

# **So You've Decided to Give Up on Your Dream of Becoming a Top-Notch Copywriter ...**

## **But Here's a Question:**

### **Did You Stop for the Right Reasons?**

Dear ( )

Recently, you made a decision to stop working at your dream to become a professional copywriter ...

I'm sorry that's the case.

Maybe you decided copywriting just wasn't for you. And that's fine ...

But maybe that wasn't it at all.

When I've talked to people who have given up before (no, you're not the first), I usually found they still would like nothing better than to live the copywriter's life ... to make the money and enjoy the freedom that writing copy can bring.

So before you give up on the idea altogether, I'd like to ask you a question.

Is it because you couldn't find the time?

Or did you have the time, but became frustrated because you weren't "getting it" right away?

If either of these is the reason why you decided to "pack it in," let me suggest that you reconsider.

Because the fact is, six months ago I was in the exact same situation where you are today. I was intimidated by the work. Frustrated because I wasn't getting it. Worried that my efforts would be wasted ...

Then one day I decided to pick right up where I left off ...

Turns out, it was the single best decision I ever made. And although I haven't broken the 6-figure mark yet, I'm well on my way ...

In fact, I'll make close to \$50,000 this year.

## **Believe Me, I Know Where You're Coming From**

Let me introduce myself.

My name is Scott McDougal. I'm not a "Master Copywriter" ... nor am I especially gifted when it comes to writing.

I'm just your average Joe who decided there has to be more to life than working at a dead-end job, living paycheck to paycheck, for people I don't even like. Thankfully, there is a better way ...

... It just took me a while to find it.

Like many AWAI students who struggle to finish the course, I dropped the program shortly after discovering it. "I have better things to do," I told myself. "Besides, I'm not getting it as fast as I'd hoped." Then time just got in the way ... or, at least, that's how I justified quitting.

For two long years, while working part-time as a valet, not a day went by that I didn't tinker with the idea of finishing the course and fulfilling my dream of writing for a living.

For me, the idea of being able to work on my own terms ... and set my own hours ... writing from a small hut on the beach ... and still make enough money to support a family of four ... literally sent chills up and down my spine.

It sounded too good to be true ...

Then, after nearly 2 years of the 9-to-5 grind, I reached a breaking point and decided to make a change.

I decided to give copywriting a second chance.

After all, I had nothing to lose ...

### **After a Few Bumps and Bruises – SUCCESS!**

Needless to say, I endured a few bumps and bruises along the way ... but I persisted through it all. And less than two weeks after graduating from AWAI's program, I received an offer to write a sales letter for \$2,500 ... an offer that the AWAI staff helped me negotiate.

Today, I'm living proof that this program works! I write letters from my condo in Southeast Florida, close to the beach ... in a stress-free environment ... and I make more money than I ever made before.

And you can too!

Listen ...

I know you've given the course a try. But was it your *best* try?

I'm not going to beat around the bush here. Sometimes, getting the things you want takes some extra effort. It takes a commitment. It takes persistence.

Sometimes, you have to be *desperate* to succeed.

### **Even the Pros Have Had Second Thoughts ...**

Like Paul Hollingshead was. I once asked him, "Did you ever become so frustrated with copywriting that you thought about quitting?"

"Absolutely," he told me. "I remember sitting in an office with Don Mahoney, struggling with a particular letter. I just wasn't getting it. The deadline was approaching. I turned in what I had and the product manager hated it. They questioned whether I really had what it took to be a copywriter. That was my wake-up call. After all, what were my options? Go back to stocking shelves at Publix for \$6.50 an hour? So I buckled down. I told myself I'm going to be successful at this no matter what.

"That's when I discovered the secret to accelerating my success: *Writing!* It was as simple as that. Instead of memorizing rules and theories, I started writing. It didn't matter if it was good or bad to start – *the more I wrote ... the better I got!*" And that letter I struggled with – it went on to become one of the most successful 'first' letters by any new copywriter, generating over a million dollars in sales!"

Strangely enough, that's when things started to turn around for me too. I started writing. I had already read and studied the program ... the rules and secrets were in my head. *The more I wrote, the more those rules and secrets found their way into my copy – and the stronger my letters became!*

### **Don't Join the Legion of Quitters!**

Here's my point.

The easiest thing you can do is give up. That's what most people do. And that's why if you do stick with it, you can be very successful. Because you'll be one of the few people in this world who had the courage and the gumption to battle through the difficult times – to become the success you have every chance (and right) of becoming.

And here's something else.

The sense of accomplishment you'll have will be exhilarating. There's not a better feeling in the world than knowing you did what it took to overcome obstacles and accomplish something very big ...

And nothing's bigger than learning the skill of copywriting ... and having the kind of wealth and freedom that comes with the life of a professional copywriter who's always in demand.

I know. I'm on the "inside" now. I see firsthand the huge demand that exists for copywriters. In fact, it's greater than it ever was, what with the explosive growth of Internet marketing in recent years. Even now, I've been told that my copy is strong enough for me to have all the work I want for the foreseeable future.

So if you think you'll one day regret your decision to give up your dream of living the writer's life ... if the idea of having to work tirelessly for low pay for the rest of your life depresses you to no end ... don't give up so easily!

Not without a good fight!

And that's why I'm writing to you today ... to encourage you to pick right up where you left off ... right away ... and force yourself to finish AWAI's program.

It's not difficult. If you're a quick learner, you can finish the entire course in a month or two. Then write ... write ... write. That's what I did the second time around. I promise you – you'll get it. And your copy will grow stronger with every page.

### **It'll be the "Second Best" Decision You've Ever Made!**

I'm so grateful I decided to get back in the flow. In fact, I tell people it was the second best decision I've made when it comes to my professional career. The first, of course, was getting the AWAI program in the first place.

I'm not rich yet ... but I do enjoy a level of independence, financial freedom, and happiness that has exceeded all my expectations.

And you can too. There's nothing standing in your way, except maybe YOU. But that's about to change ... right?

No matter what your story may be, we all have one to tell ... a different dream ... a picture of the life we long to live. And the truth is, no matter who you are or what your situation may be, YOU CAN generate a sizeable income for yourself by writing simple letters like this one, just like the folks at AWAI told you when you first learned about this remarkable program.

### **So Many of Our Graduates Are Proving It Can Be Done**

And the best part is that anyone can learn this skill.

As Jen Stevens, one of AWAI's most successful graduates, puts it, "All you need is an ability to identify and understand the other person's point of view and then make a habit of writing the way you speak."

Granted, it's easier for some than others. But there is no shortage of AWAIers who battled through whatever tough stretches they had and are now making a good living writing copy. People like ...

David Chapman, an AWAI graduate and freelance copywriter, who also decided to quit the copywriting course prematurely.

After landing a great union job with good benefits, David told me, "I thought I was set ... So my copywriting course went into the closet."

But months later, his company merged with another one ... and David was out of a job. Instead of panicking, he picked right up where he left off.

"I grabbed my AWAI course again ... and I studied harder than ever! I decided once and for all that I was never going to be dependent on anyone else for a living but myself!"

And, of all the places, David got his first big break while standing in line at Starbucks.

"I started chatting with a businessman who told me that he wrote his marketing promos himself ... and had increased his annual sales to over a million dollars ... but he wanted to redesign his website and reach a bigger market.

"What should I do?" he asked me. Keep in mind, I was still a rookie copywriter at the time. I had nothing to show this man ... no portfolio ... no formal degree ... not even a business card. But I knew the basic AWAI course and felt confident.

"So I just started talking. I told him some basic things about writing good copy. Not a slick, fancy sales pitch – just clear, simple answers, straight from the course. He began to smile. As I gave more answers, his smile got bigger and his enthusiasm grew.

After 30 minutes of an enjoyable discussion, he asked me to write new copy for his website. **Just like that, I got a \$3,550 job ... plus 2% of sales!**"

### **Full Speed Ahead**

Like David, as a former AWAI student, you already know the drill. In fact, you're more on your way than you probably think. You've been exposed to the powerful copywriting secrets. The path to success is right there in front of you!

Deep down inside, I suspect you've been waiting for this opportunity. And here it is ... the opportunity to pick up right where you left off ... and finish strong!

Just read each lesson carefully, one day at a time ... practice the assignments ... and trust the process to unfold. Every day, you'll learn a new skill. Every day, you'll write a page or two on your own. Do this and I guarantee you'll be on your way to becoming a professional copywriter in no time.

Before you know it, you'll be working on your first live assignment ... your second ... your third ... all while getting paid to do what you love!

### **Don't Forget, We're Always Just a Phone Call Away!**

Plus, if you ever need any help whatsoever, AWAI's staff is always just a phone call away ... so you're never alone. Scott and Barb are always happy to answer your questions ... even help you negotiate your writing fees with clients when you're ready.

Once you discover the secrets Master copywriters ... and up-and-coming young copywriters (like yourself) are using to write control-busting copy ... the kind that generates millions of dollars of sales in a single mailing ... earning you handsome royalties ...

... you'll be so ecstatic about the money you're making that you'll wonder why in the world you ever second-guessed yourself.

So why not pick up right where you left off ... finish what you started ... and make 2005 a year to remember?

### **Just for You: A Little "Kick in the Pants" Incentive to Get You Moving Again!**

Reactivate your account in the next five days and receive your next installment of **AWAI's Accelerated Program for Six-Figure Copywriting** absolutely FREE.

Right off the bat, you'll save \$39. It's AWAI's way of getting you back in the swing of things ...

Or, if you prefer, call Barb or Scott today to order the course in full and receive the remaining lessons all at once ... and we'll knock 20% off the rest of the installments! That way, you can finish the program in a week or two and start making some money.

Remember ... It is not uncommon for budding copywriters to endure a bump or two on the road to copywriting success. That's normal.

But if you're serious about becoming a professional copywriter ... and would like to live the writer's life ...

... why not join me and other AWAI graduates who've completed the course ... and start earning a great income, while enjoying all the perks of working and living on your own terms.

Best Regards,

Scott McDougal  
AWAI Graduate (and "working" copywriter)

P.S. The worst thing you can do right now is delay your decision to renew your commitment to becoming a top-notch, highly paid copywriter. That's why we're extending this "FREE installment" offer for the next five days only. But don't wait even that long. Visit <http://www.awaionline.com/reenroll> and fill out the re-enrollment form. Or, better yet, call Barb or Scott today toll-free at (866) 879-2924.

Welcome back!