

Last year I was going through a bitter divorce. I needed time to rest, and time to heal. So I only worked one week each month.

I made \$105,453.83

This year I'm feeling better. I'm back to working "full-time" (which for me is about half-time). At the rate I'm going I should comfortably double last year's income.

And the recession? Well, that's really no concern at all.

This stress-free business I'm in is America's best-kept secret. Everyday people like yourself are earning as much money as most doctors, lawyers, or engineers... and without the long years of schooling. (I only dabbled in college myself.)

I invite you to join us. In fact, we might just hire you ourselves.

Dear Friend,

I'm used to making good money... the \$200,000-a-year range. But last year I went through one of those things we all dread — a bitter divorce.

I started out the year working the way I usually do. But then I realized my heart wasn't in it. I needed time to relax, to regroup. To take care of some of the really important things in life.

So I decided to work less, and spend more time with my family, friends, and loved ones. But I still needed to make a living. So I just took enough work to keep me busy about one week out of the month.

Well, it was enough to put me over the \$100,000-mark for the year. And I turned what could have been an awful year into a great one. Despite a nasty legal battle, I thoroughly enjoyed my life last year.

I have to say, I'm very fortunate. Not everyone can spend so much time on the important things in life and still make a six-figure income.

And the recession? To tell you the truth, I only knew we were in one because I pay attention to the financial news. I didn't feel the effects at all.

For most people, though, the economic slowdown in our great country is a grim reality. Shoot... we all thought the good times would last forever.

But, they didn't. 9/11 happened. The stock market got clobbered, corporate earnings were shot, and now we're in a recession.

In the last three months over 250,000 Americans lost their jobs. Perhaps that figure has hit a little closer to home and it's happened to someone you know. A friend, a relative... or even worse... you.

Maybe you're one of the lucky ones who's still holding onto your job, but you're not satisfied with it. You're burnt out, and you've peaked at what you can really earn. Yet the bills aren't getting any smaller.

And every time your company hires someone new, you're afraid it might be some "young Turk" who will work cheaper than you. And you wonder when your position might be downsized and you become... a statistic.

More...

It's Your Right to Live the American Dream!

Perhaps you're not happy in your present situation. And you're concerned. And you know what? You should be. The only one who cares about your future, other than your family — is you. Certainly not your employer. You want to make a change but the "right opportunity" hasn't presented itself to you... *yet*.

You need a way out, but... but... but...

But nothing. Do you know what the definition of insanity is? "Insanity is doing the same thing over and over and expecting different results."

Have you gone through that? I know I did. For years. It kept eating at me and eating at me. I finally got fed up being financially vulnerable. I needed a real change. But what...?

How My Money Problems Become a Thing of the Past... Finally!

Allow me to introduce myself. My name is Don Mahoney and what you read at the top of this letter is absolutely true. I make a six-figure income working part time. When I put my mind to it I make over \$200,000 a year. Not bad for a guy who didn't make it through college.

In the '80s and early '90s, before I was fortunate enough to enter into this career and earn an amazing amount of money, I was "existing" as a cabinet-maker. It was a grind. I was inhaling fumes and chemicals, and my back was killing me. On a typical day I'd cut my hand, run out of lacquer, the table saw would break down, I'd underbid a job, and have trouble collecting on the last job I underbid.

Okay. It wasn't all that bad. But you get the picture. During the last recession I got hit hard. That year all I made was a "whopping" \$12,245.00. Who can live on that with a family?

But my life turned around completely when I bumped into a boyhood friend of mine who I hadn't seen in 20 years. He introduced me to an exciting new career where for the first time in my life — I felt I was in control of my future. Never again was I going to have to rely on anyone else telling me "how to do things." I can't describe the feeling of accomplishment that I had — knowing that year in and year out there was no "ceiling" on my income. I was in charge of what I was worth — no one else! And it was all because of this man. (Don't worry, you'll meet him shortly.)

Create Your Own Destiny... Now!

Now, let me tell you what this unique opportunity "isn't." It's not the "pie in the sky" deals that you've seen countless times on late night infomercials. The only people who get rich from those "offers" are the ones who sell them to you.

And I guarantee you it's not the bogus "too good to be true home-based businesses" that have been forced down your throat at the local Holiday Inn by slick hucksters. (Yes, I've gone to them.)

This is a legitimate profession that you probably never thought about (I know I didn't).

However, it turns out there's a lot more demand for people in my business, and it's extremely lucrative. In fact, you can virtually "write your own ticket," as they say.

Let's get down to specifics. This little cottage industry is earning folks *a steady six-figure income year in and year out* — no matter what the economy does.

Earn \$50,000 to \$200,000 a Year

The business I'm talking about... is writing. But it's not the type of writing you think it is. School only prepares you for "traditional" writing. You know, magazines or newspaper articles (or even novels or screenplays, for that matter.)

What I'm talking about is actually a lot easier to do. This business consists of writing SALES LETTERS — just like the one you're reading now.

If you can write a letter, learn a few simple rules, and put forth the effort, you too could be on your way to enjoying a lifestyle that many doctors, engineers, lawyers — even stressed-out CEO's — would envy. And... without the aggravation and heartache they get on a daily basis. (Not to mention student loans to pay back, and business overhead.)

The Mail You Get Everyday is Worth a Gold Mine

Read this letter from front to back. In fact, read all the letters you get in your mailbox every day. The folks that write these letters are called copywriters. And the people that hire them are called *direct marketers*. Now, there are two types of copywriters.

The first type are the people who are directly employed by direct marketing firms. They are salaried, and work the "nine-to-five" gig. (We know what that might entail. Office politics. Daily commutes that can wear you down.)

Then there are the copywriters who decided to go on a different journey. To experience a different quality of life. For their time to be their own. To be able to spend more time with their family. These folks decide when they want to work, and where they want to work: On a sailboat... on a beach... at home... or even on vacation.

These people are called: *Freelance copywriters*.

That's me... and it's something that I, look forward to doing every single day of my life.

Believe me, my colleagues and I the people that enjoy this incredible lifestyle, are no more talented than you are. The only difference is that one day we got fed up with punching the same clock, working for an unappreciative boss, and decided to do something about it. (And we found someone who showed us where the work was and how to do it.)

Freelance copywriters really do live "the writer's life." And enjoy their freedom. And that's something you can't put a price on. But the one thing you can put a price on is what you charge for writing letters. And that's why we make gobs of money doing it.

Be Part of a \$1.53 Trillion Industry

Direct marketing is a huge industry. How huge? Well, according to the industry trade group, the Direct Marketing Association, direct response exceeded \$1.53 trillion for 2001. And what's really exciting is that it's expected to grow 8.8% annually between the years 2002 and 2004.

And guess what? Someone has to write these letters and promotions. Why not you? Now you're probably wondering how much can you get for writing a sales letter. The answer may surprise you. Depending on the size of the job — the fee can run from \$500 to \$10,000.

Hard to believe, huh? Well, it's true. And I'm living proof of it. You see, the direct marketing companies that send you letters about their products are in constant need of good copywriters.

Let's say a typical working copywriter who has built a nice track record earns \$5,000 a letter. If he produces 2 letters a month — he earns approximately \$120,000 a year. Pretty impressive, right?

Wait. It gets better. I'm going to let you in on an inside secret. Look at your mail again. If you notice that you're receiving the same letter over and over again it means that customers are buying this product... big time. This naturally makes the client that hired that copywriter... very, very happy.

The direct marketer now mails out large quantities of that particular letter making it what we call a "control." A proven cash cow. And believe me, a "control" makes a copywriter very, very, happy. Why? Well, for every control that's mailed out to a household — the copywriter receives a "piece of the action." He gets a very big "thank you" from his client. And that's in the form of — a *royalty*.

If You Can't Live Well on this Kind of Money There's Something Really Wrong...

Let's go back to our copywriter who writes his two letters a month. That same copywriter who received \$5,000 a letter is writing around 24 letters a year. Now, no one (although some writers will claim they do) has all their letters become controls. Even one out of three isn't bad.

So let's say our writer is fortunate enough to have one out of every two of his letters become controls. So he's got maybe 12 controls mailing in a year. How much royalty can he make? Two cents per letter mailed is typical. And it's not unusual for big consumer marketers to mail 1, 2, or even 3 million letters a year of a successful control.

Now say the copywriter's success is modest. Each of his 12 controls are mailed to about half a million that year. (Still great numbers) That's six million letters mailed at 2 cents each, which equals 12 million cents, or \$120,000 in royalties. (Did you ever see pennies add up so fast?)

That copywriter easily doubled his up front fee of \$120,000. His total revenue for that year? \$240,000. Or nearly a quarter of a million dollars. Not too shabby for someone writing letters from the privacy of his own home.

The Industry Needs Good Copywriters... Now!

Now, some freelance copywriters work a lot, some a little. Depends on what you want. Now that my “personal” house is in order — I’m working up a storm. This month alone I have two assignments that will pay me over \$16,000. I also just received \$8,500 worth of royalty checks from work I did *over six months ago*. So my income this month? Over \$25,000. (I was lucky to make that in a year in my old career.)

One of my biggest clients is Agora Publishing. Their gross sales last year were over \$75 million. They publish books, newsletters, reports, email services, and information products on topics ranging from investing to health.

There’s a good chance you’ve gotten their offers in the mail. I’m proud to say that I am responsible for over *\$100 million of sales at Agora...* in less than five years.

Bill Bonner, Agora’s president, is a well-known copywriter himself with over 25 years experience. His company alone spends a *million dollars* a year on copywriting. I can’t tell you how many times he’s said to me, “Hey, Don, if you find any good copywriters... send them my way!”

And this is just one company...

There are literally thousands of direct marketing companies out there looking for talented people to write these letters.

Many of them are even bigger than Agora. And the freelance copywriters they hire average around \$50,000 - \$200,000 a year. Like I said, the heavy hitters, or “superstars” can make upwards of \$500,000 a year.

These folks were no different than you when they entered this lucrative and rewarding career. They came from all walks of life. Doctors, mechanics, veterans, stock boys, engineers, students, retirees, and homemakers.

Want to know the one thing they all had in common? They wanted to make a change in the present so their future would be assured. They saw an opportunity and they grabbed it.

Always Be In Demand!

One of the many perks about copywriting that I love is that once you get really good at it, you call the shots. Simple supply and demand. In my old job as a cabinetmaker I had to “knock on doors” (literally and figuratively) just to get work.

It was a hassle. It was demeaning. Always having to low ball a price to a homeowner just to outbid a competitor. And then trying to collect from people who have you low on their priority list. It wears away at your spirit.

Not any more. As a copywriter I turn down more work than I can handle. I’ve made a lot of publisher’s wealthy with the letters I’ve written for them. That’s why they continually offer me more work. It’s amazing.

There’s no boss breathing down my throat. No office politics to put up with. Almost every job is different and exciting. I work a few hours a day. Then it’s off to play golf, work out at the gym, or hang with my family. That’s the beauty of living in America. No matter who you are, or what background you come from... if you have the desire, you can always re-invent yourself. I did... and you can too!

Another great thing is the companies that’ll pay you big bucks to write these sales letters don’t care if you’re 25 or 75 — thin, fat, male or female. They only care how your work performs. What could be more American than that?

And get this:

You Don’t Even Have to Know How to Write! (Not the Way Most People Think of Writing, Anyway)

This is great. You don’t have to know how to write — not in the traditional sense, that is. So long as you can write conversationally, you don’t really have to know the “rules” of grammar. You don’t have to know a preposition from a noun.

There are plenty of proofreaders and computer spell check programs that can do it for you. Hell, you don’t even need a computer. I know one copywriter who dictates his letter into a tape recorder and someone transcribes it to paper. How’s that for simplicity?

Remember: In copywriting you’re not here to win any literary awards. All you have to do is convince someone to see the benefits of your product in a persuasive, personal manner. Get them to respond to an offer and you’ve done your job. And basically, it’s as easy as talking to a good friend in a bar. Over a nice cold draft beer you might turn to your friend and say:

“Phil, you have to eat at La Dome. You know the new place on Smith Street. Unbelievable. The most scrumptious mouth-watering fettuccini I ever had. The portions are huge. Service is great. Parking is a breeze... and the prices are beyond reasonable. It’s like they’re giving it away. Plus, dessert is free! And they cater! It would be perfect for your parent’s anniversary party.”

See how easy that was? Haven’t you ever had to convince somebody to do something? Isn’t it about time you got paid a lot of money to do it?

All you need is a basic feel for the English language and a desire to communicate.

I can honestly say that I’ve made some mistakes over the years — but the single best decision I ever made was getting into copywriting.

Live the Good Life!

I used to live in a two-bedroom apartment in a crummy part of town. Now? I own a home on a golf course on Miami Beach. One of my neighbors is Lenny Kravitz. Another is a famous producer. Every morning when I go onto my porch and look out at the golf course, or across beautiful Biscayne Bay, or hop over to the white sandy beaches, I just pinch myself.

My accountant shakes his head when he does my tax returns. He can’t believe I make so much money, from my home, with no real “product” in the traditional sense of business. How did he say it? Oh yeah, “Over \$200,000 in one year — from intangibles. I can’t believe it.” He has an office, employees... all kinds of headaches, and he probably makes less than me.

Now picture yourself in this life: You’re a freelance copywriter and you live wherever you want to and still earn a six-figure income. North America, South America, Canada... I have colleagues that live in beautiful seaside resort in Europe. They tell me there’s nothing like living in an exotic location to get the “creative juices” flowing. That and getting a five-figure paycheck couriered to them from overseas.

I’m telling you all of this, not to brag, but to show you what you can accomplish with desire and being at the right place at the right time. (I’ll tell you a little later about a special offer of work for you that I know you’ll be interested in.)

So are you ready? Here you go:

I now invite you to join the ranks of an elite circle of people who enjoy working in this lucrative business.

Freedom Can be Yours... But Under One Condition!

The lifestyle is remarkable. Others fantasize about having it. You on the other hand, can actually get it. Except for one small detail.

“Okay, here’s the catch,” you’re thinking. Yes, there’s one. You’ll have to work at it. That’s right. Learn the inside secrets that I was taught, and apply them. Just like my good friend and partner, Paul Hollingshead did.

He began writing in 1994. Since then he’s earned well over \$1.3 million in copywriting. He’s paid off all his debts and has found a life he never dreamed he’d have. His power-packed letters have generated over \$100 million in sales. He lives in a beautiful mountain-view home in Vermont where the air is crisp, clean and invigorating.

But it wasn’t always like this for Paul. If this isn’t a “rags-to-riches story” than I don’t know what is. Paul floundered for years in different businesses. Sales, construction, retail... you name it. A little over five years ago he was actually stocking the dog food aisle at a local Publix grocery store in Florida.

Times were tough for Paul. In fact, he overheard his store manager saying he might be fired if he didn’t improve. Can you imagine? How could he face his wife? As if what he was doing wasn’t humiliating enough. That evening, knowing that he was on borrowed time at the Publix, he scanned the help wanted ads in the newspaper. One tiny ad caught his eye.

It read:

Wanted: Copywriter for large direct marketing company.

Paul knew what a copywriter was — but he didn’t really know about direct marketing copywriting. All he’d ever heard of was agency work, where you slave away for \$30,000 a year, people steal your ideas and stab you in the back, and the managers always dump on you.

He thought maybe he could write — even though he almost flunked high school English. (Anything's better than stocking food store shelves, right?) So he applied for the job by sending in a "test" assignment they had prepared. That sounded simple enough. If the company liked what they read, or thought he showed promise... *maybe* he'd get the job.

He waited a few days, but nothing happened. A few days turned into a week. He gave up hope — until he finally got a personal call from a man that changed his life... as it changed mine. That man was the childhood friend that I mentioned to you earlier...

Meet the Michael Jordan of Copywriters

His name is Michael Masterson. In our industry he's extremely well-known and has become a very wealthy man in the direct response business.

He is to copywriting what Michael Jordan is to basketball. In our business he is what you call... a *Master Copywriter*. A unique individual with over 25 years experience who has taken the craft to another level.

Through his efforts he has helped two separate businesses grow from \$10 million to \$80 million... He and the copywriters he's trained are responsible for over a *billion dollars* worth of direct response sales through the mail. When he talks, other copywriters listen.

But what's really important for you to know — is that Michael takes great pride in the fact that he's taught others this exclusive skill.

When the Student Is Ready; The Teacher Will Appear

Michael took two "raw guys" like Paul and myself and molded us into top-notch copywriters. My first year I made \$40,000. My second year I jumped to \$80,000.

Now I can make \$100,000 working part time, over \$200,000 when I try at all, and could probably break \$300,000 if I really "go for it." (I'm thinking about it this year — I have to replace a lot of stuff!) And I couldn't have done it without the help of Michael Masterson.

Strange thing is, Michael could've retired years ago... but he didn't. You see, what gets Michael really excited at this point in his life — is finding and nurturing people who have an inner drive for financial independence. He helps them achieve their goals through direct mail copywriting.

It's an Easy Skill, Once You Know How

A while back when we realized that there is so much work in the market place — we decided to put a course together. One so special that it would teach the "Average Joe" not only how to write powerful, compelling copy — but how to succeed in the exciting and lucrative direct response industry.

Because as Michael always says to Paul and me, "Once you know the secrets of anything, the mystery will be gone."

Well, it took us over a year... but we did it. The result (which, of course, was based mostly on Michael's knowledge) is a truly unique program in the industry.

We collected not only Michaels' insights... but we gathered information from the other leading copywriters. It was the most brilliant collection of copywriting secrets that I've ever seen, and I read everything on the subject when I was starting out.

It's called:

MICHAEL MASTERSON'S ACCELERATED PROGRAM FOR SIX-FIGURE COPYWRITING

Every technique, every "inside secret" that Michael showed Paul and me are in this course. (Even some I never knew existed.) Michael knows what goes into a very successful campaign.

He knows how and why a letter becomes so powerful that it becomes a "million dollar" sales letter. "Homeruns" or "Breakthroughs" is what we call them in the business.

Like Manna from Heaven these letters create fortunes for companies... and copywriters.

You Can Learn from the Best in the Business

We included not only Michael's best secrets and techniques into this course, but like I said, also those of his colleagues — the heaviest of the "heavy hitters" of the business. Brilliant copywriters that I know and have worked with.

Here are just a couple of the minds we tapped:

- ◆ One top-gunner recently retired — in his mid-forties. A single direct mail promotion of his grossed \$10 million in primary sales. Secondary income pulled in another \$5 million. He rented out the names to the people who responded to the letter — pulled in another million (pure profit).
- ◆ Another direct mail genius has over 20 years in direct marketing with clients like Medical Economics, McGraw-Hill, Prentice Hall, IBM, AT&T, Value Rent a Car. This heavy hitter has published dozens of books, and is a self-made millionaire.
- ◆ Bill Bonner. President of Agora Publishing. Target Marketing Magazine recently named him “Direct Marketer of the Year.” His company has gross sales of over \$75 million a year. (I got my first break with Bill and continue to freelance and be paid very well by him.)

Michael picked these master copywriter’s brains. Asked them how they write... their secrets... what made their powerful copy work so well? They all contributed to this program because of their relationship with Michael, and because some of them own direct marketing companies themselves.

And here’s the exciting part. They have to hire copywriters too. The need is that great right now. Even during our current economic slow down companies still have to let the public know about their products. If they don’t? They perish. But they don’t want to hire just any copywriters; they want *good* copywriters that will go on to become... *master copywriters.*

The Work Is Waiting for You

Just listen to what this publisher says:

“...I’m the publisher of several international health publications. My annual budget for copy is \$250,000. I’m always looking for strong copywriters to recruit new subscribers and sell products. I can never have too many good writers in my Rolodex. I’ve seen Michael Masterson’s program and I can tell you anyone who successfully completes it is someone I want to talk to about writing for me...”

J. Thompson, Baltimore

Let me tell you frankly: this business is real, the demand is real, and this course is real.

We wanted anyone who had the burning desire to make a positive change in his life — personally and professionally — to have the best home study program available so they can learn the craft of copywriting thoroughly fast so they can start earning a great living quickly. I guarantee you — you’ll not find this information taught in any college, university, or trade school.

Listen to what one student said:

“...I’d been toiling for years in Hollywood as a freelance TV writer. It’s a very tough competitive field to earn a steady income in. I knew I had to make a change... I got the offer for Michael’s course and put it off for six months. PLEASE! Don’t make the same mistake that I did! I finally woke up and sent away for it. The course is so simple to understand. Anyone can do it. And you don’t have to have any writing experience. Every lesson I get — I feel like Michael’s in the room with me. Wish I knew about this type of writing years ago. I would’ve changed careers instantly. Thanks AWAI!”

P. Forest, LA, CA

In *Michael Masterson’s Accelerated Program for Six-Figure Copywriting* we show you how to build a strong foundation to your new career. Plus, you’ll learn every technique, every secret — everything there is to know about writing powerful, persuasive copy. They are:

The Tricks of the Trade That the Pros Use

- ◆ **Learn the Single Most Effective Way to Stand out from the Competition and Make Your Product Earn Millions!**
All successful direct mail campaigns have it. You must show your prospect all the ways your product or service is different and unique, or fundamentally better than the competition. The “hook” as we say in the business. Once you do, you’ve hit pay dirt! But you’ll have to turn to page to 286 for the secret:
- ◆ **Discover the Hidden Structure that Will Keep Your Sales Letter Together!**
A strong foundation keeps a building standing. Likewise — a strong structure holds a sales letter together. Without it, it falls apart. Turn to page 92 and learn the “hidden” ingredients that will make your sales letter irresistible, powerful, and persuasive.

- ◆ **5 Ways to Start a Freelance Copywriting Career on a Shoe String Budget!**
A “no brainer” as they say. It’s easier than you think to start earning money in the lucrative world of freelance copywriting. Turn to Page 25 and put your fears to rest.
- ◆ **Don’t Be Fooled by the Myth of Fear and Greed! You Need More than that to Make Your Prospect Buy!**
Every day “average” copywriters are taught to only use “fear and greed” in their copy. (They don’t know any better) And that’s why they get mediocre results. On page 161 we’ll show you how to incorporate other core beliefs that strike a chord with your customer so that he has no choice but to respond to your offer. Top Gun Master Copywriters know this — and now you will too.
- ◆ **Boost Sales by Seducing the Reader with the Architecture of Romance!**
A powerful, new cutting edge technique that very few copywriters know about. Apply this “architecture” to your sales package and you’ll not only “sell” your prospect, but you’ll establish a lasting relationship with him. Be one of the first to master this concept — and watch your sales letter move some major product.
- ◆ **You Can Learn to Write Like You Talk! (But only if you turn to Page 128)**
This is the basis of all six-figure copywriting — and you must master this. Study the easy to learn techniques and you’ll quickly grasp the art of “conversational writing.”
- ◆ **8 Fail Safe Ways to Make a Publisher Thrilled So He Keeps Hiring You for Work!**
Successful people use these principles every day in business... as well as in the copywriting world. Use them — and you’re phone will ring off the hook for work!
- ◆ **2 Things that Your Headline Should NEVER, EVER, DO!**
Warning! Red Alert! Learn them and memorize them so your headline doesn’t fall flat.
- ◆ **3 Fundamental Rules of Selling that Will Help You Start Earning Royalties on Your Copy!**
A real eye opener. Once you internalize this concept — you’re on your way to having your copy become a “control”... and that’s where the big money comes in. Page 62 is where it all begins.
- ◆ **The Secret of the Four U’s! Great Headlines Have them... Weak Ones Don’t!**
Just like a sales-letter has a hidden structure — so does your headline, any bullet, or sub-head you will have in your copy. Research shows that five times as many people will read only your headline or sub headlines. Have a weak one? Apply the 4 U’s and they will be strengthened immediately. Page 243 explains it all.
- ◆ **26 Companies You Can Contact Now to Start Building Your Seed Library... for FREE! (Go right now to page 126)**
To become a master copywriter you have to use a product and read the copy that accompanies it. In other words: Know what’s being mailed in the market place and learn from the competition.

This can all be done for FREE. We give you the addresses and phone numbers of who to contact. (And most of them have toll-free 800 #'s)
- ◆ **2 Master Level Methods for Establishing Credibility with Your Customer!**
Your customer doesn’t know who you are — and why he should be buying your product. Turn to page 97 and discover two hard-hitting techniques that will immediately put your customer’s mind at ease. If you don’t — no matter how great your sales letter is — he won’t buy!
- ◆ **10 Sure Fire Ways to Find Prospective Clients in Your Hometown!**
The firms that will hire you are everywhere... even where you live. You just have to know where to look. We show you how to find them easily... and how they will find you.

Plus much more...

Let’s face the facts. To get proficient at any new skill you have to learn from the best. What makes this program stand out from the other home study courses is Michael’s unique approach to succeeding in business... and in life. In learning persuasive direct response secrets — you’ll discover that to reach your goals — you must always be in a “win-win” situation with your prospect.

First and foremost — address what will benefit him. His wants and needs first. When you do — you’ll then reap the rewards. Grasp this skill — and people will have no choice but to respond to what you want.

And I promise you this: Once you finish this course you will look at business and everyday life a whole lot

differently. Strained working and even personal relationships will be a lot easier to deal with — once you apply these universal techniques of persuasion. Successful people from all walks of life use these skills daily. And now you will too.

But most importantly, you'll learn what Michael has drilled into Paul and me for years: How to work "smarter," not "harder."

And make no mistake: That's where the big money is!

Just hear what happened to one satisfied graduate's transformation in her own business:

"...I've been in the field of marketing for many years, but it wasn't until Michael Masterson taught me the secrets to writing and reviewing promotional copy that I experienced some really great results. In fact one project brought in over \$400,000 in sales in less than 30 days..."

Sandy Franks, Baltimore, Maryland

Or Porter Stansberry, whose career took off when his first letter generated more than \$2.1 million in sales for his own financial newsletter... in its first year of publication.

"...Before I met Michael Masterson, I never sold anything in my life. After Michael's tutoring, I was able to master the basics of writing a sales letter. If you want to learn how to become an effective, powerful communicator there's no better way than Michael Masterson's course..."

Porter Stansberry, Baltimore, Maryland

With Michael Masterson guiding you, you'll discover how to inject an infectious energy into any type of writing you choose to do. But just as important — any life situation you encounter.

"Thanks for a brilliant course. Nothing I ever write will be quite the same again. And that goes for: advertising copy, job applications, memos to colleagues, letters of complaint, letters to friends and family etc. etc."

Lindsay Thomas, Huddersfield, England

Professional athletes, musicians, or dancers, don't get to where they are by mistake. They practice and hone their skills to get to that level of expertise.

And to become a master copywriter is no different. There are no short cuts to success. You'll learn by doing. Repetition. At AWAI you'll get an opportunity to write sales letter after sales letter.

From beginning to end you'll learn how to construct persuasive, compelling, hard hitting direct response copy that will put the "average" copywriter to shame. You see, getting mediocre results with our program is NOT an option. It was created with one goal in mind:

To make you a "peak performer" where you're writing blockbuster controls and earning *a six figure income... year in... and year out!* Just like one of our top graduates. A former bartender who had absolutely NO writing experience. We taught him, he studied hard, and he's now on his way to making his first \$100,000 as a copywriter.

"The American Writers & Artists Institute helped me find success. I highly recommend it to anyone who wants a career change and the chance to make this kind of money. In a way, it's a dream come true..."

Justin Franklin, Delray Beach, Florida

Our Continuous Pledge to You

You are being given an opportunity to participate in a truly groundbreaking interactive course. It's not like some others (that perhaps you've seen). They sell you a book and then — good-bye, good luck, good riddance — you're on your own. That won't ever happen with AWAI.

In fact, here's AWAI's offer:

If you make a commitment to work with us, we'll make a commitment to making you a success in the direct response industry. No if's, and's, or but's about it!

Either through snail mail, or e-mail, you will send us your assignments. We'll then have our faculty of professional copywriters critique them with details, and constructive comments.

Questions? Great. We look forward to answering them. Our Student Services Director will happily assist you with any problem you have while working through the course.

Through our effort and yours... you'll get better and better. And before you know it you'll be on the road to financial independence... and welcomed into the elite ranks of working copywriters. But don't take my word for it:

"...I feel I'm now part of a small exclusive group of highly paid, specially trained individuals who are in great demand by direct marketers all over the world. It's very cool to be needed, respected, and...successful! Thank you..."

Michael Samonek, Cleveland Ohio,
Copywriter and Proud Member of the \$10,000-a-Month-Income Club

Or one of the "Heavy Hitters" of our industry.

"...This is the best course of copywriting I have even seen anywhere and in any form. Anyone who wants to get into direct response copywriting would benefit enormously from taking it..."

Robert Bly Author, The Copywriter's handbook.

If you haven't heard of Bob Bly, just punch his name in at the Barnes and Nobles website. You'll find no less than FIVE of his books there. Or check out his website <http://www.bly.com/> and look at the client list. In fact, I urge you to go look.

In fact, Bob often appears with us when we do seminars. But you'll learn more about that if you join up with us...

We've had many, many success stories at AWAI. In fact, here's another thing I urge you to do: if you're ever in Delray Beach, Florida please stop by our offices. We'd love to show you the thank-you letters that adorn our walls from graduates that finished our courses. Copywriting completely changed their lives, and they are now earning a substantial living doing what they want, from where they want.

Earn \$\$\$\$\$\$\$\$ Now!

At AWAI we realized there was enormous need for good copywriters now — so we created a sister company called FOURTH AVE MARKETING GROUP. If you prove to us you have what it takes, show us you have the talent to write good sales letters — then we just might hire you ourselves. That's right. Paid assignments. In fact, we have one student who has worked on over 26 assignments — in the past 18 months.

"The major difference between what I do now and what I did when I was working as an employee is that now IT'S ME who decides when and where I work. Not many people can say that..."

Michael Palmer, Baltimore, AWAI Graduate and Copywriter

I can't stress enough to you the amount of work that is circulating in our industry. Forty-five top students have been offered work through Fourth Ave Marketing Group. Could you be the next one? Some of them are:

- ◆ Daniel Fisher, a student from Canada is writing an exciting income opportunity promotion for Agora Publishing — and getting paid in US dollars!
- ◆ Stuart Jurs who took the program and within 12 months was hired by one of the top direct mail companies in the nation.
- ◆ Beth Erickson, a former seamstress from Minnesota, earned more from her first copywriting assignment — which only took her two days to complete — than she used to make in three weeks at the "old" job.

What a couple of months it has been. I ordered Michael's course several months' back. I read it — and had a great time doing the assignments. I sent in my practice assignment... And presto. A few weeks later I got a call from Katie at your office to do a real sales letter. It was great fun; a great learning experience... plus I got paid to do it. And just today I got word that my second assignment is on the way. Many thanks for this wonderful opportunity.

Dr. Edward Howard Greer, SC.

As you can see, the program delivers...big time. Now, I want to propose an important question to you:

Are You Ready to Make the Change You Deserve?

The best part about this program — aside from the fact that it contains all the secrets Michael taught Paul and me over the past five years — is that we're with you every step of the way. In fact, you'll be writing your first sales letter after the first 100 pages of the course and you'll send it in to us for feedback.

Naturally we're not going to charge thousands of dollars for this program even though that's what you'd pay if you were going to attend the so-called advanced writing courses at a college or university.

And I don't want money to get in the way of what could be a very profitable and rewarding future for you... So that's why we're now offering this course for under \$1000. That's cheaper than sending your kids to private school, cheaper than most dental or hospital bills, cheaper than most vacations for two.

And just imagine: The first job you land will probably pay for the course itself. (My first job did.)

We are going to offer you the most comprehensive program on copywriting in the market place today for just \$547. Naturally, your satisfaction is completely guaranteed. I know times are tough for everyone. You have bills to pay, a monthly "nut" to make (I've been there, too.) So I'm going to make it even easier for you.

You Can Pay as You Learn

Instead of paying the whole \$547 upfront — you can enroll for just \$79 and we'll send you everything you need to get started. You'll get your first 14 sections of the course including that first writing assignment you'll send back to us for critique. We'll also include AWAI's *Direct Mail Hall of Fame: Great Selling Ideas from 50 Super Successful Direct Mail Letters and Direct Response Ads*.

This truly one-of-a-kind manual has some of the greatest sales letters ever written. They have earned direct response companies *millions and millions of dollars*, and some are still doing so today. They're literally "cash machines." We will show you why these letters were so successful, and *even how you can model your own copywriting after them.*

Musicians, or any artist for that matter, that want to be proficient at their craft — usually study the "greats" that came before them. To become a master copywriter, you must do the same.

As usual, Michael says it best!

There is nothing better or more productive a copywriter can do — and this applies to experienced copywriters as well as novices — than to read (almost to the point of memorizing) the best work of their fellow writers.

Michael Masterson

Or one of our top working graduates!

"reading successful direct mail letters, studying the elements that made them successful, and learning to use those elements in my writing have been essential in my development as copywriter. Study these letters if you want to write your own blockbuster."

Stuart Jurs

You Get Even More... But You Have to Act Now!

I can't stress enough to you how much we want you to succeed at becoming a six-figure copywriter. That's why when you purchase this one-of-a-kind course, we'll send you at no extra charge:

"The Golden Thread." This popular bi weekly e-letter is one of the ways we stay in contact with you — as you achieve your goal of becoming a master copywriter.

- ◆ Read the success stories of fellow students. How they started and how work is always being offered to them. Just follow their lead.
- ◆ Interviews with Top Gun copywriters in the business. Discover how they over came early obstacles and went on to become major players in the direct response industry. Learn what they did, but just as importantly — what NOT to do!
- ◆ Cutting edge writing exercises and insider tips that the Heavy Hitters use — and you can too, to get your copywriting to the master level... quickly!
- ◆ Job opportunities that are available to our students right *now!*

That's right. When offers of copywriting assignments come to AWAI's attention — we immediately present it to our students — now — even before they finish the course. You won't see that type of opportunity coming to you in any home study course, college, or university.

Because you know what happens when you graduate from a typical undergrad or graduate program? The truth sinks in: Yikes! I'm alone. How do I find work?

In the world of copywriting it's not just "What You Know..." but "Who you know...?" At AWAI we'll give you step-by-step methods on how to easily market your skills and land top paying gigs in copywriting all around the country.

Iron Clad No-Risk Guarantee!

Review the material, learn the secrets, and practice the assignments.

If you're not totally convinced this program can't provide you with the best work-from-home-six-figure-income lifestyle imaginable... just return the materials within 30 days and we will happily give you a prompt no-questions-asked refund.

But, if you feel this one-of-a-kind program is everything I described, and more... then we will continue to send you the course. You'll receive 12 additional monthly installments at \$39.00 each. For less than the cost a first class plane ticket you can enter a profession that will finally pay you what you're truly worth... for years to come.

We want this to be a no pressure situation for you. If for any reason you want to stop further chapters from arriving conveniently in your mailbox... you can cancel at any time with no further obligation. What's fairer than that?

Warning: Limited Time Offer

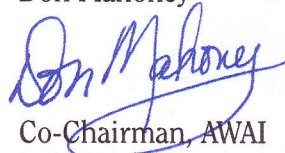
I'll be up front with you. The faculty of AWAI are working professionals that have major careers of their own and deadlines to meet. They can only work with a set number of students at a time to give them the attention they need to help build their new careers.

I hope you'll take action now. A future of unlimited financial security awaits you. And please keep in mind: We're taking all the risk here.

Michael, Paul and I look forward to teaching you everything we know about the lucrative world of copywriting so you can really succeed... just like we did. Order today! (Important — please don't forget to read Bill Bonner's personal letter to you.)

Yours for continue success,

Don Mahoney



Co-Chairman, AWAI

P.S. Don't forget: Order within 15 days and you'll receive not only the bonus "*Hall of Fame Book*," but I'll include a FREE CD entitled: *CONVERSATIONS WITH THE MASTERS*. (Value \$25.00)

You'll hear Michael Masterson himself interviewing two "heavy hitters" of copywriting. Listen in on their keen insight as you hear them discuss the past, present, and future of the business. A real eye-opener. This one-of-a-kind recording is a perfect addition to your library that will inspire you for years.

I'll also include a FREE 30-DAY subscription to Michael Masterson's daily e-mail advisory service "*EARLY TO RISE*." (Retail Value: \$260 a year) Every morning Michael will e-mail you tips on how to be more productive in copywriting, business... and life.

This is another sure-fire way to experience Michael being there for you. I know I can't start my day without it. Think of these gifts as our way of welcoming you into the AWAI family. And even if you feel copywriting isn't for you, the CD is yours to keep — our way of thanks for giving our program a try.

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AMERICAN WRITERS & ARTISTS INSTITUTE

245 NE 4th Avenue, Suite 102 • Delray Beach, FL 33483 USA • Tel 1-888-396-8881 • Fax 1-561-278-5929

Be in Demand and Start Earning \$100,000 a Year as a Top Notch Copywriter

YES. Don, I'd love to make \$100,000 a year or more working from home. Please sign me up. Especially since you're guaranteeing I'll be satisfied or you'll send me my money back. What have I got to lose?

I want to get started immediately, so please send me the first section of *Michael Masterson's Accelerated Program for Six figure Copywriting*. I'm ready to have Michael Masterson and other master copywriters assist me in my goal of becoming a top-notch copywriter in the direct mail business. If I'm not absolutely pleased with what I receive, or if I feel copywriting is not for me — I understand I can return the materials to AWAI within 30 days for a full, no-questions-asked refund.

Bill my credit card \$79 plus shipping for the initial installment and start-up materials\$79.00
 Florida Residents please add 6% sales tax\$4.74

Please choose ONE of the following shipping options:

Shipping & Handling (allow 1 to 2 weeks for delivery).....\$4.00
 VIP Handling & RUSH Delivery\$9.50
 (No P.O. Boxes for RUSH Delivery)

TOTAL: \$_____

I understand I will be billed \$39 every month for the 12 installments that will follow. Credit card orders only.

Please make any address corrections below.

I would like to receive the course all at once instead of in 13 installments and receive a 10% discount off the total cost.
 My check/money order for \$492 plus S&H is enclosed. (Payable to American Writers & Artists Institute).....\$492.00
 Bill my credit card\$492.00
 Florida Residents please add 6% sales tax\$29.52

Please choose ONE of the following shipping options:

Shipping & Handling (allow 1 to 2 weeks for delivery)\$6.00
 VIP Handling & RUSH Delivery\$15.50

TOTAL: \$_____

I wish to pay by: Visa MasterCard AMEX

Card No.:

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Exp. Date ____ / ____ Signature _____

Daytime Tel. (in case we have questions) _____

E-mail Address _____
(Email address required to receive your FREE Subscription to The Golden Thread Online)

PLEASE MAIL THIS COUPON TO:
American Writers & Artists Institute
 245 NE 4th Avenue, Suite 102
 Delray Beach, FL 33483 USA
 561-278-5557
 Email: AmerWrit@aol.com

FOR IMMEDIATE PROCESSING:
Call 1-888-396-8881
Fax 1-561-278-5929
 7 days per week, 24 hours per day