

*Special, One-Time Only Offer... 50% Off*

## **You Could Be Just One Phone Call Away from a Writing Job that Pays Between \$3,500 and \$10,000 for Your First Letter...**

*If You Just Can't Wait to Launch a Successful Copywriting Career, Here's a Shortcut that Will Shave Months or Years off Your Learning Curve*

Dear AWAI Student,

I know a woman- a top marketing executive- who is waiting to hear from you... who is willing to pay you \$10,000 for your first letter... if you follow a few simple steps.

I know a man who will pay you \$5,000 ...

And that's just the beginning!

But first, I want to tell you about a shortcut you can use to land the highest paying jobs in copywriting...

### **When Are You Going to Start Living "The Life"... the One You Deserve?**

As an AWAI student who's studying AWAI's Basic Copywriting Course, your days of bosses telling you what to do (and when to do it) - are numbered.

My guess is, you're probably counting down the days until you can finally start living the life you deserve... the kind you've always dreamed about...

- Spend more time doing the things you love...
- Live and work when and where you want to...
- And make up to \$100,000 a year, or more...

If you'd like to start living "the life"... as quickly as possible... you'll want to take advantage of this shortcut.

With the copywriting techniques AWAI has helped you develop, you now possess a marketable skill that can command an annual income of \$100,000 to \$200,000 a year or more – provided you know how to go out and get the work!

And that's exactly why I'm writing to you today... to show you the fastest, easiest, most sure-fire techniques - the kind you can use over and over again - to land the highest paying copywriting jobs, and satisfy your clients, so they keep coming back for more.

The secrets I'm going to share with you are extremely powerful! But I must tell you... this program is not for everyone.

Did you know there's a reason (two actually) why many copywriters are unsuccessful? Basically, it boils down to two principles.

1) Are you able...?

2) Are you willing...?

Here's what I mean:

The majority of copywriters who fail do so either because they are unable to write simple, straight-forward letters... or because they are simply unwilling to make it happen.

If for any reason you are unable or unwilling to take my advice and follow up with clients, this program is not for you.

However, if your copywriting skills are up to par... if you are able to write a solid headline and lead... and you're willing to take my advice to heart and follow through...

...I am 100% confident I can help you network with potential clients, land your next paid assignment and launch a highly successful freelance copywriting career... in as little as 10 days!

These powerful secrets will shave years off your learning curve... so you don't waste a second of your time (like I did in my earlier years).

I'll show you 12 specific, actionable techniques you can use to market yourself as a copywriting expert... introduce you to the business side of copywriting... including potential clients for you... and teach you step by step how to receive more copywriting assignments than you could ever handle.

Plus, I'll show you how to start your own blockbuster copywriting business (like I did) in as little as 30 days.

### **Give Me 12 Hours and I'll Show You How...**

Hi folks. Bob Bly here.

As you may know, I'm a full-time freelance copywriter and member of AWAI's Board of Advisors.

With more than 25 years experience in Direct Marketing, I've written copy for more than 100 agencies and advertisers. I'm the author of 60 books. And even though I'm not the best copywriter on the planet, I consistently earn more than half a million dollars a year as a freelance copywriter.

Today, I'd like to help you take advantage of every shortcut I've accumulated over the last 25 years... so you can start achieving the kind of success I enjoy today.

Of course, as a newcomer to this business... you'll start where I started – from the beginning.

The good news is – now you can take all the shortcuts I missed – and get your own freelance copywriting business off the ground, in a fraction of the time it took me.

### **An Invitation to Join “The Next Generation of Master Copywriters”**

In January of 2004, my friend and colleague Katie Yeakle, Executive Director at AWAI, asked me if I'd be interested in hosting a monthly teleconference series to help willing and able copywriters and entrepreneurs like yourself learn from my experience and start landing lucrative copywriting assignments, immediately.

My response: A resounding “Yes!”

Sure, I enjoy copywriting. And the money I make is terrific. But nothing in this world gives me greater pleasure (besides spending time with my family) than teaching aspiring young copywriters – the next generation of master copywriters – the secrets I’ve amassed since 1982.

And that’s exactly what we did...

### **Hot Off The Press...**

Now you can be one of the first to receive all twelve, 1-hour personal tutorials... full of specific, actionable, advice from “Me,” (Bob Bly).

You can listen to the material whenever you like- in the comfort of your own home, while driving in the car, exercising, or doing household chores.

People who listen to these calls do better than those who just stick to the copywriting course.

Here’s why...

While reading as many direct-mail promotions as you can get your hands on, and re-writing them, is a great way to learn how to write strong sales letters... listening exercises can be far more effective.

You’ll be amazed by your brain’s capacity to store and organize audio information more quickly.

AWAI students tell us that listening to the CD’s several times helps increase their mastery of the material – and motivate them to take actions they didn’t do the first time around.

Just last week I received a thank you letter from AWAI student -- Lisa Sargent of Staffordville, CT.

Dear Mr. Bly: *(for future reference, you can call me Bob)*

“I just received a free copy of your teleconference series from AWAI (session 1 of 12). Originally, I saw this as another attempt to “sell me”... boy, was I wrong. A quick review of my notes shows 14 distinct pieces of information that I can put to use either in my copywriting skills or marketing my fledgling business. Many thanks to you.”

That’s over 14 pieces of actionable advice... from a single session!

### **Get Rid of Your Fears Forever!**

Let’s face it. We all have our strengths... and our weaknesses.

Ask anyone who’s ever met me. I’m not the most outgoing guy you’ll ever meet. Nor am I particularly talented. I just work hard. Harder than most people I know.

The same holds true for the thousands of copywriters I’ve talked to over the years... at conferences, over the phone, and at Bootcamps. And like me, they too have different strengths and weaknesses.

BUT... almost every copywriter I know struggles with one key issue...

...How to deal with CLIENTS!

It seems crazy to me that so many copywriters are fearful about dealing with potential clients. But it’s true.

And I'm guessing the same may apply to you.

- Maybe you're worried that after finishing the copywriting course, you won't be able to find clients to write for...
- Perhaps you know how to write but you have no idea how to get clients to hire you...
- Maybe you're afraid, even terrified to call clients... fearful of what to say if they ask to see your portfolio...

Did I hit a few hot buttons? If so, I apologize for being so blunt. But the truth is, many of your worries are mostly internal.

It's normal to be anxious about communicating with potential clients. This is an exciting time in your copywriting career. Even I used to worry from time to time. That is, until I realized that marketing directors actually want you to call them.

Why?

Because you're half their business. Every day they rely on copywriters like you to sell their products and services. That's how they make money.

And that's exactly what this teleconference series is all about... dealing with clients.

After listening to the following sessions... rather than panicking when you hear the word "**CLIENT**" you'll view each new opportunity as a chance to make a new friend or business contact... a chance to break into a new industry... add to your portfolio (and client list)... and break the six-figure mark this year!

You'll be amazed how much more confident you'll feel after listening to a single session.

### **In session 1: How to Prospect Successfully...**

I'll show you exactly how to market yourself as a freelance copywriter to potential clients... quickly, easily and respectfully...

I'll help you establish tonality when calling marketing directors... including what to say, how to say it, the whole nine yards. You'll even hear a live cold-calling script between a guest speaker and me... so you'll know what it's supposed to sound like.

Once you master these powerful techniques, you should be able to get your foot into any door. I'll also show you how to develop your own copywriter's USP... and more!

Just listen to what a few of your fellow students had to say...

"The teleconference was full of fresh ideas. Whether you want new angles to help you prospect or need a little motivation fuel to get you going, this session will not disappoint."

- **Laurie H., Illinois**

"It was not just informational, it was motivational. I've signed up for the remaining calls and am looking forward to them. This must be the next best thing to going to a bootcamp."

- **Shelley D., Indiana**

Every piece of information you'll receive will be full of specific, actionable advice. And if you follow my guidelines, step by step... I don't see any reason why you can't land your next paid assignment this month!

### **In Session 3: Promoting Yourself Online with a Website and E-Zine**

I've discovered an incredible new way to get copywriting assignments any time I want, within 48 hours, just by typing a short message and hitting the "send" button on my PC.

But don't be jealous. In session 3, I'm going to show you how to do the exact same thing – step by step.

If you're shy, I suggest you practice "selling yourself" with a friend. However, with this amazing new self-promotion technique, you can forget cold-calling... because once you learn how to write a specific lead generating letter, clients will call you. And once you master this technique, you'll be able to name your price.

The two online self-promotions I've mastered... and will teach you how to do for yourself... are:

1. Creating a successful freelance copywriter's website.
2. Promoting your freelance copywriting services by publishing a free "e-zine" (online newsletter).

Two factors set my work apart in this area... and will do the same for you.

First, I'll detail why my website and e-zine don't just impress people or win praise – they get me lucrative copywriting assignments. And lots of them.

In recent years, I've boosted my income to the \$500,000+ level, up from around \$300,000 a year BEFORE I got online.

Second, I'll show you how I created both my website and my e-zine with a minimum investment of time and money.

As freelance copywriters, you and I don't have deep pockets like the big corporations for putting up a website... but in session three I'll tell you how to can create your own website today, at garage sale price.

Plus, I'll show you how to drive tons of traffic to your website with "free content" offers. You'll likely receive many more offers than you ever imagined...

### **Maybe You Don't Want to Start Your Own E-Zine**

It could be that you're short on time and would prefer to write only for a few major clients...

Or maybe you have the time... but like many copywriters I know, you'd prefer to write just a few hours a day and spend the rest of the day doing the things you really love – like going on fancy vacations... backpacking through Yosemite National Park... playing golf with your buddies... or spending more time with the people you care about.

You may want to consider breaking into a market that typically pays the highest fees... so you can make more money than most copywriters, but still have plenty of time left over to spend it!

### **In session 4: Breaking Into the Top-Paying Market...**

I'll show you why writing direct-mail packages that sell subscriptions to 'Consumer Newsletters' are the industry's most lucrative projects... where to find publishers in health, wealth and travel... and how you can break into this market, *fast*.

Copywriters who are fortunate enough to get these juicy assignments are paid anywhere from \$5,000 to \$15,000 and up to write a single mailing... plus a royalty of \$20,000 to \$30,000 for every one million pieces mailed (and a really successful package can mail 5 million pieces or more).

AWAI co-founder Don Mahoney, for example, is one of the top writers of DM packages to promote financial newsletters.

He's been paid more than \$60,000 in fees and royalties for a single promotion...

But here's the amazing thing...

Novice copywriters can get the same consumer newsletter assignments the pros do.

You may not command the same mega-fees the old pros do. But even if you got \$5,000 per package instead of \$10,000... or earned only \$20,000 in royalties instead of \$60,000... I'm guessing you wouldn't complain, right?

And that's a perfectly realistic dollar amount for a novice copywriter to achieve.

In session 4, Don and I will tell you everything you need to know to get the big newsletter publishers like Agora, Phillips, Weiss Research and Boardroom to give you a shot at writing copy for them.

Plus, Don will share his top secrets for consistently writing control-beating packages!

If you want to make up to \$100,000 or more... in the shortest period of time... writing for the Consumer Newsletter industry may be your best bet.

### **Even More Ways to Break the Six-Figure Mark... This Year!**

Here's another way...

There's big money in vitamins!

Not in taking them (although that's good for you, too)...

But in writing about them... selling them... and convincing others to take them.

Writing about alternative healing methods, fitness products and medicine is one of the largest – and most lucrative – markets for freelance copywriters.

Americans spend \$1.7 trillion a year on health care... yet writers who can write successful mailings and ads to sell health products are hard to find.

That's why copywriters who sell dietary supplements, medical devices, test kits, health related books, newsletters, and magazines routinely command fees of \$1,500 to \$5,750 per project or more... and have more work than they can handle.

If this sounds like a specialty you'd like to get into... you'll definitely want to check out **Session 6: Entering the Lucrative World of Writing for the Healthcare Market.**

But you won't just be learning from me. I'm going to interview three very special guests for you. Two of them are potential clients for you: Alan Serinsky of VitalMax, a nutritional-supplement company, and Jenny Thompson of Agora, a publisher of health newsletters and books.

They're all extremely busy, and it was like pulling teeth to get them to give up an hour of their time. But after much persistence, I finally convinced them to join me.

The practical advice they will share with you will overwhelm you with new ideas for breaking into the healthcare market. Use these techniques effectively and you may even end up working for them.

Here's another way to make some serious cash...

### **Session 11: Writing for the Business-to-Business and High-Tech Markets**

Last year, I was nominated by the Direct Marketing Association (DMA) for the "Business Marketer of the Year Award." I didn't win, but I've been working in the business-to-business marketplace for a quarter century...

And I've made more money in this sector – selling technology products, software, and hardware – than in any other.

In this series, I'll show you why working in tech and B-to-B is a vast, untapped opportunity for copywriters. Even if you're not a techie, I'll show you specific techniques you can use to astound clients... bring their high-tech products to life... and make a small fortune writing for this sector!

Or maybe you consider your writing style a little more mainstream...

If so, you ought to consider **Writing for the Corporate Communications and Marcom (Marketing Communications) Market.**

**In Session 7**, I'll explain in great detail why assignments for this particular market niche are easier to write than direct-mail, less competitive, and pays very well!

### **A Life-Altering, Money Making Experience**

Do I have your attention yet?

I know I've covered a lot of bases so far. But believe it or not, there's more still. And I'm willing to do whatever it takes to prove to you that this program is one of a kind.

If you missed out on AWAI's special teleconference series, I strongly encourage you to pick up your copies of all 12 sessions... digitally recorded on compact discs.

I can't stress enough the valuable time I (and others) have spent making sure this teleconference series is the most comprehensive, life-altering, money-making experience you could ever hope for.

"It was more than worth it. You did exactly what you said you'd do – and more. Every point was useful, and not a minute was wasted."

- **Marilyn G., Colorado**

"I was on the AWAI call Wednesday. It was like a great dessert – too rich to digest all at once but too good to resist."

- **David D.**

These students are right on target. After further review; I'm more convinced than ever that we've succeeded in bringing you the absolute best opportunities to market yourself as a freelance copywriter to potential clients... convince them to hire you... and start working in days!

It's finally here... *AWAI's Selling Yourself Monthly Teleconference Series, 12 CD Box Set... Your Shortcut to the Highest Paying Jobs in Copywriting, Period!*

Why waste your valuable time and energy doing things that won't further your career a bit... like I did early in my career... when you can learn industry-tight secrets directly from me and spend all of your time only on those activities that can quickly generate lucrative copywriting assignments for you.

In *AWAI's Monthly Teleconference Series...*

I'll personally show you exactly:

- ◆ **How to prospect so successfully that clients offer you more copywriting assignments than you could ever handle... so you're always in high demand...**
- ◆ **How you can break into the DM industry's top paying market... including the name of one of Agora's top executives (a potential client for you, who regularly hires AWAI graduates)...**
- ◆ **Make up to \$5,000 or more a week, writing for the Information Products Market...**
- ◆ **How to get out of a slump and overcome problems in your freelance copywriting business... avoid the 7 most common freelancing nightmares... and make 2005 your most productive year ever...**
- ◆ **I'll even show you a simple method to make sure your name sits atop Marketing Directors' list of copywriters to call the instant they need copy... so you'll never have to worry about being forgotten...**

And that's just a taste of the specific, actionable advice you'll receive... in *AWAI's Monthly Teleconference Series: "Building Your \$100,000 Freelance Copywriting Business," The 12 CD Box Set... with "Me" (Bob Bly)!*

## Frequently Asked Questions

For years now, AWAI students have been asking me – at bootcamps, over the phone, and by e-mail – questions about how (and whether) they can make a good living, a six-figure income, or even a million dollars (!) as a full-time freelance copywriter.

*Questions like these:*

- “Is it really possible to make \$100,000 or more as a freelance copywriter in today's economy?”
- “Has the Internet destroyed the market for freelance copywriting services – or expanded it?”
- “I know how to write, but I have no idea how to get people to hire me. Where do I find my first clients? Are there any specific techniques I can use to generate new business leads?”
- “I don't have any real world experience or a solid portfolio. When prospective clients ask to see my work, should I show them the writing samples I did for my AWAI assignment?”
- “How much should I charge? What if I ask for that amount and the client says it's too high?”

More good news: Now, as an AWAI student, you can get all the answers to these questions and many more directly from me.

However, because you are no longer a beginning copywriter, and I suspect you may know the answers to a few of these questions... I'll do even better!

### **Over 150 Advanced Techniques To Get You Started...**

In *AWAI's Monthly Teleconference Series*: ... I won't just tell you how you can make \$100,000 as a freelance writer... I'll show you over 150 proven techniques you can use (tricks I've been using for years) to break the six-figure mark this year!

Here's just a sample of what I will share with you:

- ◆ 6 new business techniques to help you generate new business leads... Plus, one simple promotion that delivers a staggering 200 leads...
- ◆ How to develop your very own copywriting USP... so clients call you first!
- ◆ How you can actually use the excuse "no previous work experience and no portfolio" to your advantage... and land higher paying assignments... like Cathy Cairns did (double-check)
- ◆ How to get paid \$2,500 to write your first big promo... and when the second assignment rolls around, bump your fee up to \$5,000 without raising your client's eyebrow...
- ◆ How to "cheat" and still reach the \$100,000 a year mark as a freelance copywriter... in record time... **without writing a winning DM package for a major client...**
- ◆ How to write a book and get it published... collect royalties and see YOUR NAME tattooed on the cover for all to see...
- ◆ And much, much more!

In *AWAI's teleconference series: "Building Your \$100,000 Freelance Copywriting Business," 12 CD Box Set...* I'll deliver all of this information to you personally. Not many people in the country know more than I do about freelance copywriting.

You'll also hear some of the best freelancing advice from some of the world's most successful novice and experienced freelance copywriters: Including Cathy Cairns, Ilise Benun, Don Mahoney, Nick Osborne and Steve Wexler.

Recognize any of these names? You should. Some are your fellow AWAI students. They started as beginners – just like you. They had no clients or portfolios – just like you.

But by following the simple methods we'll share with you in *Selling Yourself*, you'll quickly be getting clients and assignments and receiving big fat writing fees and royalty checks – just like us.

You'll also hear from a handful of outside experts:

1. **Debbie Weil**, publisher of Wordbiz.com, shares her secrets for writing and publishing a profitable e-zine...
2. **Joe Robson**, publisher of Copywriter's Digest, will give his frank and informed view of what's working in online copywriting today...

3. **Joe Vitale**, master of online copywriting, will accelerate your knowledge and skill in online marketing to a whole new level... so you can successfully market yourself as a freelance writer on the web...
4. **Linda Ketchum**, a successful freelance medical copywriter, will show you how to find and get lucrative assignments from healthcare ad agencies... medical device makers...and medical journals and newsletters.
5. **Peter Bowerman**, a freelance commercial writer with a corporate client list that includes Coca-Cola, Bell South, IBM, UPS, American Express and Mercedes-Benz... shows you how to get the names of Fortune 500 companies and your client list... earn top-dollar paychecks... and impress future prospects...

Plus, we'll also have people from the client side – Katie Yeakle from AWAI, Sandy Franks from Agora Publishing, and other industry insiders on board to give you their perspective on what freelancers who want their business have to do to get it. And the mistakes freelancers make that you'll want to avoid.

Count 'em...

That's a panel of more than 13 real-world direct marketing experts -- not including myself... with decades of powerful insider tips that will have you writing for top-notch clients in no time. Plus, there will be a few mystery guests you'll just have to wait to find out about.

Never again will an opportunity like this one present itself.

### **The Ultimate Reward**

As an AWAI student, you already know the many advantages – money, self-employment, working from home, no commute, flexible hours – that the freelance copywriting life can give you.

But there's one major benefit you may have forgotten...

After 25 years as a freelance copywriter, I still love what I'm doing. When the alarm clock beeps, I literally jump out of bed, grab a cup of coffee, turn on my PC, and start writing my various direct-mail projects... while my neighbors scurry about to get to work on time.

Listen: There are people who make a lot more money than me. A LOT more money. Like Michael Masterson, who earns millions of dollars every year. My income is modest, half a million a year, which suits me fine.

I just LOVE being a writer... sitting at my PC thinking and reading and writing for clients... never having to attend meetings... the ability to work alone with no one around to bother me... doing only what I want when I want... and living like a multi-millionaire in a \$750,000 11-room house I own mortgage free, no consumer debt, no money worries.

A couple of freelance copywriters I know have hit the \$1 million a year mark. But that's rare. I wouldn't count on it (though I wouldn't rule out the possibility either).

One copywriter I trained, who's living in a spacious log cabin in the New Hampshire woods, earns over \$300,000 helping construction companies market their services.

More freelancers than I can count have exceeded the \$100,000 a year mark using the techniques I taught them.

You may make more. You may make less.

But I can practically guarantee you'll earn a great living as a freelance copywriter... if you follow the advice I'll give you in *AWAI's Selling Yourself Teleconference Series*.

**It Took Me 25 Years of Expensive Experience to Learn All This.  
Now It's Yours for Less Than  
What I Charge for Just ONE HOUR of My Time!**

I'm not going to beat around the bush here.

When it comes to direct marketing, I've seen and done it all. And I've narrowed my most valuable insights down to 12 jam-packed sessions full of priceless little gems... guaranteed to give you everything you need to know to land clients and secure your own successful freelance copywriting business.

Dozens of freelance copywriters have approached me about privately mentoring them. But I don't have the time to do it for everyone individually – and even if I did, my \$3,000 minimum consulting fee is simply too much for the average freelance writer to afford.

Here's the deal...

If for any reason you are not able or willing to follow my advice, this program has zero value for you.

However, if you are able and willing to take the next step in your copywriting career, I am 100% confident I can help you effectively communicate with clients, land your next paid assignment and launch a highly successful copywriting career... in as little as 10 days!

What if I told you... you could be just a phone call away from a writing job that pays \$3,500 to \$10,000 for your first project? And that once you acquire the skills I'm going to teach you, step by step, you'll be able to land more projects than could ever handle- each paying a few thousand dollars?

How much would that information be worth to you?

\$5,000?... \$10,000?... \$15,000?... \$100,000?...

With *AWAI's Teleconference Series*, you get a lifetime of insider knowledge, proven copywriting techniques... the whole shebang – for a fraction of what I charge for just a few hours of my time.

Now, as a special one-time offer, I'll send you any combination of the *Selling Yourself Teleconference Sessions* for only \$59 a piece. **That's a savings of more than 25% off the original price of \$79...** and the more you order, the more money you'll save!

But if you order within the next 48 hours, the whole series is yours - all 12 sessions of the *Selling Yourself Teleconference Series*... **Just \$349!** That's a savings of more than 50%!

I'm totally convinced that this is the single best investment opportunity available for any aspiring copywriter who is ready to start working as a paid freelance copywriter... and quite possibly break the \$100,000 a year mark this year!

AWAI has only ordered a limited number of 12 CD Box Sets... and at \$349, I fully expect these babies to fly. Once they're gone... that's it!

So don't wait. Join me for 12 action-packed, benefit-oriented sessions, TODAY!

**And Don't Forget...!**

As you've come to know by now... I always have a few tricks up my sleeve. This is no exception.

Remember that woman I told you about- the top publishing executive- the one that's waiting to hear from you... test your strongest ideas... and pay you if it works?

She'll be joining us as well... and although I can't mention her name here, I can tell you that she's on the lookout for more writers.

When you join me for all 12 sessions...you'll learn specifically what she is looking for in a copywriter... the best way you can convince her to hire you... and land that breakthrough assignment you've been waiting for.

If you start writing for this person, you'll have no trouble breaking the \$100,000 mark this year.

Can you honestly think of a better, more constructive way to invest your money?

If you just can't wait to launch a successful copywriting career, you'll want to take advantage of this shortcut. It will shave months or years off your learning curve, so you can start living "the writer's life" in as little as 10 days.

***Don't let this opportunity pass you by.***

Sincerely Yours,

Bob Bly, Freelance Copywriter and AWAI co-founder

P.S. Last week I received another letter from AWAI student Dongili...

"If you remember, after listening to the teleconference on "Writing for the Consumer Newsletter Market," I sent a letter about myself, in a format that mimics direct response copy, to [same woman I've been telling you about].

The result was an opportunity to do a renewal letter... which I said I would write at no cost in my introductory letter...

Several days after I submitted the copy, I got a call back saying it was accepted... along with an offer to write a control package 12-16 pages for one of their products... at a new writer's fee of \$3,500!

So my investment of \$79 in the teleconference returned, I think this is right, over 4,000%!

Not bad... I would encourage anyone to give it a try...it really wasn't that hard, and I've already been told that if a second project is awarded the fee moves to \$5,000 with royalties.

Great advice... well worth the price!"

P.P.S. And remember, there's no risk to you. If you are unsatisfied with the materials you receive, simply return them in working condition within 30 days and we'll send you your money back – no questions asked.

**DBI:** Whether you're currently taking the course... or you're a recent graduate of the program... even if you're an experienced pro... these marketing techniques will be an invaluable education for the rest of your life!

