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Email Series for AWAI's Secrets of Writing High-Performance B2B Copy Program

Message 1

Subject: Could this be the best of both worlds?

Hi <firstname>,

It's <marketer> from AWAI with a question for you...

Why do some people seem to have it all?

You know - they work full time, and coach kids' soccer games twice a week.

They have dinner with their family every night, plus time to spend with you and yours.

Promotions at work happen so quickly for them, it seems like they sneeze, and it's time to move up the corporate ladder.

They know everything from how earthworms help soil to how rocket propulsion works, and you wonder how they have the time.

You're not sure how they do it, but things are so effortless for them.

Easy, even.

All of this got me thinking...

What if you could do the same thing with the writer's life?

No weeks of research for one huge project...

No overwhelming pressure to "sell, sell, sell..."

No sweating over 12 to 30 page sales letters...

All while making great money?

You should check out...

Link

With "Secrets of Writing High-Performance Business-to-Business Copy," you get all this and more.

You'll discover how companies sell things to other companies, and why short, easy projects play a crucial role - and pay well.

There's a powerful secret to get results with any type of B2B marketing - and you'll have it within minutes.

You don't need any technical expertise to handle any B2B project, and we'll show you why.

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How great is that?

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Our comprehensive program will also show you:

-- the 9 most common projects you'll take on, and how to master them all

-- 31 B2B copywriting assignments you can handle – and what you can expect to be paid for each

-- The "3 C's" of B2B ad copy - all you need to create killer copy

-- And much more

What do you say?

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What would an extra \$3,000, \$5,000, or more a month do for you?

You could go out to dinner and not worry about menu prices...

Visit a park with the kids a few afternoons a week...

Save for retirement or college without worry...

Sound good?

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Don't let this opportunity slip by.

See you on the inside.

To your success,

<marketer>, AWAI

P.S. One more thing...try this program out for 90 days.

If you find that helping businesses with these simple, fun projects isn't for you, let us know. We'll refund every dime you've paid.

We're also throwing in 4 free bonuses, to make it easy for you to succeed.

When you succeed, so do we.

Ready to get started?

Link

Message 2

Subject: What if This Happened to You?

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Hi firstname,

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

Imagine you're shopping with the family at your favorite store.

After a lot of walking, you make it up to the checkout with a full cart.

The clerk starts scanning everything, and you realize...

You don't have enough cash for it all, and you forgot your debit card. "I'd need another hundred," you mutter.

You're about to cancel the order when someone touches your elbow, hands you an envelope, and leaves before you can say anything.

Opening the envelope, you find three hundred dollars inside.

After silently thanking the stranger, you pay for your purchases.

Driving home, you cringe as the muffler chugs around a corner. The brakes groan as you pull into the driveway.

A man on the sidewalk strides over to you, and taps your window. "This should cover all your repairs," he says, handing you an envelope, and hurrying away.

You open the flap and find eight Benjamins inside.

You realize this is what it's like to have money whenever you need it...

Sounds similar to what you'd like with your own financial situation these days, doesn't it?

Wouldn't it be great to put worrying about unexpected bills behind you, forever?

Or stop wondering about how to weather this economy?

Or be excited about future possibilities?

I've found that solution, and it's...

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With "Secrets to Writing High-Performance B2B Copy," you'll have that and much more.

You'll discover why companies are willing to happily pay you:

\$500 for a simple landing page (about 2 hours' work)

\$750 for a two-page brochure (a morning's work)

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or up to \$5,000 for a white paper report (about 2-3 days of research and writing)

Sound like something you've been searching for?

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Learning how to build the ultimate B2B swipe file is part of the program, too.

Dozens of examples of every kind of B2B project are included, and because this is an online program, you get regular updates and know what's working NOW.

You'll discover how to set yourself up as a "One-Stop Business-to-Business Powerhouse," by mastering all the B2B copy your client is going to need.

Sound good?

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Program creator and B2B veteran Steve Slaunwhite will take you by the hand, and help you discover:

11 powerful techniques to make a product every other business has stand out in a crowd

8 tips for explaining complex products' features clearly, concisely, and accurately

2 secrets to ultra-persuasive B2B copy

and more!

who wouldn't want that?

Link

This is your ticket to writing short, easy projects that pay well.

Take it today.

To your success,

<marketer>, AWAI

P.S. I almost forgot...As a bonus, we're including "Cracking the White Paper Market: How to Find Hundreds of Clients Who Need White Papers Written Now."

Once the B2B world knows you can write a white paper report, you'll have all the work you need.

You'll discover everything you need to know, including where to find clients when you're ready.

Ready to get started?

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Message 3

Subject: If I Could Save Time in a Bottle...

Hi <firstname>,

<Marketer> with AWAI here, wondering if those lyrics sounded a bit familiar...

They're from the Jim Croce song "Time in a Bottle."

This song is about caring for someone so much that a lifetime would never be enough to spend with them.

The line that connects with me is "But there never seems to be enough time, to do the things you want to do once you find them."

which got me thinking...

what about you, today? Are you too busy, and frustrated because doing what you HAVE to do leaves so little time for loved ones?

How would you like to have more time for yourself and your family WHILE making great money?

No more missing soccer games...

No more 80 hour work weeks...

No more "sweetie, I can't I'm..."

You should take a look at...

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"Secrets to Writing High-Performance B2B Copy" will help you have all this and more.

B2B copywriting offers you smaller, shorter projects - and more of them.

Shorter projects mean more hours of the day for yourself--and those who matter most to you.

8 million companies need people like you to help market their products via the written word, and are willing to pay well.

Isn't that what you really want?

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For a good B2B writer who lines up a few active clients and gains a foothold in the business, it's almost impossible not to make six-figures.

You're not being asked to write big, heavy, long, "hype-y" sales letters.

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And, as you'll discover, B2B success is mostly about creating a "template" so you can use the same winning formula for every new client you take on.

How does that sound?

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Our program makes the B2B learning experience comprehensive, covering all the latest B2B techniques, not the least of which is social marketing.

The program's online for you, so we can update it regularly with new examples, new techniques, and new sections.

There's a special "members only" interactive forum, where you can ask questions, suggest ideas, and have copy you've written evaluated by B2B veteran Steve Slaunwhite and your B2B peers.

What do you say?

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This is a rare chance for you to spend more time with family, and make the kind of money you always knew you could.

Words can make wishes come true.

Don't pass this up.

To your success,

<marketer>, AWAI

P.S. One more thing...You'll also get our bonus report "Writing Online Video Scripts for B2B Companies."

Online videos are an excellent way to quickly get vital information to busier-than-ever decision-makers.

This report shows you everything, from how to structure an online video script, to how to lay it out on paper.

The going rate is about \$1,200 for a 2 to 4-minute script, which is about a half-day's work once you master the formula.

Ready to get going?

Link

Message 4

Subject: I've made a big mistake...

Hi <firstname>,

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It's <marketer>, from AWAI here, with something I just have to tell you...

We've been talking about business-to-business copywriting for a while. I should have been letting someone who's been there, tell you their story.

Someone like Georgia resident Ed Gandia...

My last job was for a small software company where the pressure to make and beat sales quotas was high. I had to put in long hours.

Not only that, but we had a new baby, and my wife had left her job to stay home with him.

I wasn't willing to sacrifice my six-figure income, and I had very little extra time to do anything on the side.

I realized that the only way I could transition out of my day job was to launch my copywriting business methodically and over time.

I'm happy to report that this approach worked very well for me. In June 2006, I had enough clients and enough work to quit my day job!

I'm a lot more relaxed than I used to be. I used to have a lot of anxiety, mostly because I've known for a while that I'm not wired to be an employee.

More than the high income, I enjoy charting my own course. I actually look forward to the week ahead! I never had that feeling before I went out on my own.

I realize I'm living the writer's life every time I talk with a friend or previous co-worker and they tell me how much they wish they were in my shoes.

I try to remind myself every day how blessed I am to have what I have and be where I am.

We have a lot more emails and letters from people who decided to take on short, easy projects that pay well.

As a result, they make the kind of money they deserve, and get to spend more time with their family, just like Ed does.

You can too, once you check out...

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To your success,

<marketer>, AWAI

P.S. I almost forgot...you'll also get "The Ultimate
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B2B Writer's Handbook: How to Instructions and Tips
For Tackling More than 30 B2B Copywriting Projects."

with this ultra-handy, full-color 104-page resource at
your fingertips, there won't be a business-to-business
project you won't be able to take on.

Ready to get going?

Link

Message 5

Subject: Are You Ready Yet?

Hi <firstname>,

<Marketer> from AWAI here with something to ask...

Are you ready yet?

We've been talking for a while about "Secrets of
Writing High-Performance B2B Copy."

You've been let in on how short easy projects done in
a day or two can give you the best of both worlds by:

- Giving you more free time with loved ones
- WHILE making you great money year-round AND
- Allowing you to do interesting work without the
pressure to "sell, sell, sell" like other forms of
copywriting

You did see this page, right?

Link

I'm a bit confused why you haven't taken advantage of
this yet. I've made it easy and simple to learn from
top B2B expert Steve Slaunwhite.

He knows all about B2B clients and how to market to
them, and how to write about complex subjects in a
simple high-energy style.

You can ask him questions and get feedback from him
and others in our members-only B2B forum.

If you find that B2B copywriting just isn't for you,
let us know within 90 days, and we'll refund every
penny you've paid, no questions.

Could anything be easier?

I didn't think so, either.

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So, if you:

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-- like quick, short projects that pay well

-- prefer a few good reliable clients, rather than constantly marketing yourself for new ones

-- love to write and hate hype

the B2B world offers more than you could ask for.

With all the free bonuses and everything you'll learn, you might have your first client by the end of the test-drive.

And this is your chance--maybe your last--to get in.

Take it.

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To your success,

<marketer>, AWAI

P.S. Thanks for all the time you've spent with me. It's been a pleasure speaking with you, and I hope our paths cross again sometime soon.

Before I go, I have to ask one last time...

Ready to get started?

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