

{ASK THE MASTERS TELECONFERENCE PROMOTION}
{EMAIL}

{The following subject lines were all suggested by during the peer review session}

{Alternate subject line 1:}

An hour for you to ask the world's top copywriters any questions you want.

{Alternate subject line 2:}

What do you need to know to propel your career to the next level?

{Alternate subject line 3:}

Have a cup of coffee with the world's highest paid copywriters

{Alternate subject line 4:}

Persuasion secrets of the top copywriters

{LETTER COPY: This should be sent HTML if possible}

Dear {name},

Clayton Makepeace makes over \$1 million dollars a year writing control-beating copy.

Don Mahoney pulls in over \$400,000 dollars ... for what he calls "part time work."

These two men make more in one year than many run-of-the-mill copywriters can hope to make in ten.

Wouldn't you love to know their secrets?

Wouldn't you love to sit down for an hour with these two top-ranked copywriters over a cup of coffee ... and have them tell you upfront "Pick our brains. Ask us anything you want."

"Hey guys," you could ask, "where do you get your ideas ... ideas that earn your clients tens of millions of dollars?" or ...

"What do you do when you stare at a blank screen and can't come up with an idea?" or ...

"How much research do I really need to do? And where do I start?" or ...

“What’s the best way to make my copy really personal so my prospects want to read my letter?”

Think how your career could soar if Clayton and Don said, “Ask us *any questions* you want. We’ll tell you our most intimate success secrets. They’re yours ... just for the asking.”

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Well, go get your coffee ... because AWAI is making it a reality.
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Hello, I’m Will Newman -- ten-year professional copywriter and AWAI coach.

In working with my coaching students--and seeing students at the AWAI Bootcamps-- I’ve come to understand that one of the most powerful strategies to improve your writing--and to increase your writing income--is asking questions.

That’s why I’m inviting you to join master copywriters Clayton Makepeace, Don Mahoney--and Bob Bly as the host--for a very special teleconference on Wednesday, April 20 **{INSERT CORRECT TIME}**.

This teleconference is called “Conquering the Tyranny of the Blank Screen: Eliminating Fear and Procrastination When Facing Writer's Block.”

But this is more than just a teleconference about writer’s block. It’s an opportunity for you to tap into true copywriting genius.

It’s your chance to ask the questions you need answered ... questions about strengthening your own writing. Questions about core secrets for writing control-beating copy.

Or questions about the most difficult and frightening part of writing: “How do I get started? How do I get over writer’s block?”

You can register right now for this opportunity to ask these two masters the questions you need answered. Simply click on the link below. When you do, you’ll be sent to our easy-to-use, secure registration form. You’ll also learn how easy it is to save 25% off of an already extremely affordable rate.

{INSERT HYPERLINK HERE}

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How to Overcome the Most Frightening Copywriting Challenge of All
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Even though I’ve been doing this gig called copywriting for ten years, I still get butterflies when I get a new assignment.

It's that nagging doubt I'm sure you get. That horrid emptiness when self-doubt floods in.

This emptiness pushes out the ideas you should be getting and replaces them with questions:

“What if I can't do it?”

“What if I don't get any good ideas?”

“What if I don't get any ideas at all?”

You know this feeling as writer's block. It's the tyranny of the blank screen ... and if it takes over, you can end up as blank as the screen you're looking at.

To register now for the “Conquering the Tyranny of the Blank Screen” teleconference, click the link below now:

{**INSERT HYPERLINK HERE**}

Let me introduce you to the masters who'll give you their most productive, profitable secrets about overcoming this tyranny ... secrets they use every time they are faced with the challenge of writing a new promotion.

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How Would You Like to Write a Control that Mailed to Over 90 MILLION names?
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Words such as good or great don't come close to describing **Clayton Makepeace**.

That's because he has sold more product than any of “the best-in-the-business” copywriters alive today.

For example, a direct mail promotion Clayton recently wrote brought in over 2 million subscribers ... with a letter that mailed to 90 million names. That's almost three times the population of California. (Imagine the royalties on that mailing!)

Another letter he wrote is currently mailing to a minimum of 10 million names.

Bob Bly says, “Clayton makes more money than anybody I know in copywriting. And he's one of the fastest writers around. If anyone knows how to overcome writers block, it's Clayton.”

I'm sure you already know the other master in this teleconference--**Don Mahoney**. You probably also know of the tremendous financial and professional success he's made for himself writing for clients like Agora and Phillips.

Don's copywriting success has now passed the \$400,000 dollar mark--for what he admits is essentially "part time work." He's having so much fun with other parts of his life that he doesn't want to commit to copywriting fulltime. And he certainly doesn't need to.

Maybe you've been fortunate enough to meet him at one of the Bootcamps. If you have, then you know that Don's a deep well of copywriting knowledge. He's also a humorous presenter and a lot of fun to listen to.

For all their success, do you think Clayton and Don ever feel the tyranny of the blank screen?

You bet your life they do. But Clayton and Don know powerful techniques to overcoming this tyranny ... techniques that jumpstart their creativity. And they want to share them with you.

To learn exactly how these two master copywriters do it ... or to ask them other questions you really want answered about your copywriting career ... click the link below:

{INSERT HYPERLINK HERE}

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The Best Known Name in Copywriting Is Your Host
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Bob Bly is hands down the world's best-known copywriter. His 53 books, including *Secrets of a Freelance Writer* and the *Copywriter's Handbook*, have started more copywriting careers--including mine--than all the other books on copywriting combined.

With over 20 years in the business--and an income of over \$500,000 last year from copywriting alone--Bob has intimate knowledge and understanding of what makes powerful and persuasive writing.

Bob's knowledge makes him the perfect host for this teleconference ... because Bob not only knows the answers, he also knows the questions.

Let me explain what I mean.

Many times I've been in classes, seminars, or teleconferences when I had a general, unformed question I needed answered. Try as I might, I simply could not find the right words.

I bet you've been there, too.

Well, the great thing about a teleconference--even better than sitting one on one with these masters--is you've got other people asking questions, too. Questions you had

trouble forming. Or questions you hadn't even thought about ... but with answers that could propel your career to a new, far more profitable level.

And the superb part of having a copywriting genius like Bob Bly as host is he knows those questions you need answered. He's your advocate. If he doesn't hear an important question ... he'll ask it.

Register right now to ensure you'll have the opportunity to ask Clayton and Don how to adapt their strategies to your needs ... and to have Bob Bly working as your host, guide, and advocate. Click the link below:

{INSERT HYPERLINK HERE}

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2 More Opportunities to Learn the Masters' Secrets of Persuasion ...
And 1 Golden Opportunity to "Catch the Eye" of Top Marketing Clients
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The wall. The block. The tyranny. You can and will overcome the challenges new assignments bring when you first get them when you put Clayton and Don's strategies to work.

But there's more to writing control-busting copy than overcoming those first hurdles. That's why AWAI has put together not one but four monthly teleconferences in their "Ask the Masters" teleconference series.

You can sign up for the entire series ... or pick and choose the sessions you want to attend. It's up to you! (All teleconferences will take place from **{INSERT CORRECT TIME}**. Don't worry if you aren't available during the times of the live calls. You'll be provided with a private access code that will let you listen to them at your convenience.)

Here's the complete series at a glance ...

Teleconference 1: Conquering the Tyranny of the Blank Screen: Eliminating Fear and Procrastination When Facing Writer's Block.

Master copywriters: Clayton Makepeace and Don Mahoney

Date: Wednesday, April 20, 2005, **{INSERT CORRECT TIME}**

Master copywriters Don Mahoney and Clayton Makepeace reveal their secrets for overcoming the most daunting step for a copywriter: Getting started.

Teleconference 2: Finding a Winning Tone, Style, and Voice for Your Copy

Master copywriter: Paul Hollingshead joined by a surprise guest

Date: Wednesday, May 18, 2005, **{INSERT CORRECT TIME}**

If you struggle to get your ideas down on paper in a voice that sounds and feels natural, your struggle just got easier.

In this second teleconference, two of the most sought-after copywriters in direct marketing reveal secrets they use successfully to develop their own, personalized, natural voices.

**Teleconference 3: Mastering the Art of Persuasion in Print and Online:
Copywriting Secrets of the Masters**

Master copywriters: Peter Betuel and Steve Wexler

Date: Wednesday, June 22, 2005, **{INSERT CORRECT TIME}**

The ultimate purpose in your writing is to make sales. This session delves into the secrets master copywriters Peter Betuel and Steve Wexler use to make their prospects gleefully agree to buy the product ... almost without thinking about it.

**Teleconference 4: Million-Dollar Shortcut to Your First Copywriting Assignment
Business client participants: Jenny Thompson (Agora Health), Sara Pond
(Nightingale Conant), and James DiGeorgia (Publisher, 21st Century Options)**

Date: Wednesday, July 20, 2005, **{INSERT CORRECT TIME}**

The fourth--and final--teleconference brings three of the highest-paying clients you'd ever want to work for together for two purposes. First, they're going to tell you how to get hired ... by them and by other direct marketers.

And second, they want to give you the chance to put their advice--and the strategies you've learned from the teleconferences--to practical, profitable use. They're offering you a challenge ... a challenge to write spec assignments for them.

We're not going to tell you what the assignments are at this point. We're not even going to hint at them. These assignments are reserved exclusively for the participants in this final "Ask the Masters Teleconference."

**To sign up for any or all of these sessions ... or to subscribe to the entire series (and attend all 4 for the price of 3) ... click here now:

{INSERT HYPERLINK HERE}

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Up-and-Comers and Seasoned Pros ...
There's Something for Everyone
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These teleconferences are not just for up-and-coming copywriters. If you've been writing for a while--and you're waiting for that magical tipping point when your career suddenly soars--these teleconferences are exactly what you need.

Just one, two, or three of the ideas you hear may be all you need to add \$20,000 to \$50,000 dollars or more to your annual copywriting income. And probably by doing less work than you're doing now.

These teleconferences are going to give you the opportunity to do exactly that: Ask six master copywriters the questions *you* need answered so you can boost your career two or three levels ... to the \$50,000 to \$100,000 dollar mark and beyond.

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How Would You Like to Be Too Busy to Say "Yes?"
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Imagine what it will feel like when the phone rings. Your caller ID identifies a client who has another assignment.

They're offering \$6,000 this time--for a 12-page letter. With royalties. With 50% upfront as your kill fee.

You tell them you'd love to help. But you're busy right now and won't have time to work on it for 2 months.

And then they tell you, "We'll wait."

But you shouldn't wait to sign up for the first teleconference--"Conquering the Tyranny of the Empty Screen". It's sure to fill up quickly. Make sure you're there by clicking the link below:

{INSERT HYPERLINK HERE}

Each of the masters in this series has been asked what it would cost to become a mentor for an enterprising copywriter.

The answer is something like, "Well, I don't mentor other writers. I'm too busy. But if I did, I'd have to charge around ..."

The figure is often \$1,000 ... or more ... and worth every dollar because these men's knowledge is gold.

However, I know you'll be very pleasantly surprised to learn your commitment to becoming one of the very best copywriters won't cost half that amount.

Or one fourth ... or even one tenth.

And I know you'll be even more excited that AWAI is offering a special deal in honor of your special commitment.

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A Gift for Your Commitment to Becoming the Best
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The folks at AWAI know that any one of these teleconferences could be the one push your career needs to send it to the next level.

But they also feel the total of everything you can absorb in the first three teleconferences can push your career even further.

So if you sign up for the first three teleconferences, AWAI will give you the fourth teleconference--“How Do I Get You to Hire Me”--FREE.

This is far more than “Buy 3/Get 1 FREE” offer. These four teleconferences are your gateway to a new, highly successful career, a career where you’re getting more assignments than you know what to do with.

But this is not the only gift AWAI is giving you. They will send you a CD of each and every teleconference you sign up for. Sign up for the first teleconference--“Conquering the Tyranny of the Blank Page”--you’ll get that CD without charge.

Sign up for two teleconferences, you get two CDs. Sign up for the first three teleconferences--and you get all four CDs--FREE.

Take advantage of this offer right now ... and ensure you’ll have an opportunity to write one of these career-boosting spec assignments. Click the link below:

{INSERT HYPERLINK HERE}

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AWAI Has Another Gift for You
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In addition, if you sign up for all 4 teleconferences (for the cost of 3), AWAI will send you a certificate good for a \$XX discount on this year’s FastTrack Bootcamp for Success.

If you’ve never been to one of the AWAI Bootcamps, you cannot imagine the high level of individual information and attention you receive or ... or the number of opportunities to work directly, face-to-face with master copywriters ... or the number of spec assignments you can turn into gold.

If you’ve already been to one of the AWAI FastTrack Bootcamps, you understand why so many people come back year after year ... including established copywriters like me.

Don't forget, spaces for this teleconference series are extremely limited--and so are the free gifts. Register right now ... and ensure you'll be there ... by clicking the link below:

{INSERT HYPERLINK HERE}

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And If You're Not Satisfied?
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If you are not completely satisfied with the quality of the strategies and secrets the master copywriters teach you in these teleconferences, AWAI will gladly refund your money.

The AWAI Guarantee fully protects you ... so you have nothing to lose by signing up now.

If you delay, however, you may lose out on the chance to pick the brains of master copywriters ... and get answers that can get your career flying. Register right now by clicking the link below:

{INSERT HYPERLINK HERE}

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Now I must warn you.
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The people at AWAI have done *everything* they can to make this a powerful, successful experience for you. And that includes severely limiting the number of people who can attend.

It is only fair that they do so in order to ensure everybody gets a chance to participate.

Severely limited enrollment means severely limited time to sign up. The available spaces are filling up quickly.

So I urge you to sign up now ... for all 4 teleconferences (at the cost of 3) ... by clicking the link below.

You can also use this link to sign up just for Teleconference # 1: "Conquering the Tyranny of the Blank Page" with Clayton Makepeace and Don Mahoney.

It's going to be a dynamic, information-filled teleconference you do not want to miss. But then that can be said about all four of them.

For details, pricing, and to register, call **{INSERT PERSON}** at **{INSERT PHONE}** or click this link now: **{INSERT HYPERLINK}**.

Yours in success,

Will Newman
Freelance Copywriter
AWAI Coach

P.S. “Seating” for the first session in AWAI teleconferences always fills up fast. You can be sure this first one, “Conquering the Tyranny of the Blank Page,” will be extremely popular. And it will *not* be repeated. So call **{INSERT PERSON}** at **{INSERT PHONE}**. Or click on this link: **{INSERT HYPERLINK}**.

P.P.S. The “Ask the Masters Teleconferences” is your opportunity to “sit down and have coffee” with master copywriters and three powerful marketing professionals. But if you’re not able to be there in person, you can still get your questions answered.

When you sign up, an exclusive email address where you can send your questions. (You’ll be given a private access code so you can listen in at your convenience).

And don’t worry, only those people who’ve made the commitment you’ve made will get that email address. This is your chance to ask the masters questions *you* need answered most. Just think of how those answers will power-boost your career.

You provide the coffee. AWAI provides the answers.