

Promotion: The Writer Starter Kit Promotion

Traci Bednar (tracibednar66@gmail.com)

June 30, 2020

(Email 1)

From: Rebecca Matter, President, American Writers & Artists Institute

Subject: Achieve your dreams of financial independence!

Preview Text: A high-profit writing business is within your reach!

Dear Reader,

I consider myself lucky.

I help people reinvent their lives. I help them achieve their dreams of financial security and independence. These people work hard and gain the freedom to live and work where they choose.

You may ask how to do this.

What if I told you that there is a way to have a successful career that you love?

What if I told you that you can be taught and mentored by the absolute best writers in the business?

What if I told you about the almost unlimited resources that you will have at your fingertips to build your own copywriting business?

What if I told you ANYONE can do this and be successful?

I think you might be interested!

Click [HERE](#) to start your new life right away!

To your success,

Rebecca Matter

President, AWAI

Traci Bednar (tracibednar66@gmail.com)

Writer's Starter Kit

(Email 2)

From: Rebecca Matter, President, AWAI

Subject: Does it REALLY only take one weekend? 😊

Preview Text: It takes just **one weekend** to start a writing business!

Dear FIRSTNAME,

My colleagues and I can help you take control of your family's future in **JUST ONE WEEKEND.**

But we don't stop there!

We also teach you how to gain the skills to make your new lucrative business soar.

Plus, you always have access to a friendly community of your peers and mentors to ask questions or share success stories.

You can do all this in **JUST ONE WEEKEND.**

How would you like to start your own successful writing business before Monday?

Click [HERE](#) to find out how!

To your success,

Rebecca Matter
President, AWAI

Traci Bednar (tracibednar66@gmail.com)

Writer's Starter Kit

(Email 3)

From: Rebecca Matter, President, AWAI

Subject: You can be a successful business owner! 😊

Preview Text: You can learn to set up a successful writing business!

Dear FIRSTNAME,

Have you ever wanted to own your own business?

Did you think about being a plumber, a carpenter, or a mechanic?

One thing all these successful businesses have in common is that they have a tool kit.

You can go out, start up your business, buy ALL the tools, and still have no idea about the skills your trade requires or how to do the work without training.

It is helpful to your writer's business to have a "tool kit" as well. AWAI offers the best tool kit ever ... the **Writer's Starter Kit**.

The Writer's Starter Kit contains all the information to start your own business in one weekend. You get all the behind-the-scenes "magic" that helps your business run smoothly.

But wait ... what good is the tool kit if you don't know how to use the tools?

We have that covered!

We give you all the checklists, templates, and systems to enable you and your business to lift off in JUST ONE WEEKEND.

👉 Need a Prospect Intake Checklist for your new client? You have all the questions that you need to ask to complete your project.

👉 Need an email template for your project with your new client? You have it!

👉 Your client loves you! Great! Now what? Complete your Retainer Agreement and land a regular, dependable client.

👉 Not sure what to charge for your hard work? Consult your "Six-Figure" Writer's Fee Schedule, and don't underestimate your worth!

But wait...you have a neat idea for a project for a new customer, but you are not POSITIVE it is a great idea. What to do...what to do?

With your Writer's Starter Kit, you have access to 2 social media groups of your peers. You can join communities in Facebook and LinkedIn.

They know exactly what you are going through. They are always game to give you constructive feedback.

Why pay a consultant to critique your work when you have an entire community of friendly, helpful people doing the same things you are doing? Your exclusive access to these groups is invaluable to your Writer's Life.

You may have some problems focusing when you are starting your successful writing career. We even have tools to help you with this!

We give you a list of "The 7 Daily Habits of Successful Copywriters." These steps can help you focus on your new business and help guarantee your success. We also offer you meditation exercises to try throughout the course.

We give you a toolbox STUFFED with all the tools you will need to run your successful business.

So why wait any longer?

You control your own destiny, and you have the power in you to change your life for the better.

Click [HERE](#) to start your writer's life and your successful writing business before next week!

To your success,

Rebecca Matter

President, AWAI


Traci Bednar (tracibednar66@gmail.com)

Writer's Starter Kit

(Email 4)

From: Rebecca Matter, President, AWAI

Subject: Start your writing career for only 54 cents a day!

Preview Text:  Add rocket fuel to your writing business and ultimate success!

Dear FIRSTNAME,

Right now, it seems like it might be an odd time to start your writing career.

You might think that businesses are cutting back on their budgets to pay writers like you.

Actually, your "Writer's Life" has never been closer!

Consumers use the internet more than ever to research and buy their goods. According to Oberlo.ca, online shoppers should exceed 2.05 billion people worldwide.

Businesses need writers like you. They need you to help them neaten up their print and internet content. They need you to help position themselves favorably in the new economy.

The **Writer's Starter Kit** is your proven roadmap for success.

We include the systems you need to manage your time and make your business profitable.

Here is some of the helpful material included in your **Writer's Starter Kit**:

- A powerful nine-part video tutorial
- Templates, checklists, and systems for your business' operations
- Meditation exercises that help prepare your "writer's mind"
- 4 extra bonus guides that make it easy to run your business.

I am confident you will find this material indispensable.

Why put your dream of writing for a living off any longer?

Click [HERE](#) to find out how to start living YOUR "Writer's Life!"

To your success,

Rebecca Matter

President, AWAI

Traci Bednar (tracibednar66@gmail.com)

Writer's Starter Kit

(Email 5)

From: Rebecca Matter, AWAI

Subject: Last call for your "Six-Figure" writing career!

Preview Text: Don't wait any longer to start YOUR Writer's Life!



Dear FIRSTNAME,

Change is intimidating. Even positive changes can seem overwhelming.

Let me assure you that starting your writing career with the **Writer's Starter Kit** will change your life for the better.

Sure, you could do it yourself. But you could spend thousands of dollars and years of your time trying to figure it out on your own.

Why do it alone? Our online communities of fellow writers will support you, cheer you on, and answer questions. It's like having your own help desk! The copywriters in our forums are happy to share what is working for them. You will get fresh ideas every day.

Don't waste another minute to use this valuable resource! Click [HERE](#) to order the **Writer's Starter Kit**  now! 

We give you a proven path to start your writing business in the fastest time possible. We give you the means to keep your career moving forward. The **Writer's Starter Kit** supplies all the tools you need:

- An online tutorial that you can access at any time.
- Templates, checklists, and systems for your business' operations.
- Meditation exercises designed for writers.
- Lots of bonuses to make your writing business run smoothly.

Today is your last opportunity to start your "Writer's Life" with The **Writer's Starter Kit** for this amazing price. We are not sure when we can offer it again.

Don't wait any longer to begin the rest of your life! Click [HERE](#) to find out how to get started!

To your success,

Rebecca Matter
President, AWAI

Traci Bednar (tracibednar66@gmail.com)
Writer's Starter Kit

(Email 6)

From: Rebecca Matter, AWAI

Subject: Final opportunity to launch your "Writer's Life!"

Preview Text: Last day to begin your Six-Figure writing career!

Dear FIRSTNAME,

Today is your last chance to start your writing career the fastest and easiest way possible.

Today is your last chance to order your **Writer's Starter Kit**.

The **Writer's Starter Kit** includes thousands of dollars and hundreds of hours of essential information.

Today is your last chance to access everything you need to get set up! Start generating a writer's income for only \$49!

You must decide now if you will take advantage of this incredible offer. Click [HERE](#) to order your **Writer's Starter Kit**.

You will have immediate access to the tools you will need to start your writing business.

No aspiring writer should pass this deal up!

Your special pricing for the **Writer's Starter Kit** and its bonus materials, ends at **midnight** 🕒. We don't know when or if we will be able to offer this amazing deal again.

Click [HERE](#) to order your **Writer's Starter Kit** NOW and begin your new writing career today!

To your success,

Rebecca Matter
President, AWAI

Traci Bednar (tracibednar66@gmail.com)

Writer's Starter Kit

(Welcome Email #1)

From: Rebecca Matter, AWAI

Subject: Welcome to the beginning of your Writer's Life!

Preview Text: This program might be the best decision of your career!

Hello, FIRSTNAME!

I am SO excited that you have decided to enroll in AWAI's **Writer's Starter Kit!**

We give you everything you need to launch your writing business in one weekend!

We give you the tools that you will need and teach you how to use them. We teach you the “rules of the game” that you will need to know to set yourself up as a professional writer.

According to the Small Business Administration, more than 30 million businesses need your help more than ever! They need your help in positioning themselves favorably for the new, post-pandemic economy.

We have given you all the tools for your writing business to prosper.

Remember those bonuses we gave you?

Did you notice the **“Six-Figure” Writer’s Fee Schedule**?

You will use **The Exclusive “Client-Getting” Training Library** to fill your calendar with writing gigs. Make sure to use the Fee Schedule to make sure you are getting paid what you are worth.

Best of all, you have the support of the team at AWAI. We want to see you thrive in your new writing career!

Make sure to join the Facebook group [here](#). You can receive the help and peer support to give your morale a boost if things get a little bumpy.

Our staff will do everything we can to help aspiring writers like you to launch profitable careers.

AWAI offers many other programs that will help launch your successful business. Check them out on your [MyAWAI](#) page.

If you have any questions about your **Writer's Starter Kit**, please contact member services.

Again, thank you for joining the AWAI family.

To your success,

Rebecca Matter
President, AWAI

Traci Bednar (tracibednar66@gmail.com)
Writer's Starter Kit

(Welcome Email #2)

From: Rebecca Matter, AWAI

Subject: How is your new successful writing career coming?

Preview Text: Your friends at AWAI are rooting for your success!

Dear FIRSTNAME:

I wanted to check in with you to see how your Writer's Life is going. Our staff at AWAI want to see you succeed!

We designed the **Writer's Starter Kit** to be a complete roadmap to your new writing career. We take all the guesswork out of the business process. Also, we make sure that you know all the "rules of the game" so that your business launches smoothly.

I hope you have started your new venture! If you haven't had a chance to start, here are some tips:

First, check out the video tutorial, [The AWAI Method for Making a Living as a Writer.](#)

This tutorial will take you from point A (wanting to become a professional writer) to point B (actually being a well-paid writer).

Follow the checklist for the rest of the program. Your **Writer's Starter Kit** will set you up to be a professional, well-paid writer in just one weekend!

Don't forget about ALL your exclusive bonus materials!

You have all the templates and examples for the forms and projects that you will need to get started. You also have access to the following extras:

- 12 "Writer's Tools" Every Professional Writer Needs at Arms' Reach

- “Super-Productivity” Secrets for Writers: How to Achieve All Your Important Goals
- The 7 Daily Habits of Successful Copywriters
- The Exclusive “Client-Getting” Training Library

This is the perfect time to start your successful writing business. We have given you everything you need to get started.

Don't wait any longer to start your well-paid writing career with your **Writer's Starter Kit!** Click [HERE](#) to get started!

To your success,

Rebecca Matter
President, AWAI

Traci Bednar (tracibednar66@gmail.com)
Writer's Starter Kit

(FAQ)

FROM: Rebecca Matter, AWAI

SUBJECT: Did you forget to start your “Writer's Life?” 🤔

PREVIEW TEXT: Do you feel you need more information? Read on for help!

Hello, FIRSTNAME!

Life is quite hectic for most people right now, and we at AWAI hope this note finds you well.

We noticed that you checked out our **Writer's Starter Kit** information, but you did not sign up. I was not sure if you simply forgot to enroll. Maybe you needed more information before you decided.

In case you needed more specific details, I thought I would answer some common questions here. We want you to have all the information you need. You are running out of time to get the **Writer's Starter Kit** at this ridiculously low price of \$49. 🤖

Question: How long has AWAI been in business? This is not a fly-by-night operation, right?

Answer: AWAI has been helping new writers begin their careers for over 20 years. We have helped thousands of people like you begin their "Writer's Life."

Question: This stuff looks complicated. Where do I start?

Answer: We provide you all the tools that you will need to start a successful writing business. We also give you a proven roadmap to follow to use your new knowledge. We tell you exactly how to get from being an aspiring writer to being a well-paid professional writer.

Question: Can I be a professional writer if I am not confident in my abilities?

Answer: AWAI gives you all the information you need to be confident starting a new writing business. We also teach you ways to handle stress and uncertainty.

Question: I never took typing in high school. How do I find out how to make out invoices and proposals?

Answer: We anticipated all the documents that you might need to use. We give you access to handy templates. Just fill in the blanks and give a copy to your client.

Question: What if I can't afford \$49 right now?

Answer: You know your budget best. However, when you break down the cost per day, the **Writer's Starter Kit** only costs \$.54 per day for 90 days. You may spend more on a cup of coffee every morning. Can you afford NOT to give the **Writer's Starter Kit** a shot? The Kit could save you thousands of dollars and hours of your time trying to figure it out on your own.

Don't forget about the bonus content. You will only have access to it for free when you order now. Order your Kit now for only \$49 by clicking [HERE](#). We don't offer these bonuses when the **Writer's Starter Kit** sells for regular price.

I hope we have addressed any concerns that you may have had about the **Writer's Starter Kit**.

If you have any further questions, please feel free to call us at AWAI at (866) 879-2924, Monday through Friday, 8:30 to 5:00 pm EDT/EST. Our website is www.awai.com, and you may find more answers there.

If we have addressed your concerns, please click [HERE](#) to order your **Writer's Starter Kit** now! Don't wait any longer to start your well-paid writing career for this rock-bottom price!

To your success,

Rebecca Matter
President, AWAI

Traci Bednar (tracibednar66@gmail.com)
Writer's Starter Kit

(Urgent Clicker)

FROM: Rebecca Matter, AWAI

SUBJECT: 💰 Don't miss your chance to claim these FREE BONUSES!

PREVIEW TEXT: I'm not sure when we can offer the **Writer's Starter Kit** at this price again.

Dear FIRSTNAME,

Who doesn't love free stuff? I know we all do at AWAI. We loaded up our **Writer's Starter Kit** with tons of FREE BONUSES! We know you will love this free stuff as much as we do.

To claim your bonus material, you MUST order your **Writer's Starter Kit** today. We don't want to see you miss out on this incredible offer.

Your bonus material includes:

- 12 "Writer's Tools" Every Professional Writer Needs at Arms' Reach (\$39 value)
- "Super-Productivity Secrets for Writers: How to Achieve All Your Important Goals (\$49 value)
- The 7 Daily Habits of Successful Copywriters (\$79 value)
- The Exclusive "Client-Getting" Training Library (\$297 value)

AWAI could offer each of these bonuses as its own program. But we want to see you succeed! The best way we can do that is to give you as much useful content as we can as a bonus.

We don't know when we can offer this bonus edition of the **Writer's Starter Kit** again at this low price. It costs just \$49 ... \$.54 a day for 90 days. Today is the last day to order this program at this amazing price. Try it risk-free [HERE](#) for 90 days!

Don't forget about our Facebook and LinkedIn group access. You have a whole community of fellow writers to support you and help you when you need it most. Why even wait one day until meeting your new colleagues?

The **Writer's Starter Kit** is covered by a 90 day-risk free guarantee. You can even keep your bonuses if you request a refund. But we know you will be very happy with your investment in your future.

Don't miss out on this unbelievable chance to get your new writing business soaring! Click [HERE](#) to order your **Writer's Starter Kit** today ... don't wait another minute!

To your success,

Rebecca Matter

President, AWAI

<insert countdown clock here>