

{Mentorship copy for AWAI. Presented as web promotion, but it can easily be adapted to print direct mail.}

{HEADLINE}

Let Michael Masterson's Second Law of Mastery ...

Catapult You from Novice to Master in Half the Time ... or Less

Dear {NAME}, [Alternate: Dear Fellow Copywriter,]

Today could be the most important day in your career... because today you are being invited to join a very select group of up-and-coming copywriters.

You've been chosen to take a giant leap ahead in mastering the secrets of copywriting success. Not simply learning the secrets ... but truly mastering them so you can move into the ranks of the most successful—and most respected—copywriters anywhere.

Stop and think about the master copywriters you know about. Longtime successes like Michael Masterson, Don Mahoney, John Forde, and Paul Hollingshead.

Or newcomer successes like Krista Jones, Beth Erickson, or David Chapman. If you're like most up-and-comers, names like these stir up two competing emotions.

- First, you get an overwhelming desire to be where they are ... to experience their success and all the perks it brings ... to be respected and sought after as a copywriter. And you feel that “Yes I can” enthusiasm.
- Then you start listening to the nagging doubts rummaging around in your brain ... doubts that tell you “I can never be as good as them.”

Well, I want to tell you that you can be as good as them. You can reach the level of mastery and prominence these greats and soon-to-be-greats have earned for themselves. And you can do it much faster than you thought possible.

The reason I can tell you this with 100% certainty is this ...

Where You Are Now ... They Once Were!

Each of these famous copywriters started pretty much where you are now. In fact, most of them were much further away from success. But they made it. And they made it because they grabbed an advantage few copywriters cash in on when it comes along.

Hello. I'm Will Newman, professional copywriter (for about 10 years, now) and editor of The Golden Thread newsletter. My personal experience and my position as editor have given me an insider's perspective on success.

Being editor, I've had the opportunity of interviewing many of the AWAI's “success stories.” It's also allowed me to speak personally with many of the most successful copywriters today.

And one thing has become abundantly clear from these interviews. Your success as a copywriter comes from mastering the copywriting secrets you're learning.

Now, mastery is different than simply learning the secrets. Mastery means being able to use the secrets of powerful copywriting automatically and seamlessly. It's knowing exactly where to make your promise without thinking about it.

Mastery is understanding—in the pit of your stomach—when to wrap up your main letter and go to the close.

Mastery is this ... and so much more. Mastery also means getting all the wonderful things it brings with it.

Of course there's the financial boost and the lifestyle changes success brings with it. There is the comfort knowing you can pick and choose among clients you want to work with ... and the extreme pleasure that comes from knowing they'll pay you what you ask.

And then there's the little tickly feeling you get inside when you tell a prospective client you're too busy to work for them right now. And they tell you, "We'll wait."

But the biggest boost is to how *you* feel from the respect you get from your family, friends, neighbors ... and most of all, your peers. There is almost nothing as professionally enjoyable as having another copywriter come up to you and say, "How would *you* do this?"

Michael Masterson has said many times that this level of mastery comes with about *10,000 hours of working on copywriting-related tasks*. 10,000 hours. Working at copywriting 40 hours per week, this works out to almost 5 years of work. Not what you'd call instantaneous success.

Masterson's Second Law: How to Shortcut the Route to Mastery

But at last year's Bootcamp, Michael gave away the secret of how to short circuit this path ... how to leap from novice to master in half the time ... or less.

This one secret is what separates the tortoises who are slowly but surely working their way to success from the bona fide speed demons who leap ahead in front of everyone else.

Here's how Michael put it last October. He was wrapping up the last session of Bootcamp by encouraging all the participants to keep on the road to success. To keep the faith. To persevere where others give up.

Then he restated his First Law of Mastery. It takes 1,000 hours (about 6 months) of copy-related work to become competent (in the top 20%) in the field. This means you're earning enough to supplement your income. Enough to be encouraged about your work, but certainly not enough yet to make giant lifestyle changes.

It takes 5,000 hours (2 years) to become really good (in the top 10%) at copywriting. Not great, but good enough that you have good, steady work and are supporting yourself and your family with your writing.

But if you want to reach master's status, if you want to attain master of all your copywriting tools so that the writing just flows naturally, you will have work 10,000 hours (5 years).

Mastery means being in the top 2% of copywriters ... earning a master's respect and a master's pay.

Michaels advises that the First Law of Mastery doesn't apply only to copywriting. It holds sway if you're learning any new skill: skiing, woodworking, even jujitsu.

But Michael gave a short cut that can significantly reduce the amount of time it will take you to reach mastery. He followed his First Law with his Second Law of Mastery: "Unless, of course," he said, "you get yourself a mentor. That's the only way I know to shorten the time to mastery. And you can shorten it tremendously ... if you find a mentor to work directly with you."

{CALLOUT NEAR HERE: "... That's the only way I know to shorten the time to mastery."}

Mentoring Is Not Just about Copywriting ... It's the Hottest "New" Thing in Business Success Strategies

Masterson's Second Law of Mastery—using mentoring to jump the learning curve—is having a profound impact on business as well as on copywriting. Mentoring is the hottest "new" idea in the business world right now.

Business journals are chock full of articles about how mentoring is the fastest way for executives to jump rungs on the ladder to the corporate top. Judith Lindenberger, two-time recipient of The Athena Award for Excellence in Mentoring, called mentoring a "... a strategic business imperative."

She went on to say, "... it's easy to forget that knowledge also comes with experience. It may require a few hours of training to learn how an energy pump operates. But it takes years and years of experience to recognize the sounds of a pump that is not operating properly. The only way to shorten that learning cycle is to have someone with more experience to accelerate learning."¹

Someone with more experience to accelerate your learning. Isn't that what you want in your career? To accelerate your learning ... to accelerate you toward mastery?

Of course it is. This type of one-on-one mentoring is exactly why master copywriters like Don Mahoney, John Forde, Paul Hollingshead, Beth Erickson, and Krista Jones... and even Michael Masterson ... are where they are today.

{INSERT THE FOLLOWING TESTIMONIAL SOMEPLACE NEAR HERE.

"There's no question that AWAI's Coaching Program helped me achieve more, faster. My mentor showed me how to make immediate improvements in my writing and I was able to land my first paid assignment just four months later. With his help, I soon had all of the work I could handle. In fact, I was able to walk away from an 18-year career six months ahead of my goal." — Krista Jones, Roswell, GA

END TESTIMONIAL}

I'm sure you've heard the stories of how Michael Masterson mentored Paul Hollingshead from working a minimum wage job into being a \$100,000 per year copywriter in under a year. \$100,000 was Paul's first plateau. He now pulls in over five times that much ... working when he wants.

Or how Michael helped Don Mahoney change from running woodworking shop in upstate New York into a copywriter whose income allows him to work part time and enjoy the "writer's life" on Miami Beach.

And it's not just the old stand-by names who've benefited richly from mentoring.

Propelling Newcomers Just Like You to Mastery

If you've hung around AWAI for more than six months, you've probably heard how AWAI member Krista Jones was "... able to walk away from an 18-year career six-months ahead of my goal" because of what she learned from her mentor.

Or how AWAI member Beth Erickson credits her lightning success to mentoring.

"I took the basic course, got a coach, and applied everything [he] said I should do. To say my freelance career has flourished since then would be an understatement. I literally have as much work as I want ... when I want it."

And what about Michael Masterson? Was he born with the business and writing prowess that have made him the highly respected entrepreneur he is today?

Of course not. He readily acknowledges that he owes his success to being mentored ... by Bill Bonner.

5 Ways Mentoring Can Make Your Career Soar

So how can you benefit from a copywriting mentor?

ADVANTAGE #1: A mentor allows you to draw on his experience. You can learn from the problems he faced when he started out and learn the tricks of the trade that have made him tops in his field.

Let's say you're about to start a new assignment, one from a client you passionately want to make a regular. And you're there in front of your monitor ... staring.

And staring some more. And some more. Nothing comes. You're as blank as the virtual page on the screen.

You know what? Every master copywriter has been there too. And every single one of them has developed strategies for overcoming what other people call writer's block. A mentor will share these strategies with you.

And he'll share other strategies as well, strategies like how to make your product transparent so that you're selling only benefits. Or how to adapt your voice to match the prospect's emotional needs. Or how to successfully close the sale ... without sounding like an infomercial.

ADVANTAGE #2: A mentor will direct you along the right track from the very beginning—keeping you from wasting precious

time and effort. He'll guide you to structure your sales letter so that it looks, sounds, and feels natural. You look good in the eyes of clients ... because they only see your very best.

Many new copywriters face the problem of “practicing their mistakes.” Until someone reviews their copy, they don't know what they've done wrong. And frequently even after it's been reviewed, they don't know why it's wrong. This ever happen to you?

If your experience is like many up-and-coming copywriters, there's a good chance you'll get something like: “Nice try, but you started off in the wrong direction.” This after 2, 3, 4 or more weeks of hard work on what you hoped would be killer copy.

Working with your mentor lets you repair copy problems almost as soon as they pop up. No wrong turns. No wasted effort. No frustration.

ADVANTAGE #3: A mentor will impart specialized knowledge specific to *your* copy, specific to the way *you* write ... the way no printed program—no matter how good—can do.

The difference between mediocre copy and compelling, sales-pulling copy often swings on a few well-chosen words. New copywriters—and many established ones as well—often fail to see these “copywriting speed bumps” in their own writing.

Your mentor sees these almost immediately, tells you to change a few words, move around some paragraphs, and there you have it. Dull copy shined. Plodding copy animated. And then he tells you why it works well this way ... so that you can develop the same instincts for strengthening your own copy.

ADVANTAGE #4: Mastering copywriting success means more than writing dynamic, compelling copy. Success means knowing how to sell yourself so clients will want *you* to write for them. A mentor can be your most powerful resource for promoting yourself.

While a mentor cannot find you jobs, he can help you build a powerful portfolio that will be your basis for finding them. And can show you how to market yourself to potential clients convincingly. And can teach you how to groom clients you get so they ask for you over and over.

ADVANTAGE #5: A mentor is committed to your success. He'll talk you through the tough parts of writing when that's what will get you moving forward. And sometimes when it's needed, he'll give you a not-so-gentle nudge to push you over the hump.

Sometimes you'll face a little hump in your writing that looks like a mountain. That's nature of the beast called copywriting. In these cases, sometimes what you really need is encouragement. And sometimes you just need a push.

How a Bureaucratic SNAFU Can Thrust You to Copywriting Mastery

Right about now, you're probably expecting me to talk to you about AWAI's mentoring program. But I'm not going. AWAI doesn't have one.

You see, a few months ago, someone in the Florida State Government decided to flex its bureaucratic muscles. They said that in order for AWAI to continue creating the high quality instructional materials AWAI is renowned for, it could no longer provide one-on-one services like mentoring.

Go figure.

But AWAI was not about to abandon its most committed members—members like you.

So Michael Masterson and Katie Yeakle studied their options ... not based on what was best for AWAI. But what's best for you.

They decided the State of Florida was right. AWAI should *not* be in the mentoring business. Katie and Michael decided the best mentoring experience you can get is one that comes from people whose sole focus is just that ... mentoring.

{INSERT “Who’s Who of {COMPANY NAME}” SIDEBAR #1 NEAR HERE (SEE END PROMO FOR MORE INFORMATION)}

They contacted some friends they know, friends who know copywriting intimately because they are AWAI-trained copywriters or have been with AWAI from the get-go.

Katie and Michael discussed exactly what they wanted to offer to the most committed AWAI members. And after some long days and late nights, {COMPANY NAME} was born.

With this sole focus on mentoring, {COMPANY NAME} has but one purpose:

Bringing *you* the most personally productive mentoring experience possible.

{COMPANY NAME} has pledged itself to one purpose only: Shortening your road to mastery of copywriting success.

To accomplish this goal, they started by designing a blueprint of the ideal mentor. This person—man or woman—has to know the AWAI materials inside and out. They have to speak a common copywriting language with you so that there's no confusion, no learning curve. So that you and he can get started immediately working toward your mastery.

In addition, {COMPANY NAME} copywriters are working copywriters *right now*. They know what today's markets are like ... what works and what doesn't work today.

And finally, the people at {COMPANY NAME} understand quite well that being a master copywriter, does not guarantee that person would be a good mentor. To be honest, some master copywriters couldn't teach a cat to scratch in the sand.

So in choosing their mentors, {COMPANY NAME} demands their copywriters be top notch teachers, teachers who are committed to their mentoring associate's successful mastery of copywriting skills.

Even their term for you reflects the type of relationship they expect and the type of respect they have for you. You're not a "student" or a "mentee." (Yuck. That sounds like an aquatic mammal they have down in Florida).

When you choose to be mentored by a {COMPANY NAME} professional copywriting mentor, you are a "mentoring associate."

{INSERT "If They Gave a Noble Prize for Copywriting" SIDEBAR #2 NEAR HERE.}

Not a "One-Two, Thank You Very Much" Relationship ... But an Extended Commitment to You

Here's how your Mentorship works:

- ✓ When you first register for mentoring, {COMPANY NAME} provides you with an advisor. Your advisor's first and most important responsibilities are to find out what *you* want from the experience and where you are along the road to mastery. This results in a Mentoring Associate Profile. (Your M.A.P.)
- ✓ You are carefully matched with a mentor. {COMPANY NAME} understands that your success in the program depends on meshing your needs with the right person. And they take great care in doing so.
- ✓ The mentor is provided with your M.A.P. and a first "get acquainted call" is arranged. This call is a freebie. If, in the course of this call, you decide the match with your mentor isn't a good one, you can go on to find another, better match.
- ✓ During the get acquainted call, you and your mentor arrange a mutually agreeable call schedule.
- ✓ You're given 10 private calls with your mentor—with the option to add more calls at the end. Or you can renew for a complete new series of 10 with the same mentor or a different one if you choose. Calls run about half an hour, but you can be sure some will go longer if you're working on a particularly sticky problem.
- ✓ Between every call, you can submit copy to your mentor copy by email or fax. He'll review the copy and provide suggestions for improvement that he'll discuss with you in your call. (The exact details of how these submissions are handled will be provided when you register).
- ✓ Many mentors like to have the first few calls on a weekly basis. This is a period of rapid learning and acquisition of skills, so it's usually best to concentrate your efforts in the beginning. But you and your mentor determine a schedule based on what works best for you.

From there, you're off and running on the most productive career relationship you could ever hope for.

Contact with Your Mentor Is Just the Beginning

If you were to investigate what passes for “mentoring” elsewhere, you’d find mentoring translates as phone calls ... and possibly some email contact. That’s it.

But the people at {COMPANY NAME} want your mentorship and your mastery of the secrets of copywriting to be truly productive. So they’ve included a number of special products and programs to ensure it will be.

Here’s what you get (in addition to the career-changing contact with your mentor) when you register as a Mentoring Associate:

1. **20% Discount on the Next AWAI Fast Track to Success Bootcamp** – Many already strong mentoring relationships have blossomed when Mentor and Associate meet face-to-face. There’s an intangible power associated with these meetings, a power that results in quicker understanding of the Associate’s needs and strengths.

In addition, the knowledge you’ll gain at Bootcamp—knowledge from recognized masters of copywriting (like Herschell Gordon Lewis) and success (like Brian Tracy)—will further boost you along your path to mastery. AWAI is also planning some special Mentorship-only programs just for you and your fellow Mentor Associates. [Value: \$400]

2. **20% Discount on the Bootcamp CD/DVDs** – If you’re not able to attend Bootcamp this year, these are the next best thing to being there. You get to see professionally produced recordings of every session. Not once, but as many times as you need to see them.

And if you *are* able to attend, AWAI will boost your discount to a whopping 50%! [Value: between \$220 and \$550]

3. **Exclusive Mentorship Teleconferences** – {COMPANY NAME} and AWAI invite you to attend a special Mentorship-Only Teleconference every 3 months. These teleconferences are provided to augment your work with your mentor and will be on special topics important to you. Topics like how to use the web to promote your services. Or the latest trends in direct marketing ... and how to profit from them.

Of course, if you’re not able to attend the teleconference live, you’ll be given a special call-in number so you can listen in later. [Value: \$250/teleconference = \$1,000 total value]

4. **Monthly Copywriting Genius** – If you want the absolute best swipe file available anywhere, MCG is your answer. Where better to swipe dynamic copy ideas than from promotions that are winning in the mail right now? These promos are winners because they’re written by the top copywriting geniuses today. When you join the {COMPANY NAME} Mentorship, these geniuses will share their strategies and secrets monthly for one full year in MCG. If you currently subscribe to MCG, your subscription will be extended by a year. [Value: \$250 **{WE TALKED ABOUT RAISING THE VALUE OF MCG IN THE CREATIVE CALL. I STRONGLY URGE AWAI DO SO. IF**

YOU DO, SHOULD I EXPLAIN ABOUT THE PRICE RISE? I'M NOT COMFORTABLE DOING SO.]

5. **Mentor Associate Only Web Forum** – The AWAI forums have proven immensely popular because this is where AWAI members share ideas. Since Mentoring Associates are truly the blue-ribbon group among up-and-coming copywriters, {COMPANY NAME} has set up a Mentor Associate Only web forum.

You and others with the same high degree of commitment to success can share ideas, questions, concerns, and solutions among yourselves. It's personal and private ... because you deserve it for having shown the commitment you have when you register. You can access the forum for a full year ... even if you complete your mentoring sooner. [Value: \$150]

6. **Personal Success Planning Guide** – The very first thing you'll get from {COMPANY NAME} when you sign up is your Personal Success Planning Guide. This guide has been written specifically with you and your mentorship in mind. It will help you establish goals and objectives with your mentor. And like a GPS system, it will keep you on course along your accelerated path to mastery ... and all the perks that mastery carries. {Value: \$29.95}

The total for all these extras runs upwards of \$2,379.95. And that's not including the immense value of the relationship you'll make with your mentor.

A Special Invitation for a Special Class of Copywriter

I'm going to be perfectly blunt with you here. Mentoring with {COMPANY NAME} is not for every copywriter. I know you're probably thinking, "I've heard that one before." And the idea is a bit shop worn—*unless* there's a legitimate reason to say it. And in this case, there is. A very important reason.

{INSERT THE FOLLOWING TESTIMONIAL NEAR HERE:

"Thanks to mentoring, I've been published in two magazines and just finished my second assignment for a well-known copywriter. It shaved years off my learning curve and I'm now working on paying assignments of all kinds." –Vicky Heron

END TESTIMONIAL}

{COMPANY NAME} has established very strict criteria for its mentors ... criteria that ensure you will have the most productive, empowering mentorship possible. Given these strict requirements, the pool of qualified mentors is extremely limited.

Because of this, {COMPANY NAME} has no choice but to limit the available Mentorship spaces just as severely.

Are You Ready to Make the Leap to Mastery?

So, how much is mastery worth to you ... mastery that can accelerate your rise to the top levels of copywriting success?

Some very well known copywriters charge \$7,000 for a year of mentoring. One copywriter I know charges \$1,000/month. For *one year minimum*. That's \$12,000! And it's by email only.

You know an AWAI-endorsed company like {COMPANY NAME} isn't going to charge you anything near \$12,000 per year. AWAI has a solid reputation for providing excellence with value. And {COMPANY NAME} is striving to build the same solid reputation.

So to increase the value of their Mentorship to you even more, {COMPANY NAME} is providing you with one more high-value extra. When you join you'll qualify for:

10% Discount on Any AWAI Program – Buy 1. Buy 2. Buy them all. You get a full 10% discount on all of them. And you get this discount for one entire year regardless of when you complete the mentoring program. [Value: Not determinable. You could save THOUSANDS of dollars with this one perk alone.]

As You'd Expect – You're Protected

- Any time AWAI puts its name on a product or service, it puts its reputation on the line. And that includes when it endorses a service like the {COMPANY NAME} Mentorship.

{INSERT THE FOLLOWING TESTIMONIAL NEAR HERE:

"All I can say is WOW! I had a ½-hour phone conversation with my mentor yesterday and I learned more than in any half-hour in my life. It was a total brain dump of ways to improve my writing, and how to get started in the business. Tons and tons of suggestions. I was totally blown away!" – John M., Cape Cod, MA

END TESTIMONIAL}

Katie and Michael know that the {COMPANY NAME} Mentorship is the finest mentoring available anywhere. After all, they oversaw its development and helped establish its high standards. In doing so, they insisted the program come with a sincere pledge of guaranteed satisfaction.

If you're not completely satisfied with the {COMPANY NAME} Mentorship—or you cannot find a mentor who fits your needs—all you need to do is contact your advisor within 30 days of your first call.

{COMPANY NAME} will gladly refund your money. And as a thank you for trying the service, {COMPANY NAME} will honor the 10% discount on your choice of any AWAI program ... and you're encouraged to keep your Personal Success Planning Guide.

So let's review what you'll get with your Mentorship. When you register as a Mentoring Associate, you'll get:

- ✓ A powerful, lasting relationship with your private mentor. This relationship can thrust you forward to Mastery and copywriting success in half the time you would normally expect ... or faster.

- ✓ The full support of {COMPANY NAME} in making your Mentorship fit *your* needs.
- ✓ Six premiums [Total value = \$2379.95] including:
 - Your **Personal Success Planning Guide**
[Value: \$29.95]
 - **20% discount on the next AWAI Fast Track to Success Bootcamp**
[Value: \$400]
 - **20% discount on the Bootcamp CD/DVDs**
[Value: \$220 to \$550]
 - **Exclusive Mentorship Teleconferences**
[Value: \$1,000]
 - **Monthly Copywriting Genius**
[Value: \$250]
 - **Mentor Associate Only Web Forum**
[Value: \$150]
- ✓ An opportunity to become one of the Masters of Copywriting and enjoy all the benefits to your lifestyle that come with it.

The success you can attain after putting in 10,000 hours of hard work really is worth it. The money is sweet. The lifestyle is delightful. And the respect is unbeatable ... by anybody's standards.

But if you're truly committed ... and want to take what Michael Masterson says "is the only way I know to shorten the time to mastery" ... click here **{INSERT LINK}**.

And do not forget, these spaces are severely limited ... and you may never get this opportunity again!

Yours for success,



PS Sharon Olsen of Oakland, California sums up the power of a well-structured mentorship: *"The best learning experience I've EVER had, providing me with encouragement and support every step along my journey toward a new career."*

Wouldn't you like to treat yourself to your own personal "best learning experience" like Sharon did? Click here **{INSERT LINK}** for more information. And don't forget, you're protected with {COMPANY NAME}'s rock-solid commitment to your satisfaction—its no questions asked, money back guarantee.

{SIDEBAR MATERIAL}

{SIDEBAR #1}

Who's Who of {COMPANY NAME}

NOTE: I would like to include this sidebar if possible. Who is in the new company? What are their roles? And what are their backgrounds?

{END SIDEBAR #1}

{SIDEBAR #2}

If They Gave a Nobel Prize in Copywriting ...

Some people compare being mentored to being an apprentice. But the relationship between mentor and associate is far more productive than that between master and apprentice.

An apprentice starts out doing menial, often meaningless work. In Japan, apprentice sushi chefs start by cleaning the restaurant. Then after a year, they graduate to washing the rice ... and cleaning the restaurant. You get the idea.

A true mentorship is a mutual relationship where the mentor passes valuable information on to the associate from the beginning.

The value of this type of relationship can be seen in the "pedigree" of people who've received the Nobel Prize in Chemistry or Physics.

For example, it's no coincidence Nobel recipient Melvin Calvin (Chemistry, 1961) was mentored in his early career by renowned chemist Michael Polanyi, whose son John also received a Nobel (Chemistry, 1986).

Nor is it a coincidence that Nobel laureate Robert Mulliken was mentored by an earlier recipient, Harold Urey.

The point is this: Mentoring relationships lead to greatness.

Are you ready for greatness? Click here. **{INSERT LINK}**

{ORDER PAGE}

{Include current date and time stamp on upper left hand corner of the page}

{HEADLINE}

"Get yourself a mentor. That's the only way I know to shorten the time to mastery. And you can shorten it tremendously ... if you find a mentor to work directly with you."

MICHAEL MASTERSON

YES! I am eager to take this valuable shortcut to Mastery. And I'm ready to claim all the benefits that come along with it, including having the lifestyle I want and deserve and getting the admiration and respect of friends, family ... and especially my professional peers.

When I sign up, I will receive:

- ✓ A powerful, lasting relationship with my private mentor.
- ✓ The full support of {COMPANY NAME} in making my Mentorship fit *my* needs.
- ✓ Six premiums [Total value = \$2379.95] including:
 - **Personal Success Planning Guide**
[Value: \$29.95]
 - **20% discount on the next AWAI Fast Track to Success Bootcamp**
[Value: \$400]
 - **20% discount on the Bootcamp CD/DVDs**
[Value: \$220 to \$550]
 - **Exclusive Mentorship Teleconferences**
[Value: \$1,000]
 - **Monthly Copywriting Genius**
[Value: \$250]
 - **Mentor Associate Only Web Forum**
[Value: \$150]
- ✓ An opportunity to become one of the Masters of Copywriting and enjoy all the benefits that come with it.

I understand that I am completely protected by {COMPANY NAME}'s Full Satisfaction Guarantee.

If I'm not completely satisfied with the {COMPANY NAME} Mentorship—or I cannot find a mentor who fits my needs—I will contact my advisor within 30 days of my first call.

{COMPANY NAME} will gladly refund my money. And as a thank you for trying the service, {COMPANY NAME} will honor the 10% discount on my choice of any AWAI program ... and I get to keep my Personal Success Planning Guide.

COST: \$3,500 per year for 10 phone calls (Plus the first get-acquainted call for free).

FAST RESPONSE SUPER DISCOUNT

IF YOU REGISTER WITHIN 24-HOURS (by {INSERT 24 HOURS LATER IN DATE AND TIME HERE}) YOU PAY ONLY \$2,500 FOR THE FULL 10 CALLS (PLUS YOUR FIRST GET-ACQUAINTED CALL FOR FREE.)

Your transaction is fully protected by our {INSERT APPROPRIATE SECURITY SYSTEM LIKE VeriSign}

{INCLUDE STANDARD WEB ORDER FORM.}

**{ENDNOTE IS *NOT* FOR INCLUSION IN LETTER. IT IS FOR AWA
VERIFICATION OF QUOTE.}**

ⁱ Judith Lindenberger, MBA and Marian Stoltz-Loike, Ph.D., “Mentoring and Baby Boomers: Why Mentor? Mentoring Is a Strategic Business Imperative,” About.com website: http://humanresources.about.com/od/coachingmentoring/a/mentoring_boom.htm