

Inside AWAI Free Webinar and Q&A:

3 Writing Challenges to Make this Your Best Year Yet

Friday, January 17<sup>th</sup>, 2020

**Note: If you see "Live Answered"** – it means the question was asked during the session and you will find the answer on the recording.

Question	Answer(s)
Hello! It's a snow day in New Mexico!	Oh cool!
Hi Pam & Rebecca, Jade & Fran! Looking forward to the 1st Inside AWAI webinar of the year !!	YAY!
Hello All from Sunny Warm (also snowbird friendly) Arizona!! :-)	:)
Sunny in Detroit, but cool!	Nice!
Are you recording this? I may have to jump off early and don't want to miss anything! Thanks.	YES! Always :) You will get an email sending you to the recording.
This is my first as a newbie. Really looking forward to it.	Welcome!! :)
will the slides be available for review later?	Yes! :)
What's an FK score?	It is a tool to measure the level of your writing :) there is a lot about it on our website!
This is a revitalization for me! I completed the accelerated cp	Beautiful!

Where do find the clients to call every day?	Here is the webinar Rebecca referred to :) <a href="https://www.awai.com/inside-awai/26-ways-to-find-writing-clients/">https://www.awai.com/inside-awai/26-ways-to-find-writing-clients/</a>
How to set up a LinkedIn profile	Here is a webinar on just that: <a href="https://www.awai.com/inside-awai/how-to-write-a-linkedin-profile/">https://www.awai.com/inside-awai/how-to-write-a-linkedin-profile/</a>
Marie: FK stands for Flesch-Kincaid <a href="http://www.awai.com/2013/10/simplify-your-copy-copywriting-tip-3">www.awai.com/2013/10/simplify-your-copy-copywriting-tip-3</a>	Thank you, Kelly, Here is another great resource on our website: <a href="https://www.awai.com/2007/12/clarity-of-your-writing/">https://www.awai.com/2007/12/clarity-of-your-writing/</a>
Do you recommend reading a lot of the same niche you are in, or not?	Absolutely read a lot in your niche! The more versed you are the better. But also read outside - <b>it's amazing how many "new" ideas you can pull</b> from other industries.
I completed the AWAI accelerated copywriter program but did not get verified yet. Throughout last year I lost focus and became a "student" junkie. I continued reading, my writing passion, started on marketing programs and kept refocusing on AWAI content. I entered in a realm of complexity and confusion without any great accomplishment. I really enjoy this webinar, it is inspirational and giving me the guidelines to	<b>It's so great that you recognized it!</b> Many writers love to learn :) I recommend you watch our webinar on creating a roadmap for your writing career: <a href="https://www.awai.com/inside-awai/personal-roadmap-to-well-paid-careers-in-writing/">https://www.awai.com/inside-awai/personal-roadmap-to-well-paid-careers-in-writing/</a> And if you do get stuck again, please reach out to us! <b>We'll help get you unstuck. :)</b>

structure my writing career. Thank you	
yes, missed the name of the website you mentioned (around the minute I posted the question), maybe AWAI not sure?	<b>I'm not sure</b> - sorry!! our website: <a href="http://www.awai.com">www.awai.com</a>
Thanks. I read somewhere not to, because it is foddered to compare yourself to.	Excellent - and again, it will give you new ideas too.
prefer thinking of eating a tree rather than an elephant in breaking down a project (one bite, one branch, root, leaf, fruit lol)	Whatever works for you :)
interesting - do you/can you say copywriting for a website in web development?	You can write copy for a website in development.
Sometimes just getting started is what you need to find out the real direction you want to go in!	Could not agree more!!!
eat a tree one bite at a time instead :)	:)
We don't fail; whether we win, or we learn (Nelson Mandela)	Aw yes!
I see my comment was cut off. OOPS.... I completed the AWAI accelerated copywriting program. I am extremely motivated to get authorized and attend the Bootcamp Conference. Maybe after	They WILL Margaret!! Just have a plan and keep moving forward. And <b>don't get caught up in "in more program, one more webinar, one more ..." You've got this!</b>

one year of discovery the plans have come to fruition.	
Thank you for your support, AWAI is a unique tribe!!!	Aww we love our tribe!!
A few years ago, when I was fighting for my life, I had a Jesuit Priest visit me every day and he talk me the fine art of Mediating and Visualization and having been given 6 months to live, I can tell you Mediation and Visualization work!	WOW! Amazing.
I've been meditating and teaching others for decades. It is wonderful and helps settle my life, plus I'm able to start FRESH!	I love and respect that so much!
I meant taught not talk!	Funny - I read it the right way :)
does it make sense to put your PWA membership on your linked in profile etc.?	Absolutely - it demonstrates that your part of a professional organization, just like other solo professionals in other industries.
Rebecca: I kid you not... I've been working on a new proposal to send to you and Pam for 2 guided (via email & maybe with short FB group videos and Live sessions for mastermind level) challenges: (#1) a 2-week (or 3-week) pre-bootcamp challenge to set	<b>Excellent Tim! (And hi!!) :) We're in sync</b>

<p>members up to arrive at bootcamp at full-speed for success (adjusting it now based on Ted's webinar on Wednesday); and (#2) a 3-week (or 4-week) post-bootcamp maintain the momentum to make this the year challenge... Planning to send an outline of #1 and broad strokes of #2 to you after some final touch-up over this 3-day weekend!! :-)</p>	
<p>Is there someone I can talk with that can assist me with all of this - understand the program, which courses are best suited for me, make me more efficient to effective</p>	<p>Our Member Success Team is always there for you! Give them a call.</p>
<p>I do own the Accelerated Program mentioned in the Challenge. Are the writings of more recent Hall of Famers available to me?</p>	<p>The Hall of Fame is about the classics - I highly recommend going through it. But we did add another bonus with other copy, and you can find loads of sales letters online (like in our catalog!).</p>
<p>Thank you for your comments Jade and Rebecca. I'm also a published author and there are so many times when meditation was able to dissolve writers block PLUS</p>	<p>Totally believe it :)</p>

give me direction as to where to take the story next.	
Where is the Writer's Starters Kit?	<a href="https://www.awai.com/writers-starter-kit/p/">https://www.awai.com/writers-starter-kit/p/</a>
The Michael Katz "File the Pipeline" program looks Awesome - In It and ready to get started on Monday!!	Thanks Tim

<p><b>what if you're</b></p> <p>still in the accelerated program but really interested in Michael <b>Katz's</b> program, it's so overwhelming, when you are still learning and getting all these great other learning opportunities.</p>	live answered	
<p>how to join AWAI Facebook group</p>	<p>Here is a link to our FB Group:</p> <p><a href="https://www.facebook.com/AmericanWritersArtistsInc">https://www.facebook.com/AmericanWritersArtistsInc</a></p>	<p>A lot of our groups are linked to courses : ) So be sure to</p>

		check your Member Pages too.
I'm brand new and this has been excellent	YAY!! Welcome	
Why is handwriting the sample letters better than typing <b>them on one's</b> iPad or computer?	live answered	
Is there a pre-done goal list for the Accelerated Program? How much time should it take? Step by step.	It is broken down into a 12-week program, if you want to join that class be sure to call!	
I wrote to Mindy about a proposed article for "Barefoot" and she replied she is looking at it. How long	I would follow-up. Always follow-up!	

should I expect to wait for a yes/no or questions?	
Does AWAI have a content program?	Yes! :) Be sure to call our Member Success team about options :)
so, <b>it's ok to</b> pause my accelerated program, then?	You never lost it! :) So, no need to pause, just go back when the time is right for you.
Is there going to be a way to review the slides for THIS session?	live answered
Great tip for hand writing!! Was about to do Companion Series exercises. No laptop then ;)	Excellent Ingrid!
I've submitted several article ideas. I haven't had any offers to	Sometimes <b>it's just not what we're looking for, but don't</b> let that discourage you! Keep sending in ideas — maybe <b>also it would be helpful to study our style more... our</b> audience



write them. I included proposed headlines.	
Wish I would have seen this before I bought any programs	Interesting! I would look at what you have and put them <b>in the order you're going to take them. You'll want the skills and the access to them. You just can't consume</b> them all at once. :)
thanks	
Part 2: Should I resubmit my ideas, sans headlines?	live answered
Handwriting good way to avoid Alzheimer maybe too. To develop our neurons more than usual ...	good news for writers :)
Rebecca, Pam and Jade, thank you for this webinar, you guys are awesome!!!!	thank YOU for being here!

<p>Please tell me more about where to learn about the Michael Katz "BETA" course.</p>	<p>Here is a link: <a href="https://www.awai.com/p/is/mki-dc/">https://www.awai.com/p/is/mki-dc/</a></p>	<p>Here is the link: <a href="https://www.awai.com/p/is/mki-dc/">https://www.awai.com/p/is/mki-dc/</a></p>
<p>Thanks Pam. Quitting is not an option. I will not be discouraged. I will keep on, keeping' on.</p>	<p>YAY!</p>	
<p>what do you mean learn our voice</p>	<p>AWAI has a certain style of how we talk to our audience — that's what voice means :-)</p>	
<p>I would like to edit my LinkedIn profile to specifically target what I wanted to be but I'm currently in a full-time position so it might cause confusion.</p>	<p>We have an awesome free Inside AWA session called <b>LinkedIn Today (or Now)</b>. You'll find it here. It's loaded with advice <a href="https://www.awai.com/inside-awai/">https://www.awai.com/inside-awai/</a></p>	

<p>What advice do you have for someone like me who's looking to transition but didn't want to get in trouble with my current employer.</p>	
<p>I am not goal oriented...never have been. It seems when I set goals, I will start and then quit somewhere along the line. Right now, I have taken the Accelerated Program and after a while I took the Companion Series (which I'm taking</p>	<p><a href="https://www.awai.com/inside-awai/personal-roadmap-to-well-paid-careers-in-writing/">https://www.awai.com/inside-awai/personal-roadmap-to-well-paid-careers-in-writing/</a></p>

<p>right now again). Then I have purchased a few other programs in order to learn the skills I need. But I'm still stuck.</p>	
<p>I have trouble retaining stuff that I read online/on-screen. How do I get help with that?</p>	<p>Can you print out the materials?</p>
<p>Thanks again for this inspiring session!! Make it a Great Long Weekend on your side on the Ocean ;)</p>	<p>thank you! :)</p>
<p>Thanks Rebecca and Pam. Very Informative.</p>	<p>You're very welcome! :-)</p>

<p>Thanks again for another Inside AWA webinar! Always great info and motivation.</p>	<p>Thanks so much for being here!</p>
<p>I can print it out, but I don't have enough money for the ink and paper, or place to store it, especially with the constant barrage of stuff that AWA send out. I would get buried in it!</p>	<p>Hamm - I wonder if you google solutions to reading <b>difficulty online... you'll find good solutions. I'm just not</b> sure.</p>
<p>Thanks to the Three Abacates..... .....All for A Successful New Year, And A Successful</p>	<p><b>You're very welcome! Great to have you here</b></p>

New Year for All!	
Thanks for this webinar. :)	:) thanks for being here
how do I get my first client without samples?	This session will help you <a href="https://www.awai.com/inside-awai/how-to-create-portfolio-of-writing-samples/">https://www.awai.com/inside-awai/how-to-create-portfolio-of-writing-samples/</a>
Great timing for this inspirational webinar. Just what I needed to get organized for a spectacular new year and new decade as a copywriter! Thanks Pam, Rebecca and Jade!	WOO HOO!!
Please explain again where to go to hand write(copy) the AWAI landing pages for each	<p><b>Go to our product catalog... if you click on any product and scroll to the bottom where it says LEARN MORE, you'll see our sales letters to copy.</b></p> <p><a href="https://www.awai.com/catalog">https://www.awai.com/catalog</a></p>

course. Thanks!	
That what's the writers Life is also about, Lifelong Learning.	Exactly Ingrid - we are right there with you :)