

A Very Special Invitation for
Aspiring and Experienced B2B Copywriters ...

The “Express Elevator” to Your B2B Copywriting Success Has Arrived

With insights from the most respected B2B pros today, this “elevator” is designed to rocket you to the top floor — FAST.

And in just a few minutes, you could be on your way to the TOP, with:

- ✓ Direction, guidance, and training from some of the world’s best B2B copywriters ... those already earning executive-level incomes in this lucrative market ...
- ✓ Easy-to-use templates for *any* kind of B2B project you’ll come across (your clients will think you’ve been writing B2B copy for years!) ...
- ✓ Help with marketing your services and landing clients ... even if you don’t like promoting yourself ...
- ✓ A support system and sounding board for your ideas from others on the same path as you ...
- ✓ Ongoing training as new trends and technologies emerge, and much, much more ...

From the desk of Rebecca Matter, Co-Managing Partner, AWAI

Dear B2B Copywriter,

B2B copywriting is one of the surest paths to a six-figure writing career ...

After all, the industry is *huge* — with over 55 billion marketing dollars spent each year, by marketers who expect to pay professional fees for properly trained, professional writers.

This is your invitation to secure your place in the industry, and become one of the in-demand B2B copywriters they call.

Think of it like an “express elevator” for your B2B career, giving you everything you need to rise to the top in one straight shot.

That includes support from other writers who have already found success, as well as fellow copywriters also traveling down the same path ...

Guidance from experienced writers and industry experts ... so you don't waste any time on obstacles that can easily be avoided ...

And access to the tools, training, and templates you need to do the work and achieve your goals faster.

In the next few minutes, you'll see how quickly you can go from where you are now to achieving the income, lifestyle, and recognition you deserve ... *faster* than you ever thought possible.

Let me show you what I mean ...

The Single Easiest Thing You Can Do to Take Your Business — and Income — to the Next Level

Whether you're just starting out or if you've been writing for a few years, the quintessential resource for building your career is finally here.

It's called **B2B Writing Success**, and I'd like to officially invite you to join us.

Our mission is simple:

To help YOU achieve success as an in-demand B2B copywriter.

That means providing a meeting place where you can go — day or night — to find support and encouragement, get feedback on your copy, and share your victories and struggles on your journey to B2B writing success.

It means boiling down the steps successful B2B writers took before you ... and creating detailed roadmaps you can follow to your own success.

It's showing you how to get clients ... like helping you set up an effective marketing plan for your services, even if you usually shy away from promoting yourself.

It means teaching you how to write all types of profit-generating B2B copy — including emails, web pages, case studies, brochures, video scripts, white papers, and more. It means providing high quality, effective templates, so you can turn around projects fast and get paid promptly.

It's inspiring you to ask for higher fees ... and showing you how to keep your clients coming back for more.

It means taking your requests for resources ... fielding your questions and getting *expert* opinions on them.

It means keeping you updated on changes in the industry, in a way that can be digested quickly and easily.

It's everything you need to launch your copywriting career and keep it moving forward.

Our mission covers a lot of ground. But it's the only way to ensure you get everything you need to be

"Business-to-Business is a unique direction for copywriting — very different from consumer marketing in some ways — and this website takes all the guesswork out of it! We designed it so you can locate the exact tools you need to build a thriving B2B copywriting business. Finally, all in one place, you'll find articles, webinars, insider secrets, and most of all, a like-minded peer community like no other. Enjoy!"

successful.

— Pam Foster
B2B Copywriter

That's why we're very serious about who gets to join this exclusive group.

It's *only* for copywriters who have dedicated themselves to pursuing B2B ... and if you've read this far, you're one of them.

Let me take a minute and give you a "bird's-eye view" of what this one-stop resource has to offer ...

It's the Support, Guidance, and Tools You Need ... All In One Place

The **B2B Writing Success** website is based on what working copywriters told me *they* needed when they were first starting out ... things that would have made success come that much faster.

And we've included *everything*.

To make it easy to find what you need, we've categorized our "living resource" into three areas ...

1. **Getting Started** — If you're just getting started as a B2B copywriter, this section will show you the first steps to take as a freelancer, including getting your very first client.
2. **Building Your Business** — This area will help you take your B2B copywriting business to the next level with help on marketing your services, writing proposals, and working with professional clients.

"I hadn't really considered how my marketing might be leaving bases uncovered. It's a good way to think about how to fashion a marketing plan to better incorporate more avenues and reach more potential clients. Excellent points. Thanks!"

— Marsha Ford, B2B Writing
Success Member

3. **Mastering Your Skills** — This third section gives you advanced copywriting and marketing strategies that will help you excel at *any* B2B project. I'm talking about emails, video scripts, case studies, white papers, web copy ... any B2B project you may encounter.

These three sections ensure that you're moving forward — never stuck or lost. You'll expand your business to include bigger, better clients, while increasing your monthly take-home pay. *And* you'll be well on your way to mastering the major B2B projects so you can serve any client that approaches you.

Built Especially For You By Working Pros

It's not easy to get some of the busiest writers in the business to agree to contribute regularly to a knowledge library like this one.

But we did.

Every single resource comes from a long list of writers currently working in B2B. These experts include ...

Steve Slaunwhite, Master B2B Copywriter and Coach

You're probably familiar with Steve already — he's an AWAI favorite at the *B2B Intensive* and annual Bootcamp. Steve has 17 years of experience writing in the B2B industry as well as coaching and training copywriters.



He's written for hundreds of clients including Fortune 500 companies, won three major marketing awards, and has been featured in many prestigious publications such as *DM News* and *The Wall Street Journal*.

He's also written several of AWAI's B2B programs, including *Secrets to Writing High-Performance B2B Copy*. As a member of **B2B Writing Success**, you'll get special access to Steve's advice — keep reading to find out more!

Ed Gandia, Case Studies and Productivity Expert

Ed is a productivity master — and no wonder. He took his copywriting business from zero to \$160,000+ in just 27 months ... while holding down a demanding, travel-intensive sales job and maintaining his family life.

He also wrote the popular AWAI program, *Writing Case Studies: How to Make a Great Living by Helping Clients Tell Their Stories*. He'll be bringing all that and more to the table in **B2B Writing Success**.



Gordon Graham, "That White Paper Guy"

Gordon is one of the best white paper copywriters in the industry. With more than three decades of experience writing for companies like Google and Oracle, he literally wrote the book (*White Papers for Dummies*) on the subject!

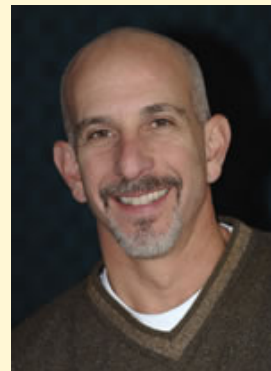
Thanks to his super-effective teaching style, the advice you get from Gordon will have you writing white papers your clients love — and keep them asking for more.



Michael Katz, E-newsletter and "Expert" Expert

Michael Katz has been teaching solo professionals to become "likeable experts" for over 13 years. He is the author of three books and has published over 300 issues of his own newsletter, the "Likeable Expert Gazette." He also wrote AWAI's program *Creating Email Newsletters for Professional Service Firms*.

With Michael's help, you'll quickly become an e-newsletter expert, too. You'll show your clients how to connect with their prospects by writing fast, easy, template-based letters — all for a handsome and regular fee.



Bob Bly, World Renowned Copywriting Expert

Another familiar face around AWAI, beloved copywriting expert and teacher Bob Bly, will be contributing his “Best of the Best” advice for writing stellar B2B copy.

Bob is a 30-year veteran and living legend in the B2B world ... having written for some of the world's largest companies including IBM, Network Solutions, Intuit, and Forbes.

He is also a best-selling author of over 80 books, including *The Complete Idiot's Guide to Direct Marketing* and *The Copywriter's Handbook*.



Nick Osborne, Web Copywriting Pioneer and Coach

It's also essential that you learn to write for the Web. With its low overhead and cheap ways to generate new, hot leads, the Internet has become a major media format in B2B copywriting.

That's why I've asked the pioneer of web copywriting, Nick Osborne, to teach you the ins and outs of writing for the Internet.

Nick has written for major companies including Apple, *The New York Times*, Reuters, WebEx, and MSN.com, among many others. He is also a highly sought-after expert trainer and seminar leader for such companies as Yahoo!, Merck & Co., The National Cancer Institute, and Walt Disney Attractions.

He also wrote AWAI's *Copywriting 2.0* and *How to Build Your Own Money-Making Websites*.



As you can see, all of the experts worth following are [here](#) ... and this is only a partial list of the people waiting for you at **B2B Writing Success**. Other professional contributors on deck include tech writer Pete Savage, co-author of *The Wealthy Freelancer* and *The B2B Quick Start Guide*; Pam Foster, author of AWAI's *How to Choose Your Writing Niche*; and many others.

The Newest Techniques, Priceless Networking, and Opportunities You Can't Get Elsewhere

B2B Writing Success is an evergreen resource ... constantly expanding with new articles, videos, and events ... filled with updates on hot trends and best practices so you're always on top of your field.

Whenever you get stuck or need more information, you'll find the answer here. Whatever you need to be able to continue writing ... find new clients ... or market your services ... it's all at your fingertips with the click of a button.

All of this comes down to something seriously valuable: saving time. You'll never have to slog through page upon page of search results or other resources, trying to find the answer you need.

And you can rest assured the techniques you'll find here come directly from the pros, so they are *the* most up-to-date methods and always in line with current best practices.

With your membership, you'll have exclusive access to ...

✓ Bi-monthly live training events with top B2B experts.

Twice a month, you'll connect with B2B experts for a live training event. These highly-anticipated events will cover everything from productivity tips to step-by-step guides for writing B2B video scripts ... giving you the motivation and information you need to succeed.

(If we were to open these top-notch training events to non-members, they could be worth between \$59 and \$79 each. And you'll get *two* every month — that's at least a \$118 value!)

When you register today, you'll get instant access to the event archive, where you can replay exciting webinars like these:

- *Effective Small Business Websites* with Dianna Huff
- *Secrets of B2B Lead Generation* with Bob Bly ...
- *Getting High-Quality B2B Clients* with Steve Slaunwhite ...
- *Find Hidden Profits in Slogan Writing* with Steve Slaunwhite ...
- *Boost Your Income with Email List Building* with Brian Edmonson ...
- *Pricing Your B2B Copywriting Services* with Steve Slaunwhite ...
- *Attracting High-Quality Clients with Your Book* with Steve Roller ...
- And many, many more!

✓ Monthly live Q&A and Member Update webinars.

For other writers, keeping up with the B2B industry means subscribing to multiple trade magazines and newsletters. The cost of an industry newsletter — like the *B-to-B Intelligence Center* — can set you back nearly \$300 a year.

But you can keep your money — and still stay informed. With these live webinars, you'll get concentrated updates from the industry you *need to know now*... in easy-to-absorb chunks. Plus, you'll get a chance to ask the experts on the call *all* the burning questions you've come across since last month's webinar.

✓ Answers from working writers, and resident expert, Steve Slaunwhite.

With our "Ask Us" feature, you'll have a direct line to the answers you need from **B2B Writing Success** staff. Whenever you have a question ... be it about writing a certain type of copy ... working with a client ... or managing your business, you can send us an

"Great advice Steve! I've learned over the years how to do this and it was all trial and error. Wish I had seen this article years ago. Thanks!"

– Dale, *B2B Writing Success*
Member

email. You'll get a response in a timely manner, so you can get back to work fast.

Or, you can ask Steve Slaunwhite a question on the Forum.

Each month, we'll sift through all your questions to get a feel for what the community needs answered most. Steve will then record two videos, answering the most valuable questions, so you can learn from other members' experiences.

✓ **Articles packed with actionable advice to help you improve every aspect of your B2B career.**

The articles you'll find on the site are specifically written for *you* as a B2B copywriter. They'll help guide you along your journey, no matter your experience level. The Article Archive is the essential encyclopedia for B2B writers — covering everything from emails, print media, and video to getting clients, social media marketing, and writing for B2B audiences.

Just a few of the premium titles available to members only include:

- "Does Your Marketing Cover the Bases?" ...
- "How to Partner For Success" ...
- "How to Avoid 5 Common LinkedIn Prospecting Errors" ...
- "3D B2B Direct Mail Packages That Work" ...
- "Dip Into History to Write More Powerful Leads" ...
- "A Simple Way to Manage Projects and Tasks" ...
- "How to Write a Case Study Without a Client" ...

"This is a great approach for beginners, I really like the creativity in pulling it together. Thanks for a very valuable "Trade Secret", one that will surely help many land their first client."

- John DeProspero, B2B Writing Success Member

- “How to Get Your First Newsletter Client” ...
- “Should You Write For Ad Agencies and Design Firms?” ...
- And there’s MUCH more where those came from!

✓ Instant connection with other writers and experts.

The **B2B Writing Success** Forum is a unique online location where both aspiring and experienced copywriters can mingle ... bounce ideas off one another ... and seek out expert advice. It’s an endless source of encouragement, support, and even a place to rant to people who understand exactly what you’re going through.

✓ Access to the exclusive members-only B2B Job Board.

Remember, Business-to-Business companies are *desperate* for writers who know how to write to *their* audience. And we want to make it easy for them to find and connect with you. So we’ve developed a Job Board where they can post their projects any time they’d like.

Some of the most recent job posts include ...

- Real Estate B2B Copywriter for Zillow ...
- Lead Generation and Content Marketing Manager at SafeSoft Solutions ...
- Senior Copywriter at Pitney Bowes ...
- “Go-To” Freelancer for The Mx Group ...

In addition, Steve and many other B2B copywriters I know get emails from clients all the time looking for a trained B2B copywriter ...

But since they’re so busy with work, they often have to turn down new clients. Now they have an easy way to pass those opportunities on to you.

And, maintaining a living library of resources means there will be *many* opportunities to write for us at **B2B Writing Success**. Your first paid assignment could very well be from me!

✓ **Business roadmaps to guide you at every turn.**

No matter where you are in your career — whether you're just getting started or you're ready to take it up a notch — we have a roadmap for you. You'll always have an actionable goal to work towards, with step-by-step plans to attaining it.

For example, let's say you're starting your B2B copywriting business after hours ... while still keeping your day job.

You can follow Ed Gandia's "Starting Your B2B Copywriting Business on the Side" roadmap. He'll show you how to increase your productivity and prospect for lucrative clients — even if you're working full-time. Plus, you'll discover how to know exactly when it's time to quit that job.

Or, perhaps you're diving in full-time ...

Follow Pete Savage's "Things to Do If You're Starting Your B2B Business Full-Time" roadmap. In it, you'll discover a three-part plan that will help you get your business up and running *fast*.

Or maybe you're coming to B2B from another copywriting niche ...

Then you'll want to go through Steve Slaunwhite's "Making the Transition from Another Type of Writing Business" roadmap. Steve will help you take an inventory of the skills you already have ... show you how to monetize and market those skills ... and give some actionable advice on landing your first B2B client!

Regardless of where you are, there's a roadmap you can follow to where you want to be.

✓ The complete B2B Glossary.

This thorough B2B Glossary is full of the keywords and phrases you might need to know at a moment's notice. You can use it to sound more experienced in an instant, and never be left in the dark (especially helpful if you're on the phone with a client!). On its own, this extensive, exclusive B2B Glossary could sell for \$47, but it's included as a part of the foundational library every professional B2B writer should have.

And all of this is just the beginning...

An Open Door to Anything You *Might* Need in the Future

With **B2B Writing Success**, the entire working knowledge of B2B expert copywriters and marketers is at your fingertips.

If there's something you need, simply submit a request to the team ... *and we'll get it for you.*

Let us do the hard work for you.

Your time is precious and you need to spend it *writing*, marketing, and pleasing your clients ...

If you have a question about case studies, we'll ask Ed Gandia to write an article answering your question. If you're stuck on a white paper — drop us a line. We'll ask Gordon Graham for his expert opinion.

Because if you have that question, it's very likely someone else is stuck on it, too.

That's it. If it's out there, we'll find it and bring it to you. If it's not, we'll create it for you. It really is that easy.

"This site is an extremely valuable resource for anyone who wants to improve their B2B copywriting skills or build a B2B freelance copywriting practice."

— *Bob Bly,*
B2B Copywriting Expert

And that's on top of the new, exciting events, videos, and guides that we're constantly releasing. Things like:

- The B2B Reality Blog. Follow the careers of working B2B copywriters ... their misses and triumphs ... and the day-to-day choices writers just like you make on their way to success.
- The Building Blocks Roadmap. Steve Slaunwhite and a team of experts will walk you step-by-step through the major questions you may face in your career: which B2B specialty you should focus on based on your personality and experience, how to reach high-paying clients within that specialty, and how to "optimize" your services to make your writing faster and more fun ...
- The Template Library. A continually growing archive of easy-to-follow templates for *any* kind of B2B project that comes your way. Use these and your clients will think you've been writing B2B copy for years!

"I just joined B2B Writing Success this evening, and am poking around the website, checking out the goodies. What a great service!!!"

- Nancy Ross Brewer, B2B Writing Success Member

And much, *much* more.

Finally, You're in Control

B2B Writing Success puts you in the driver's seat. You'll finally be in control of how much money you make, because you won't be limited by the knowledge you have at any given moment.

Think of it like this ...

In the past, if a client asked you to write a landing page, but you'd never done one before, you might have to turn the money away.

Not anymore.

You can accept every project that comes your way because you have a mastermind library behind you that you *can count on* to teach you what you need to know, accurately, and fast.

And remember, if there is *ever* something you need that the library doesn't have (yet) — just ask.

In your Members Only area, you'll find a "Request a How-To Video or Article" and a "Request a New Webinar or Seminar" button.

Just click, put in your request, and we'll write the article ... film the video ... or interview the expert. We'll do everything in our power to make sure you have what you need to be successful.

That's the kind of peace of mind you might pay *thousands* of dollars for somewhere else.

Keeping an expert or coach on retainer to help you 24/7 or building a library of B2B resources can get pretty pricey. Take on a new kind of project or branch into a new service area, and getting the resources to do it successfully can easily eat up all your profits.

But not if you're a member of **B2B Writing Success**.

You'll get everything I've already told you about ... and everything that's coming in the months and years down the road ... for a low monthly fee of only \$47.

Just imagine the value of having "on call" access to an expert like Steve Slaunwhite. If his advice can land you a new assignment, like writing a case study, it could be worth upwards of \$1,500.

Then, add in the value of unlimited peer reviews with a Forum of like-minded writers. That could save you days of stressful revisions. Plus, you'll learn to write better copy faster with extra sets of eyes on your work.

Think of what it will mean to have an entire team of people seeking out the best resources, producing templates, and boiling down industry news items for you. You could potentially save hours of precious billable time each and every day.

You'll have an edge over writers trying to do all that time-consuming, frustrating research work themselves. Their wasted hours are time you can spend cranking out better B2B copy, faster, and increasing your bottom line by hundreds — if not *thousands* — of dollars every month.

Add just one extra project per month that you learned to write with **B2B Writing Success**, and you'll *easily* pay for your membership — 10 times over!

Try the Full Membership Experience — Risk Free

So, please take the next few minutes to join the club ... get access to the potentially life-changing information inside ... and experience what it means to be successful in B2B copywriting.

I know things change fast in business. If you ever find you need to back out of your membership, there are no strings holding you in. Just let us know, and we'll cancel your membership right away.

There's no risk in getting started today ... and only success to gain.

Oh! There's something else I haven't mentioned yet:

When you join the B2B Writing Success family, you'll receive a 20% discount off *any* of AWAI's B2B programs ...

Including the annual *B2B Copywriting Intensive!*

The B2B writing event of the year includes hands-on training, a crash course on the principles of excellent B2B copy, and personal attention from the expert speakers.

Attendees pay \$4,995 for the experience that is designed to launch — or expand — their career in less than three days.

From now on, as a member of **B2B Writing Success**, you'll save 20% ... and that's on top of any Early-Bird deal being offered! That discount alone would pay for *three full years* of your membership.

And that's not including the savings on regular AWAI programs you might want ...

For example, you could save almost \$100 on Steve Slaunwhite's *Secrets of Writing High-Performance B2B Copy* ... often called the essential B2B writer's "desk reference."

How High Do You Want To Go?

You already know it's not a question of *if* you can succeed in B2B ... it's *how quickly*.

The demand for professional, highly-trained copywriters is growing every day.

With your membership to **B2B Writing Success**, you get everything you need to become that professional, in-demand writer or launch yourself into the next level of success.

You get unlimited access to Steve Slaunwhite and bi-monthly Q&A sessions with other pros ...

You get the live, hands-on training ...

The best of the best as far as resources, templates, guidelines, and industry updates ...

Roadmaps designed to meet you where you are and take you where you want to go ...

"One of the biggest challenges B2B copywriters face is having a strong infrastructure to help them succeed. And by

And a whopping 20% off the yearly *B2B Copywriting Intensive* (at least a \$999 savings!) *and* any AWAI B2B program you purchase from now on.

It's everything you need to be as successful as you want to be as a copywriter in the Business-to-Business arena.

You could try and do it on your own, but why waste your precious time? When you could be on this "express elevator" that will help you land your first client in a few weeks ... nab higher-paid projects ... or take your profits to a new level.

Plus, your membership is guaranteed risk free.

It's my hope you'll join us ... and become part of the growing **B2B Writing Success** family.

You can order online right now ...

Or you can call Barb, Debbie, Pat, Amy or Cameron in Member Services at 1-866-879-2924.

To your B2B writing success,

Rebecca Matter



Co-Managing Partner, AWAI

Founder of B2B Writing Success

'infrastructure' I mean a combination of people, resources, support, and relevant training. Sure, you can find all of these pieces out there individually. But the real magic happens when you bring them together. That's what I love about **B2B Writing Success**. It provides B2B writers with the infrastructure that's been sorely missing in this industry. It's the right mix of training, guidance, and support — all in one place."

— *Ed Gandia,*
B2B Copywriter,
Case Studies and
Productivity Expert

Signup for B2B Writing Success

P.S. The moment you join the **B2B Writing Success** family, you can start your rise to the top level of B2B copywriting success.

Remember, no matter where you are in your copywriting journey, we have a step-by-step roadmap to get you to success, fast.

Whether you're still working another job ... coming to B2B from another writing specialty ... or you *need* to find B2B success *now* ... there is a roadmap available for you.

Your "express elevator" is waiting.

Activate your membership online today to get instant access.

Or give Member Services a call toll-free at 1-866-879-2924.

Signup for B2B Writing Success

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