

{Headline}

**How a Successful, 14-year Copywriting Veteran Is Reshaping His Career for Greater Success ... More Clients ... and Bigger Paydays ...**

**And How You Can Join Him on This New, Breakthrough Success Strategy**

Dear {NAME}

Hi, this is Will Newman. You probably know me as the editor of AWAI's e-letter *The Golden Thread*. I'm also a working copywriter ... and have been for almost 14 years now. And thanks to some lucky breaks and AWAI programs, I'm successful at what I do.

But today I don't want to talk about my success. Or how I got there.

Instead, I'm going to tell you how I've embarked on a new direction with a new perspective on my career.

I'm going to tell you how *I've stopped being a just copywriter* ... and how I've expanded my career and my career options way beyond simply writing copy. I'm building a whole new career focus that promises to be more fulfilling and more successful than the one I called mine the last 14 years.

I'm going to tell you how this new perspective will accelerate *your own success*. This opportunity accomplishes this by tapping into a source of thousands of clients that *need your help right now*. Clients who will pay you handsomely time and time again.

Because you're on the path to becoming a top-level, AWAI-trained copywriter, you already have a strong foundation in copywriting and most of the skills you need to expand your career in the same way I'm expanding mine.

**This opportunity is real. Down to earth.  
Quickly ... easily ... attainable.**

And with this opportunity comes the biggest payoff you can ever want as a professional. Respect. Respect from family and friends (mixed with a wee bit of jealousy).

Most of all, respect from your peers who see you as a model for their own success.

How do I know this will be the biggest career move you'll ever make with the smallest investment of time, work, and money?

Like I said, it's already working for me. If you're a regular reader of *The Golden Thread*, you may have an inkling of what I'm going to tell you. I wrote about it recently.

This new opportunity ... this new perspective on your career ... is called Desktop Marketing. One beautiful part (of many) about this opportunity is you've already made the first steps toward success in it without even knowing it.

By becoming a member of one of AWAI's programs, you've already made a powerful commitment to your success. This first step is the most important one you can take.

And if you've had the opportunity to begin studying the secrets and strategies in that program, your skills and understanding surpass many professionals who have never taken the opportunity you did.

But I'm getting ahead of myself.

**Let my experience point you toward  
a new road to success.**

What *is* Desktop Marketing? Let me explain by telling how I got involved with it.

Two years ago I vowed to start writing for the Fundraising niche. But -- like I'm sure you understand -- life got in the way. Until late last year when I took the bull by the horns and decided to just do it.

Following AWAI's proven strategy for starting a career -- or for moving into a new niche -- I contacted a nonprofit Japanese drumming group in my community and offered to help them raise funds.

I thought I'd be writing a fundraising letter. But I quickly realized they didn't need just a letter. They needed *everything*: letter, brochure, complete package design, list management, and a lot of hand-holding to assure them the promotion would work.

I'd gone from copywriter to Desktop Marketer in the time it took to say, "I'll do it."

Let me tell you, I had a ball doing it. I've had some experience (not much) with design software, so I muddled through the design part. Because I've been in the business, I knew enough (though not much) about mailing list management and bulk mailing.

But all in all, even without a lot of experience, I did pretty well more than tripling their previous efforts.

**Not a fluke...  
the success was repeated**

Next, another group asked me to help promote the annual fundraising concert for my town's botanical garden by producing the corporate sponsor package. Same thing.

Not just copywriting ... but Desktop Marketing: everything including tickets, posters, and a personalized, graphics-rich invitation. We boosted corporate sponsorship by 50%!

Once again, it was more fun than work. Because my muddling attempts produced good results, I'm now a hero with these groups. And word of mouth has brought me other offers from my community I've had to turn down so I can move on to larger fundraising projects ... using Desktop Marketing as my leverage.

I know I've mentioned "muddling" several times. A bit of a confession, really. I honestly did not know a lot about what I was doing.

### **How much better I could have done if I'd learned the secrets you can learn now**

But coincidentally, as the results from these two projects of mine were just coming in, Katie Yeakle told me about a new AWAI success program designed to get creative professionals like you (and me) up and running in one to two weeks. Just 1 to 2 weeks!

Now that I have the program, I wish I'd had it before I'd started my two projects. I would have avoided a lot of missteps. I would have been able to finish more quickly and efficiently. And I'm sure we would have been even more successful.

And I learned how the success I made in fundraising can easily be repeated in any niche and with any small to medium sized business. In fact, with *any* business.

I'll tell you more about this program and how it can bring you success as a Desktop Marketer shortly. But first I let me tell you why Desktop Marketing has such unlimited potential for building your success.

### **Why Desktop Marketing is such a powerful career success strategy.**

Your community has hundreds to thousands of small businesses and organizations that *need you right now* to increase their profitability.

A good 90% of these small businesses have no experience in direct marketing. But they already know it's a powerful and cost effective way to improve their bottom line.

They feel *locked out* from the power of direct marketing because they lack the knowledge and skills to be successful. And they will pay someone (why not *you*?) richly to have the door opened.

They could hire a professional marketing agency. And many already have. But the cost is exorbitant, and quite frankly, large agencies don't particularly like small clients. They hand small clients off to their greenest, least skilled staff ... and don't really care about their success.

Your potential small business clients learn this quickly and resent it. "Why," they ask, "should I pay so much money and have to suffer such disrespectful treatment? And such BAD results?"

That's where you as a Desktop Marketer come in. You provide the expertise these small business clients lack. Because you're working from home, and you are the only employee (at least to start), they can afford your fees. And because you value your clients' business, they know you respect them and will work hard for their success.

You become their "one-stop" marketing expert.

### **The power of word of mouth to make you successful ... and wealthy**

Desktop Marketing is the ideal way to earn a lucrative income from the very start ... an income that blossoms steadily and quickly as your reputation grows and your client base explodes.

As your clients benefit from your success as a Desktop Marketer, your reputation builds. You'll have to do less self-marketing as word of mouth builds right along with your success. You'll earn more and you'll earn faster.

Soon you'll find you have more business than you can handle by yourself. Which doesn't mean you have to say "no" to offers of more work and the money that comes with it.

### **Outsourcing is not a bad word ... when it's *you* doing the outsourcing.**

When you find yourself on the verge of saying "no" to potential clients because *you* don't want to take on more work, Desktop Marketing gives you the opportunity to outsource that work to skilled professionals.

What you're really doing is subcontracting your work. You might want to accept the complete assignment but outsource the graphic design or some other aspect.

Or maybe you take on the role of direct marketing agency and outsource *all* the work to trusted pros. You still set the prices and take your cut off the top. You're making money overseeing and guiding the job while others do most of the work.

This is how the big agencies do it, except that with your lower overhead, you're able charge clients less and still pull in hefty agency fees.

You get a bigger piece of the pie ... and earn multiple checks for copy, design, print production ...and more ... on any project that comes through your door!

Your clients love it because you save them thousands of dollars in time and effort and provide them with an essential service they can't do themselves.

You're really becoming your own marketing agency ... without the huge overhead of the big guys. You'll love it, because you can earn upwards of an *extra* \$2,000 or \$3,000 a week -- or more.

But where to find competent creative professionals as your subcontractors? AWAI, of course. It's easy to tap into AWAI-trained expert copywriters or graphic designers through member forums, networking you've done, or the Direct Response Job Board.

What if you don't particularly enjoy graphic design, or copywriting, or some other aspect of Desktop Marketing? You can easily outsource that part of your work from the moment you hang out your shingle as a Desktop Marketer.

But if I'm any indication of the power and fun behind this remarkable new career, once you learn the secrets of success in DM graphic design ... or copywriting ... or print production ... you'll truly love *all* aspects of Desktop Marketing. Which means more of the paycheck for you and the faster your success climbs.

**The next ... almost hidden benefit ...  
you'll *never* be bored.**

When you're a Desktop Marketer, one week you could be working on marketing a local realtor's services. The next week you're putting together a complete package for the newest lawyer in town. And the next ... well, it could be anything.

You'll never feel bored or get stale working on ...

✓ Brochures	✓ Sales inserts
✓ Direct response letters	✓ Magazine ads
✓ Catalogs	✓ Website content
✓ Online advertising	✓ White papers
✓ Newsletters	✓ Radio & TV commercials
✓ Email blasts	✓ Internet promotions
✓ And much, much more	

**{INSERT ORDER BUTTON}**

**Order Now**

Your professional life as a Desktop Marketer is always different ... always stimulating ... and always lucrative.

Quite simply stated, Desktop Marketing may be the most lucrative business opportunity of the past 15 to 20 years.

If you want to go on vacation, with a little planning ahead, you free up a few weeks and off you go. Want to earn more money? Pick up a few more clients.

Desktop Marketing offers you almost unlimited earning potential ... and almost unlimited respect from clients, family, and associates.

### **What you *don't* need to be a success**

And it's much easier to get started as an expert Desktop Marketer than you could ever imagine. You don't need a college degree. Or even a high school diploma. You don't need specialized training as a graphic designer. You don't even have to be an established writer.

Special equipment? All you need is the computer you're using right now and the software you already have on it! All of the designs can be done on MS Publisher. And many can even be done on a full-feature word processor like MS Word.

And what about special knowledge? All you will need to get started are a couple of weeks -- weeks, *not* months -- studying AWAI's newest program I was telling you about called ***Desktop Marketing for Success, Independence and Income***.

With that small investment of time and *Desktop Marketing for Success, Independence and Income*, you'll become the one-stop marketing expert your clients depend on.

### **Concise, easy to absorb with nothing left out**

*Desktop Marketing for Success, Independence and Income* leaves absolutely nothing out ... and it's designed to give you the skills you need in short, easy-to-understand, easy-to-absorb learning modules.

These modules are written by working professionals ... pros like Roger Parker (AKA the "32 Million Dollar Author"). With over 1.6 million copies of 38 books in print, Roger knows and has written about virtually every aspect of successful direct marketing design.

But Roger and the other expert professionals responsible for *Desktop Marketing for Success, Independence and Income*, don't rely solely on "book knowledge." They've earned their reputations by putting theory into practical and successful practice over and over again.

Where to get started in your new career as a Desktop Marketer? The best place is at the beginning.

*Desktop Marketing for Success, Independence and Income: Chapter 1* gives you an in-depth view of Desktop Marketing, everything from the nature of your new career ... to how to calculate your hour rate ... to the naming your business ... to planning your professional goals (with worksheets to guide you through the process).

This is a crucial “must-read” for you ... one that gets you off on the right foot on your new career. And although it’s packed with vital information, strategies, and secrets, you’ll be through it in under an hour.

**{INSERT ORDER BUTTON}**

**Order Now**

Are you intimidated by graphic design? Do modern, flashy designs leave you cold ... and you wouldn’t know where to begin conceiving designs like that anyway?

Let me give you a core secret of DM graphic design right here: It is not about “fancy”, or “flashy”, or the “latest style.” DM graphic design is about selling. Fancy doesn’t sell. Flashy doesn’t sell. And ‘the latest’ doesn’t sell.

What sells in DM are the design secrets you’ll find in chapters 2, 5 and 6.

Want to get a bit more creative with design? *Desktop Marketing for Success, Independence and Income: Chapter 4* gives you concise, easy-to-understand guidance on making that step.

What about lists and list management? Or print production? Or the most effective ways to make sure your work is perfect *before* you turn it in to your client? It’s all here in *Desktop Marketing for Success, Independence and Income*.

**Everything you need to become  
the hottest, in-demand marketing expert**

**{INSERT ORDER BUTTON}**

**Order Now**

*Desktop Marketing for Success, Independence and Income* thoroughly prepares you for your new Desktop Marketing career -- leaving nothing out. But most important, it gives you a head start on launching your new career as well so that you can have your first paying client before you’ve even finished the program!

Here’s a brief summary of some of what you will get:

### **Copywriting**

Quickly learn how to write compelling copy that sells. You’ll discover...

- The eleven secrets behind writing masterful headlines ... headlines that grab attention and force your prospect to keep reading. (These are secrets copywriters recently paid \$2,000 to learn in online seminars).
- How to write powerful, compelling leads ... openings that have your prospect wanting to buy after the first two paragraphs.
- The importance of copy “extras” ... extras most copywriters gloss over ... and how to craft them to build excitement and desire: subheads that subtly push the sale ... eye-catching envelope teaser ... and order forms that clinch the sale.
- How to subtly maneuver your prospect to justify his own buying impulse so he makes that final, all-important step ... buying.

### **Graphic Design**

Graphic design does not have to be mysterious ... when you learn the secrets of direct marketing graphic design. Learn, step-by-step, how to create sales letters, direct-mail pieces, newsletters, space ads, catalogs, and dozens of other marketing materials. *Desktop Marketing for Success, Independence and Income* will show you ...

- How to arrange copy and graphics on a page to maximize sales.
- How to use photographs, charts, and tables to support -- not detract from -- your sale.
- How to avoid color mistakes that can kill your promotion.
- Eight key elements of winning graphics -- and the biggest design mistakes that sabotage even the best copy.
- Examples that show you sales-winning designs compared to ones that fall flat. Using these examples assures your success ... and saves time and money for your clients.
- *Ready-to-use templates* to create professional quality designs for clients in half the time others take.
- The ABCs of production and printing ... whether you're printing right from the computer or in a big service bureau. (Knowing the differences here can mean thousands of dollars and scores of hours saved ... savings that mean happy clients and more money for you).

### **Internet design and marketing**

No other single area will boost your career faster than knowing how to be a savvy Internet Desktop Marketer. Why? Because in today's web-based world, small businesses *must* be on the Internet.

But to be successful your small business clients must market like the big dogs. You'll help your clients become one of those big dogs when you learn ...

- Three techniques for using email blasts to promote on the Internet. If you don't know these, your best promotional efforts can go completely to waste.
- Eight no-fail ways to run a successful email-marketing program. This is a must-have for every small business, but few have the time or expertise to do it right. (And no worry, this *not*
- How to avoid having your clients' emails swallowed by spam filters ... and how to boost the response of every email promotion you send.
- And much, much more.

**Most important:  
How to get clients *FAST***

*Desktop Marketing for Success, Independence and Income* taps the insight of successful freelancers *and* client to let you know how to sell yourself with confidence. You'll discover how to market your services, get clients, negotiate fees, get paid, and generate lucrative repeat business and referrals. You'll also learn...

- How to put together an impressive portfolio even if you don't have any samples
- Five reasons why most new business proposals fail (Avoid these, and you'll have clients fighting to work with you.)
- The best way to tell whether a prospective client has a real need for your services, or is just on a fishing expedition. This secret strategy saves you time, aggravation, and money.

*Desktop Marketing for Success, Independence and Income* is truly your "Desktop Marketing business in a box." It has everything you need to get started immediately ... and be up and running with your business in under 2 weeks.

**The only thing that isn't here to be a successful  
Desktop Marketer is ... you.**

**{INSERT ORDER BUTTON}**

**Order Now**

Faster success in your career and in your life is the most compelling reason for you to launch your new career as a Desktop Marketer.

This is the most powerful reason to *act right now*.

But let me give you three more.

\* **Your First Reason to Act Now:** *Desktop Marketing Idea Starter*

If you respond to my letter within 7 days, AWAI will include a special gift to reward you for your commitment. We have developed a special *Desktop Marketing Idea Starter*.

This guide (in PDF format) contains samples of 20 successful DM packages for you to use for inspiration. These samples include DM letters, brochures, sales inserts, and catalog pages -- twenty in all. It will automatically be downloaded to your computer the moment you send in your order. (*A \$29 value*)

\* **Your Second Reason to Act Now:** *AWAI's Computer Basics*

Stop being flummoxed by computers. This 277-page e-Book explains everything you need to know about computers, from the “bare bones” basics to more advanced questions about hardware, presentation software, printers, tables, dialog boxes and menus ... plus much, much more.

Detailed descriptions, illustrated diagrams and tables, and handy Quick Reference boxes make this the ultimate reference guide for improving your computer savvy. Best of all, everything is explained in the simplest terms. You won't need an engineering degree to understand any of it. (*A \$49.00 value*)

\* **Your Third Reason to Act Now:** *AWAI's Computer Buying Guide*

Macintosh or PC? Desktop or laptop? Should you upgrade your current computer, or buy a new one?

If you've ever wondered what the pros use in their home office, this guide will give you insight and help you make your next purchasing decision the right one. You'll even see how to add custom features to the computer you already have so you work faster, more efficiently, and more profitably. *A \$14.95 value!*

**You are *never* at risk with AWAI**

\* **A Final Reason to Act Now:** *Safety and protection*

As you've come to expect with any AWAI program, book, or presentation, you are fully protected. Take a look at the *Desktop Marketing for Success, Independence and Income*

program for 30 days. Take notes. Try out the ideas. Start building your business as a Desktop Marketer.

If you are not fully satisfied with the secrets, strategies, and information in the program -- information that will powerfully change your life -- simply cancel the program within 30 days. AWAI will gladly refund your purchase price (minus shipping and handling). And you get to keep all three bonuses (of course!)

AWAI wants you to be satisfied. But there is no way you will ever know if Desktop Marketing is the perfect new career for you if you don't try it out.

**{INSERT ORDER BUTTON}**

**Order Now**

### **Start on the road to Desktop Marketing success for only \$19**

AWAI wants you to get started on your new career as Desktop Marketer easily, quickly, and affordably. So they are offering an E-Z Payment Plan. Your first installment is only \$19 ... and with that payment, you get immediate access to the first chapter of *Desktop Marketing for Success, Independence and Income*.

And you'll also get immediate access to all three free bonuses. \$19 is a small price to pay for this vital first step.

Don't wait a moment to respond. Start your new push to success by clicking the button below. You will immediately be sent to our secure order site.

Yours for rapid and lasting success,

**{INSERT LEGIBLE SIGNATURE, AVAILABLE ON REQUEST}**

Will Newman

**{INSERT ORDER BUTTON}**

**Order Now**

I'm not the only copywriter who's taken this step. Copywriters Kammy Thurman and Mike Klassen have done it as well ... and very successfully.

And if you've ever been to one of AWAI's Bootcamps, you've undoubtedly seen Lori Haller. She's the bubbly, bright graphic designer who --when she's not presenting at one of the sessions -- is always surrounded by eager up-and-coming designers eager to learn from her.

Even though she's had a successful design business for over 20 years, Lori also recently made the leap to becoming a Desktop Marketer. Lori says:

*“One of my clients couldn’t decide whether to hire an advertising agency or hire me. Once they realized I could provide the same writing, design, and marketing services as the agency could -- and at a fraction of the cost -- I got the account!*

*“I routinely hire copywriters, designers, printers and illustrators to work with me on a variety of projects. Meanwhile, my income has risen by more than 35% -- and I still have plenty of time to spend with my husband and kids. I wouldn’t give up this lifestyle for anything.”*

Kammy, Mike, and Lori are examples of where you can be in a very short amount of time. The only difference between them and you is that they did not have the advantage you have. They didn’t have *Desktop Marketing for Success, Independence and Income* to propel them rapidly toward success like it will propel you.

PPS: But don’t worry about this new field of success being overcrowded. Desktop Marketing is a wide-open field with tons of opportunity for success for you. Just look in your local Yellow Pages for a small sampling of the number of businesses who can use your help. They’re the ones with the quarter page or smaller ads.

**{INSERT ORDER BUTTON}**  
**Order Now**