

**This spring, you're invited to join six-figure copywriter  
Joshua Boswell for an exclusive LIVE event:**

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# *Launch Your Writer's Life in a Day*

**In just 10 hours, ALL your questions about copywriting, living *the writer's life*, and creating a successful business will be answered!**

**And that's not all. By the end of the day ...**

- **You'll have a crystal-clear, personalized map to creating a profitable business in your first year ...**
- **You'll know how to sustain that momentum (and continue increasing your income) for years to come ...**
- **You'll have the confidence, hands-on experience, and *support* to become a professional, sought-after copywriter ...**
- **And, you'll go home with your career officially launched!**

**Plus — Joshua has scheduled EIGHT events in EIGHT different cities across the U.S. That means there's sure to be a date that works for your schedule ... and you may have little to no travel expense!**

Dear Aspiring Copywriter,

Have you ever asked yourself ...

- “Can I really make money as a copywriter?”
- “And if so ... how do I get started?”
- “And after that, how do I grow my business ... become a superstar copywriter ... and earn the income I want for years to come?”

If you have, you're not alone!

These are some of the most common questions we get from new copywriters here at AWAI.

Hi, I'm Rebecca Matter — President of American Writers & Artists Inc. (AWAI).

AWAI has been helping aspiring and new copywriters like you get the skills they need to begin enjoying the income potential and freedom of *the writer's life* for the past 18 years.

And today, I have a very exciting invitation for you ...

It's your chance to find out, once and for all, **how to create a successful copywriting business in your very first year ...**

*And* feel confident it's the right career move for you ...

All in one day.

If you've just discovered copywriting, and you're not sure where to go or how to get there ...

If you're sitting on the fence, wondering if you can *really* do this ...

If you've been at it a while, but still feel “stuck” ...

Or, if you've bought an AWAI program in the past, and promised yourself, “I'll get to it one day ... ”

Keep reading. That “one day” has come ... and this exclusive event might just be the gentle push you’ve been waiting for.

But before I give you all the details ... including the list of eight strategically-located cities Joshua will be visiting ...

**Take a moment to imagine what your ideal *writer’s life* looks and feels like. (This is important ... )**

What time do you wake up in the morning? Are you an early riser, eager to get a few hours of writing in while others are still asleep? Or do you wake up naturally with the sun ... only getting up when you feel refreshed?

Do you sit and read the paper, savor your coffee or tea ... enjoy a leisurely, healthy breakfast with your family ... maybe do a little exercise?

About what time is it when you decide to go to “work”? 10 a.m.? Noon?

Imagine writing in your office for a few hours, then getting up and going for a walk, just because you feel like it.

Then, you stop by your mailbox, where you pick up a stack of envelopes —one which includes a “small” \$1,000 check from a new client.

(You wrote a beautiful little letter for their product and they loved it ... it took you about a day’s worth of writing.)

You head back to your writing space, where instead of going back to “work,” you start planning that two-week vacation you’ve been dreaming about.

The best part is, you won’t have to ask your boss for time off, or dig into your “sick days.” You’ll just pack your bags and *go*, completely free to relax and enjoy yourself.

Isn’t that why you made the decision to become a freelance writer in the first place?

To take back control of your life ... to have the complete freedom, flexibility, and finances to live YOUR life?

That is exactly why Joshua Boswell is touring the country this spring ...

To help you make those dreams a reality — as fast as possible.

I know ... it's a pretty big promise. But just let me introduce you to Joshua, and you'll see exactly why I'm so confident!

## **From \$200,000 in Debt to a Six-Figure Writer's Life in 11 Months ...**

Joshua's is one of the most amazing success stories I've ever heard.

It's inspired hundreds — if not thousands — of writers to dive in to their copywriting careers with confidence and enthusiasm.

To get the full effect though, you need to hear it from him ...

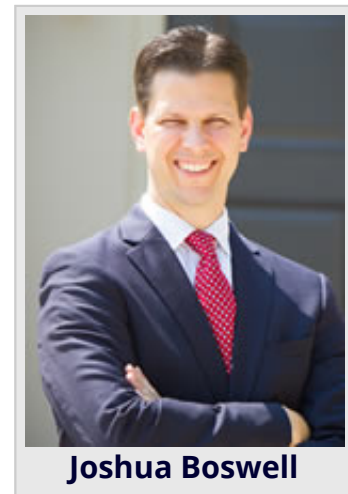
*"A little over a decade ago, I was \$200,000 in debt, with no income, no job, and little hope. The fundraising company I had built had just collapsed on me, we were behind on all of our bills, and the phone rang nonstop, day after day, with calls from 'friendly' collection agencies.*

*"Worse than that, deep inside, I felt ashamed ... miserable ... and worthless.*

*"That was when I discovered copywriting.*

*"I borrowed \$50 from my brother to get the first installment of The Accelerated Program for Six-Figure Copywriting ... and I was off and running.*

*"Just 11 months later, after attending a live training event on getting clients, I'd established myself as a copywriter, created a system for bringing in work that I loved, and had earned a six-figure income to boot.*



**Joshua Boswell**

*"Today, my income increases every year ... our debt is completely paid off ... and I live the writer's life every day to the fullest.*

*"If a blockhead like me can make this work, then I have no doubt YOU can do it too!"*

**— Joshua Boswell**

As you can imagine, that first year was only the beginning for Joshua.

Over the past 11 years, he's not only mastered the craft of copywriting ...

- ✓ He's written for some of the biggest companies in the world, including Google, Anthony Robbins, Verizon, Microsoft, Corel, Sony, Nightingale Conant, and many others ...
- ✓ He has had multiple direct-mail "controls" that pulled top results for St. Jude Children's Hospital, Iowa Right to Life, the Children's Christian Fund, and many others ...
- ✓ And, a letter he wrote pro bono for a private Christian school helped save the school from bankruptcy and increased enrollment by 300%!

That's just the tip of the Boswell iceberg — the rest of the hundreds of clients he's worked with are equally impressive.

There's no doubt he's a Master Copywriter who knows his craft inside and out.

## **There's Much More to Joshua Than Just His Time-Tested Copywriting Talent ...**

He's also one of the most enthusiastic, humble, and kind-hearted men I've ever met.

He gives generously of his wisdom, business savvy, and guidance.

He's 100% dedicated to helping everyone he meets live a life of prosperity, passion, and freedom ...

And he proves it every day, putting his entire heart and soul into everything he does.

Whether it's caring for his 11 children, his lovely wife Margie, his community, his church, or writers like you, his energy and generosity know no bounds.

On top of it all, he's a naturally inspiring speaker and coach. He regularly shares his simple yet powerful business-building strategies in his coaching programs ... some which cost upward of \$1,000 per month.

“Joshua’s enthusiasm is contagious. Hearing him speak at a recent writer’s conference was beyond inspiring. The message he had to tell was worth every cent and minute invested. Next time he’s booked to speak at an event, his name alone will persuade me to attend.”

– *Mike Crespo*  
*The Human Translator*

“I swear, every time I hear Joshua speak, I get all fired up! Just knowing that he also felt fear and insecurity when he first started – but was able to push through it anyways – is very powerful. There was so much useful, specific information I know I can put into action starting today. Just listening to Joshua inspires me to push through those invisible barriers of doubt. His techniques make sense and are completely ‘do-able.’”

– *Pamela Bodine*  
*AWAI and Circle of Success Member*

“Speaking one-on-one with Joshua set me on the right path to achieve my goals. I was floundering with my copywriting career and didn’t have a clue what to do. Joshua gave me simple to follow, step-by-step instructions to launch my career and my confidence.”

– *Brett Denton*  
*Physical Enhancement Specialist*

His success as a speaker and coach comes from one core belief:

***The secrets to success are simple and easy to follow.***

Joshua believes in actionable, *clear-cut* plans he's personally proven to work for over a decade ... and he still uses to earn a strong six-figure income every year.

And, writers who are smart enough to listen to his advice have found success at every turn. Take beginning copywriter Patty Rutkowski, for instance. She says ...

*“It was procrastination that was stopping me. Joshua issued the challenge ... and I got my first client! I can't believe I did it. Thank you so very much for getting me to ACT.”*

Or David Higbee, who has a similar story ...

*“Joshua Boswell is an amazing copywriting success – and mentor and coach. His advice helped land a client I've worked with over a year now, with more work coming. He cares about the success of others. He simply understands and is able to communicate what brought him, and can bring anyone, success.”*

And David Kent says Joshua skyrocketed his success, too ...

*“Joshua generously answered my questions, gave me guidance, and filled in the blanks in my new copywriter's mind. What I learned from him has easily shaved years off my upward journey towards becoming a professional copywriter – literally.”*

In short, his strategies work.

His theories are proven.

And he never holds anything back.

**If I knew what I know about Joshua ... and I was nervous to start a brand-new copywriting career ... he's the one I'd want to guide me through it.**

But as amazing as Joshua's accolades all are ... and despite the hundreds of people he's helped directly, and the thousands he's inspired ...

A few months ago, he told me it wasn't enough.

"I want to do MORE for new copywriters just coming into the industry," he said.

"I want to give them EVERYTHING they need from day one, so they won't waste one precious minute floundering, afraid, or uncertain, rather than enjoying copywriting success.

"I want to do it LIVE, so I can talk to every single one of them, hold their hand if they need it, and really be there for them.

"AND, I want it to be accessible to everyone ... no matter how busy their schedule ... and even those who can't or don't like to travel.

"AND it has to be all in one day!"

It was out of Joshua's generosity, energy, and *trial-by-fire* experience this event was born.

It's called the ***Launch Your Writer's Life in a Day*** workshop.

**Starting April 8, 2016, Joshua will be traveling around the country, visiting eight major cities along the way.**

**And if you meet him for just one day, you'll walk away with the plans, tools, and inspiration you need to start living *the writer's life* the moment you get home ... and change your life forever.**

## **Will You Join Joshua to Launch Your Copywriting Career in a Single Day?**

I mentioned earlier the three main things you're going to get from this experience:

"I attended the workshop in San Francisco. I had a great deal of skepticism. I thought it sounded too good to be



Confirmation you can *really* make good money writing copy ... how to get started ... and the step-by-step guidance to make your career a success in the first year (and maintain that momentum for years to come).

But here's the thing:

Joshua has designed an exercise that will do all three things in the first 30 minutes!

That energy — and his hands-on, *get-'er-done* approach — is going to set the tone for the rest of the day.

The rest of the agenda is designed to get your “business bases” covered as quickly as possible, so you can launch your business FAST ... and start seeing results in just 60 to 90 days.

And, just like Joshua promised, you're going to get EVERYTHING you need to do it.

I'm talking about ...

✓ **Clear advice about *where* to start ...**

When you choose a specific industry to target — a focus area we call a “niche” — you'll immediately know where to start. Joshua will help you pick a niche and then give you his best ideas for taking that niche by storm.

With a niche chosen, you'll be able to charge higher fees, have an easier time finding clients, and be able to turn around projects faster ... and when you leave the event, you'll have your ideal, most profitable niche chosen!

✓ **How to define your services and set a fee schedule ...**

Joshua's going to explain all the services a copywriter can offer ... help you choose the ones you're comfortable offering ... and show you how to price them down to

true. And I read through the materials before the meeting, and thought, 'Well, all right, all right. I'll give it a try.'

**My skepticism is gone.**

**Joshua is the real deal.** He's got the experience. He has the desire. And he's brought together all the things that I've learned in other seminars, other courses and readings, to make it very sensible, very doable. **This is very worthwhile. I'm very glad I came. No more skepticism.”**

*Todd Bershad*

*San Francisco, CA — 2015*

*Workshop Attendee*

the dollar.

- ✓ **How to find GREAT clients ... clients that love working with copywriters and prove it by happily paying professional fees ...**

There are tens of thousands of companies in the United States alone that regularly work with freelance copywriters. Joshua is going to show you how to narrow the field to create a list of your “Dream Clients” to pursue ...

- ✓ **And of course, how to land as many of them as you can handle — with complete confidence!**

Joshua is a deal-closing machine. He’ll walk you through the exact process he’s used time and time again to create trust, close clients, and start getting paid work *fast*.

No matter what medium you decide to use — email, phone, or in person — Joshua has a “how-to” script that will make hiring you (and paying your handsome fees) a total no-brainer.

- ✓ **Then, he’ll reveal his hard-won secrets for multiplying your income ...**

Joshua is also famous for transforming “one-off” projects into multiple projects ... and turning budding relationships into lifelong partnerships.

He’ll show you how to add additional services to your first project, and make your services irreplaceable, all to the benefit of your client. Plus, you’ll get his secrets for turning a \$1,000 project into a \$40,000 relationship.

- ✓ **He’ll give you his “secret sauce” for self-marketing ...**

I’m talking about *detailed templates* for building an effective freelance website, leveraging social media, video marketing, and much more ... templates you can basically “steal” and deploy for yourself!

Plus, you’ll discover the power of the “Information Packet” — and how you can use this “interview in an envelope” to sell your services without lifting a finger.

✓ **And much, much more!**

I don't want to ruin all the surprises, but you're also going to discover the secrets to time management ... how to leverage "The Trust Cycle" and the law of "Quantum Growth" ... how to *win* at the game of work ... and how to ensure you're ALWAYS motivated to keep taking the next step and grow your career.

These are the same tools, strategies, and techniques that Joshua has fine-tuned over the past 11 years ...

He's used them to expand his business and increase his income every single year ... and those who choose to take his advice and implement his techniques do, too.

And he's going to give it ALL to you on a silver platter.

When it comes down to it, **this is EVERYTHING you need to launch your copywriting career!**

Just imagine walking into the hotel in your city of choice ...

Maybe you feel excited ... a little nervous ... but willing to give it your all.

And just 10 hours and a working lunch later, you walk out with a full *decade* of copywriting business savvy in your pocket.

You've just leapt years ahead of the learning curve ... and officially launched your copywriting career.

You *believe* you can become a successful copywriter — and you'll have the proof.

You have a solid system in hand that is so simple and clear, you're thinking, "This is going to be easy!"

"Joshua is an outstanding copywriter, but that wouldn't make a difference if he wasn't a great teacher.

"I am loaded with ideas and creativity, so much so that it could overwhelm me unless I focus. **This day has been about focusing on what I want to do and what I can do first.** Thank you, Joshua!"

**Patrick Cunningham**  
**Tucson, AZ — 2015 Workshop**  
**Attendee**

"I've been trying to live *the writer's life* for probably a decade, and I've been dabbling in a lot of things. But **Joshua has spelled it out for me in just a matter of hours.** He's created a system and given us all the instructions we need to just

And, you'll have the tools, support, and motivation you need to rapidly implement that plan ... and start seeing results in just 60 to 90 days.

I bet you'll have the most enormous smile on your face!

Because you've just discovered the key to a basically unlimited treasure chest ... and everything will be different from here on out.

fill in the blanks. And **this is what I've been looking for, for a long time, and I'm just thrilled.**"

*Donna Mosher*  
**2015 Workshop Attendee**

"This has been an extremely wonderful experience. Joshua knows his stuff and he is more than willing to share it with us and more. **This is the start of a whole new life. And I can't wait for it to begin.**"

*Bernadette Fegles*  
*Houston, TX – 2015 Workshop Attendee*

And as we like to say in "the biz" ...

*That's not all!*

## **You Won't Be Alone for the Journey ...**

At this point, I hope you're feeling excited and motivated ... and maybe a little overwhelmed. I get it! Don't worry ...

Joshua is going to be there for you *before* the event to make sure you feel comfortable and you have everything you need to make the most of the day ...

*And* he'll be there for you *afterward* to answer all your questions and ensure you're making progress.

"I have to say this is probably **the most powerful event I have ever attended.** It covered not a big splash of information that you're going to then go home and have your head too cluttered with to know which way to turn. It actually undid all of that and created a clear roadmap.

You see, when you register for the day and city of your choice, your workshop experience starts now. You're going to get immediate access to important pre-event tools, exercises, and support.

First, **the Self-Marketing Info Kit**, where you'll take a simple **self-marketing personality quiz** to help you determine the style of marketing YOU will personally be comfortable with.

See, self-marketing isn't *one-size-fits-all* ... and there are plenty of other effective strategies beyond "cold-calling" ...

Which Joshua will explain in the second part of the Kit: **Joshua's Self-Marketing Codex**.

This is a series of 5-minute videos that introduces you to the 10 different styles of self-marketing and how they work.

With an understanding of all 10 styles and your self-marketing personality, you'll be able to quickly determine which of

them will work best for you. Joshua will then help you clarify your decision and show you how to implement each style in person.

The important part here is not which style you choose. They all work when employed consistently. The point is to choose one and *do it*.

**"This was so clear and solved issues that have plagued me for months** that I have not been able to solve for myself. They're done. They're in my past now.

"And now, I have a way to move forward that's clear and concise, and I'll have follow-up if I do stumble along the way. So I can't say enough. **This was all I hoped for and more.**"

**Colette Rice**  
**San Francisco, CA — 2015**  
**Workshop Attendee**

"I have learned so many things, and I greatly appreciate Joshua's time. **A lot of the pieces are coming together.** Now, I have a roadmap. I have a recipe for success. So I'm going to do it!"

**Amy O'Donnell**  
**Houston, TX — 2015**  
**Workshop Attendee**

The bottom line is *self-marketing is crucial to your success*. So, the more comfortable and excited you can be about it, the faster you're likely to see results. Going through this Kit is one of the first steps to success!

Then ...

You're going to get immediate access to an **exclusive Facebook group page**, where workshop attendees will be gathering to introduce themselves and getting to know one another.

Plus, you'll also get access to a brief **30-minute orientation call** Joshua put together for you and your fellow workshop attendees.

He's going to tell you what to expect ... how to prepare ... and other housekeeping items that'll help you feel more comfortable on the big day.

"We've really learned an awful lot today, including keep it simple and be true to yourself. One of the reasons I came was to meet people like me — and I've met a lot of new people. We're really going to stay in touch."

**Pat Dorison**  
**2015 Workshop Attendee**

## **And, You're Going to Have Plenty of Support AFTER the Event, Too — \$3,000 Worth!**

Remember Joshua's generosity I keep going on and on about?

This next part is, for lack of a better word, *amazing* ...

It blows the value of this event off the charts!

**Joshua is going to give you a one-year pass to join him on a live, Q&A coaching call every month.**

Whenever you have a question ... if you start to feel stuck ... or if you just want to get Joshua's thoughts on something you come across ... you'll be able to send your query to a dedicated **Launch Your Writer's Life** email address.

Then, once a month, Joshua is going to get on the phone with you and fellow attendees for a live webinar and answer every single question he gets.

In this format, you get the benefit of hearing other attendees' questions ... things you may not have even thought to ask, but turn out to be valuable nuggets of wisdom in the long-run. (And of course, you get your questions answered, too!)

These calls are valued at \$250 each — and for good reason. It's like having a six-figure copywriting coach on retainer to help *you* whenever you need him!

And if you attend each call — which I sure hope you do, whether you've asked a question or not — you'll be getting a \$3,000 value over the next year.

Like I said ... amazing!

And he's still not finished ...

## **Plus, You'll Also Receive Joshua's Exclusive *Copywriter Toolbox* — a Priceless Resource in the Long-Run ...**

This book is Joshua's *ultimate* toolbox for copywriters — 195 pages of information you won't find anywhere else.

It includes incredible time-saving forms, contracts, templates, how-to's, scripts, and step-by-step instructions, like ...

- ◎ The Simple 25-Week Roadmap to Success
- ◎ Prospect List Finding Resources
- ◎ How to Become an Expert
- ◎ Query Letter Template
- ◎ Social Media Tactics
- ◎ Video Marketing Tactics
- ◎ Phone Calling and In-Person Conversation Scripts
- ◎ Email Templates

- © Complete “Information Packet” Template
- © Website Structure and Template
- © Proposal Templates
- © Client Interview Templates
- © Contract and Agreement Templates
- © Copywriting Research Formula
- © And much more!

In the past, copywriters like you have paid \$995 to see Joshua present this same exact information live. And you’ll not only get the substantially updated version ... you’ll get it for FREE!

## This is it ... Time to Make Your Move!

Now that you know exactly what you’re going to get, let’s get to the logistics.

First, the answer to the big question, *“Which date works best for you?”*

Out of eight separate tour dates, I hope at least one will work for you! Joshua will be hosting workshops every Friday, beginning April 8th and ending June 3rd.

And the second question, *“Is Joshua coming to MY town?”*

There’s a VERY good chance he is!

Here’s where the ***Launch Your Writer’s Life in a Day*** workshop tour will be headed:

- San Diego, CA – April 8th

“Joshua makes things so simple — so much easier than reading and studying on your own.

“Joshua has helped me see the whole forest, instead of looking at just one tree. He’s given us the big concept of the copywriting business, and then filled in the specifics so we can move forward beginning today, not tomorrow, not six months after studying 60 different programs.

“Somewhere along the way, we’ve been waiting. We’ve been reading this and that,



- Portland, OR – April 15th
- Denver, CO – April 22nd
- Dallas, TX – April 29th
- Newark, NJ – May 6th
- Atlanta, GA – May 13th
- Kansas City, MO – May 20th
- Chicago, IL – June 3rd

but not putting things together. This is like a tree — and he is getting us to the roots. He's telling us how to build into the trunk, grow the branches, grow the leaves ... and then put it all together and go do it, not sit endlessly and read. So thank you very much, Joshua!"

***Herb Anderson***  
***New Mexico — 2015***  
***Workshop Attendee***

Of course, you're more than welcome to come to whichever location you like. Maybe make a little vacation out of it!

Next, you're probably wondering how much this hands-on, in-depth training is going to cost.

I think you're going to be pleasantly surprised ...

First, let me ask you this:

- **What is launching your career under the careful guidance of an experienced copywriter and coach worth to you?**

(If you ask Joshua, it's his coaching rate: \$500 per hour!)

- **What would you pay to be an established, well-paid copywriter ASAP versus a decade from now?**

Joshua has been through all the pitfalls, frustrations, and discouragement you could possibly experience ... AND all the victories, successes, and excitement ... why *not* learn from his experience and reach his level of success faster?

**"I definitely encourage people to come and invest in themselves and invest in their marketing plan to launch their *writer's life*.**

"I'm looking forward to getting home and putting into practice the techniques and the plan that you will

- **And what's the value of having the confidence that you're doing everything RIGHT?**

That every single step you take has been tested and *proven* to bring results?

Then, consider the things you can't really put a price tag on ...

Like the sheer motivation and momentum an experience like this gives you to achieve success *fast* ...

Or tens of thousands of potential dollars you'd miss the chance to earn while you were getting your business up and running.

(And in this case, Joshua is going to flat-out *give you* a customized plan for creating a profitable career in your first year!)

**When it comes to launching your new career, investing a few bucks to have a highly experienced writer coach you through it will not only make the process easier and faster ...**

**You're guaranteed to take every step confidently and *correctly*.**

**THAT is the power of the *Launch Your Writer's Life in a Day* workshop.**

With all that in mind ...

Joshua has said that with everything ... the customized plan, his one-on-one coaching, his *Copywriter Toolbox*, and all the other perks and bonuses you'll be getting ...

This event is easily worth upwards of \$5,000.

have at the end of the day, too.

"There's a lot of focus that's required, a lot of activity, and a lot of work that will need to be done after we leave. But it's all very exciting and it will be to a very good end, I think. So thanks a lot!"

**Terri Denney**  
**2015 Workshop Attendee**

"This is the first seminar of this type I've ever been at where **the emphasis is on action**, getting your new life as a copywriter going rather than learning principles that you go away and then forget. Because, today, **we got an action plan. And there's a lot to do, but it's fantastically helpful. I'm really glad I came.**"

**Mary Kay**  
**2015 Workshop Attendee**

But, don't worry, you won't need to invest anywhere *near* \$5,000.

Not even close!

In fact, a ticket to Joshua's *Launch Your Writer's Life in a Day* workshop is just \$795.

But for a limited-time, Joshua has agreed to give you a very generous discount, which will save you \$150.

**Register Now – Save \$150!**

“I've accomplished more today than I have in the last 12 months I've been studying copywriting. If you're not signed up for this, what's wrong with you? It's a great day. It's a great event, and Joshua is an excellent teacher. Sign up now.”

*Charles Olsen  
Houston, TX – 2015 Workshop Attendee*

## **With My “Safety Net” Guarantee, Your Registration Today is 100% Risk Free ...**

I understand that change can be as scary as it is exciting.

Truth is ...

I've seen *the writer's life* change hundreds upon hundreds of peoples' lives when they dove in and *went for it*.

They've discovered a life of freedom ... of passion for their work ... flexibility ... unlimited income potential ... and so many other benefits that really can't be put into words.

And they wouldn't have it any other way.

But, they had to take the first step ... take a chance ... and take *action* to achieve what they wanted.

If you want that lifestyle, I don't want ANYTHING to stand in your way — especially not money or travel or a “one weekend only” event schedule.

That's why your registration today is 100% risk free!

Let me explain ...

I already mentioned that in the first 30 minutes — that's by 9:30 a.m. on your event day — you'll have two major obstacles conquered:

- ✓ You'll know for sure that you can make great money as a copywriter — and that it's the career move for you.
- ✓ And, you'll have a solid plan to build a *sustainable* and *lucrative* business in your first year.
- ✓ And that's all within the first half hour of the event!

*By the end of the day, you will have a crystal-clear, step-by-step, personalized plan to create a profitable copywriting business in your first year. If this doesn't happen for whatever reason, you decide that copywriting IS NOT the opportunity for you, or you don't feel Joshua's techniques will get you there, all you have to do is let an AWAI staff member know.*

*They'll process a refund, minus a processing fee, and you can head home to enjoy your weekend, having made an educated decision about your future.*

*You can even keep the pre-event and printed materials as our “thanks for trying!”*

It's a safety net designed to give you NO FEAR for coming out and getting your questions answered.

I'm so confident in Joshua's teachings, I'm giving you this opportunity to get your money back if it's not right for you.

“Joshua walked us through the whole process — how to have a *writer's life* in one day. And you know what? **At the end of the day, we'll have a *writer's life*, all of us. And we're all excited about it.”**

***Dion McInnis***  
***Houston, TX — 2015***  
***Workshop Attendee***

## To sum up, you're going to get ...

- ✓ ALL of your questions about copywriting answered ...
- ✓ A crystal-clear, *personalized* plan for a successful, lucrative business ...
- ✓ The Self-Marketing Info Kit, with the personality quiz and 10 self-marketing videos ...
- ✓ The pre-conference orientation call ...
- ✓ The exclusive Facebook group for your event's attendees ...
- ✓ The one-year pass to Joshua's dedicated email address ... where you can ask him ANYTHING ... and the LIVE monthly follow-up calls where he'll answer them ...
- ✓ Joshua's comprehensive guidebook, the 195-page *Copywriter Toolbox*, and all the tools, templates, and resources inside ...
- ✓ The motivation, confidence, and momentum you need to be successful ...
- ✓ And all of this protected by the "Safety Net" Guarantee!

Well over \$5,000 worth of content ... and a copywriting career officially *launched* ... for just \$645.

[Click here](#) and you'll be taken to the next page, where you can select the city and date of your choice.

You'll receive a confirmation email and an access link to the special workshop Facebook group, where you can start getting to know your fellow attendees.

## And There's One More Thing ...

Joshua emailed me just a few days ago, saying there was something else he just had to give you ...

It's something brand-new ... something that no one else has seen or put into practice.

"I highly recommend it. I believe Joshua Boswell definitely believes in over-delivery. Get a lot of information and really put a lot of octane into my engine

But he was so excited about it — his phrase was, **“This will be like ROCKET FUEL for the *Launch* attendees!”** — that I couldn’t say, “No, you’ve already done enough!”

It’s a 3-part video training series he calls, **7 Simple Daily Habits for Successful Writers.**

In this series, you'll discover ...

- How to develop your **“opportunity eye”** ... the thing that allows you to pick winning projects and great clients ... and avoid the duds ...
- How to simply **become extremely attractive** to top clients that pay top rates and show you the utmost respect ...
- A two-part formula for enjoying **unstoppable confidence** ... (“Not to be confused with arrogance,” Joshua notes. “But real confidence.”)
- A 15-minute activity that gives you **unlimited insider knowledge** on your niche and the people you're writing for and to. (This will make you look like a total pro right out of the gate!)

This is never-before-seen Boswell training ... but he’s happy to give it to you FREE with your registration today.

I don’t know exactly what he’s planning to charge for these training videos in the future, but I know from personal experience that the value of creating daily writing and business-building habits is priceless.

They can make or break a budding career.

(Not to mention getting first-look rights to it are exciting enough!)

for progressing with my *writer's life*. So I definitely, definitely recommend it.”

**Bryan McWhorter**  
**2015 Workshop Attendee**

**Register Now – Save \$150!**

# Everything is About to Change ...

There's just one slight caveat to all this:

Joshua says he can't predict your *exact* results. It makes sense ... there are simply too many variables that go into an adventure like this to know, to the dollar, what you're going to earn.

But the hundreds of people who have implemented his strategies ... and the stories you've been reading throughout this letter ...

Not to mention his own incredible successes ...

Are testament that his strategies *work when implemented consistently*.

Here's what I *can* predict ...

If you spend this one day with Joshua, everything will change.

**If copywriting is for you, it's one of the most significant decisions you'll ever make.**

Becoming a copywriter instantly opens up the entire world to you.

You no longer have to report to a boss ... you *are* your boss.

You do work that you love, at rates you determine, and with whom you choose ...

You can "work" as much or as little as you like — and you'll always have the time and flexibility to enjoy the things that are most important to you in life.

It has the power to change your life *forever*.

And, if you choose to attend a **Launch Your Writer's Life in a Day** workshop, you'll know exactly where to go and what to do to get your *writer's life* started.

The day after the event will be Day One of your *writer's life*. No more waiting — no more uncertainty.

And if it's not? Just spend the day with Joshua, and you'll know for sure. You can get your registration money back. And, you can get off the fence and move on to your next adventure. We'll wish you well!

Or ...

You can stay at home ... go about your normal Friday ... keep wondering ... and maybe someday in the future, you'll find out whether this is the opportunity for you.

By then, this incredible package Joshua has put together for you might not be available at all.

Personally, I'd rather find out NOW ... and not waste another minute NOT living the life of my dreams.

I encourage you to find out now ...

**Register now, save \$150, and get access to pre-event materials.**

There's absolutely no risk — and only a lifetime of freedom to gain.

I'll let Elvire Smith — who attended Joshua's workshop in 2015 — have the final word:

*"You have no idea what you're about to miss out on. This is truly the launch of your copywriting business.*

*"This puts everything in its proper perspective. It takes away all the fear. It gives you the confidence to go out there and serve your clients with a lot of expertise and a lot of love.*

*"Because you know what? **You have it all. You can do it. If I can do it, you can do it.** Come on. Join us and become that copywriter that the industry is looking for. We're counting on you!"*

I couldn't have said it better myself!



To your success,



Rebecca Matter  
President, AWAI

P.S. If you're considering this, I recommend registering now. This *isn't* one of those events that gets cheaper right before the event begins, so there's no advantage to waiting.

P.P.S. On top of everything Joshua's giving you, you're also going to receive a video recording of your 10 hours with him ...

It may not be from the city you attended in, but the information will be identical. That way, you can go back, refresh, rewind, and pause as many times as you need to!

***This recording will only be available to Launch Your Writer's Life in a Day attendees — it will NOT be sold separately after the event is over.***

**Register Now – Save \$150!**

P.P.P.S. You've been hearing from beginning and intermediate copywriters, and how Joshua helped them bust through their obstacles and explode their businesses.

But what do copywriters that have been in the business for a while have to say about Joshua?

"Joshua is not only a good friend that I have great respect for, he is also one of the fastest up-and-coming stars of the copywriting world. In an amazingly short time, he came from nowhere to writing extensively for companies like Corel, Microsoft, Google, Sony Media Software, Easter Seals, and St.

Jude Hospital – he's even got a couple of 'controls' under his belt. How good is he? I'll just say that I've personally used him to write one of my promotions and a number of articles."

*– Bob Bly  
"America's Top Copywriter" and Author of 80+ Books*

"Joshua is one of the most gifted speakers and crowd-pleasers I've ever seen. Highly recommended!"

*– Clayton Makepeace  
"A-Level" Copywriter*

"Joshua, thank you SO MUCH for giving me the inside scoop on how you've boosted your business and income over the last few months. I can't tell you how much I appreciate your powerful, upbeat motivation! You inspire me to just do it and call on target prospects instead of only trying the 'slow path.' I also enjoyed getting your insights on positioning yourself as a hero and asking for higher pay from the very start. I'm just about to launch my own proactive client calls, and I feel comfortable about it thanks to your example and can-do attitude."

*– Pam Foster  
Senior Web Copywriter and Author*

"I saw Joshua basically run the show at the 2008 AWAI Bootcamp. What an inspirational speaker, an inspirational person – someone who's built a copywriting business right from the ground up and reached the six-figure level very quickly. If you'd like to build a thriving copywriting business, I think you should seriously consider [listening to Joshua]. You'll be glad you did."

*– Pete Savage  
Master B2B Copywriter and Author*

“Joshua Boswell is a lighthouse in the middle of a dark sea. He’s given me so much more than business and copywriting advice. He’s guided me spiritually ... encouraged me to be better ... helped me see my obstacles when I couldn’t ... and sat with me while I cried my eyes out in the middle of a crowded room.

“If there were more people like Joshua in the world, it would be a far, far better place. (I think that was God’s plan when He blessed the Boswells with 11 children!)

“If you have the chance to hear Joshua speak ... or spend 10 minutes with him one-on-one ... *take it*. His advice and mentorship are priceless.”

– *Rae Robinson*  
*AWAI Staff Copywriter*

**Register Now – Save \$150!**

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