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EMAIL 1

Subject: Could You Ace This Assignment?

Hi <firstname>,

<Marketer> from AWAI here, with something to consider...

Imagine you're in college, and it's freshman year. You get to your first class, and slip to the back for a seat.

You glance around, and see several people have blank paper. You pull a notebook from your bag instead.

The professor walks in, and strides to the podium. "I appreciate you all showing up, because I could use the money."

You laugh along with everyone else.

The professor writes the word "potential" on the white board behind him, and draws a rectangle around it.

"Today, plan a route to your fullest potential, step by step, from where you are now," he says, and writes "YOU" three feet away from "potential."

"You have five minutes. Begin." The professor leaves the podium.

People start asking all kinds of questions, but the professor doesn't slow down, and leaves the room.

You fumble in your bag for a pen, and try to think.

Nothing.

The assistant might help. You try to get her attention, but she shrugs and says, "I'm sorry, but I can't help you."

You wonder how you're going to get something so important done, with no direction...

How does that feel?

Maybe you know someone who's facing something similar in life right now.

Or it could be you.

What if there was a way to help others plan the route to their potential, while helping yourself grow, too?

Something that would help you ease their minds AND make what you're worth?

Something you can start part-time, and scale up?

I found it, and it's...

[Link](#)

With AWAI's Pro Resume Writer Program, you'll get that and more.

About 79% of job seekers don't want to write their own resume.

Studies have shown that interviewees are more confident when a professional has prepared their resume.

With job competition growing more fierce, an expertly-crafted resume isn't a luxury, but a necessity.

A necessity we'll teach you to provide with confidence, while helping people ease their job search worries.

Haven't you been looking for that?

[Link](#)

To start writing winning resumes, you need a basic home computer, and two to three hours a day.

We'll supply the rest, including the software that makes this business one of the fastest and easiest to start.

All for about the cost of a fancy steak and wine dinner for two.

Isn't that something you've been looking for?

[Link](#)

What would an extra \$300 per day (or more!) do for you?

You could be there for the kids when it really counts...

Go on a hike in the middle of the afternoon...

Take trips, go out to dinner "just because," or learn a new hobby...

Sound good?

Link

This program will give you the skill to offer a service people can't WAIT to take you up on.

Inside the program, you'll also discover:

-- The 3 things every personnel manager looks for on a resume

-- A 21 question client questionnaire that makes it easy to put together a powerful resume in minutes

-- Lucrative "add-ons" that clients are eager to pay for, over and above a resume

And you can learn it all in less time than a full day at the 9-to-5.

How does that sound?

Link

Don't let this chance to improve your future slip away like a piece of paper blown by the wind.

To your success,

<marketer>, AWAI

P.S. One more thing...If you find out that resume writing isn't for you, tell us within 30 days, and we'll refund every penny you've paid, no arguments.

In this course, you'll also learn, step-by-easy-step, how to leverage the Internet to offer your resume-writing services worldwide.

And what other business can start making you money the day you begin?

Ready to get going?

Link

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EMAIL 2

Subject: A Day in Your New Life?

Hi <firstname>,

This is <marketer> from AWAI, with something to think about...

Imagine waking up on a weekday, reading the paper at the kitchen table.

You sip coffee as you make waffles for the kids, who come downstairs as soon as they smell the batter and warm fruit filling.

After breakfast is over and everything's cleaned up, you turn on your laptop.

The phone rings.

A client just heard about your services.

You click over to a document, and ask them if they have about fifteen minutes to chat before you get started.

After gathering information, you hang up and get to work.

This is a simpler assignment, so it only takes you about 40 minutes to do.

You barely have time to look at the "payment received" email in your inbox before you notice two new requests for your expertise.

You figure they shouldn't take you more than two hours to complete.

And then the phone rings again...

By lunch time, you shut off your computer for the day, but not before reading a heartfelt thank-you email from one of your clients.

Think about it...

If this really was your life, it would make a real difference to you, right?

Not worrying about saving for college or enjoying retirement?

Going on cruises when you felt like it?

Having the freedom to make money almost anywhere?

I think you need to check out...

[Link](#)

With The Pro Resume Writer Program, you'll finally have what you've been looking for.

You may be thinking, "I have no idea how to write a professional resume." Relax. We'll show you how.

You don't need a degree or any special education. You need very little start-up capital. Just a computer, a phone and a desk.

What other business lets you keep your job while socking away up to tens of thousands of dollars a year, in 10 hours a week?

How does that sound?

[Link](#)

Helping clients write winning resumes can give you options in life:

-- Going out to dinner, and not worrying about the price

-- Knowing your bills are paid, including those little car and house "emergencies"

-- Being excited about your future, and doing work you LOVE

Sound like something you've been searching for?

[Link](#)

You can work at your own pace. Once you're comfortable, and feel you're ready, you can grow your business.

Start with 2 to 4 resumes per day, and using the techniques you'll learn, you have the option grow to doing more than a dozen per day.

You don't have to grow big enough to rent a separate office and hire employees, but the potential is there.

What do you say?

Link

This is your chance to help other people get what they want AND help yourself.

Don't pass it up.

To your success,

<marketer>, AWAI

P.S. I almost forgot...You'll also get access to "add-on" services.

These interview coaching and Internet techniques get the right eyes on your clients' resumes. And they'll be thrilled to pay you more.

And with knowledge about "scannable resumes" and passive and active job search campaigns, you'll be in the best position to help your clients.

Ready to get started?

Link

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EMAIL 3

Subject: I already had everything I needed...

Hi <firstname>,

It's <marketer>, from AWAI with something a little different...

We've been chatting about the resume program, but I thought I'd let Michele Angello share her personal experience with you...

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I spent eight years in the video-production business. While I enjoyed the creative aspect of the business, I had spent too many years making too little money.

There are a lot of huge egos in that business - something I have a distaste for. But I enjoyed writing scripts for the projects I worked on.

I was attracted to AWAI's resume writing course because I could start right away with very little investment, with the potential for making a lot of

money.

The time I put into the course was minimal. I think I spent an afternoon reading the materials.

I started marketing right away, but didn't get a lot of business until my Yellow Pages ad came out.

I know writers that are making over six figures a year after being in the business seven or eight years.

As you start getting referrals and repeat business, it is easy to make forty or fifty thousand a year.

I kept my job until January of 2001, then started resume writing full time.

Actually, though I consider this to be my full-time job, I really spend only about 20 hours a week doing it.

Working at home is WONDERFUL! My commute is five seconds to my home office.

I can also determine my own schedule. If I want to finish up a project at 1:00 a.m. because I can't sleep, I can.

As a night owl, I can respect my internal clock, and I can take in as much or as little work as I want.

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Michele walked away from job and money woes for good.

By deciding to make a change.

Our Pro Resume Writer program could be your chance to make the kind of money you always knew you could.

Take that chance today.

Link

To your success,

<marketer>, AWAI

P.S. I almost forgot...After 30 days, if you feel making great money helping people land their dream job doesn't suit you, we'll refund every dime you've paid.

Imagine not being dependent on a boss, or good weather, or the economy, to make money. Not worrying

about bills is a big plus, too.

Sound good?

Link