

2015 Bootcamp Is Officially Sold Out!

Call Member Services at 866-879-2924 if you would like to be added to the waiting list..

Imagine walking out your front door one morning with nothing but a *dream* of getting paid to write ...

And returning home 3½ days later with that dream a reality.

AWA's *FastTrack to Copywriting Success* Bootcamp and Job Fair has that power ...

The power to transform you into an educated, confident copywriter with a paycheck in your pocket.

I should know ... it happened to me!

Dear Copywriter,

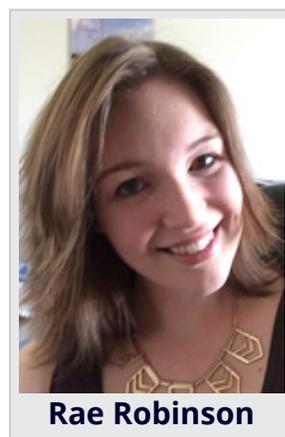
Imagine standing outside a giant ballroom full of marketers willing, able, and *eager* to pay you to be their next star copywriter ...

The vaulted ceilings ring with excited voices.

You're dressed in your business best, and butterflies fill your stomach ...

But it's a good feeling, because you know this is one of those life-changing opportunities you've always dreamed of.

You step through the door.



Rae Robinson

The room is whirling with activity. People all around you are buzzing and chatting with each other about their newest contact ... their excitement to complete a particular Spec Assignment ... and even their first paid project:



"I just spoke to the Motley Fool — they liked my email idea!"

"Mindy McHorse just hired me on the spot to write an article for *Barefoot Writer*! I can't wait!"

"Newsmax Health just gave me a Spec Assignment to write about a heart book! If they like it, they'll pay me!"

You turn around and there's Katie Yeakle, AWAI's Executive Director, smiling and talking with two attendees.

In the far corner, you see Rebecca Matter, AWAI's President, listening intently to a young woman's ideas.

Denise Ford, the Conference & Events Director, is weaving in and out of the crowd, making sure her "darlings" have everything they need to make the next hour as successful as possible.

You turn around again and it's me — Rae Robinson — in your face.

"Are you ready to become a working copywriter?" I ask you.

You smile and nod, trying not to let your nervousness show.

"Don't worry," I say. "No one's going to bite. All these marketers are here for you. They WANT to talk to YOU!"

The next hour is a whirlwind ...

You shake hands with 10 ... 20 ... 30 marketers ...

You pick up business cards and real, live Spec Assignments ...

You discover companies who LOVE their copywriters and prove it every day with big, fat paychecks ...

Companies you've always dreamed of writing for, like ...



- ✓ The Sovereign Society or Common Sense Publishing ...
- ✓ GKIC ...
- ✓ Discovery Health Publishing or Dr. Sears ...
- ✓ Newsmax Media ...
- ✓ International Living ...
- ✓ And even AWAI!

By the end, your feet hurt and your voice is hoarse, but that smile on your face isn't going anywhere anytime soon. *That* was a total success! (I told you not to worry!)

You have multiple Spec Assignments in your bag and you're committed to not just completing them ... but *winning* them. You have tons of notes, plenty of people to follow up with, and lists of secrets from the marketers themselves about how to *crush* their specs.

And maybe you have a dinner date with someone you've been dying to talk to ... like Joshua Boswell or Katie Yeakle ... maybe successful copywriters like Sean McCool, Jen Stevens, Roy Furr, or even me!

Maybe you just landed your first paid assignment and you're itching to go start on it.

Can you see it all?

Can you feel the energy and excitement?

Can you taste the success?

This is it. This is Job Fair — the place where hundreds of beginning copywriters before you have launched their careers once and for all.

And it only happens once a year during AWAI's industry-famous ***FastTrack to Copywriting Success Bootcamp***.

It's the Only Place I Know That Can Turn a Copywriting Dream Into a Tangible, "Take it to the Bank" Reality

This is the *only* place I know where a beginning copywriter can walk in with nothing ... and walk out with a paying assignment and an exciting future living *the writer's life*.

(And you can be a TOTAL newbie. If you haven't finished *The Accelerated Program for Six-Figure Copywriting* yet, that's okay! You won't be alone.)

Bootcamp is where dreams of *the writer's life* become reality.

You may have that dream right now ...

The dream of getting paid handsomely to stay home, write a few hours a day, and finally live life on your own terms.

The truth is, *the writer's life* doesn't become real — I mean, really *real* — until you get that first paycheck.

All it takes is one paycheck. Then you're official.

The moment that envelope hits your mailbox (or your PayPal account) — whether it's \$50 or \$5,000 inside doesn't matter.

You're officially a working copywriter.

With that first paycheck, you've proved to your family and friends ... the Universe ... and most importantly *yourself* that "this copywriting thing" is a legitimate, REAL way to make

money without a boss, cubicle, or commute.

You've shown up any naysayers that said it was impossible ... that you were wasting your time, energy, and money chasing a fantasy.

It all comes down to your first client ... your first paid assignment ... and your first paycheck.

And your dream could *easily* become a reality starting on October 14, 2015 in Delray Beach, Florida ... where you'll be a part of the largest gathering of new and working copywriters — and marketers that love hiring copywriters!

This Kind of “Career-Launching” Success Has Happened to Me ... Twice!

Let me take you back to the Marriott Grand Ballroom during the 2012 Job Fair, when I was a newbie copywriter ...

I was holding my breath with excitement ... trying to play it cool ... when the room suddenly went black. All the lights went out!

A few shrieks of surprise rolled over the crowd ... but we quickly realized it was just a temporary power outage as the tail-end of Hurricane Sandy whorled offshore.

Not one of the nearly 400 determined people in that room was deterred. People just pulled out their cell phones, turned on the flashlight, and carried on their conversations, drinks, and hors d'oeuvres still in hand.

It actually made it much more exciting and fun!

After all, there was still a lot left to do: networking, pitching, sample-giving, and *hiring*.

The Marketing Director standing in front of me was doing just that: looking over *my* portfolio, now by the light of his iPhone.

“That’s a good headline,” he said, flipping the page. “That’s a good headline too ...”

He was the health publisher of a major news media company, and I could just *feel* that I was about to land my first whale of a client.

I was grateful for the cover of darkness though ... I think the giant goofy smile on my face might have made him think twice about hiring me.

A few weeks later, a check for \$300 showed up in my mailbox.

I stared at the check for several minutes before jumping up and down, giggling, and yelling, "Woo-HOO!"

It was official. I was a working copywriter. There was the check to prove it!

But it didn't stop there ...

The next month, another check for \$3,750 came ... over *10 times* the first amount.

The month after that, \$4,000 ...

And the next month was for \$5,200!

Over the course of 2013, that tall man would keep calling ... and would go on to pay me another \$17,100 ... for a total of \$30,350.

So, was the three-day trip to Delray Beach worth my time, energy, and money?

I'd say so!

It was the first big step of my career.

And my next step up happened at Job Fair, too ... the next year.

At the 2013 event, I met an "A-list" health copywriter who simply had too much work to keep to herself. Within just a few weeks after meeting her at Job Fair, she had paid me \$7,200 ... for ONE project!

Not only was working with her an amazing learning experience ... I used that project as a sample to land

Plus — at Bootcamp 2013, I walked away not just with the

more big-name clients in the health market at ... yep, you guessed it ... Job Fair 2014.

As you can see, Job Fair was clearly the catalyst of my first success ... and every “step up” after.

Just imagine what Job Fair can do for YOU!

promise of work, but an actual \$1,000 check! In a minute, I'm going to show you how you can do this too ...

I'm NOT the Only One That's Been Transformed By the Power of Bootcamp ...

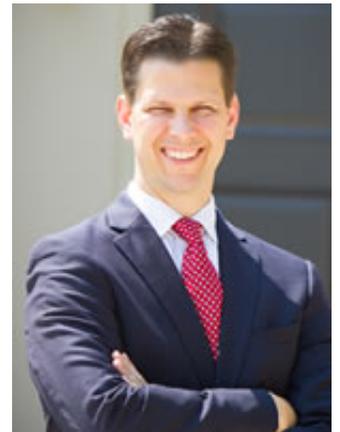
Off the top of my head, there's three people I want to quickly tell you about ...

Trust me, there are *hundreds* more — but these folks come to mind specifically because I've met them personally, know them well, and they directly relate their success to attending Bootcamp and Job Fair.

Let's start with someone who inspires and motivates me every day — **Joshua Boswell**.

Almost 10 years ago, he'd been through multiple business bankruptcies and was struggling under a \$200,000 mountain of debt.

He had six kids to feed ... no business ... no clients ... and no job.



He drained his checking account and borrowed money from his in-laws to come to Bootcamp — because he *knew* that the event had the power to make his dreams a reality.

With the skills he learned from Bootcamp — and a *go get 'em* attitude at Job Fair — Joshua landed enough work over the next 11 months to pay off ALL of his debt. Within less than a year, he was working with huge names like Corel and Microsoft.

Ten years later, he now makes a healthy \$300,000+ income ... and his services are constantly in demand. (And, he still routinely scoops up an average of \$25,000 worth in projects from Job Fair!)

And how about **Mindy McHorse**? She has a story similar to Joshua's.

She had over \$80,000 in student loans from her education. While she had a cushy job in management with a salary and paid vacation, she also had a commute she hated and a boss she couldn't stand ...



One night, after yet another exhausting hour-long commute home, she found a certain letter from AWAI in her mailbox. She immediately set everything aside to read it.

Long story short, in Mindy's first year of part-time copywriting she made just shy of \$24,000 ... which isn't bad at all ... but it wasn't enough for her to quit her job and write copy full-time.

So, she decided to commit to coming to Bootcamp.

She says it was one of the best decisions she's ever made. And thanks to the high caliber education, skills, and contacts she picked up at Bootcamp ... the very next year she skyrocketed her income to \$100,593.

Finally, another writer I've worked with that credits his big break to Bootcamp is **Steve Coombes**.

Steve was an overworked IT guy who just wanted to be a family man ... to have the income and free time to spend with his wife and kids.



At Bootcamp's 2007 Job Fair, Steve won a Spec Assignment to write for a big natural health company. He says that one of his first big projects was the same amount as he made in IT ... but as a writer and on his own terms.

In 2009, when he got laid off, he was more than happy to have more time to dedicate to his family and his copywriting career.

And with no boss or commute to hold him back, his success just kept growing. Not only does he routinely make six-figures these days ... at the 2014 Bootcamp, he walked away

with a check for \$10,000 honoring his excellent skills.

You'll get to meet these three successful copywriters, and MANY more like them, when you come to Bootcamp.

At this point you may be wondering, "What if I'm a TOTAL newbie? How can Bootcamp transform *me* into a working copywriter?"

Great question!

It all starts with an education from THE copywriting masters ... the people you've read about in your programs and copywriting books, in the flesh.

The Top Copywriters of Our Industry Are on Deck to Teach You EVERYTHING You Need to Know to Land Your First Client

Here's the crazy part. Even though Job Fair is my favorite part of Bootcamp ... it's only a few hours out of the whole 3½ day event!

The majority of your time will be spent with some of the world's greatest copywriters ... some who rarely travel or share their knowledge publicly ... and they're going to take the stage to give you the education of a lifetime.

In short, it's a crash course in copywriting from the people who *made* copywriting what it is today.

You'll not only get a "basic" education — like how to write compelling headlines that force your prospect to sit down and pay attention ... or how to use emotion in your writing — but you'll also get a "30,000-foot overview" of what it means to be a freelance copywriter and the places your career can go.

You'll learn how to land clients, market yourself, and how to handle any challenges you might come up against.

Steve's advice for your best, fastest success:

"Don't procrastinate. Whatever you're pursuing — do it now! Start working right away to change your life ... because it's real. Copywriting is real, and it works!"

— Steve Coombes, AWAI
Member and Copywriter

Like I said, it's a crash course! It's not called "Bootcamp" for nothing.

I'd like to take a minute to introduce you to the 2015 speaker line-up.

You may not be familiar with some of these names yet, but I can tell you they are *living legends* in the direct-response marketing industry.

Each writer has decades of experience under his or her belt ... and is responsible for millions (if not billions) of dollars of sales in their particular niche.

Hearing them speak is a treat in and of itself. But the majority of speakers make it a point to attend Bootcamp for all 3½ days—and make themselves available to spend time with you, answer any questions you have, and motivate you toward success.

Here's just a handful of your 2015 Bootcamp Speakers:

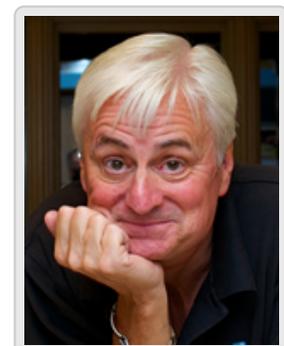
Your 2015 Keynote Speaker will be the writer McGraw-Hill calls "America's Top Copywriter," **Bob Bly**.

Bob has spent the last 36 years doing nothing but *write, write, write* ... and he's known for generously giving away his hard-earned wisdom, from writing techniques to getting clients.



His keynote speech, "**Freelance Copywriting in 2015: The Good, the Bad, and the Inevitable**" will kick off the event with a bang—and set the stage for the rest of the weekend.

Richard Armstrong gave the 2014 Bootcamp's Keynote Address to a standing-room only Ballroom. This year, he'll be giving you a walkthrough of some of his award-winning copy techniques.



John Carlton, a copywriter responsible for millions of dollars of sales alone, will show you how to write “juiced up” copy with an exciting voice that engages readers and ultimately brings in more sales.



Clayton Makepeace is one of the highest-paid copywriters in America — and rightly so. He’s made a career out of beating controls left, right, and center ... and he plans to bring you a copywriting master class where he shares some of his best copywriting techniques.



Carline Anglade-Cole, one of Clayton’s “Copy Cubs,” is one of the country’s most in-demand health copywriters. Last year, she taught us how to write copy FAST — because cutting your writing time in half means double the income — and this year, I expect her presentation to be just as “insanely useful.”

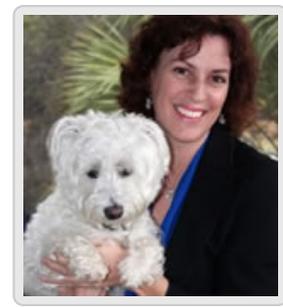


Nick Usborne, widely known as the world’s first web copywriter, will take the stage to show you why writing for the web is so important in today’s direct response marketing world ... and how to get started as a successful web writer.



Pam Foster is famous for her systems and strategies that she’s used to find, land, and work with clients successful in the pet copywriting niche. She’ll be joining keynote speaker Bob Bly for a “how-to” session on landing

your very first client and keeping the pipeline full thereafter, so you always have more than enough paying projects.



Again, this is just a handful!

Emcee and six-figure copywriter **Joshua Boswell ...**

Master instructors **Will Newman, Jen Stevens, and John Forde ...**

Financial copywriting legend **Mike Palmer ...**

Lori Haller, Robert Henderson, and master B2B copywriter **Steve Slaunwhite ...**

Are all on board to be with you, generously sharing their wisdom, tips, and tricks both on the stage and in the halls, with anyone who asks.

The point of this list is not to intimidate you. It's to show you two things:

- Even the superstars of the direct-response industry get excited about Bootcamp. If it wasn't legitimately THE event for copywriters, these writers would be at home, churning out their million-dollar copy instead!
- You'll be getting a *top-notch* education from some of the brightest marketing minds today. All of their best writing tips ... effective copy strategies ... and business insights they can share, they will. (And most importantly, you'll feel prepared and confident to walk into Job Fair and say, "I can do the job!")

Even though Bootcamp is the fastest way to get you from where you are to where you want to be ... and the learning is intense ... it's not all hard work.

There's plenty of fun and relaxing built-in, too!

For example, on the first night of Bootcamp, you can attend the Wall of Fame Networking Dinner, where you can meet and greet with fellow

attendees, AWAI staff, and speakers in a casual atmosphere.

Then there's the "Morning Appetizers" sessions during breakfast, where you get to learn about the variety of writing niches out there — like natural health, finance, B2B, travel, and more — from some of the top experts in those niches.

At Bootcamp 2014, we even had an evening luau, complete with leis, tiki torches, limbo, a photo booth, and a chocolate fondue fountain.

Finally, the last afternoon is always the Awards Luncheon where we celebrate your success! It's here that Rebecca and Katie announce the Copywriter of the Year, hand out signed checks for AWAI's Spec Challenge winners, and announce the BIG one ... the winner of the \$10K Challenge.

Not to mention one of the best parts of being in Florida ... the white sandy beaches of Delray are just steps away!

At Bootcamp, the Energy is Contagious ...

When you walk into the Marriott Lobby, a rush of energy sweeps over you.

I know it sounds a little "woo-woo," but it's happened to me three times in a row, so I know I'm not just making it up.

It's more than just excitement ...

It's the feeling of being on the verge of changing your life for the better.

It's the anticipation of the unknown.

There's something about being around hundreds of other people who understand your excitement, your dreams, and your fears ...

And who truly want to see you succeed as much as they want success for themselves.

There's something about the supportive atmosphere that's contagious.

It's the sudden realization that everything you've read about ... all the stories you've read and voices you've heard on the phone or webinars ... all of it is real.

Who knows? At any minute, your first client could walk around the corner, see your nametag, and take you to lunch to talk shop.

Or maybe you sit next to Paul Hollingshead or Mark Ford during the opening sessions, and they impart some golden nugget of wisdom that changes the course of your career forever.

It's Bootcamp — anything is possible!

But ... *you have to be there to find out.*

Speaking of which ...

Let me try and answer the question I'm sure you have in your mind right now:

“How Do I Know If Bootcamp is for Me?”

Can I let you in on a little secret?

Even though Bootcamp 2012 was my first year attending ... it was *supposed* to be my second.

I had signed up for the 2011 event ... booked my hotel room ... had all my plans made ...

And I chickened out at the last minute!

Sure, I had all kinds of excuses ...

“It's a lot of money,” I told myself. “I can't take three days off right now. It'll be there next year ... and I can start then.”

But really, what it came down to was uncertainty. If I had known that one trip would result in the lucrative, *freeing* career I have now, you can bet I would never have cancelled.

I've only had three major regrets in my life ... and not going to the 2011 event is one of them.

You've heard all the real-life success stories I just shared with you ... Joshua, Mindy, and Steve ... people I've met personally, worked with professionally, and am lucky enough to call my friends.

And you heard my Bootcamp success story, too.

Here's the thing: *We're not doing anything you can't do!*

None of this is inherently hard. All it takes is nailing down a few skills, learning the formulas, and being dedicated to your own success.

It's not my place to tell you whether 2015 is your year for Bootcamp success. You'll have to make that decision for yourself.

However, I CAN share some of the breakthroughs that AWAI members have had from past years ... people exactly like you, in the same place, wondering if copywriting is for them ...

And if they "have what it takes" to make it work.

But, they jumped into the deep end, feet first, and found out for themselves that the answer is a resounding, champagne-popping, "Yes!"

Bootcamp Will Answer ALL the Questions You Have About Copywriting ... And It Can Easily Be the Launching Pad for a Long, *Lucrative* Career You Love

Are you wondering if you can REALLY do "this copywriting thing"?

Bootcamp helped Maria Wright answer that question ...

"I can absolutely do this!" she wrote. "I came away with a focused niche, personal encouragement from the experts, and made valuable writer friends."

Joanne French had a similar response: "My mind is going to explode! I learned so much. My biggest takeaway is I CAN DO THIS AND SUCCEED. Looking forward to kicking some copywriting butt in 2014!"

"With the help of others and AWAI resources, I CAN DO THIS!" LaDeana Wilke said.

"I'm ready!" wrote Karen Gorzynski.

And, Donna Annis said, "I can do this! I'm going to burn my ships of fear and uncertainty. This is doable and MY TIME IS NOW!"

But, is Bootcamp the place to do it?

Let Donna Kaluzniak answer that one for you:

"Nowhere else can you get the most up-to-date, relevant, and inspirational information, with all the top copywriters in one place! Thanks to AWAI and all the presenters for being so open and accessible."

Can I really get my big start at Bootcamp?

Phyllis C. Whitney answers:

"I have narrowed down my niche to B2B. I know that is huge and has a bazillion sub-niches within, but I'm going to start using the company I work with full-time as an accountant ... the owner has decided to make me their 'in-house' copywriter. He's got me working on a lead-generation package! Thank you, AWAI, for the great start. He knows I'm a beginner with so much more to learn, but he likes my work! (Again, thank you AWAI & COS!)"

And what's the number one thing I need to know in order to succeed?

I'll let these Bootcamp attendees share what they discovered:

- 💬 "Take action ... do!" said Tom Hewlett.
- 💬 "Just do it — NO FEAR!" wrote Rick Hartman.
- 💬 And Jerry L. Nelson said, "All I have to do is get off my butt and DO IT — because I can DO it!"
- 💬 "Get over my fear and just do it! Meeting REAL copywriters with REAL incomes was the best motivation," said Erin Kienzle.
- 💬 Jason Channell agreed: "Action! Take action! One other thing — I can do this and be successful as a copywriter!"

... I think you get the picture!

As I said, these are just a handful of the thousands of testimonials AWAI has received over the years.

And if you have additional questions that aren't answered during sessions, all you have to do is ask! AWAI staff, speakers, and experienced copywriters abound while you're on the ground in Delray Beach.

The answers are yours ... just raise your hand and ask for help.

Heck, come find ME and I'll do my best to get you on the right track!

PLUS — Walk Away with the Ultimate Confidence Booster: A Paycheck with Your Name On It!

Earlier, I mentioned I walked away from Bootcamp 2013 with a check for \$1,000 in my pocket.

That check wasn't from a client at Job Fair — it was signed by Katie Yeakle, AWAI's Executive Director.

I'd completed what's called a "Spec Challenge" ... and AWAI's marketing team decided they liked my entry so much, they hired me to complete the project.

“Spec” is short for speculative. When you work on spec, it’s like a job interview. You show your client — in this case, AWAI — your ideas without guarantee of being paid.

But if they like your ideas, they WILL pay you for them!

Every year, AWAI offers half-dozen Spec Challenges where you get the chance to write about one of their products and land a lucrative writing project ...

And if they like what they see, they’ll call you up on stage at Bootcamp ... hand you a check ... and hire you on the spot!

I’m not special — every year, five or six writers walk away with a similar check and go on to work with AWAI for at least one project. (In my case, that Spec Assignment led to a staff copywriting position with AWAI!)

But AWAI’s not the only company that gives Bootcamp attendees the chance to show their stuff and win a paying assignment ...

More often than not, the companies who attend Job Fair looking for their next star copywriter offer Spec Assignments too.

And when you register today, you’ll have the first shot at the dozens of Spec Assignments they offer.

To help you complete those Spec Assignments is a special bonus called the **Inside Track to Job Fair Success** teleconference series.

On these calls, marketing directors and “A-list” copywriters get on the phone and teach you ... step-by-step ... *exactly* how to crush their spec.

They’ll flat-out *give you* their key strategies for preparing for each assignment ... what works and what doesn’t ... and most importantly, *how to get their attention*.

“That I can do this job. You 100% accomplished what you said you were going to do for me. Thank you.”

— April Leighton

“My biggest takeaway came after the Job Fair when Denise told me, ‘I want you to succeed.’ Those five words (and caring attitude) more than anything else, have spurred me to accomplish something toward my goal every day since.”

— Janice Haldi

“I have more confidence that I can do this and that I want to do this. The most important thing for me was to meet people who actually are

For example, this year's May conference with top copywriter Marcella Allison was invaluable to me. Her in-depth breakdown of the Boardroom spec helped me feel WAY more confident sending in my work.

copywriters and who are aspiring copywriters like me and I met plenty of each."

— *Tim Matassa*

Some of these specs are actually due before Bootcamp — yet another reason to get dedicated and get started *early*.

It Pays to Be an Early Bird! Register Today and Save \$200

I'll say it again: this is YOUR decision. While I wish I could make it for you, it's up to you to take action.

But I CAN make the decision as easy and risk-free as possible for you.

A full price ticket to Bootcamp and Job Fair is \$1,995.

But if you get on board early , you'll save \$2 00 ... bringing your investment down to just \$1,7 95.

Register Today!

Your Satisfaction is 100% Guaranteed

One other thing I've found out about working with AWAI is that they're the most flexible, generous, and customer-centric company I've ever worked with.

That means you have NOTHING to lose by signing up today.

You have plenty of time to go through your bonuses and be absolutely certain this is the event for you.

If something comes up in the next few months, you have until September 14, 2015 to get 100% of your money back.

And, after that, the special Live Event Guarantee kicks in:

Register today. Come to the first day of Bootcamp. If you are not completely satisfied with what you experience, simply tell us before the last session of day one. We will prepare a refund for your entire registration fee (minus the \$300 processing fee). No questions asked. Enjoy the rest of your time as a mini-vacation.

That's right. Attend the first full day of Bootcamp, and if you *don't* agree that an entire 3½ days of learning at that caliber is worth \$1,795 ...

And you *don't* think these masters can teach you the simple techniques and formulas you need to get started on the road to copywriting greatness ...

All you have to do is let Denise, Rebecca, Katie, or one of the friendly Member Services team know, and you'll get a refund.

No quibbles, no questions asked.

[Register Today!](#)

Plus, Get Help Picking Your Niche (And Much, Much More!)

I don't want to give all the surprises away ... but there are TONS more bonuses coming your way, like ...

- ✓ **The Bootcamp Success Stories Series.** Each month, beginning in January, you'll hear from a recently-successful AWAI member who seized the Bootcamp opportunity and ran with it.

Each of them became successful quickly and now are working, well-paid copywriters in demand in their particular niche. I'm talking about people like Guillermo Rubio, Julie Hassett, and many more. In these exclusive videos, they'll give you their best tips and how-to's for making the most of your time at Bootcamp ... and much more!

- ✓ **The *Bootcamp Buzz* newsletter.** Every month, AWAI's Staff Copywriter Jen Adams will be popping into your email inbox with updates about the speaker list, Agenda, new Spec Assignments, new companies that are coming to Job Fair, important info about hotels and travel

You'll also get the **Bootcamp Bonus Reports Pack**, which includes four kick-starter bonus reports:

- ✓ *A Brief Intro to Spec Assignments* — discover all the insider's info you need to know about completing Spec Assignments quickly and professionally ...
- ✓ *The 7 Daily Habits of Successful Copywriters* — put these habits into place today, and you'll have a surefire route to faster success.
- ✓ *Niche Marketing: The Proven Method for Making More Money* — get a bird's-eye view of the most in-demand niche markets ...
- ✓ *Get Out There and Sell Yourself with Confidence!* Bob Bly's special report will answer all the questions you may have right now and give you a boost of confidence in getting started.

PLUS —

- The audio recording of Pam Foster's Bootcamp 2013 session, *Choosing Your Ideal Niche: How to Focus on Clients That Are Perfect and Profitable For You.*

This 80-minute recording will reveal why it's *essential* to a beginning copywriter's success to choose a niche. Pam will help you discover your personal passions ... and help you turn those into a profitable niche that you love!

Register Today!

**Don't Delay —
This is the BEST Deal You'll Ever See ...
and Seats Will Sell Out FAST!**

You have a unique opportunity right now, to invest in yourself ... invest in your career ... invest in your future ...

And to *guarantee* your seat at what has become one of THE direct marketing events to attend ... and an *enormous* gathering of “newbies,” intermediate, advanced, and “A-list” copywriters ...

AND do it at the lowest price you’ll ever see!

When you register now, you’ll not only save \$2 00 off your registration ...

- ✓ You’ll lock-in a seat for yourself at Bootcamp ... and guarantee yourself an immersive, top-notch learning experience from some of the brightest, most celebrated minds in the direct-response industry ...
- ✓ You’ll be able to start working on Spec Assignments the moment they come up ... with the **Inside Job Fair** teleconference series with step-by-step guides to crushing Spec Assignments.
- ✓ You’ll start receiving the **Bootcamp Buzz** newsletter, where you’ll get valuable information about the event ... Updates about the speaker list, Agenda, new Spec Assignments, new companies that are coming to Job Fair, and important info about hotels and travel.
- ✓ You’ll get instant access to the **Bootcamp Bonus Reports Pack**, which will help you complete Spec Assignments like a pro, nail down the seven daily habits of successful copywriters, start narrowing down a niche for faster profitability, sell yourself with confidence, and much more!
- ✓ Plus, you’ll learn to ***pick a niche with Pam Foster***, so you have laser-sharp focus for your path to success ...
- ✓ And much, much, MUCH more!

And of course, if something comes up between now and September 14th and you just can’t make it, all it takes is a 5-minute phone call to Member Services and every penny you’ve paid will be promptly refunded.

One last thing before I sign off ...

Registering for Bootcamp is like pressing a big, magic GO button.

Once you do, it's like telling the Universe you're *ready* to become a copywriter. It motivates you to learn all you can. And, you start setting goals and making plans to become successful.

With your registration today, you'll have all the tools you need to get primed and ready to launch your career into the stratosphere.

I mentioned above that Bootcamp 2015 is going to be the BEST Bootcamp ever.

They've been telling me that for three years now ... and it's always been true.

[Register Now](#) — and I'll see you in Delray in October!

Sincerely,

Rae Robinson
AWAI Staff Copywriter

P.S. I know I've positively peppered this letter with attendee testimonials.

But what about what the seasoned copywriters ... the people who have 20, 30, 40 years of experience? What do they have to say?

Have a look:

"It was great to finally see for myself exactly why these Bootcamps are so successful. The obvious thought that went into it, the attention to detail, the enthusiasm, and the genuine caring about the participants' experience were all extraordinary.

"I can't recall that I've ever seen participants so uniformly satisfied — and enthused.

"I wish I had had something like this when I was starting out. Just the Job Fair alone would have been well worth the price of admission — to be able

to go into a huge room filled with eager-to-hire representatives from major mailers. Wow.”

— **David Deutsch**

“A-list” Copywriter for Boardroom (and many others)

“I love AWAI. I buy all their programs. I subscribe to their magazine. And the lineup of great copywriters, industry leaders, and up-and-coming superstars of tomorrow that you have here is so impressive ... I thought about bringing an autograph book with me!

“This is probably the greatest collection of copywriters in one room since David Ogilvy dined alone.”

— **Richard Armstrong**

“A-list” Copywriter

AWAI’s 2012 Copywriter of the Year

“I’ve been to AWAI’s Bootcamp for the past several years and I wouldn’t miss it for the world. Every year I learn more than the year before. I meet new contacts and greet old friends. But most of all, each year, Bootcamp becomes the launching pad for new projects, new clients, and most of all, better copy ... Thank you again for an outstanding conference with more high-quality content than I could keep up with!”

— **Marcella Allison**

“A-list” Copywriter for Boardroom

Register Today and Save!

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www.awaionline.com