

Multi-Million Dollar Copywriting Secrets Revealed

Dear MCG Reader,

I just finished reading a financial promotion that racked up \$350,000 worth of sales on the Internet in just one month... and totals have now moved beyond the \$1 million mark. Its structure is nothing short of brilliant.

If you're like me, every time you read something this strong you wonder how the writer did it.

Wouldn't it be great if you could call him up and ask? Discover how he nailed the headline and lead? How he combined every component to flow effortlessly?

Imagine the secrets you'd have at your fingertips! You could create sharper direct-mail packages with less work. You could sell more and make more in fees plus royalties.

**You can discover
the secrets of the
best copywriters
in the business**

Get all of the secrets here

Well, I'm happy to tell you that there's a way for you to get the secrets of the top working copywriters. And it's much easier than you might think. In fact, you don't even have to pick up the phone.

It's true. You can discover the secrets of the best copywriters in the business. Copywriters like John Carlton, Parris Lampropoulos, Peter Betuel, Carter Clews, or Bill Wilson. Not to mention the likes of Porter Stansberry and Arthur Johnson.

How?

With **Monthly Copywriting Genius** – a monthly email bulletin for those who are serious about becoming successful copywriters. Every page is devoted to uncovering the secrets behind the strongest direct-response promotions in the mail, in space advertising, and on the Internet today.

Get expert help creating winning copy

At AWAI, we're always on the lookout for ways to help our students improve their skills. And this is the only publication we've found that is devoted, front to back, to the process of creating winning copy.

Each and every month, there's an in-depth interview with a world-class copywriter.

Over, please

You'll learn every secret and technique straight from the writers themselves

They reveal how they brainstorm the ideas behind their million-dollar promotions. They even give you a rare, first-hand look at one of their most successful controls. In fact, they break it down element by element so you can use the same strategy yourself to develop stronger promotions.

What's more, these master copywriters even share the secrets of their personal writing processes. And you'll learn every secret and technique straight from the writers themselves. Secrets and techniques that you would have uncovered only after having years of experience will be laid out in front of you for the taking! For instance, you'll discover:

- ▶ Expert insight into the product and target audience in virtually every area from health to financial marketing
- ▶ Techniques top writers use to harness emotion, build reader trust, and create phenomenally conversational copy
- ▶ The steps that experienced copywriters follow to uncover a winning USP — even when it seems one is nowhere to be found
- ▶ Tricks the experts use to boost response
- ▶ The creative challenges each writer faces and how they overcome them to craft a control

Expert writing techniques shown only to you

What's more, the dig-deep interviews you'll read in **Monthly Copywriting Genius** reveal writing techniques these masters haven't shared anywhere else. Just to give you an idea, here's what readers have already learned:

- ▶ How to boost orders in one simple step. (Arthur Johnson uses this one in his packages. He shared it with readers in issue #3.)
- ▶ The process Parris Lampropoulos uses every time to find a winning focus for his promotion. (He gave the details in issue #5.)
- ▶ And a proven trick to make the buyer *want* the product and increase your chances of writing a control. (Ted Kikoler revealed it in issue #8.)

Just employing one of these techniques can transform your copy from good to control—garnering great. And when you become a **Monthly Copywriting Genius** reader, you'll discover dozens of writing secrets like this! In fact, next month you'll hear from copywriter Jeff Laurie.

Jeff recently wrote a blockbuster promotion for Easton Press. He's going to share how he came up with the idea and explain the ins and outs of his writing strategy. And Jeff is just the first of the master copywriters that will be featured in upcoming issues of **Monthly Copywriting Genius**. Every writer that's coming down the pike has revolutionized his or her writing niche and generated millions in sales!

Meet your connection to the industry's top copywriters: Editor-in-Chief Sandy Franks. Sandy is one of the senior marketing executives for Agora Financial Publishing. Under her guidance, divisions of Agora have pulled in hundreds of millions of dollars. She's initiated wildly successful mar-

keting campaigns for countless products and has reviewed promotional material for hundreds more.

In the coming months, Sandy's "Grade A" team will interview writers in every field from financial information and health to fundraising, software and even entertainment. They'll leave no stone unturned. And in the process, they'll show you what's working now, so your copy won't wimp out in the marketplace.

As an AWAI student, you should already be reading one promotion every day to improve your skills. (If you've let this exercise in learning slide, it's time to get started again!) And **Monthly Copywriting Genius** makes it a whole lot easier. In fact, **Monthly Copywriting Genius** takes away any doubt that you have less than blockbuster copy in your hands!

And here's another thing — you'll receive something that's invaluable to any student of copywriting...

Expert analysis

Each month, the **Monthly Copywriting Genius** team will pick apart that issue's featured promotion. Line by line, you'll get their critique of the format, headlines, subheads, product positioning...every element that goes into a package. By the time you get through reading their evaluation, you'll have a full and clear understanding of what is making the package work so well — and you'll have dozens of ideas about how you can apply every technique to your own promotions.

Whether you're a copywriter or a graphic artist, there's not a better way to become a master than by studying the masters. And **Monthly Copywriting Genius** is truly a treasure trove of winning strategies.

Let's face it, the secrets of how master copywriters conjure up promotions to bring in millions of dollars could hold critical answers for you in your own career. Once you understand the process involved, you'll be able to use these same secrets to write better, stronger copy and get higher paying jobs — even more royalties.

Pick the experts' brains for pennies per day

The cost will be just \$99 a year — a screaming bargain when you think about the insights you'll get into the minds of the most successful copywriters in the country.

And when you sign up you'll also receive:

- ▶ **Bonus #1** (Valued at \$29) — *Copywriting TRICKS OF THE TRADE: 50 Essential Secrets That EVERY Copywriter Should Know*
- ▶ **Bonus #2** (Valued at \$29) — *The Power of Selling: The Art of Copywriting Above and Beyond the Direct-Mail Sales Letter*
- ▶ **Bonus #3** (Value at \$12.95) — *Core Strategies of Successful Copywriting* from *The Golden Thread*

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**Copywriting
TRICKS OF
THE TRADE:**

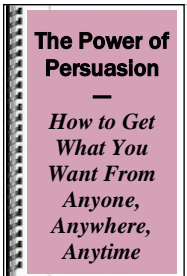
*50 Essential
Secrets That
EVERY
Copywriter
Should Know*

**The Power
of Selling:**

*The Art of
Copywriting
Above and
Beyond the
Direct-Mail
Sales Letter*

*Core
Strategies of
Successful
Copywriting*

Over, please



- ▶ **Bonus #4** (Valued at \$39.95) — AWAI's *75 All-Star Secrets for Writing Winning Copy*, a control-winning report that not only lists 75 of AWAI's top Masters secrets, it also reinforces them with real examples to help you quickly and easily excel at applying these techniques to your own work
- ▶ **Bonus #5** (Valued at \$12.95) — *The Power of Persuasion — How to Get What You Want From Anyone, Anywhere, Anytime*, a penetrating analysis of the 3 fundamental rules of selling

So if you have any interest whatsoever in how the top copywriters do what they do, sign up today. Naturally, this is a guaranteed service. If you are dissatisfied, for any reason, within 30 days of receiving your first issue of **Monthly Copywriting Genius**, you will receive 100% of your money back.

I urge you to check it out. **ORDER NOW!**

Sincerely,

Katie Yeakle

Katie Yeakle
Executive Director
American Writers and Artists Institute

Perfect your craft by learning from the masters

YES! I want to learn from the best — especially since you are guaranteeing I'll be satisfied or you'll send me my money back.

Just for signing up, I'll receive my 5 bonus reports:

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- ▶ **Bonus #2** (Valued at \$29) — *The Power of Selling: The Art of Copywriting Above and Beyond the Direct-Mail Sales Letter*
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Enclosed is my \$99 subscription for 1 year of *Monthly Copywriting Genius*

Payment Choice:

Enclosed is US\$ _____ Check Money Order
(Please make payable to: American Writers & Artists Institute; Florida residents please add 6% sales tax for total of \$104.94)

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