

This May Be the Easiest Way to Make Money Writing Copy, *Ever...*

Tuesday April 3, 2007

Dear Reader,

Congratulations on your decision to work at becoming a top-notch copywriter.

I can tell you from experience that it's the best job there is, what with being able to make your own hours, work from anywhere ...

And let's not forget about the money. Copywriters are very highly paid professionals who can earn upward of \$500,000 a year once they're established.

But you've heard all that before.

In fact, it's probably what got you into our program in the first place.

But today, I'm writing to tell you about something a little *different*.

And you'll forgive me if I change gears on you somewhat here. But I want to put forth an opportunity that might interest you.

It's a copywriting opportunity – but not the kind of copywriting you've been working on.

In fact, it's something you can do quite easily while you're honing your writing skills. Or you may find it's something that's better suited to you than the kind of writing you're working on now.

Either way, here's what's great about it:

- There's big demand.
- It doesn't take as much time.
- And the money's good. Better than good, actually. It pays, on average, about \$100 an hour.

But before I tell you what it is, I want to introduce you to the gentleman who brought this opportunity to light for us.

His name is Steve Leveen, a good friend of Michael Masterson.

Steve is a lot of things – a writer, a reader, a successful businessman. He's active in the community too.

But his main passion is a little catalog company he started 15 years ago called *Levenger*. You may have heard of it. It's a business that sells everything to do with reading and writing – lamps, bookmarks, journals, pens, chairs, desks. You name it.

Steve has spoken at our Bootcamp in the past, because, after all, he's in the business of selling through words as well. And he really knows his stuff.

During his presentation, Steve talked about catalog copy – how it works, how it's different from the kind of *long* copy we do...

But what stuck out in my mind is that people in his business have the same problem that people in the direct-response business have...

There just aren't enough people out there who know how to write good, lean, effective catalog copy!

Frankly, I was surprised. "How tough can it be to write a paragraph of copy that describes a product?" I thought.

But I discovered it's much more than that.

Just like our business, there are tricks to writing catalog copy that works ...techniques that get the reader to say to himself, "**Wow – I want to buy that.**"

For instance, in listening to Steve, I learned that there's a special technique catalog copywriters use to whittle down what's essentially a page of copy into a tiny paragraph...and not lose a smidgen of its impact.

I learned that there are certain products where bullets work better than text ... and others where bullets will actually kill the sale.

I learned the importance of going easy on adjectives – which ones you should never use in catalog copy...along with the 5 most powerful adjectives you can and should use.

I learned other things too – great stuff to know about the inner workings of the catalog business, so I can go to virtually *any* cataloger and be able to talk in their language. That's important. That's the kind of thing that says to a prospective employer: "Hey, this guy knows what he's doing. Let's give him a shot."

Other things too...

For instance I never knew why certain products get more "space" in catalogs than others. I assumed it had something to do with the fact that they were big moneymakers ... but that's wrong. The reason will surprise you – and help you enormously in your quest to become a catalog copy specialist.

Then I thought, "This would be great for our people." You're already developing the skill of selling through AWAI's copywriting program. And this is very much the same thing – only there are **very specific rules for writing** effective catalog copy...just as our long copy has very specific rules about language, pace, and structure.

Plus, this is a great way to reinforce the basics of selling. Let's face it. It'll only make you a better writer in the long run. And it's a great way to earn some substantial "pocket cash" while you're mastering the art of copywriting.

So that's the reason for this letter. We wanted to make this opportunity available to you...or at least make you aware of it. And then, if you decided you'd like to take a crack at it – and earn yourself a couple hundred or a thousand a week – you could.

But there was a problem.

None of us here at AWAI are catalog copy experts. I'm not. Don's not either. Michael knows the basics, but he's never sat down for any length of time and written catalog copy. Michael's friend Steve *is* an expert, but (though he agreed to give us his input) he's far too busy running his successful business to create a new program for us.

So we went to the pros and we asked: "Who's the best in the business when it comes to writing catalog copy?"

One name kept coming up: Herschell Gordon Lewis. Herschell's a master marketer – and a great copywriter. But I had no idea he'd spent so much of his career writing catalog copy.

And not just for run-of-the-mill catalog outfits. He's written for such prestigious companies as Ethel M Chocolates, Omaha Steaks, Wine Enthusiast, ProFlowers.com, San Francisco Music Box Company...and he consults regularly with Harry & David and Orvis.

Meet the Best Catalog Copywriter in the Biz

Besides being a great writer, Herschell Gordon Lewis is arguably the best-known direct-response writer and expert consultant in the world.

He's the author of more than 28 books, including *Copywriting Secrets and Tactics* (Dartnell), *More Than You Ever Wanted to Know About Mail Order Advertising* (Prentice Hall), *How to Write Powerful Catalog Copy* (Bonus Books), and *Catalog Copy That Sizzles* (National Textbook Company).

For years, Mr. Lewis conducted the copy workshop at the International Direct Marketing Symposium in Switzerland. He is frequently called upon to speak at meetings of the Direct Marketing Association in the United States, and has been named to the Direct Marketing Association Hall of Fame.

Today, he writes catalog critiques for the UK publication *Catalogue & eBusiness*, and is the copy columnist for *Multichannel Merchant* (formerly *Catalog Age*).

In short, there's nobody more qualified to show you the secrets of catalog copywriting than Herschell Gordon Lewis.

So we asked him. Would he help us assemble a program that would show anyone who's interested in the secrets to becoming a highly skilled, top-notch Catalog Copywriter?

We were thrilled when he said *YES*.

We've been at it a little over a year now – pulling it all together, organizing his vast amount of knowledge on the subject into an easy-to-follow, easy-to-grasp, step-by-step program. And I'm excited to tell you that the program is now ready – and we couldn't be happier with the way it turned out.

Imagine a resource, if you will, of all the most powerful catalog copy secrets – secret words, secret phrases, secret paragraph structures, secrets to overcoming the resistance catalog readers have to buying sight unseen, for instance.

Secrets, in other words, to turning browsers into buyers.

That's what marketers in the catalog business want. And that's what you can deliver, once you know and understand the kind of writing secrets revealed in this program.

One secret in particular hit me like a ton of bricks.

It's where Mr. Lewis explains the secret to condensing a long message – and how to make each word you write do the work of 10. It's a crucial secret that you must know to become a great Catalog Copywriter, simply because of the space limitations of the medium. But I know it will help you become a better direct-mail copywriter as well. After all, as you and I both know – the leaner the writing, the more powerful the message.

But there's more to it...

The Power of “I Want That”

There are two types of copy that you see in catalogs. One is the kind of copy you see most of the time. There's a picture, along with a paragraph or two describing the product and its key benefits. It's everything you (the buyer) need to know – and it works just fine.

But then there's that copy that hits you on a deeper level – where you not only know everything you need to know about the product, but you also know *you just gotta have it*.

Ever read that kind of copy? I have. And I've never quite understood what it is that evokes that emotion.

Now I do.

That's because in Section 3 of the program, Mr. Lewis explains it in precise detail. It's a technique

he refers to as "The Clarity Commandment." The best thing about it is that once you know this little secret, you can very easily and automatically apply it to every piece of copy you write.

In my humble opinion, these are the two most powerful secrets any top-notch Catalog Copywriter could know.

But they're just two of dozens of secrets you'll discover, like...

- How to write the perfect heading for *any* product description. Plus, a simple system that helps you remember the advantages and disadvantages of using a huge vocabulary.
- How to pick and push the emotional hot button that's most likely to stimulate your reader's buying impulse – no matter what you're selling.
- The major differences between print catalog copy and e-catalog copy...including the most effective way to use the old "Grab and Shake" technique.
- The one deadly mistake amateur copywriters make that instantly lets your prospective employer know you're a rookie, and how to avoid it.
- How to marry copy with product illustrations...and more!

Once you've mastered these techniques, you'll be able to write and compete on a professional level. Anyone who hires you will know they've found a bona fide pro...and your name will be etched in their Rolodex.

And if you have any concerns about finding work, not to worry. Mr. Lewis also reveals his proven secrets for finding and landing jobs, such as...

- How to get well-paying jobs with the most reputable catalogers with a single phone call or e-mail.
- The names (and addresses) of the 2 major players who cover all the happenings in the catalog world – an excellent source for free weekly e-zines – including specific, time-tested techniques you can use to:
 - Get the attention of a Creative Director...
 - Obtain his or her e-mail address...
 - Know what to do if they ask to see any samples...
 - Come up with the text for your e-mail...
- The secret to landing one-shots.
- A 10-part exercise that eliminates ALL anxiety and *instantly* gives you the courage to tackle any writing assignment.
- The one rule in catalog copywriting that overrides all the others.
- Why, in some cases, facts actually give way to product benefits.

- The 5 Great Motivators, plus 2 "Soft" Motivators that Catalog Copywriters use to stimulate a reader's buying impulse.
- The four main categories of product description headings. Choose wisely, because the best for one item may be the worst for another.
- The secret to avoiding the #1 challenge that's unique to catalog copywriting: describing similar items on the same page without killing the sale of some of them.
- The key to Web catalog success.
- The fastest way to familiarize yourself with catalog terminology and the medium itself.
- Tri-level secrets of the Benefit/Benefit/Benefit Principle. Once you know how this technique works and can communicate at the third level, you should be able to write for any dynamic catalog operation ... and name your price!

You get the idea. The answers to these, and just about every other creative question you might ask, are right here, in one tightly written, fact-packed program.

And now it's ready for you...if you're interested.

Why should you be?

Why Anyone Would Want to be a Catalog Copywriter?

Unlike other forms of direct marketing, the ability to write effective catalog copy isn't limited to a single industry. Catalog Copywriters regularly move from one industry to another.

Today, you might be writing about hand-crafted furniture or sporting goods... tomorrow, lingerie.

Which means you'll have plenty of opportunities to write for a variety of industries, so you'll never get bored.

And because the writing assignments are shorter - with approximately 5 to 6 copy blocks per catalog page - it's easy to finish one assignment, collect your writing fee, and move on to the next project.

Here's another thing...

When Was the Last Time You Were Paid \$3,000 to \$4,500 for a Day's Work?

Catalogers will pay you anywhere from \$50 to \$400 for a typical description. When you consider that a single page may have half a dozen copy blocks, you can earn anywhere from \$300 to \$1,500 a page. Some top catalog copy pros earn up to \$2,400 per page.

And once you know the secrets and start automatically applying those attention-getting "I want

this" techniques to your copy, you'll be able to rattle off two, maybe three, pages of good, solid catalog copy every day.

You don't have to be a math major to know that this means you could potentially earn anywhere from \$900 to \$4,500 for a day's work!

You Can Make an Extra \$5,000 or More by Offering Two Add-On Services

We'll also show you how to add an extra \$5,000 to your writing fees by offering two unique add-on services...

The first is a simple technique you can use to determine how each product in a catalog (and the space it occupies) is performing relative to the catalog's other products and pages.

Basically, you'll be helping your client decide which products he should consider devoting more space to, and giving him your expertise on how to allocate space for new products.

The second technique helps you figure out where each item should be featured in the catalog for optimum results, and the amount of space it should occupy on the page.

Providing your clients with these two value-added services will not only position you as an expert in the field of catalog copywriting...but you'd be amazed at how much extra money you can make with them – both for yourself and your client.

Talk about differentiating yourself from the competition!

A Huge and Growing Market for Catalog Copywriters

And here's the thing that amazes me most...

I thought there were a lot of direct mailers looking for good "long" sales copy. But it's nothing compared to the number of catalogs out there.

According to *The National Directory of Catalogs* (2005 edition), there are more than 10,000 catalogs in circulation. That's right. 10,000 potential clients...and growing!

If each of the 10,000 catalogs in circulation requires the work of, say, 5 copywriters ... conservatively speaking...that translates to more than 50,000 jobs!

Here's the kicker...

Out of all the professional copywriters I know and work with, fewer than 10 specialize in writing catalog copy *exclusively*.

Here's my point: Just imagine the possibilities if, for example, you could market yourself as a

catalog expert...

What if you were to become known as the "go-to" guy/gal for top-notch catalog copy?

Can you imagine what that would mean for your career?

...How much money you could make...

...How much your lifestyle would change...

1) You'd have a near monopoly on the catalog market; 2) You'd have more work than you'd know what to do with; and 3) Your client list would read like a Who's Who of direct marketing!

Assuming you had an eager list of clients, how quickly could you make a million dollars?

We thought we'd figure this one out...

Based on an average earning potential of \$900 to \$4,500 per day:

If you made \$250 per copy block (and you'll likely make much more)...

Working 3 hours a day...3 copy blocks...that's \$750 a day, or more than \$3,000 a week.

Working 5 hours a day...5 copy blocks...that's \$1,250 a day, or more than \$6,000 a week.

Working full-time...that's \$2,000 a day...or \$10,000 a week...

You'd be a Millionaire in less than 2 years!

Even if you only did one-tenth of that amount of work, you'd still break the six-figure mark!

And here's what's extra-special about this program...

**Everything You Need to Write Copy for *Any* Publication ...
Starting With the Information You Need Most, First!**

Rather than saving the best for last...

We've structured ***Secrets of Writing for the Catalog Market*** so that you get the information you need the most first, so you can get started right away.

Right off the bat, we'll dive into the heart and soul of catalog copywriting – starting with the ability to master two key skills which, alone, are responsible for making catalog copy unique...and the mastery of it so lucrative.

We'll also introduce you to the Benefit/Benefit/Benefit Principle, which we'll discuss in greater

detail in Section 4, so you get the gist of what it takes to write solid copy blocks almost immediately.

That's what's unique about this program...

Just discovering and applying the principles, skills, and techniques you'll find in the first few sections of this program will give you the motivation you need and the desire to succeed at writing catalog copy for any publication!

Best of all, you can get started...*right away!*

That's because throughout ***Secrets of Writing for the Catalog Market***, you'll have ample hands-on opportunities to test and perfect your skills as an effective Catalog Copywriter.

There's never been a more comprehensive, more interactive program on Catalog Copywriting.

In fact, it's the **ONLY** program that we know of that shows you how to become a Master Catalog Copywriter ... fast! The only one!

Once you've nailed down the most important elements of catalog copy, we'll go back and reinforce what you've learned with more advanced techniques.

There's even a section on breaking into the business and establishing yourself as an "expert in the field"...

Are you ready to take on the catalog industry ... and do it the right way?

- You'll find these three "*read-and-use*" commentaries especially useful and profitable.

Want to be recognized as an expert Catalog Copywriter?

- Quote these commentaries to a prospective client-cataloger. You won't believe the reaction you'll get!

Ready to get your feet wet?

- Following these Standard Operating Procedures for Catalog Copywriters will help you make sure you've covered all your bases, impress prospective employers, and ultimately, land your first paid assignment.

It's all here – in AWAI's ***Secrets of Writing for the Catalog Market!***

I don't see any reason why – if you work hard and follow this program – you can't become a top-notch Catalog Copywriter who's always in demand in less than a year!

Now is the perfect time to get started...

Learn the Same Secrets That Have Sold Billions...in the Mail and Online!

While some insiders predicted that the growth of the Internet would spell disaster for the print catalog – just the opposite has occurred.

Catalogs are huge!

According to a recent article (June 13, 2005) in the *Chicago Tribune*, "Retailers and online merchants that previously had little interest in print catalogs increasingly are developing them, as new research shows catalogs are great sales drivers."

Sales from print catalogs alone were expected to hit \$152 billion in 2005...

And because so few copywriters understand what it takes to write strong, lean, effective catalog copy...

If you're looking for a fun and easy way to make money writing copy, now is the perfect time to break into this huge and growing market for copywriters...

While the industry's still aching for good, qualified catalog copy experts.

Let Me Be Honest

Listen. If you'd told me 20 years ago that I'd be rich beyond my wildest dreams ...

That I would be making a high six-figure income...working from anywhere I wanted ...with enough free time left over to take ski trips up north...fishing trips in the summer...and regularly fit in a round of golf before sunset...

I probably would have said you were nuts! Literally!

But you and I both know it's true. You really CAN make a fortune writing all kinds of letters – brochures, newsletters, resumes, magalogs ... you name it!

That's because you're on the inside now.

You've seen the kind of success and lifestyle that being a top-notch copywriter can bring. Fancy cars...beachfront properties...golf memberships...free trips to exotic locations...shopping sprees...

More importantly – you know that as a copywriter you possess a skill that not too many people even know exists. One that gets people's attention, piques their curiosity, and commands their respect.

But right now, you have the opportunity to master a skill that not 1 out of 100 copywriters knows

about: How to write good, lean, effective catalog copy ...

A skill that can open up an entirely new world of freedom and opportunity for you – with more projects that take less time and energy ... and pay very well.

You can make the decision right now. You can focus on the long copy the Masterson program focuses on. Or you can pick up AWAI's ***Secrets of Writing for the Catalog Market*** and add "Catalog Copy Pro" to your arsenal of skills.

Here's the thing. If you're 45 years old and you work just 100 days – less than a third of a year – this is an opportunity that could put \$4 million in your pocket by the time you're 65! Think about how much nicer your retirement years will be...*if* you decide to retire at all. I know copywriters who work (and command big dollars) right into their seventies!

Needless to say, this is invaluable information that can have a profound impact on your future wealth. So what's it worth to you?

Well, I don't think \$5,000 would be too unreasonable. At \$2,000, it would be a bargain. That would mean just one project once you're up and running would pay for a whole lifetime of knowledge and earning power.

But this program is priced even lower than that.

In fact, it's lower than the price you paid for your AWAI copywriting program – if you can believe that.

But before I tell you how much it is, I have a few more things I want to send your way – resources that'll help you be more successful even faster.

Special Introductory Offer

In addition to all the powerful catalog copy secrets – the secret words, secret phrases, and secret paragraph structures that you'll find in this very special program...

You'll also receive *Target Marketing's* current listing of more than 800 mailers in the catalog industry – all potential clients for you – straight from their "Directory of Major Mailers." The full directory sells for \$399, and is worth every penny.

But this valuable list of potential clients is yours free with AWAI's ***Secrets of Writing for the Catalog Market***.

Specifically, you'll get contact information for companies that specialize in all kinds of catalogs – such as books, flowers, gourmet foods & gifts, women's resort wear, Budweiser collectibles, fine jewelry, inspirational & religious products, vitamins & nutrition, entertainment gear and gadgets, art – and many more!

You'll Have Contact Information for 826 Potential Clients...Just to Get You Started!

Until now, this information has been available only to a few insiders. But with Mr. Lewis's help, we snagged it for you! You'll find out which direct-mail companies are using catalogs to promote their products...who to contact...and what type of mailings they do.

In other words, you'll find out EVERYTHING you need to start making money as a Catalog Copywriter, while you're honing your copywriting skills.

And, who knows – you might just discover you love catalog writing more than copywriting.

Either way, you'll feel great knowing that you're doing everything in your power to become a top-notch copywriter.

And another thing...

You know those two bonus reports I told you about earlier – where you'll learn, step-by-step, how to add an extra \$5,000 to your writing fee by offering two value-added services?

They're yours to keep when you order AWAI's *Secrets of Writing for the Catalog Market*, compliments of the house.

Bonus #1: How to Make an Extra \$5,000 or More

Gary Hennerberg – one of America's most successful direct-mail advertising, catalog, and print copywriters – explains what's involved, shows you how to use these skills to convince clients to hire you, improve your response rates, and put an extra \$5,000 in your pocket.

Bonus #2: Developing a “Hands-On” Approach to Catalog Copywriting

Catalog shopping is fun – and ultra-convenient. You can do it from home...take your time making a buying decision...ask for a friend's opinion.

The downside is that, as a consumer, you are physically removed from the product itself. You cannot examine it up close or run your fingers across it to see how it feels against your skin. You can't smell it to see if it's sweet or spicy, light or intense.

Basically, you have to trust that what the catalog's product description says is true.

With this in mind, it's easy to see why the best Catalog Copywriters are the ones who can provide

the customer with the experience of "handling the merchandise."

And that's exactly what this special report will show you: the secrets Catalog Copywriters use to craft *honest* copy that appeals to your customer's sense of sight, sound, taste, touch, and smell... creating a "virtual" retail shopping experience...

A surefire way to overcome the resistance catalog readers have to buying sight unseen!

All in All...Better Than \$10,000 Worth of Insider Secrets

When you consider...

- The time and effort we spent persuading Herschell Gordon Lewis...truly the best Catalog Copywriter in the business...to share his years of experience in this one-of-a-kind program...
- All the cutting-edge secrets revealed by Gary Hennerberg and the outstanding members of the AWAI Catalog Writing Board of Advisors...
- The dozens of powerful writing techniques that will have you writing long, lean, effective catalog copy in no time ...
- *Target Marketing's* current list of 826 catalog companies – all potential clients for you...
- The names and addresses of the two major players in the catalog industry – a valuable resource for any copywriter...
- The ability to earn up to \$2,000 per day or more...
- How to add an extra \$5,000 to your writing fees by offering two add-on services, and more...

It's easy to see why this program – the most comprehensive, interactive program ever on the subject of catalog copywriting – could very easily be worth \$7,000 to \$10,000.

At that price, it would be worth every penny...

But if you act now, you'll pay just \$399!

We'll even give you 90 days to try it – RISK FREE.

If you decide for any reason within 90 days of receiving it, that this program isn't for you, just pack it up and send it back to us for a full refund.

Oh, and about those bonus reports...

They're yours to keep, just for giving it a try.

So, if you're working your way through AWAI's Copywriting Program...

And you'd like to use your new copywriting skills in a different way to make some extra money...

Why not break into this huge and growing market for copywriters, right now!

...BEFORE the rest of the direct-response industry realizes what's at stake and pounces, because ...

- There's so much demand for catalog copy.
- It doesn't take as much time.
- And the money's great.

For immediate delivery, [click here](#) or call Pam or Pat at 866-879-2924 and get started today.

Sincerely,



Paul Hollingshead
Co-founder, Co-chairman, AWAI

P.S. Here's a fun little extra we're adding to the mix: "An Irreverent Interview With Herschell Gordon Lewis," where we explored his long and storied career as a pioneer B-horror-movie maker. And what fun it was! We invited Ft. Lauderdale *Sun Sentinel* movie critic Roger Hurlburt to act as host, and conducted our own version of an "Inside the Actor's Studio" kind of interview. You'll be surprised at just how interesting and bizarre the life and times of a "slasher" movie pioneer from the 60s could be. Anyway, it was a blast – and Herschell thought you'd enjoy it as part of this deal.

Order Today!

American Writers & Artists Inc.

