story-style" letters that sell directly to customers — *persuasive writing can pay you millions over the course of your lifetime!*

All while affording you the kind of lifestyle most can only dream about — where you make your own hours, working when and where you want.

So, the question is: Are you eager to get started right away? Great! Because in just a minute, I'm going to reveal the secret to writing ads and letters that *persuade* — knowledge that will form the foundation for your successful copywriting career from this day forward.

# Five Financial And Lifestyle Options Copywriting Offers

### Have Complete Control Over Your Schedule For The First Time

By the time you finish reading this report, you'll have a pretty good idea if a freelance copywriting career fits both your financial and lifestyle needs. Which makes this the ideal time to take a look at some of the financial and lifestyle options copywriting offers:

1. **You can do it in your spare time to supplement your current income** — You can boost your current income by writing copy in your spare time — and then, should you so desire, transition it into a full-time career.
2. **It's a great full-time career** — You can launch a full-time freelance copywriting career immediately. It's financially satisfying and offers up a lifestyle of freedom and flexibility that few people get to experience these days.
3. **It will enhance your present career** — Depending upon where you work and what you do, your copywriting skills have the potential to increase your value to your current employer.
4. **You can boost the effectiveness of a side business** — If you have a part-time business, your copywriting expertise will help you increase your sales and profitability.
5. **You'll have a future filled with unlimited options and opportunities** — You can really take your new set of skills and use them to branch off and pursue a wide range of lucrative opportunities (more about this a bit later).



To give you an idea of the kind of money you could make, here are four typical “copywriting scenarios”:

**David works full-time**, but wants to earn some extra money for vacations and for the family’s savings plan. He puts in a few hours during the evenings and on weekends and makes \$25,000 a year. One day, he plans to transition to copywriting as a full-time career.

**Elaine is a stay-at-home single mom.** She has two young children to care for, but still manages to find twenty to twenty-five hours per week for her freelance copywriting business. She makes over \$75,000 a year.

**Paula is ambitious** and works 40+ hours a week, not only on copywriting, but also on the growth and development of her freelance business. She makes \$120,000 a year.

**Jack is a real go-getter.** He not only found he has a real talent for copywriting, but also that he’s a terrific networker and business developer. He has negotiated some lucrative contracts with a number of big companies and will be making more than \$300,000 this year.

### **The Freedom And Flexibility Of The Copywriting Lifestyle**

Of course, money is important, we need it to survive, but the first reason many copywriters give for loving what they do is the freedom it offers.

Because as a professional direct-marketing copywriter, you have complete control over your schedule.

You no longer have to show up at a certain time and be restricted in what you do over the course of a typical workday.

You decide how hard you work and when.

If you’re a night owl, you can do your writing at night, leaving your days free for your favorite leisure activities.

If you like to start your day early, you could start writing at say 6 a.m. and finish up by early afternoon.

Then, you'll have the rest of the day to do whatever you feel like doing. Go golfing, play tennis, play with the kids, shop — it's entirely up to you.

No boss is watching you. There's no time clock to punch.

Plus, you can do it from anywhere in the world.

Maybe you've dreamed of living in a log cabin in the mountains — miles from anyone. Or, maybe you like the excitement of an apartment in downtown Manhattan, London, or Paris.

The point is, you're not forced by your job to live in any one spot. You can live wherever you choose — even travel the world if you like — and still make an excellent living.

Plus, on top of offering a flexible lifestyle and a proven path to financial independence, copywriting is also very stimulating intellectually. It's a chance to continually flex your creative muscle — to always be learning about new and interesting things.

### **You'll Be In Big Demand**

Another thing that makes a career in copywriting so attractive is that your services will always be in big demand.

According to the Direct Marketing Association, marketers spent an estimated \$163 billion on direct marketing last year, which generated approximately \$1.91 trillion in incremental sales.

Not only that, the Internet has opened up a whole new world of opportunity for copywriters ... and made it global!

- Online sales are projected to hit \$334 billion in 2012.
- U.S. online advertising revenue in the first quarter this year hit \$8.4 billion, the best quarter recorded to date and a jump of \$1.1 billion over the same period last year, according to the numbers released by the Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC).
- Thousands of new products and services emerge through Internet marketing every day, creating a never-ending, always-increasing demand for high-powered web marketing copy and SEO techniques.

Virtually every business that has a website has a need for someone who possesses copywriting skills!

## Chapter 2

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# If You Can Write A Simple Letter Or Email, You Can Do This

### **What You *Don't* Need To Be A Great Copywriter Will Surprise You**

One of the great things about copywriting is virtually anyone can do this. It matters little what education level you've reached or what you've done in the past. If you've ever written a letter to a friend or sent an email at work, you have the basic skills you need to succeed.

To thrive and flourish as a copywriter, as with any worthwhile achievement, first and foremost you need to have within you a burning desire to succeed.

And, while you definitely don't have to be a good writer, you have to have some "speaking" ability. Because the key to writing a successful letter is your ability to connect emotionally with your reader. And, the best way to make that connection is by writing "conversationally."

If you can write like you talk, you are well on the way to becoming a great copywriter.

### **What You *Don't* Need To Be A Copywriter**

Here are a few things you *don't* need to be a copywriter ...

You don't need a lot of money to get started. You don't need extensive computer skills — or even an expensive computer.

You don't need to be a creative genius. Many of your ideas will come from your clients. As a copywriter, your job is to present those ideas based on a few basic techniques for writing hard-hitting, focused copy.

You don't need to be a "natural-born salesperson."

And, while we're on the subject of sales, I'd like to say a few quick words on "sales" and "selling."

Because when a lot of people see these words, they get nervous and think to themselves "that's not for me. I can't sell anything." The thought of doing any type of sales for a living paralyzes them with fear and literally stops them in their tracks.

It's important to remember that to varying degrees *in life, everyone is a salesperson*. We constantly sell our ideas to others every day of our lives.

Have you ever encouraged a friend to see a movie you just saw or read a book you liked? Or, convinced somebody to hire you for a job ... go out on a date with you ... or do you a favor?

If you've done any of those, you're more than qualified for a career as a freelance copywriter. Because all a copywriter does is persuade people with words.

It's arguably the best, most relaxed, most fun type of selling there is.

You're not promoting products face-to-face with a prospective customer. You're writing letters, emails, and so on from the comfort of home — they do the "selling" for you.

And, you'll be using proven techniques that can be easily learned by anyone, no matter what age you are or what you've done in the past.

To help you understand the power of persuasion process, here are Mark Morgan Ford's ...

### **Three Fundamental Rules Of Selling**

1. **People don't like the idea of being sold.** While most people love to shop, they don't want to be sold. They love to buy things — because buying implies control. Being sold, the opposite.

Have you ever been shopping and encountered a salesperson that tried to pressure you into buying something? Maybe you were in an electronics store shopping for a new television or in a car dealership looking to buy a new car. While high-pressure tactics might work on some people, most of us retreat and vow never to do business with that person ever again.

The most successful salespeople do not make you feel like you are being forced into doing something. They make you comfortable and give you the features and benefits you need in order for you to make a decision.

So, if you're concerned that you're not a natural-born salesperson or you can't see yourself writing high pressure, hyped-up copy, don't be. That's not what successful copywriting is all about. In a minute, we'll take you through the various elements of a successful sales letter so you can see for yourself how easy (and logical) it is.

2. **People buy things for emotional, not rational, reasons.** People don't buy Rolex watches because they keep track of time more accurately. They buy Rolex watches to show the world how successful they are. Buying a Rolex watch appeals to their sense of pride (or perhaps, in some cases, their vanity).

Pride, vanity, lust, and envy are very important sales motivators. As are greed, the desire to be richer, more successful, happier, more secure, more independent. And, the fear of losing

something — money, independence, friends, happiness — can be a very powerful tool in the direct-marketing world.

As a successful copywriter, the copy you write will appeal to your prospect's feelings and desires. In other words, you'll sell to the heart first ... not to the head.

- 3. Once sold, people need to satisfy their emotional decisions with logic.** Once the prospect is emotionally sold, he needs to justify his irrational decision with rational reasons. He needs to justify his purchase in his mind. It's very important that he be able to tell himself (and others), "I've made the right decision."

A good example of this is TV commercials for cars. First, you see a stirring image of the car itself — beautiful, stylish, new. There's a mountainous landscape for the prospect who wants to see himself as rugged. A five-star hotel for the prospect who wants the car to enhance his status. A beautiful woman by his side ... interior shots of the car ... you get to listen to the state-of-the-art sound system ... then there's a shot of the car driving by the ocean. All designed to show how luxurious and great your life will be with this car. It's designed entirely to appeal to emotion.

But, car commercials don't stop there. They usually give you numerous bits and pieces of information — the size of the engine, statistics on fuel economy, speed, weight, interior space, and so on.

All the data is not meant to sell the car. Its purpose is to make the prospect feel good about his decision. This is almost as important as the emotional appeal as it justifies the sale in your prospect's mind and makes him feel good about his choice.

Those are the three basic rules of selling. When you become a full-fledged copywriter, you'll be able to use them to sell a vast array of products and services ... from jewelry to cars to weight-loss systems ... to just about anything.

Make sense, don't they?

Okay, now it's time to get down to the nuts and bolts, so to speak — to look at what it really takes to build a successful direct-marketing package.

As you continue further in this report, you'll discover the extremely interesting and educational parts of the types of direct-marketing packages you see in the mail and online now. And my guess is, after reading through this, you'll never look at a sales letter you receive in the mail or view a message online the same way *ever again*.



## Chapter 3

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# The Secret Structure Of Direct-Marketing Sales Letters

### **Discover The Difference Between Run-Of-The-Mill Copy And Great Copy**

*The following is an excerpt from the AWAI program Accelerated Program for Six-Figure Copywriting.*

*It's included in this report because it's one of the most effective ways to quickly and easily understand the "secret structure" behind a persuasive letter. It's written by AWAI Co-founder Don Mahoney:*

The funny thing about direct-marketing copy is that it looks so simple.

I remember when I first started out in the business. Someone handed me one of the classic direct-mail promotions. I looked at it and thought, "If I can't write like this, there's something wrong with me." Shortly after that, I sat down to write my first assignment ...

Surprise! It wasn't that easy. Not because the writing itself was hard ... but because great copywriting has an invisible structure that supports it. A secret structure that holds it up and makes it work.

If you look at a piece of furniture built by a master craftsman, most of the techniques he uses are fairly simple. You could learn them from any basic book about woodworking. So, why is it that when the average Joe tries to build a table, the result is so crude?

Because the master knows hundreds of little secrets about how to put things together — how to make each little piece work just right as part of the whole. That's the invisible structure that holds together a chair ... or a hundred-story building ... or a sales letter.

This hidden structure is what really makes the difference between a run-of-the-mill sales letter and a masterful one. This structure is the way you lead your prospect through the piece and build his interest in your product — get him so excited about it that he’s willing to spend cold hard cash to get it.

## **Now, Let’s Build A Sales Letter**

I’m going to show you how this hidden structure works in an effective sales letter. Let’s say you’ve been asked to write a sales letter to sell the peanut diet book for \$19.95.

First, you have to know exactly who you are writing your sales letter to. Obviously, it’s going to mail or email to people who want to lose weight. And, let’s say your client has actually found a mailing list of people who not only want to lose weight, but also happen to love peanuts. Does that mean you can simply write a letter saying, “Hey Fatso! You want to lose weight? Here you go ... ”?

Of course not.

And, this brings us to one of the first and biggest secrets of direct marketing. You have to hook your prospect with an idea and bring him into your letter. You do this by identifying a desire or fear he has, and hitting a “magic” button to activate that feeling. Then, you lead him by the hand through a series of ideas and images. Create a picture in his mind — and a desire in his soul.

Here’s another secret:

You don’t want to spend too much time telling him about the diet. What you want is for him to actually “see himself” slim and trim, eating his beloved peanuts by the bushel, and getting skinnier and skinnier. You’re going to make him want this reality with every fiber of his being ... more than anything else in the world ... long enough for him to take out his checkbook and order your book ...

So, who is your prospect? Why, he's a dieter. You say that right up front:

**Dear Dieter ...**

That wasn't hard, was it? But, this is where most writers get lost. I've seen the brightest people, with degrees from the best colleges, stare at a blank computer screen or a piece of paper for hours at this point. What do you actually say?

It isn't so easy, is it?

Well, in reality, it is easy — once you understand the secret structure of direct-marketing copy. You see, each part of the letter is there to accomplish a specific purpose, to provide another piece of the overall sales pitch. But, most writers think the first thing they need to do is convince the prospect how wonderful the peanut diet is. So, they say:

**Let me tell you about a diet you're really going to love. It's got fewer calories than the average diet and more nutrients. Surveys have shown that 9 out of 10 dieters actually prefer this diet to any other diet they've ever tried ... (blah, blah, blah) ...**

Wrong.

This is one of those magical moments when, if you know what to do, the job is simple. But, if you don't know what to do, the task before you is an insurmountable hurdle.

The ordinary copywriter writes and writes, piling long-winded explanation on top of long-winded explanation. Every so often, he stops, and reads what he's written. But, he knows it sounds flat and uninteresting.

What is he doing wrong?

Simple.

*He's telling people why the peanut diet is so great.* There are almost no calories in a peanut. The shells slow you down so you don't eat as much. They're chewy so you feel satisfied. (Blah, blah, blah.)

He's trying to argue the prospect into a decision with facts and figures. He's appealing to his prospect's sense of reason.

Remember, people don't like the idea of being sold ... they buy things for emotional, not rational, reasons ... and once sold, people need to satisfy their emotional decisions with logic. So, you already know what's wrong with the "ordinary" approach. It sells first to the head, not the heart.

A copywriter who starts his letter with reasons risks failure because he's not pushing the "magic" button. He's not hitting his prospect's primary fear or desire.

Here's how you do it. Ready? Listen closely ...

You tell your prospect what the peanut diet is going to do for him. Make him a PROMISE.

That's what it's all about. The promise of what the peanut diet is going to do for him. Tell him, specifically, what the benefit of the peanut diet is — show him exactly how he's going to achieve those benefits. (To make my point here, I'm going to use some very exaggerated examples.)

You begin:

**Dear Dieter,**

**I've got some exciting news for you. You can eat all the peanuts you want and you're going to lose 50 pounds in a month. In a little while, you'll weigh less than you have since you were 12 years old.**

**You won't have to count calories and you won't have to deprive yourself of your favorite food. It's easier than paddling downstream. Your life is about to get better beyond anything you've ever imagined.**

**But, wait — I have to tell you something honestly ... there is a downside. You're going to have to buy all new clothes to fit your skinny new body. But, I don't think you'll mind one bit ...**

### **The Secret Of The Promise**

You've just learned the first and most profound secret about structuring a direct-marketing promotion:

Make your prospect a promise. Identify a fear or desire ... what keeps him awake at night or what he daydreams about while driving to work. Then, tell him what you're going to do for him — what benefit you have for him — that will eliminate this fear or fulfill this desire. Now you have his attention.

So, you've told him his life is going to get better beyond his wildest dreams with the peanut diet. What do you tell him now? How cheap it is? That's what most writers would do — say something like: *Guess what? This peanut diet book is only going to cost you \$19.95, an incredible bargain.*

Wrong again.

That writer is well on his way to writing a one-page letter that will simply not be strong enough to make the sale. Mention the offer or the sales price too soon, and the prospect won't even continue reading it. It's already headed for the trash. (Please note: This rule, like all rules, is breakable. You may see examples of great direct-marketing copy that mention the offer early on. Don't be confused. These are exceptions that work for other reasons. Reasons you'll learn about later. For now, just remember the rule as is.)

Now, let's get back to your letter. You've made a promise to your prospect, but it's only a promise at this point. To cement the desire for this promise in his heart, you want him to actually PICTURE this promise in his mind's eye.

### **The Secret Of The Picture**

Your letter continues ...

**You're going to have more energy than you've ever had in your life. You're going to be slim, attractive, and you'll have the best sex you've ever had in your life.**

**And, the most sex you've ever had in your life. Just picture yourself out on the town for a night — to celebrate your new image. There's a new spring in your step and a lively gleam in your eye. People stop to stare as you saunter by ... admiring your powerful, lean body ... you exude the essence of animal magnetism ...**

**In fact, you're going to feel so good even your work will prosper. Don't be surprised to see your income double or triple in the next few months! (Imagine buying that Rolls Royce you always dreamed about.) Can you see yourself driving down the road with the top down, munching on your peanuts ...**

Do you see what I mean? First, you told your prospect what you were going to do for him. Then you made him “see” himself reaping the benefits of your promise.

Now what?

Well, you have to give him PROOF. You have to prove to your prospect that what you say is true. And, you have to prove it to his satisfaction.

### **The Secret Of Proof**

But, how can you prove to your prospect that the peanut diet will deliver your promise? Well, this is where you can finally use that mumbo-jumbo you were going to start out with, telling him about the calories and nutrients, why peanuts give you more energy, how they produce sex-related hormones, and how peanut oil smoothes the skin, takes wrinkles out of your face, and makes you look 10 to 20 years younger.

Now, there’s a clever little twist in that last sentence. Notice that instead of just telling your prospect how and why the peanut diet works, *you remind him of the promise you made — you remind him of the benefit.* In other words, you keep reminding your prospect at every opportunity, what you’re going to do for him. Even when you’re proving that the peanut diet really works.

This might be a good place in your letter to throw in a few “bullets” to draw attention to your proof. Let me show you what I mean.

Your letter continues ...

**Here are a few amazing facts that you may not know ...**

- **A peanut has only 0.10 calories. That's right ... just one-tenth of a calorie! That means you can eat 12,000 peanuts a day and still be getting only 1,200 calories a day ... few enough to let you lose eight pounds a week!**
- **Peanuts contain micronutrients A, B, and C. A little-known study from Harvard Medical School has recently proven that these are the three most important nutrients for human beings.**
- **Peanuts also contain glandular extracts that stimulate testosterone production, which has been proven to boost sexual performance in both men and women.**
- **And, according to the American Dermatologist Association, peanut oil is the single best source of moisture for the skin. In fact, when my Aunt Rosie went on this diet, it made her crow's feet disappear and she looked 25 years younger.**

But, how will your prospect know that you are a reliable source of information?

You see, you want your peanut lover to believe every word you say, so you have to establish CREDIBILITY.

Let me show you a couple of ways to do that ...

### **Two Secret Methods For Establishing Credibility**

First of all, you use reliable and believable sources. Back to your letter:

**Now, when I first saw how quickly I was losing weight, I became concerned. Could this be good for me?**

**So, I asked my doctor, Dr. Goodbones, who's been a successful medical practitioner for over 50 years ...**



**“Doc,” I said, “this peanut diet seems too good to be true. Look at me. I’ve lost forty pounds since I was last here, and I feel great!”**

**He smiled at me.**

**“Do you realize,” he said, “that the peanut diet is really one of the oldest diets known? Why, they discovered it in ancient Egypt, but they kept it secret just for the nobility.**

**“In fact, no less than a hundred societies have used it and it worked so well, they all kept it secret for the elite ruling classes. It was only recently rediscovered in an ancient buried manuscript, and Harvard Medical School has been doing a study on it.”**

**That was good to know, but I wanted to be sure. So, I contacted Harvard Medical School for myself. Here’s a copy of what they wrote back to me:**

Harvard Medical School

From the desk of:  
Dean Plato, MD, Ph.D., DDS

Dear Mr. Smith,  
You’re absolutely right about the peanut diet. It’s probably the single greatest weight loss and overall health diet ever known to man. In fact, we were just getting ready to publish the results of a special new research project we recently completed on the benefits of peanuts on productivity and brain power. According to a 7-year study, people who eat at least a pound of peanuts a day experience a 42% increase in energy.

These are very effective ways to build credibility. And, here's another one: Use testimonials from real people. For instance ...

- "It's a miracle! I thought my sex drive was gone, but I feel like a bull in a herd of cows!"  
— Freddy Jones, construction worker, Camden, New Jersey
- "This is your Aunt Rosie. Honey, your peanut diet is fabulous! I've lost 38 pounds and I look younger than ever. Yesterday, my banker asked for my phone number! That hasn't happened to me in 15 years."  
— Rosie O'Grady, Boulder, Colorado
- "Last January, I weighed 420 pounds and have weighed at least 300 pounds since I was 12. I tried the peanut diet and lost 50 pounds in seven weeks. Unbelievable!"  
— Joe Blow, baker, Santa Monica, California
- "Thanks so much. I feel better than I have in years ... my waist is 8 inches smaller and I can work straight through the day without tiring. And my wife says I've never been 'better.' All that just from eating peanuts!"  
— Edward Pearson, bank teller, Fort Wayne, Indiana

### **The Core Of The Core**

Now you are at the heart and soul of your offer. (You are, after all, offering something for sale ... )

It's time to tell your prospect why your product is the best and only answer to his needs. In other words, to tell him why it's unique. This is known as the USP or the Unique Selling Proposition.

No sense beating around the bush. This is one of the most important elements of your letter. So, you continue:

**This is truly the most revolutionary diet ever to bless 50 million overweight Americans. It works better than any diet that's ever been found. There are no powders to mix, no schedules to remember, no portions to weigh or measure, no calories to count, and no combinations to keep track of.**

**It's simple, healthy, and works like a charm. And, everything you need to know about the peanut diet has now been put together in one place. In fact, my "Health Through Peanuts" book is the only place in the world you can find this information.**

Now you've made your reader drool over this promise: That he's going to be reborn into a healthier, happier body through the peanut diet.

You've made him literally see himself as skinny, rich, and successful — all by eating peanuts. You've proven that everything you've said is true and you've proven it to his satisfaction. You've quoted experts and research, and established the credentials for your USP.

You've convinced him that this is the only place in the world he can find the secret to this glamorous new being he will become.

What now?

Simple. It's time to CLOSE the sale. And, you do that by making your specific OFFER. Here's your short, but sweet, close and offer.

**Right now, for a limited time, I'm making a special promotional offer. I want to get this book out to the public, so people can see for themselves the remarkable results of the peanut diet.**

**Specialized books of this nature, produced in limited quantities, usually sell for \$50 to \$75. But, you're not going to pay \$75 for "Health Through Peanuts." In fact, you won't even pay \$50 for this rare and powerful information.**

**If you act today, you can take advantage of my limited time, introductory offer and get my revolutionary book, "Health Through Peanuts" for only \$19.95.**

**But please, you'll have to take me up on it immediately. I cannot promise to hold this price for long. When the first printing has run out, this offer will be over and the next one will be at the full price of \$49.99. So, if you act today, you can save an amazing 60% off the regular price.**

You close the letter, sign it, and it's ready to go.

Wasn't that eye-opening?

You just learned the basic structure of a successful sales letter starting with the promise you make to your reader. Then, you paint a picture for your reader — showing him or her enjoying the benefits of your product. You back up everything you say with proof, guarantee what you're promoting, and then ask for the order.

Are you starting to understand how this works?

## Chapter 4

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# Why Copywriters Make So Much Money

### **The One Reason Marketers Will Pay You Top Dollar**

Okay, now that you know the secret structure, let's take a look why writing sales letters is such a profitable way to make a living.

Let's say you wrote the peanut diet sales letter to promote the book your client wrote that contains everything you need to know about losing weight by eating peanuts.

Your client has the book printed up at a cost of \$8,400. They decide to send your peanut diet sales letter to 30,000 people who, in the past, have bought diet books through the mail.

The mailing — including printing, postage, and lettershop services — costs \$18,600. With the \$8,400 spent printing the book, they're now out of pocket \$27,000.

The end of your letter explains to your reader that there are a "limited" number of books available for \$19 each. You promise to refund the prospect's money if he or she isn't happy.

So, your client sends the letter to the list of 30,000 names ... and waits.

### **Waiting Is The Hardest Part**

Nothing happens for days ... many days. Your client stares mournfully at their depleted bank account balance. Then suddenly, two orders come in. \$38 bucks. Your client is only down \$26,962.

Another day or two go by until one day, your client goes out to their mailbox and there's a single piece of mail. It's from the mailman:

*"Please come down to the central office to claim your mail. There's too much to fit in your box."*

In the end, your client deposits \$58,342 in their bank account. After fulfillment of the books and all up-front expenses, they've made a profit of more than \$20,000.

But, that's not even the best part. The thought that's keeping a smile on your client's face is the realization that next month they can send out the same letter. But, this time they won't send it to 30,000 names — they'll send it to 300,000!

Their profit will grow from \$20,000 to \$200,000! And, they've just begun.

Now, imagine they're selling a peanut diet e-book (electronic book available via download from the Internet) with no printing or shipping costs. Suddenly their profits skyrocket that much faster ... especially if they're selling it through a sales letter email or web page.

So, why do copywriters make so much money?

Let's say that, instead of being the guy who writes the letter, you are a direct-marketing publisher — and you've decided to sell a book about losing weight by eating peanuts. You hire two copywriters, Mutt and Jeff, and pay each of them \$5,000 a piece to write a letter for you.

Mutt's letter results in \$5,000 in sales. Jeff's brings home the bacon — to the tune of \$25,000.

What do you do?

Well, you thank Mutt and toss his sales letter in the wastebasket.

Then, you congratulate Jeff and mail his letter again. You mail it to 250,000 names this time and it brings in \$100,000 in profits! Then, you mail it again — to a million names — and bring in another \$300,000.

Now, you want to start the marshmallow diet. Mutt gives you a call. Can he write for you again? "Sorry," you say, "Not interested."

But, Jeff has made you over \$400,000 from his letter, so naturally you ask him. He tells you, "Thanks but my price has gone up, I want \$10,000 to write another sales letter."

What do you do? Tell him to shove off?

Argue with him? Of course not. You pat him on the back and pay him what he's asking, because you really, really want him to write this next letter for you as he's already made a lot of money for you.

### **Direct-Mail Marketers Are Happy To Pay Top Dollar For Winning Copy**

Money. That's the basic motivation on both sides. Copywriters are not paid well because they are smart or talented or cooperative or because they type clearly or bring their copy in on time. They are paid well because their copy makes money.

This means once you know the secrets of writing powerfully, you can charge an awful lot for your time and direct marketers will be more than happy to pay you.

And, if you can convince *one to two people out of 100*, you'll be wealthier and better off than 99.9% of all writers on earth.

So, exactly how much money can you make?

To answer that question, I thought the best way would be to give you real-life examples of people I know who are currently making their living as freelance work-at-home copywriters.

### **Full-time Pay, Part-time Hours**

Starting with Eileen Coale from Annapolis, Maryland. Eileen started writing copy for the Internet on a part-time basis in 2002.

She works an average of 25 hours a week. Last year, she brought in close to six-figures.

*"You can make a lot of money. I earn a full-time income doing part-time work and it's really wonderful,"* Eileen says.

Her income has allowed her and her husband to pay down their mortgage. It's helped them purchase a gorgeous piece of land near a state park where they plan to one day build their dream home. This past year, they remodeled their kitchen — something Eileen has wanted to do for over 20 years.

Plus, they're currently putting two of their four children through college.

*"We have four kids, and family comes first. So, it was important that if I were going to bring in a second income to our household, it had to mesh well with family life, as well as be satisfying and well-paying. I knew right away that freelance copywriting was the perfect fit,"* she says.

### **\$100,593 In 2010!**

Mindy McHorse from Albuquerque, New Mexico, had a new baby at home and a mountain of debt in student loans and expenses when she decided to become a copywriter.

In 2010, this stay-at-home mom (who recently had a second child) made \$100,593. Since she started copywriting, Mindy has erased \$80,510.43 in debt she'd built up!



Besides the money, Mindy loves the flexibility the copywriting lifestyle offers. Her husband, an air traffic controller, works “crazy hours.” Mindy schedules her writing when her husband is home so that someone is always available to look after the kids. Something she couldn’t do when she worked at her old 9-to-5 job.

Mindy’s advice to aspiring writers?

*“You’ve just got to go for it — and remember that the world won’t collapse if it takes you a couple of tries to find your copywriting groove. At first, it may feel a lot like driving with your eyes closed — it certainly did for me! Just remember, AWAI can give you all the directions you need to get to where you want to be.”*

### **Between \$10,000 To \$20,000 Consistently Each Month**

Sean McCool, from Knoxville, Tennessee, previously owned his own handyman business.

Only four-and-a-half months from the time he made a promise to himself to become a full-time copywriter, he landed a job with a \$60-million-per-year marketing company.

Pretty amazing when you considering Sean is a college drop-out who failed his 10<sup>th</sup> grade English class!

A success tip Sean offers up is to make a commitment to yourself.

*“Nothing happens until you’re willing to truly commit to being a great copywriter,”* he says.

He now works from home as a freelance writer and consistently cashes checks totaling between \$10,000 and \$20,000 each month!

**First Full Year = \$163,481!**

Prior to become a freelance copywriter, Ed Gandia from Marietta, Georgia, was earning an excellent wage as a salesperson for an Information Technology company.

But, as a new dad, the weekly travel the job required was getting him down. Plus, he was tired of continually-rising sales quotas.

His life changed forever for the better when he discovered copywriting. In his first full year as a freelance copywriter, he made \$163,481!

Ed's advice to anyone thinking of becoming a copywriter is to "take action immediately."

*"Don't wait for inspiration or motivation to strike. If you do, you'll never get going. More people fail in this business due to lack of consistent action than for any other reason. I can't stress this enough!"*

### **\$10,000+ A Month**

Pam Foster lives in a beautiful three-story country home located in a valley between the Cascades and the Coastal Mountain range near Eugene, Oregon. She works from her snug sun porch, surrounded by towering pine trees and a glorious landscape, but is free to travel and work from other locations throughout the year.

Pam is at the point now where, on average, she brings in more than \$10,000 a month.

She loves that web writing affords her the opportunity *"to work wherever you want, with whomever you want. It's just great. I wouldn't trade it for the world."*

Last year, Pam spent the winter in Florida ... Which she couldn't have done if she had a regular 9-to-5 job.

*"Work is fun. Work is exciting. Work is rewarding and interesting. It's ever-changing and never dull. There's none of that 'Dang, I have to work today' anymore. That's completely gone,"* Pam says.

## **Start Living The Life You've Always Pictured For Yourself**

Of course, we can't guarantee how much money you'll make. That's entirely up to you.

But, as you can see, the potential is very real.

And, if you have the desire and the dedication to stick with it, *the writer's life* and all the freedom, flexibility, and money that come with it are easily within your grasp.

If you're sick of the status quo, copywriting is your ticket to finally start living the way life was meant to be lived.

## Chapter 5

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# The Secret To Good Writing

### The “Trick” That Will Strengthen Your Copy A Hundredfold

Okay, let’s get back to writing.

Are you ready to go a little deeper?

Good, because you’re about to learn one of the most important rules to follow to ensure you consistently come up with good, effective, compelling writing — writing that keeps the reader’s eyes riveted to the page (or computer screen) from start to finish.

It comes from Mark Morgan Ford and it’s called “The Power of One.”

You see, to be a good writer, you need to be able to present good ideas clearly. And, the best way to do that is limit yourself to *a single idea*.

By restricting each sales letter or article or chapter to a single idea, you are forced to make sure it is a good one.

The underling rule of The Power of One is that every piece of copy you write must be built on:

- One good idea
- One core emotion
- One captivating story
- One single, desirable benefit
- One inevitable response

To help you understand the The Power of One, please read the following article written by Mark:

### **The Power Of One — One Big Idea**

One of the biggest lessons I have ever learned about writing came very late — in fact, more than twenty years after I wrote my first piece of copy.

It happened about a year after I began writing *Early To Rise* (ETR), the e-newsletter. I was looking over issues I'd written that year and noting which ones readers rated the highest. Without exception, those achieving the highest scores presented a single idea.

It struck me that readers didn't want to hear everything I had to say about a topic every time I wrote. They were looking for a single, useful suggestion or idea that could make them more successful.

That was one of those "a-ha!" experiences for me.

As a reader, I had always most enjoyed stories and essays that tackled one subject effectively and deeply. As a writer, I sensed my readers felt this way, too. But, it wasn't until I looked at the ETR results that I recognized the power of a narrow focus in writing.

I checked to see if this same phenomenon applied to advertising copy. I pulled out my box of "best promotions of all time." While not all of them were on a single topic, most of the very best hit just one idea strongly.

It seemed I was on to something. I presented this idea as one "powerful secret to publishing success" when Agora had our first company-wide meeting for publishers in France.

Bill Bonner reminded me he'd learned about The Power of One from the great advertising guru David Ogilvy. Ogilvy's concept was that every great promotion has, at its core, a single, powerful idea that he called "the Big Idea."

At about that same time, John Forde was rereading the classic 1941 book, *How to Write a Good Advertisement* by Victor Schwab — the man *Advertising Age* called the “greatest mail-order copywriter of all time.”

In that book, Schwab listed his choice for the “Top 100 Headlines.” John found that of those 100 Top Headlines, 90 were driven by single, Big Ideas.

Note how instantly clear and engaging these “Big Ideas” are ...

- “The Secret of Making People Like You”
- “Is the Life of a Child Worth \$1 to You?”
- “To Men Who Want to Quit Work Someday”
- “Are You Ever Tongue-Tied at a Party?”
- “How a New Discovery Made a Plain Girl Beautiful”
- “Who Else Wants a Screen Star Figure?”
- “You Can Laugh at Money Worries — If You Follow This Simple Plan”
- “When Doctors Feel Rotten This is What They Do”
- “How I Improved My Memory in One Evening”
- “Discover the Fortune That Lies Hidden In Your Salary”
- “How I Made a Fortune with a ‘Fool Idea’”
- “Have You a ‘Worry’ Stock?”

At ETR, we made this concept a “rule” for writing. The mandate was clear. Write about one thing at a time. One good idea, clearly and convincingly presented, was better than a dozen so-so ideas strung together.

When we obeyed that rule, our essays were stronger. When we ignored it, they were not as powerful as they could have been.

Like a river, your copy must flow in one clearly-defined channel. Every diversion and unnecessary thought added will dilute its power.

Like a train, your copy must get on one single, straight set of “rails” and stay on it. When it does, it will generate momentum and speed. You can lead your reader straight to your destination.

It’s a natural impulse to throw in everything you can, thinking it will help your copy. It seems logical that more ideas will strengthen your argument. They won’t. You must think counter-intuitively and stick to your one main idea.

The Power of One also means every paragraph you write will contain one single idea. If you need three sentences to express that one idea, use three sentences. If it can be done in one sentence, fine. There is a reason for paragraphs: If done properly, they help the reader read more efficiently.

Be absolutely disciplined about The Power of One. In every piece you write. Every time.

Find your Big Idea — one great, dominant idea your reader can grasp immediately. Then commit to it. Stick with it. Make sure that every single sentence directly relates to and supports it.

Here's an example of "The Power of One" as applied to an *advertorial* taken from ETR:

**Subject Line: The Easiest Product to Sell Online**

Dear Early to Riser,

Would you be interested in investing \$175 to make \$20,727?

That's exactly what Bob Bly just accomplished!

See how he did it below ... and how easily you could do the same.

MaryEllen Tribby,  
ETR Publisher

Dear Friend,

There's no product easier to create or sell online ...

... than a simple, straightforward instructional or how-to **e-book**.

Why are e-books the perfect information product to sell on the Internet?

- 100% profit margin.
- No printing costs.
- No inventory to store.
- Quick and easy to update.
- No shipping costs or delays.
- Higher perceived value than regular books.
- Quick, simple, and inexpensive to produce.



My very first e-book has generated \$20,727 in sales (so far).

My total investment in producing it: just \$175.

Now, I want to show you how to make huge profits creating and selling simple e-books — in my new e-book “Writing E-Books for Fun & Profit.”

Normally my e-books sell for anywhere from \$29 to \$79, and later this year, “Writing E-Books for Fun & Profit” will sell for \$59.

However, to make it affordable for you to get started in e-book publishing, I’m letting you have “Writing E-Books for Fun & Profit” for only \$19 today — a savings of \$40 off the cover price!

For more information ... or to order on a risk-free 90-day trial basis ... just **click here now**.

Sincerely,

Bob Bly

P.S. But, I urge you to hurry. This special \$40 discount is for a **limited time only**. And once it expires, it may never be repeated again.

Let me explain how The Power of One operates here.

In the lift letter (signed by MaryEllen Tribby), Bob asks a question and then tells a single sentence story. The question is an inverted promise. The story validates the promise.

The sales letter follows. This, too, is a beautifully-simple piece of copy. It leads with a statement that expresses one clear idea: "The easiest way to make money on the Internet is to market e-books."

That statement is supported by a number of bulleted "facts." Then, Bob validates the statement by mentioning his own experience.

The reader is already sold. Bob makes the sale irresistible with a strong, one-time-only offer.

Short, sweet, and *simple*.

The Power of One is *not* only one big, central idea. It's a fully-engaging piece of copy with five necessary elements. Using Bob's example:

- **One good idea:** "There's no product easier to create or sell online than a simple, straightforward instructional or how-to e-book."
- **One core emotion:** "It is simple! I bet I can do it!"
- **One captivating story:** Told brilliantly in 11 words: "My very first e-book has generated \$20,727 in sales (so far)."
- **One single, desirable benefit:** "Now, I want to show you how to make huge profits creating and selling simple e-books."
- **One inevitable response:** The only way to get this book for \$19 is "click here now."

To create blockbuster promotions time after time, you must understand the difference between good copy and great copy. The Power of One is the driving force behind great copy.

Veteran advertising consultant James Loftus, who's worked with Anheuser-Busch, Holiday Inn, McDonald's, and many other clients, agrees:

"Also keep in mind that the more points you try to cover, the less effective each point, and therefore your ad, will be. An effective ad will actually have only one central focus, even if you discuss it from two or three perspectives. If your points are too diverse, they compete with each other, and end up pulling the reader's attention in separate directions."

When challenged with an advertising assignment, most writers conjure lists of features and benefits, then mention as many as possible. Their thinking goes, "I wonder which of these benefits will really push the buttons I want? I'll throw them all in. That way, if one doesn't work, another one will."

This is B-level copywriting. It's *not* the way to create breakthrough advertising.

The Power of One is commonplace now at Agora ... it's taught by AWAI ... and you'll see that most top copywriters follow it.

You can use The Power of One to create your own blockbuster copy. Ask yourself: "What is the Big Idea here?" "Is this idea strong enough to capture the hearts of my customers?" Or "Are my ideas all over the place?"

The challenge is to find that one good idea the reader can grasp immediately. And stick to it. So, the idea has to be strong, easy to understand ... *and* easy to believe.

Put The Power of One to work for you in all your communications. You'll be amazed at how much stronger — and successful — your copy will be.

# A Variety Of Opportunities Await You

## The Internet Has Exploded The Demand For Copy And That Means Thousands Of Potential Employers For You

One of the reasons for the HUGE DEMAND for copywriters is because of all the ways you can use your “persuasive writing” skills ... especially when it comes to the Internet. Here’s just a partial list of some of the web-based projects you can take on as a copywriter:

- **Website Copywriting** — There’s a huge demand for copywriters who know how to make websites sell, instead of just look pretty.
- **Email Marketing** — Use these email sales techniques to market products to your existing customers (or your client’s).
- **Autoresponders** — Short emails that pay extraordinarily well.
- **Pay-Per-Click Ad Writing** — The fast-emerging writer’s market that can pay up to \$50 per word.
- **Search Engine Optimization (SEO) Specialist** — Companies pay very well for a copywriter who can get their website to the top of the search-engine rankings.
- **Landing Page Writer** — The web page your client’s customer first sees is crucial to the browsing (and buying) process. That’s why this expertise is in very high demand.
- **Site Audit Specialist** — Get paid to write a report on a company website’s strengths and weaknesses (and then get paid more to fix them!).
- **Advertorials** — News-style articles that also sell.
- **Banner Ads** — Short, fun, and challenging ads that get customers to click to your customer’s website.

- **Press Releases** — Done right, they can be free advertising for your client — and persuasive writing talents are mandatory.
- **Researchers** — While you're learning the copywriting ropes, why not make good money helping writers with their research?
- **Webinars** — Online presentations used in Business-to-Business to educate customers and sell to prospects.
- **Social Media Specialist** — One of the fastest-growing sectors of the copywriting world, learn how to market through Facebook, Twitter, LinkedIn, and more.
- **Blogging** — Companies, experts, personalities, and celebrities don't have the time to write their own blogs, so they hire copywriters to learn their voice and write blog posts for them. And, in most cases, they want a writer who can persuade, too.

You can also choose to specialize in a writing field that interests you most ...

- **Writing for the health market** — Thanks to the tens of millions of Baby Boomers, this market has THRIVED in recent years: health newsletter subscriptions, supplements, natural cure products, and more.
- **Catalog writing** — It's a billion-dollar industry (how many show up in your mailbox?) ... and guess who writes all those product descriptions? Copywriters!
- **Writing for the financial market** — Sales promotions that market financial newsletters and financial advisory services for the financial publishing industry.
- **Travel writing** — Earn extra income and travel free writing articles about your global travel adventures (make money from your travel photos as well).

- **Resume writing** — Using your persuasive skills to help people find jobs in this difficult economy.
- **Writing for nonprofits** — Make good money helping your favorite cause raise money. Many people particularly enjoy this aspect of life — making a living while helping organizations you believe in passionately.
- **Grant writing** — Billions of dollars await worthy causes ... your persuasive skills can help them get it.

And then, there's what I consider to be the biggest market of them all — Business-to-Business, or B2B.

This area is SO BIG it deserves special attention ...

### **Just What Is B2B Marketing Anyway?**

Simply put, "Business-to-Business" refers to companies that sell things to other companies.

For example, you buy a toaster from your local Walmart store. That's a "Business-to-Consumer" (B2C) sale ...

But, there were perhaps a dozen Business-to-Business transactions that went on before that toaster could ever make it to the store shelf. There was the metal fabrication company that supplied the machine to the toaster-maker that enabled it to stamp out and shape the material used to make the product ...

The printing machine company that sold the pad print product that enabled the company to print its name on the finished toaster ...

The paper company that made the box the toaster came in ...

The artist who designed the art for the packaging ...

And, chances are, there was a consulting firm who convinced the toaster company that they could help them get their toasters into Walmart stores nationwide in the first place.

All these are Business-to-Business companies. And, there are more than 8 million of them in dozens of industries just in North America alone — all of which need to reach prospective customers by advertising their products and services using copywriters like you.

But, B2B advertising is a little different than traditional advertising ... This prospect doesn't need to be sold "emotionally" like when you're selling to consumers ...

You don't have to appeal to the "core" emotions like fear and greed ...

And, you don't need the kind of "Big Ideas" that drive a lot of copywriting success ... or clever headlines to capture their attention.

Why? Because businesses know they need what you're selling. It's just a matter of educating him or her on your product or service ... showing why yours is better than the competition from a cost and performance standpoint.

Often, you don't even have to do that much ...

One of the most common tasks for a Business-to-Business copywriter is to generate a "lead." In other words, get the prospective company to agree to simply learn more about your product!

Don't get me wrong though ...

It's not that there's no selling going on here. There is. It's just much more subtle. In fact, in just a moment's time, I'll show you some of the ways businesses market to other businesses — and share with you one of the most powerful secrets for getting results in any form of B2B marketing. (You'll have this secret within minutes — and once you have it, you'll be well on your way ... more knowledgeable than half the B2B copywriters working today!)

But, before I get to all that, here's a fascinating fact ... one that no copywriter thinking about the B2B market should ignore.

### **Breaking News: The Pie Is Getting Bigger!**

With all the doom and gloom out there, businesses are cutting back on spending like never before.

Bad news for copywriters, yes?

Absolutely not ...

Because, while it's true businesses are cutting back on "cost-based" spending (things that aren't tied to generating revenues, like new artwork for the office or sales meetings in Vegas) — they're spending more on things that make and save money.

According to the Direct Marketing Association, Business-to-Business companies spend over \$55 billion per year on B2B marketing — everything from advertisements, brochures, direct mail, white papers, case studies, sell sheets, and so on.

According to the market research firm AMR Research (a part of Gartner, Inc.), B2B companies will spend more than \$3 billion alone on online marketing this year ... and that number is expected to grow by 12% a year through at least 2013.



In addition, according to a story published in *B-to-B, The Magazine for Marketing Strategists*, AMR predicts B2B social media spending will grow at an annual average rate of 21% through 2013 ... and that B2B spending on lead-generation sites is anticipated to grow at 17% in the same time frame.

But, that's not the most interesting part of AMR's findings.

According to AMR CEO Denzil Rankin, B2B publishers are not doing enough to take advantage of this projected growth in spending ...

"There is not enough innovation in lead-generation products. Multi-media services are weak, and measurement capabilities are frequently lacking," he said.

And then, there's this ...

Over the past couple of years, many B2B firms have cut their in-house marketing departments to the bone, in order to weather the recent recession. Now, they're scrambling to source talent for critical marketing projects. And, rather than reverting to the typical "hire and fire" cycle, many are turning to freelance B2B writers.

Add it all up and what does it mean?

It means a huge opportunity for B2B writers like you who can deliver innovative and effective lead-generation campaigns ... master the relatively new field of social media marketing ... and offer comprehensive, multi-media solutions to any business that has something to offer another business, no matter what the size.

And, in addition to all of the projects I showed you earlier, the B2B market also has a few specialty projects of its own ...

- **Case Studies** — Mini “essays” demonstrating how a business product has worked or solved a problem for another business.
- **Sell Sheets** — Feature and benefit sheets, “leave-behinds” for salespeople to distribute on sales calls.
- **Lead Generators** — The heart and soul of Business-to-Business marketing; ads, emails, sales letters, and more.
- **Marketing Scripts** — For telemarketers to use on sales calls.
- **Video Scripts** — The newest and biggest opportunity in both the B2B and B2C markets, the use of video in marketing is growing phenomenally — mini product overviews and “commercials” prospects can watch on their phone or computer.
- **Company Newsletters** — How companies keep and nurture relationships with existing customers.
- **White Paper Reports** — Big in the B2B world, they’re how-to manuals on getting the most out of your company’s products.

And the best part is, many of these projects can be completed in less than a day!

With so many projects, you can see why the B2B market is such a hot opportunity for copywriters right now.

## Chapter 7

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# Start Collecting Your (Free) Million-Dollar Secrets Today

### **Your Guide To Ethically “Borrowing” From The World’s Best Copywriters**

Once you understand some basic “power of persuasion” techniques and strategies, you can forge a career for yourself in whatever area or niche that interests you.

If you’re eager to get started, here is something you can do immediately.

It’s called “seeding.”

Seeding is when you “plant your name” with clients, and in exchange, they send you some of their best direct-response secrets — free of charge. You are basically acting like one of their prospects, and by doing so, you get to see what marketing materials and strategies they use to sell you on their product or service.

You see, your goal as a direct-response copywriter is not to reinvent the wheel every time. Your goal is to make the wheel run more smoothly.

Many top copywriters get their best ideas from somebody else. They don’t steal ideas outright, of course — that would be wrong. They adapt, massage, and combine ideas from other copywriters in a way that not only strengthens their own copy, but makes it easier and faster to write.

The quickest way to start your seed file is to go to a company's website and sign up for their e-newsletter. And, to get on a company's "snail mail" mailing list, you have two options: phone them up and ask them to add you to their list; or buy something from them, and they'll automatically add you to their mailing list.

Remember, you can always unsubscribe to a company's email or mailing list if, for whatever reason, you no longer want to receive marketing materials from them.

What companies should you target? If you're interested in becoming a financial copywriter, obviously it makes sense to sign up for sites that offer financial newsletters and information. Likewise, if you want to write for the health, self-help, Business-to-Business (B2B), Christian, fund-raising, and/or Internet marketing niche.

If you haven't picked a niche yet, not to worry. The following are some companies who will immediately provide you with some stellar examples of good copywriting:

- **AWAI** — If you're not yet signed up for [The Writer's Life](#), do so now. You'll receive a lot of great emails and links to sales letters written by some of the top copywriters working today.
- **Early To Rise** — [Early to Rise](#) is the Internet's most popular wealth and success e-zine.
- **Agora Inc.** — A powerhouse financial newsletter company. You can sign up for their various newsletters at this [link](#).
- **Nightingale-Conant** — [Nightingale-Conant](#) is the world's leader in personal development.
- **AskDrSears.com** — [Dr. Sears](#) is a leading alternative medicine website.

These names are really only a starting point. There are literally hundreds of thousands of companies you could seed your name with.

Studying your seed file (also known as your “swipe file”) is a great way to learn how the pros write. And, even when you’re an experienced copywriter, you’ll find that these sales promotions will be one of your most productive resources — a source of inspiration right there in your file cabinet or computer, whenever you need them.

You’re now ready to take the next important step toward learning how to write hard-hitting copy that really sells.

## Chapter 8

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# The Fast And Easy Path To Copywriting Success

### **Make An Investment In Yourself And Get Access To All The Secrets Of Copywriting Masters**

What you've just learned are the basic principles behind *every* successful advertisement ever written. You've learned about the secret of the PROMISE, the secret of the PICTURE, the secret of PROOF, and how to close your letter with an enticing offer and guarantee.

You've learned about Mark Morgan Ford's Three Fundamental Rules of Selling, and "The Power of One" — an important rule that separates great writers from average ones.

You now know more than 99% of the people on the planet about how to persuade people using the written word. Plus, you've learned about the lifestyle that's possible through copywriting. The freedom, flexibility, and the six-figure-income potential it offers.

More importantly, you now possess a "financially-valuable skill." A skill that has the potential to bring you in hundreds of thousands of dollars over the next few years.

Right now, you could sit down and write up a sales letter for a client and get paid for it ...

... but if you want to succeed faster and make more money, you'll want to get access to the deeper secrets for becoming a successful six-figure copywriter.

You'll find everything you need to know to launch a successful six-figure copywriting career in *AWAI's Accelerated Program for Six-Figure Copywriting*.

Here is just a small sample of what you'll learn that will put you on the fast track to profits in this lucrative business:

- **The 4 U's®** — Use the four U's as a checklist for every headline you write and you'll never write a dull, ineffective headline.
- **The Golden Thread** — Knowing how to weave "the golden thread" throughout sales copy separates the great copywriters from the average ones.
- **The Four-Legged Stool** — Use the four-legged stool to quadruple the strength and stability of your copy.
- **AWAI's 3-Step Copy Cleaning System** — This simple three-step system will ensure your copy always has the "just right" conversational tone.
- **Four things you need to do before you start writing** — Do these four tasks *before* you start writing and you'll never write a bad sales letter.
- **The difference between a Direct Lead and an Indirect Lead** — Which one you choose to use is determined by who will be reading your letter and what you're promoting.
- **Five ways to create a powerful P.S.** — Next to the headline, the most read part of a sales letter is the P.S. ... so it's important it be as strong as possible. Follow these five steps and every P.S. you write will increase your letter's conversion rate.
- **Six ways to create intimacy with your reader** — Creating a connection and bond of trust with your reader are the keys to a good sales letter. Here are six ways to ensure that your letter always hits the right emotional notes with your reader.
- **And much, much, much more ...**

## **A Rich Man's Best Advice**

Warren Buffett, one of the smartest and most successful men of our time — and recent Medal of Freedom winner — was asked not too long ago what he considered to be the best investment anyone could make in these challenging times.

His answer was quick and simple ...

***"The most important investment you can make is in yourself."***

That could very well be the best advice Mr. Buffett has ever offered. There has never been a better time to put your future squarely in your own hands — and master a financially-valuable skill that will forever be in-demand ... now and right through your retirement years.

And, not just because of this rare opportunity to learn a fun and life-transforming skill — one that can free up your lifestyle enough that you're able to live like "carefree millionaires" do ... and turn every day from here on out into an exciting adventure.

Imagine having time to travel like you've always wanted ... to finally take up that hobby you've always wanted to do ... master that sport ... or get into the best physical shape of your life.

As a copywriter, you can have the time and the money to do it. But, here's why now is the ideal time to see if *the writer's life* is the life for you:

### **Get Started for Just \$197 – a 60% Savings!**

Through this special offer — you can actually access the entire program, and give it a try risk-free. You'll get complete access to everything you need to live *the writer's life* — yours for a full year. Take that time to look through the program ... start the learning process ... learn about the direct-response business ... what the life of a work-from-anywhere, in-demand, highly paid, barefoot copywriter is all about.



If it's not for you, let us know, and we'll simply (and immediately) deactivate your access code and refund your money — no questions asked.

So, if you're ready to put the "workaday life" behind you — and choose a lifestyle that's richer, freer, and infinitely more rewarding ... get **AWAI's Accelerated Program for Six-Figure Copywriting** today. And, remember — you'll be saving a full 60%!

To get started on your career as a copywriter immediately, [click here](#).

Or for even more details about if copywriting is right for you, [click here](#).

You can also call AWAI's Member Services Team toll-free at 866-879-2924, or at 561-278-5557.

Remember, there's no risk.

And, if you love it — and decide *the writer's life* is for you — your very first letter could be the next one to rock the direct-response world ... and lead to, among other things, a \$10,000 writing contract from AWAI with your name on it.

## About The Author

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**KATIE YEAKLE** has spent over 25 years in the world of direct marketing and publishing in the roles of copy editor, editorial coordinator, product manager, fulfillment supervisor, marketing manager, and publisher. Recognizing the industry-wide need for talented copywriters who can deliver copy that sells, she helped establish American Writers & Artists Inc. (AWAI) with co-founders Paul Hollingshead and Don Mahoney in 1997. Today, as Executive Director, Katie oversees AWAI's 100+ programs designed to help people turn their passions into careers.

**American Writers & Artists Inc.**

245 NE 4th Avenue, Suite 102

Delray Beach, FL 33483

Phone: 561-278-5557 • Fax: 561-278-5929

Website: [www.awaionline.com](http://www.awaionline.com)