

By: Jeff Stasiuk, jjstasiuk@gmail.com
Date: May 15, 2021
For: AWAI's Web Copywriting 2.0 Promotion
Description: 10 email campaign; 6 main + urgent clicker + FAQ + 2 welcome

Monday – Main Campaign Email #1

From: Rebecca Matter, AWAI
Subject: Copywriters benefit big from this huge trend
Preview Text: \$355 Billion invested in 2020 alone

Hi %%FIRSTNAME%%,

You need to know how you, as a copywriter, can benefit from this huge trend.

You see, so many people are spending more time in their homes, on the web.

Internet activity has been *ratcheting up in a big way*.

I'm talking about on-line purchasing. Shopping from living rooms... bedrooms... and kitchens.

There are millions of websites selling to billions of people... and it's growing exponentially.

But with all this competition, businesses have to create a great on-line experience.

One that will attract shopper's eyes and dollars. Now more than ever before.

And they're willing to spend money to do it. In 2020, businesses invested \$355 Billion to make their websites better.

So **how** do **you** take advantage of this tidal wave of on-line activity... that's driving such massive web-site spending?

Find out by [clicking here](#).

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This opportunity is the fastest way I know, to get you from zero to a 6 figure income...with an endless supply of assignments, from a massive pool of clamoring web-site owners.

Assignments that are quick to finish, fun, and so diverse you will never get bored.

Believe me, you won't be disappointed in this copywriting opportunity.

You only need to spend a few minutes of your time to discover more about this.

Click [here now](#) to get more information and find out what this is all about.

To your success,

Rebecca Matter
President, AWAI

Tuesday – Main Campaign Email #2

From: Rebecca Matter, AWAI
Subject: Why there's never been a better time to write for the web
Preview Text: Covid-19 is driving this money-maker

Hi %%FIRSTNAME%%,

Yesterday, I told you about a huge and *immediate* earning opportunity for copywriters.

One of the best ways to make money as a writer right now...is to write for the web.

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You see, the pandemic has forced so many businesses online. And forced so many consumers to shop the web.

And these websites need good copywriters. Every site needs to be efficient and effective.

Do you think businesses have in-house expertise that they can just **turn-on and scale up?** No way. Which means they need help. Hired help.

And that's where the huge opportunity for web copywriting **blasts** onto the scene.

You can be one of the copywriters profiting from this groundswell of demand.

Very quickly.

Get the right training, and take advantage of this opportunity to get and enjoy the freedom of the writer's life. In only 12 weeks!!

The sooner you start satisfying this demand, the faster you'll reach six figures and the writer's life you've **dreamed** of.

Imagine being able to pick and choose the clients YOU want to work with... in the niche YOU enjoy the most.

No more 9 to 5, no more commute to work.

YOU are in control.

Once you have the training and skills through this AWAI program, you'll have the writer's life you've always wanted.

For exactly how to take advantage of this amazing opportunity, [click here.](#)

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You simply cannot afford to miss this opportunity...it's happening all around you *right now*.

To your success

Rebecca Matter
President, AWAI

Wednesday – Main Campaign Email #3

From: Rebecca Matter, AWAI
Subject: Training that makes you an in-demand web copywriter
Preview Text: Web Copywriting 2.0 will guide you on a path to \$150,000+ per year in earnings

Hi %%FIRSTNAME%%,

You can become an in-demand web copy writer in 12 weeks or less, with Nick Osborne's Web Copywriting 2.0 program.

Clients are willing to pay top dollar. Here are the fees you can charge after getting the right training with Web Copywriting 2.0:

- ✓Homepages (Standard fee range: \$450-\$4,500)
- ✓Subscription pages (\$450-\$4,500)
- ✓Information pages (\$150-\$750)
- ✓Landing pages (\$450-\$1,000)
- ✓Page sequences (\$750-\$5,000)
- ✓Promotional emails (\$250-\$3,500)
- ✓E-newsletters (\$250-\$2,000)
- ✓Blogs (\$50-\$500 per post)
- ✓Websites (\$1,500-\$3,500)

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These charge-rates are real, and trained web copywriters are getting these rates right now.

Marketing directors and business owners are happy to pay freelance web copywriters these sums... to produce effective web copy. And there aren't enough web copywriters to satisfy the demand!

The range of products required for any website, is very large as you can see. In fact, just 2 or 3 good customers will give you all the work you need to earn \$150,000 per year or more.

And you can learn these skills ***fast!***

What is it about this opportunity that lends itself to fast learning?

It's simple. Writing for the web is not so much about writing to sell.

It's about writing to help. And that is easy to do!

Nick will teach you that you're writing web copy to create clarity. And guide visitors to the right spot on the website.

It naturally creates buying customers, when done properly.

You can learn how to do all this in a short 12 weeks with Web Copywriting 2.0.

It gives you a complete, step-by-step method for learning each of these web copywriting projects, fast.

To learn more, go [HERE](#). You'll find out all the features and benefits this program provides.

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Thursday – Main Campaign Email #4

From: Rebecca Matter, AWAI
Subject: 6 reasons why you need to learn web copy
Preview Text: Web copy skills are in *huge demand... take advantage now*

Hi %%FIRSTNAME%%,

There are so many reasons to take Web Copywriting 2.0!

Here are the 6 biggest reasons:

- 1) Get Results FAST:** Web Copywriting 2.0 is the fastest way to start living the writer's life. I've personally witnessed AWAI members who have learned this skill go from no clients to paid assignment in as little as 72 hours.
- 2) Huge Demand:** The demand for web copy has exploded beyond anything we could have imagined. eMarketer reports that companies around the globe spent \$335 billion in online advertising in 2020. There are over 1.5 billion websites online. And most of them need copywriting improvements!
- 3) Only 2 or 3 clients will fill your work calendar:** Each client will have multiple projects for you. You won't be spending your time always on the hunt for new clients. Pick the clients you LIKE to work with, and they will keep you busy!
- 4) Variety:** you don't have to be married to just one niche or topic. There are upwards of 40 different types of web copywriting....e-newsletters, blogs, product pages, case studies, etc. etc. Specialize in one type of copy over several industries, or handle all of the copy types for just one client or two. YOU decide. Ultimate flexibility, maximum benefit for you.

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5) Learn from the Best: AWAI has convinced, and locked in, Nick Usborne, one of the best, Fortune 500 serving web copywriters in the business. To be the best, train with the best!

6) Write about what you LOVE: Literally every sector of commerce needs the skills of qualified copywriters. Pick the niche that excites you the most! It's a smorgasbord of writing opportunities out there.

This is probably the biggest copywriting opportunity to come along in a decade.

Web Copywriting 2.0 gives you the skills to take advantage of the biggest economic trend in recent memory (web-based commerce).

Find out ALL the details about this copywriting opportunity, by going [HERE](#). You'll learn everything you need to know.

But do it right now, while it's fresh in your mind. Click [here to access all the facts](#).

To Your Success

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Friday AM – Main Campaign Email #5

From: Rebecca Matter, AWAI
Subject: Web Copywriting 2.0 Offer Ends Today!
Preview Text: Check out this list of benefits... don't miss out on this incredible offer!

Hi %%FIRSTNAME%%,

I would hope that by now, you're fully aware of the opportunities that Web Copywriting 2.0 offers.

Our offer to enroll in Web Copywriting 2.0 expires tonight at 11 pm EST. You MUST enroll by then, or pass this opportunity by.

It really can be your path to achieving a Writer's Life. Working when you want, or how much you want. Enjoying the creativity of writing. Make a 6 figure income on your terms!

Here's the list of benefits you'll enjoy in this program...

- **Reach your new life FAST:** It's one of the fastest ways to start living The Writer's Life... as little as 72 hours from no clients to paid assignment (I'm the witness! I saw it happen!)
- **The work is Fun:** Work with clients you love; HUGE demand for this skill set means you get to cherry pick clients
- **Do Less Selling:** You'll do much less client prospecting; one or two customers can fill your work hopper
- **Projects are Easy:** Projects are short, straightforward, and easy to complete
- **Projects pay great:** Earn \$1,500 for writing as little as 500-700 words of copy

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- **Enjoy a Huge Number of Potential Clients:** 1.5 billion websites online, and most of them have just realized they need to reinforce and upgrade their online presence
- **Choose from a Wide Selection of Project types:** pick what suits you... Facebook posts, Pay-per-click ads, blog posts, homepages, product pages, order pages, landing pages, email campaigns, white papers, case studies e-books, e-newsletters, video scripts etc.
- **Learn from the best:** Nick is the best web copywriter in the business. He's the creator of Web Copywriting 2.0. He holds nothing back, giving you all the tips and tricks that made him one of the most sought-after web copy specialists.

This program not only gives you everything you need to go out and get clients.

It gives you the skills to charge what you're *worth* to your clients....which is a lot!

If you're helping clients now, you may be leaving projects and money on the table. That's why you need to enroll in this program now!

Remember, the *NEED for trained* web copywriters is huge. And Nick will show you *HOW* to position yourself to attract, negotiate with, and close new clients.

Here's what Leslie Ehrin has to say about the program:

"Nick's Web Copywriting 2.0 program helped me have the confidence to get an excellent client who paid me \$15,000..."

And Nick has the experience to teach you everything you need to know. He's been a web-copy consultant for companies such as Disney, Microsoft, Yahoo, and many others, big and small. He's created his own successful websites... putting into play his "million-

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dollar" tips, techniques, and insights...exactly what he will be teaching you.

Nick's living the life you want...and he will show you all the tips and tricks to get that life for yourself. Through Web Copywriting 2.0.

I strongly encourage you to take this important step, and enroll in the program by clicking [HERE](#).

And if you're still wondering whether you might be making a mistake... having some lingering doubt... I'll put an end to that right now.

Because we're offering a 365 day money-back guarantee. That's right, a FULL year. If at any time in the first year, you don't think this program is worth the investment, then with a simple email or telephone call, we will refund the full amount you paid. No questions asked!

Seriously, how much better can it get?

A clear path to earning \$150,000+ per year as a copywriter, ZERO risk, and a demand for web copywriters that's growing faster than anything else we've seen.

Nick shows you step-by-step how to write the most in-demand web projects today, including home pages, product pages, landing pages, information pages, etc.

This is a no brainer.

Click [HERE](#) to start learning how to take advantage of web copywriting... and achieve the success you're looking for.

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But please don't delay, enrollment at this net low price of \$347 for ALL of it, ends at 11 pm Eastern Time.

To your success,

Rebecca Matter
President, AWAI

Friday PM – Main Campaign Email #6

From: Rebecca Matter, AWAI
Subject: Less than 6 hours to enroll; offer ends Tonight!
Preview Text: Web Copywriting 2.0 offers what every copywriter wants

Hi %%FIRSTNAME%%,

This is it, your final notice. If you have decided to NOT take advantage of getting Web Copywriting 2.0 for \$150 off the regular price of \$497, that's fine.

Just as long as you've made an educated, informed decision.

If you've done your homework, and are just biding your time, then now is the time to act.

People that have signed up, are already on the exclusive Facebook site. They're busy developing relationships, setting each other up for success.

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Enroll in Web Copywriting 2.0 and you'll learn:

- How to create web page projects that pay \$1500 for 500-700 words of copy
- How to present to the huge number of potential clients
- All the tips and tricks to land key clients within 30 days. Techniques that WORK
- An 18 step project management system that gives YOU control
- Key techniques to get websites seen by search engines
- Email tips and tricks that get them opened, read, and acted on
- Where to get free tools to speed up research and web page creation
- Website design presentation tools that WOW clients
- Nick's critical methods on how to write blockbuster web copy in record time
- Techniques on how to write faster, more creatively, and very efficiently

Slingshot yourself into the writer's life and start earning a 6 figure income.

Go [HERE](#), now, and sign up, before this offer expires. Satisfaction is guaranteed, because our reputation is based on the quality of our programs, and the success of our students.

We are SO confident that you'll love this program and make money from its content, that we've offered a 365 day money back guarantee.

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You have until 11 pm tonight, then we have to shut down this great offer of \$347. Go [HERE](#) to sign up for Web Copywriting 2.0.

To your success

Rebecca Matter
President, AWAI

PS As if all that wasn't enough....you get an amazing amount of bonus material with this program.

And it's all included in your discounted price.

Here is the list of *powerful bonus material* included for FREE in this program:

- Personal feedback from me on a web-copy spec assignment for Wealthy Web Writer – and you get a chance to be paid for your work!
- Help in choosing your web-writing niche. Once you get a niche, you can specialize, and earn higher rates!
- Instruction for putting up your own freelance website
- Instruction for getting clients within 30 days
- How to work with web clients... 18 steps to successfully manage a project with your client

Plus you get these two special bonus reports:

- ✓ *Writing Rituals*: Nick's personal writing blueprint to get more writing done in less time
- ✓ *Words of Wisdom*: a collection of the best articles Nick's written during his 22 year career as an online

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copywriter...added insight into key concepts... a handy quick reference for seeing how Nick would handle a project

PPS If you decide this isn't right for you, I respect that.

Everyone is different.

But all along I've been under the impression that you want to be a copywriting success story. Make a great living, or pad your retirement with projects because you love the Writer's Life.

If that's the situation, as I suspect, then please go [HERE](#) and sign up for this amazing program.

FAQ Email

From: Rebecca Matter, AWAI
Subject: Answers to your top questions
Preview Text: Let's get you on the path to successful Web Copywriting

Hi %%FIRSTNAME%%,

I'm sure you have some questions about the Web Copywriting 2.0 program.

And you'll need the answers to make up your mind...

...on whether to take advantage of this opportunity.

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Web Copywriting 2.0 will teach you all the skills you need to write web copy...and be paid lucrative fees.

Fees ranging from \$150 to \$5000 per blog, white paper, landing page, e-newsletter or any of the other 40+ types of copy you find all over the web.

Demand for web content is going through the roof!

To help you make up your mind, we've answered the most frequently asked questions:

1) How quickly can I be earning fees with Web Copywriting 2.0?

Web copywriting is one of the fastest ways to start living The Writer's Life... as little as 72 hours from no clients to paid assignment (I'm the witness! I saw it happen!).

If you're ready to start earning fees fast, go [HERE](#) to enroll in Web Copywriting 2.0.

2) How many clients will I need to make a 6 figure living after taking Web Copywriting 2.0?

You can make a living with as few as 1 or 2 clients. Every client needs multiple copywriting projects, and many are on-going. E-newsletters, blogs, web advertising, fresh landing pages, email programs, all need constant material and attention, every month. That's a recurring pay-check for you!

3) Will Web Copywriting 2.0 teach me about all the different types of web copy?

Nick goes through every type of web copy project you'll encounter, in detail. You'll get templates, guides, his swipe files,

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and proven tips and tricks. And it's all recorded and accessible to you, 24/7, whenever you need a refresher.

4) Will Web Copywriting 2.0 teach me how to land clients?

The demand for web copywriting is growing so fast, if you follow Nick's proven guidance, you'll have a full stable of clients in record time.

There are literally thousands and thousands of companies that need your services... and they're all on the internet in plain sight!

5) How do I know Web Copywriting 2.0 will give me the training I need?

Nick is the best in the business, and has been successfully applying these skills for 22 years. He does what he teaches. Fortune 500 companies hire him for advice. He's written best-selling books on the topic. And he's passionate about teaching.

Many of his students have gone on to very successful careers in web copywriting, and credit Nick for their success.

6) What happens if I get busy and can't keep up with the Web Copywriting 2.0 program lessons?

You set your own speed in going through the program material. Learn at your own pace, in your own free time. Have to park it for a bit because your "regular" job got crazy? No problem... pick up where you left off. Total flexibility when life gets in the way.

7) How much support will the Web Copywriting 2.0 program give me?

You'll be part of a very active and supportive community on Facebook. You'll get all the feedback and support you want!

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8) What if I realize this isn't right for me, after I've started Web Copywriting 2.0?

If you decide this just isn't right for you within the first year, you'll get a full refund. No questions asked. It is totally risk free!

Try it, and YOU decide if it's right for you.

We offer this because we're so sure that it will be a good fit for copywriters like yourself...

Copywriters looking to take advantage of this HUGE opportunity to make a 6 figure salary.

As you can see, there's total upside, and no downside. If you follow the program steps, you WILL become a web copywriting professional in a very short period of time.

I strongly encourage you to *take the first step*, and start the program with module 1, today.

Wouldn't you rather be living the writer's life, rather than dreaming about it? Why postpone embracing the lifestyle you love. Click [HERE](#) to sign up.

This offer window can't be held open for too much longer, so act fast.

Just click [HERE](#) to sign up for the program today.

To your success,

Rebecca Matter
President, AWAI

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Urgent Clicker Email

From: Rebecca Matter
Subject: The time is now, %%FIRSTNAME%%
Preview Text: Don't let this opportunity pass you by

Hi %%FIRSTNAME%%,

I couldn't help noticing that you checked out Web Copywriting 2.0.

But for some reason you seem hesitant.

I don't know what's holding you back, but here's the thing... you won't get the life you want, by sitting on the sidelines.

And admit it... you wouldn't be looking at this AWAI program UNLESS you wanted a change.

Imagine yourself living every day at YOUR pace, doing the amount of writing that suits YOU. You get to set your own schedule so that you take care of the important things in *your* life.

That's the flexibility Web Copywriting 2.0 will give you.

And Nick Usborne's program can help you get there! But you have to take the first step and enroll. [Go HERE to do just that.](#)

Now is the time... get started on learning the skills you need to take advantage of the explosion of online copywriting demand! You don't want this opportunity to pass you by!

Because here's the thing... clients are too busy running their businesses, and *NEED* your copywriting services.

When clients like your work, they hand over *project after project*.

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You could be earning \$1500 for only 500 to 700 words of copy. One project from one client will give you a 300% return on your investment.

Do the math... 2 clients, a very conservative 5 projects a month each, at an average of \$1500 per project. That's \$180,000 per year!

But you need to enroll in the program. The sooner you enroll, the sooner you'll be enjoying the benefits of web copywriting.

And remember...this program is the complete deal. You might be doing *some* web copy now, but you *could be* doing all types of web copy.

The longer you wait, the more opportunities you will let pass you by.

So again... what's holding you back? Because the techniques you'll be taught are tested and proven in the real world, and they work.

You'll literally be handed the "manual" on how to do valuable web copywriting. You'll be guided through the manual's step by step program developed by our program instructor, Nick Osborne.

Nick will be divulging his top strategies, techniques, tips and secrets.

He's holding nothing back. You get all of Nick's secrets on making money from web copywriting. Including how to get your first client within 30 days.

Nick has done web copywriting for Microsoft, Disney, Yahoo, AOL, and the New York Times, to name just a few. He knows the system, and is going to teach it to you.

This program is being offered at a discounted price, \$150 off the already low price of \$497, but only until 11 PM Eastern Time tonight. After that, registration closes on this offer.

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Get Started Today! [Click Here to sign up for Web Copywriting 2.0](#), before the window closes at 11 PM Eastern Time.

To your success,

Rebecca Matter
President, AWAI

PS Don't forget that this program comes with a money-back guarantee. If you don't think it's right for you within the first year, just contact us and we'll refund what you've paid. You have all the upside potential and NO downside risk. Click [HERE](#) to get started today.

Welcome Email # 1

From: Rebecca Matter, AWAI
Subject: Your copywriting career is about to BLAST OFF
Preview Text: Here's what you can expect...

Hi %%FIRSTNAME%%,

Just a quick note to say "Welcome" to our family of AWAI copywriters!

We're so happy that you've decided to join our program,

Web Copywriting 2.0: Your Complete Guide to Writing Web Copy that Converts.

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You've made a really smart decision to enroll in this program. The training you receive will give you critical tools and skills... to take advantage of the massive number of web copy opportunities happening right now.

Here are just a few of the powerful techniques you'll learn:

- How to **dramatically improve any web page**, email campaign, or e-newsletter.
- How to **write over 40 different types of web copy**. Be confident that you can handle any web copy assignments thrown your way!
- Nick's **proven 3-step process** for crafting spellbinding web copy that can increase any online business's profits
- Nick's personal... and preferred... "Text Box" method for **simplifying the web writing process**.

Nick is the best web copywriter in the business. He holds nothing back, giving you all the tips and tricks that have made him one of the most sought-after web copy specialists.

You can expect an email in the next few days, outlining the program steps and key dates in more detail, and explaining the learning process.

Just focus on absorbing the content and learning the material.

I strongly encourage you to *take the first step*, and start the program with module 1, today. Just click [HERE](#) to go to the first module.

As well, you will have access to an exclusive, private Facebook group. Click [HERE](#) to go to the Facebook group enrollment page.

You'll have unlimited access to this special, members-only group page, to trade ideas, get support, and learn from other people just like you.

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Your special code is Web20AWAI.

If you have any questions, or need any help whatsoever, please call us at 866-879-2924 (Toll Free). We're here to keep you focused and motivated on the program, so that you can enjoy all the benefits of this amazing course, as soon as possible.

Once again, %%FIRSTNAME%%, Welcome! We're so happy to have you as part of our Web Copywriting 2.0 program!

To your success,

Rebecca Matter
President, AWA

Welcome Email #2

From: Rebecca Matter
Subject: How to get the most out of your investment
Preview Text: Extra bonus value in your member's area...

Hi %%FIRSTNAME%%,

By now, you should have started the program. If you haven't, no worries, we understand that life can get busy.

I would encourage you, though, to take the first step, and review the first module [HERE](#). The sooner you get started, the sooner you'll start getting results.

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With the skills you get from this program, you'll be able to take advantage of the red-hot demand for web copywriters.

If you haven't already, be sure to explore your member's area, by clicking [HERE](#).

Get familiar with the various modules of the program...explore! You'll find yourself pulled into the subject matter of each module, it's that compelling.

After you've done that, get the most out of your investment by checking out these 7 powerful bonuses included with this program:

- Personal feedback from me on a web-copy spec assignment for Wealthy Web Writer – and you get a chance to be paid for your work!
- Help in choosing your web-writing niche. Once you get a niche, you can specialize, and earn higher rates!
- Instruction for putting up your own freelance website
- Instruction for getting clients within 30 days
- How to work with web clients... 18 steps to successfully managing a project with your client
- *Writing Rituals*: Nick's personal writing blueprint to get more writing done in less time. The more you get done, the bigger your billings, and the closer you are to a 6 figure income.
- *Words of Wisdom*: a collection of the best articles Nick's written during his 22 year career as an online copywriter... added insight into key concepts... a handy quick reference for seeing how Nick would handle a project. This will save you time, and let you leverage Nick's decades of experience...so you don't have to reinvent solutions.

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Click [Here](#) to start the program!

To your success,

Rebecca Matter
President, AWAI