



# Welcome to Your AWAI Membership Orientation

[Search](#)[Today](#)[myAWAI Login](#)

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## You Can Make a Very Good Living as a Writer

Learn how to begin writing for money and find freelance writing jobs with American Writers & Artists Inc. ...




Carline & Mickey Living the Writer's Life

Discover the Best  
**PAID ASSIGNMENTS**  
for Writers



Susan Laird Writing at Hearst Castle

Become a Well-Paid Writer with  
**COPYWRITING TRAINING**  
from Industry Experts



Robbin, Li & Michele at Web Intensive

Find Freelance  
**WRITING JOBS**  
and Assignments

# Welcome to AWAI!



# Your hosts for today



Rebecca Matter



Pam Foster



Shantek Adams

# Your Writer's Life starts now

**If you dream of becoming a well-paid writer, you're in the right spot...**

No bosses ... no commutes ... more time with family ... more time for yourself ... fun, interesting work ... being in charge of how much money you make ... traveling the world ...quitting the 9-5!





# What's your WHY???





# Let's get started!

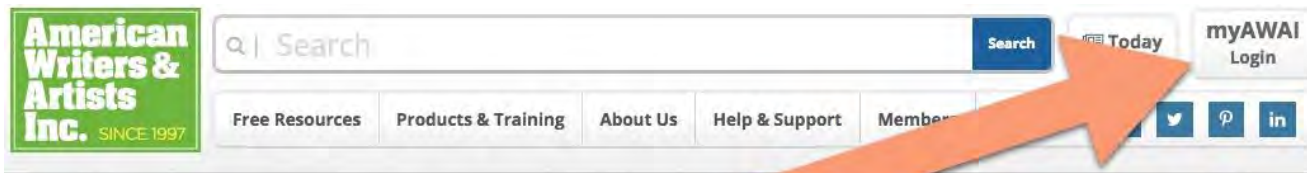
# 2019

# AWAI is all about your success as a professional writer

- Your personal myAWAI account
- Free resources and member success stories
- The industry's best training programs and events
- Communities of working copywriters
- Ongoing support for your writer's life



# Access your personal page



## You Can Make a Very Good Living as a Writer

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Discover the Best  
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Become a Well-Paid Writer with  
**COPYWRITING TRAINING**  
from Industry Experts



Find Freelance  
**WRITING JOBS**  
and Assignments



# Access your personal page

The screenshot shows the myAWAI login interface. On the left, a green-bordered box titled "BROUGHT TO YOU BY AWAI ..." contains logos for barefootWriter, B2B Writing Success, wealthy web writer, THE PROFESSIONAL WRITERS' ALLIANCE, and theWriter'sLife. The main login area on the right has a heading "myAWAI" and a "Sign In" section. It includes a label "My email address is:" followed by an input field, a radio button for "I am new to myAWAI." (with a subtext "(You'll create a password later)"), and a checked radio button for "My password is:" followed by another input field and a "Click to sign in" button. A link "Forgot your password? Click here." is below the password field. The footer of the login area says "What is myAWAI? | © 2018 American Writers & Artists Inc."

**American Writers & Artists Inc.** SINCE 1997

Search

Today <sup>5</sup>

myAWAI Login

Free Resources Products & Training About Us Help & Support Members

f t p in

myAWAI - Please Login

print

**BROUGHT TO YOU BY AWAI ...**

**barefootWriter**  
Freedom-Filled Living Through Well-Paid Writing

**B2B Writing Success**

**wealthy web writer**  
Training, Templates & Tools for Web Writing Success

**THE PROFESSIONAL WRITERS' ALLIANCE**

**theWriter'sLife**  
Helping Writers Live the Life of Their Dreams for Over 20 Years

**myAWAI**

Sign In

**My email address is:**

☐ **I am new to myAWAI.**  
(You'll create a password later)

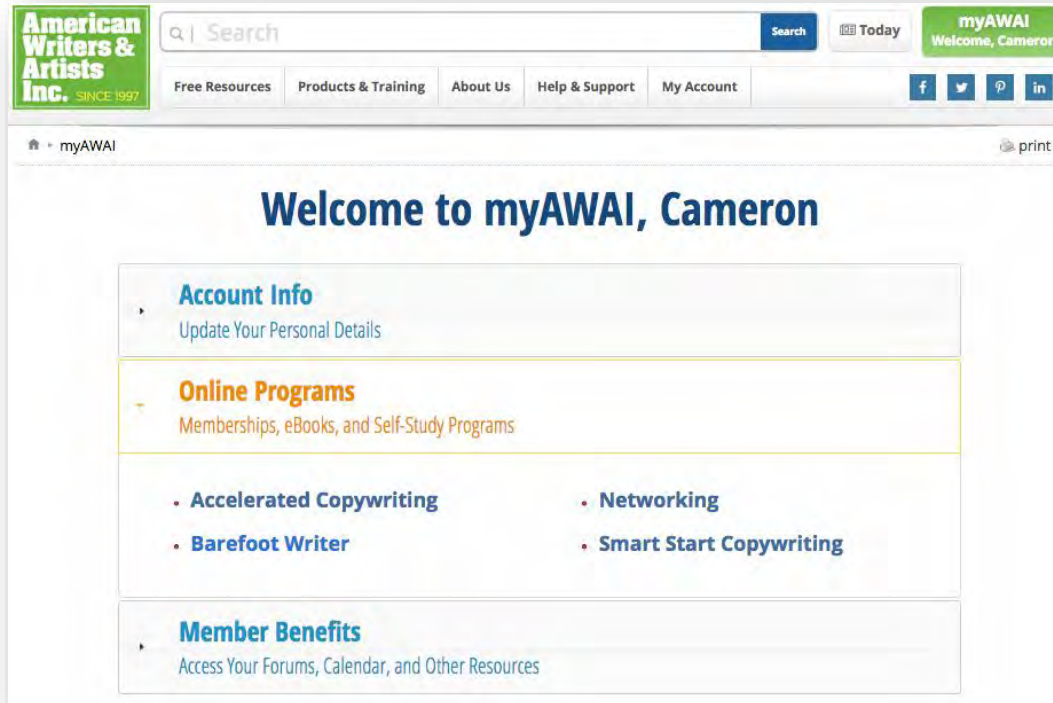
☒ **My password is:**

**Click to sign in**

Forgot your password? Click here.

What is myAWAI? | © 2018 American Writers & Artists Inc.

# Access your personal page



The screenshot shows the myAWAI personal page for a user named Cameron. The page has a green header with the AWAI logo on the left, a search bar in the center, and a navigation menu on the right. The main content area is titled "Welcome to myAWAI, Cameron" and contains four sections: "Account Info" with a link to "Update Your Personal Details", "Online Programs" with a link to "Memberships, eBooks, and Self-Study Programs", a list of programs including "Accelerated Copywriting", "Networking", "Barefoot Writer", and "Smart Start Copywriting", and "Member Benefits" with a link to "Access Your Forums, Calendar, and Other Resources".

**American Writers & Artists Inc. SINCE 1997**

Search Today myAWAI Welcome, Cameron

Free Resources Products & Training About Us Help & Support My Account

myAWAI print

## Welcome to myAWAI, Cameron

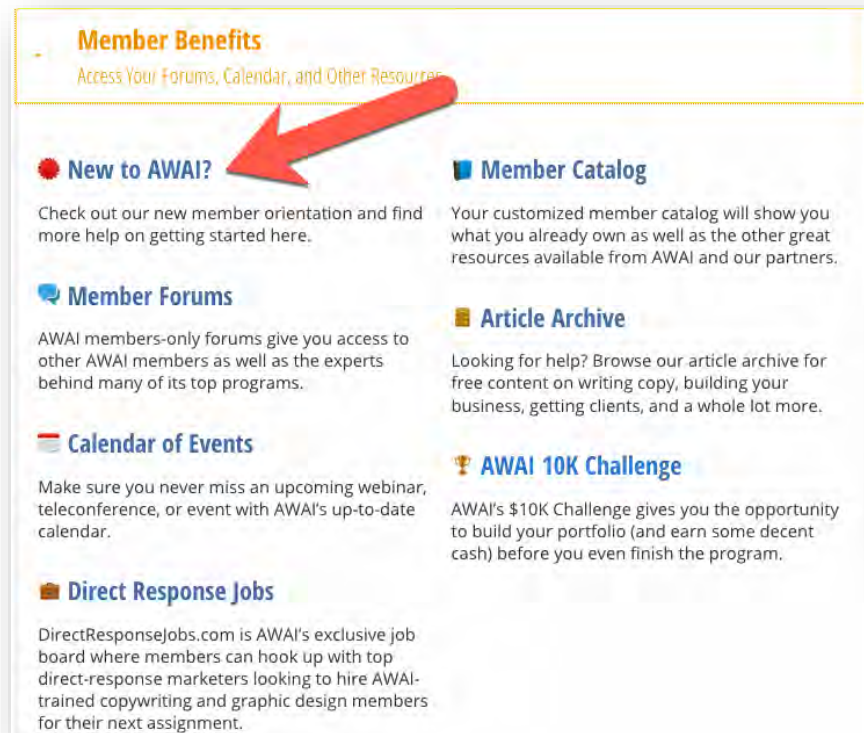
**Account Info**  
Update Your Personal Details

**Online Programs**  
Memberships, eBooks, and Self-Study Programs

- Accelerated Copywriting
- Networking
- Barefoot Writer
- Smart Start Copywriting

**Member Benefits**  
Access Your Forums, Calendar, and Other Resources

# Access the New Member page



**Member Benefits**  
Access Your Forums, Calendar, and Other Resources

**New to AWA!**  
Check out our new member orientation and find more help on getting started here.

**Member Catalog**  
Your customized member catalog will show you what you already own as well as the other great resources available from AWA! and our partners.

**Member Forums**  
AWA! members-only forums give you access to other AWA! members as well as the experts behind many of its top programs.

**Article Archive**  
Looking for help? Browse our article archive for free content on writing copy, building your business, getting clients, and a whole lot more.

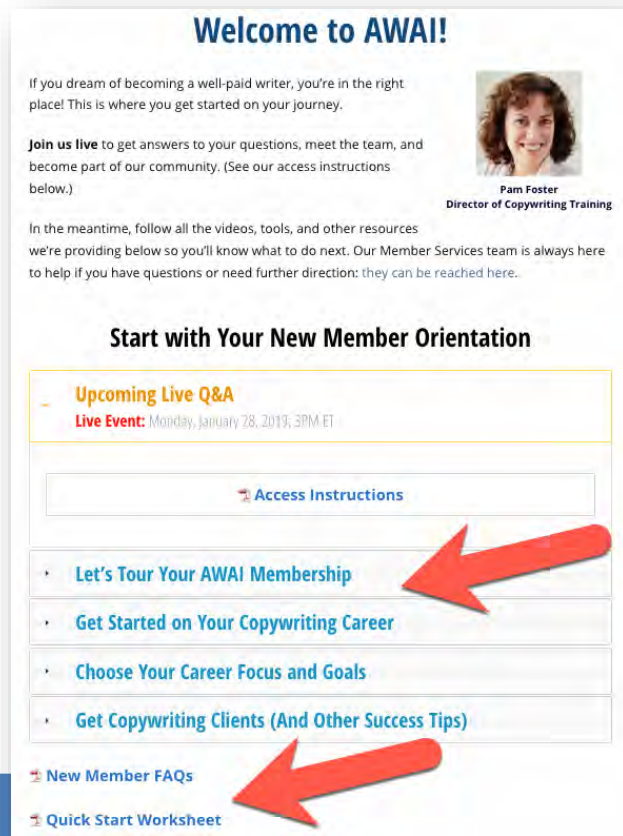
**Calendar of Events**  
Make sure you never miss an upcoming webinar, teleconference, or event with AWA!'s up-to-date calendar.

**AWA! 10K Challenge**  
AWA!'s \$10K Challenge gives you the opportunity to build your portfolio (and earn some decent cash) before you even finish the program.

**Direct Response Jobs**  
DirectResponseJobs.com is AWA!'s exclusive job board where members can hook up with top direct-response marketers looking to hire AWA!-trained copywriting and graphic design members for their next assignment.

# Our AWAI Orientation Series


- Today's live event
- Recorded segments to review at your convenience
- FAQs and a Quick Start Worksheet, too



**Welcome to AWAI!**

If you dream of becoming a well-paid writer, you're in the right place! This is where you get started on your journey.

**Join us live** to get answers to your questions, meet the team, and become part of our community. (See our access instructions below.)

 Pam Foster  
Director of Copywriting Training

In the meantime, follow all the videos, tools, and other resources we're providing below so you'll know what to do next. Our Member Services team is always here to help if you have questions or need further direction: they can be reached [here](#).

**Start with Your New Member Orientation**

**Upcoming Live Q&A**  
**Live Event:** Monday, January 28, 2019, 3PM ET

[Access Instructions](#)

- [Let's Tour Your AWAI Membership](#)
- [Get Started on Your Copywriting Career](#)
- [Choose Your Career Focus and Goals](#)
- [Get Copywriting Clients \(And Other Success Tips\)](#)

[New Member FAQs](#)

[Quick Start Worksheet](#)



# The AWAI Method

- Easy, clear 9-step roadmap >
- Helps you consider your goals
- Shows you the path to get there
- Free access on your member page

[www.awai.com/members/method/](http://www.awai.com/members/method/)

## The AWAI Method for Making a Great Living as a Writer

New to the world of well-paid writing? Or simply want to be more successful at it? If so, you're in the right place!

In this tutorial we'll quickly walk through nine steps you'll take on your journey to becoming a well-paid writer ... AND give you guidance on how to succeed at each step along the way.

After over 20 years helping writers turn their dreams into reality, we know exactly what the path looks like. Let us help you speed up the learning curve, so you can achieve your version of *the writer's life* faster.



- Step 1 **Understanding the Opportunity** with Pam Foster
- Step 2 **Determine Your Money Goal** with Rebecca Matter
- Step 3 **Explore Your Copywriting Options** with Katie Yeakle
- Step 4 **Determine Who You'll Write For** with Pam Foster

# If you're a Barefoot Writer member



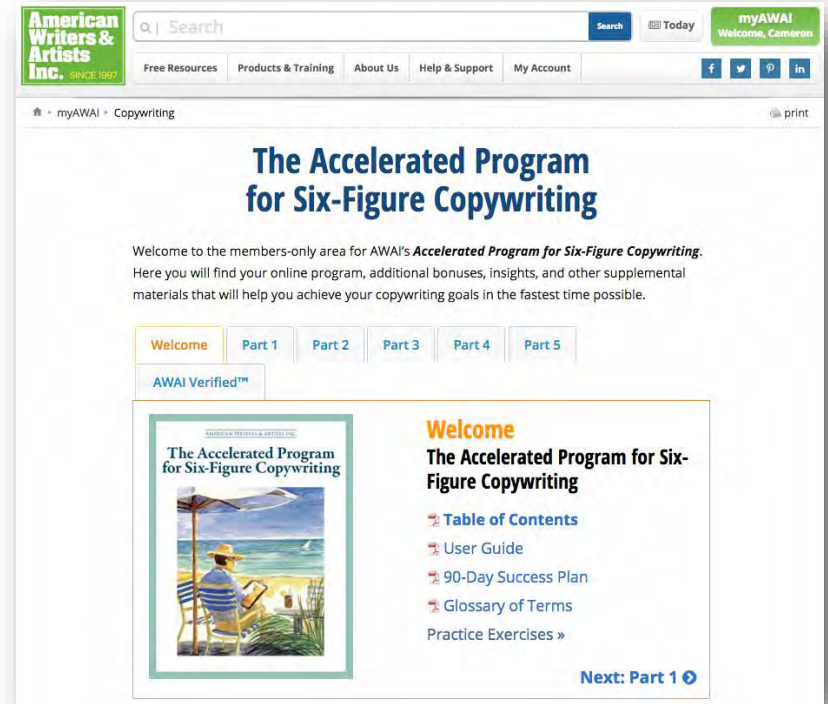
- Click from your main member page
- Click on each tab to find your materials



# Program/product member pages



- Click from your main member page
- You'll find the main study materials at the top



# Your bonus materials

- Located on the program member page
- Each page may be slightly different... but
- You'll always find a clear section or tab called Bonus Materials

## Interact and Get Feedback

### AWAI Members-Only Groupsite Forum

As a member of American Writers & Artists Inc., you are invited to participate in a members-only forum powered by Groupsite.com. This forum enables you to share, network and learn from your fellow members, the AWA! staff, and our Advisory Board of experts. All information provided through this platform is maintained for the use of AWA! members and participation is voluntary and completely free of charge.

## Bonus Materials



### AWA! Hall of Fame: Great Selling Ideas from Super-Successful Direct Mail Letters and Direct Response Ads

"The best shortcut to direct-mail mastery is reading what worked in the past," according to John Forde, Editor of AWA!'s Hall of Fame. We've put together a collection of classic letters and space ads to supplement your Accelerated

Copywriting program text.

[Enter Hall of Fame »](#)

### AWA!'S Modern Collection of Winning Direct-Response Copywriting Samples

We've assembled some of the top sales- and lead-generating letters, emails, and web copy written in the past five years ... It's persuasive writing from a variety of niches — so you can model your projects off of these modern day greats.

### How to Safely and Quickly Change Careers

Learn everything you need to know about leaving your old life and embarking on your exciting new copywriting journey.



# AWAI membership sites

ProfessionalWritersAlliance.com • WealthyWebWriter.com

B2BWritingSuccess.com

Set up access through your myAWAI member page



# What else is here for you?

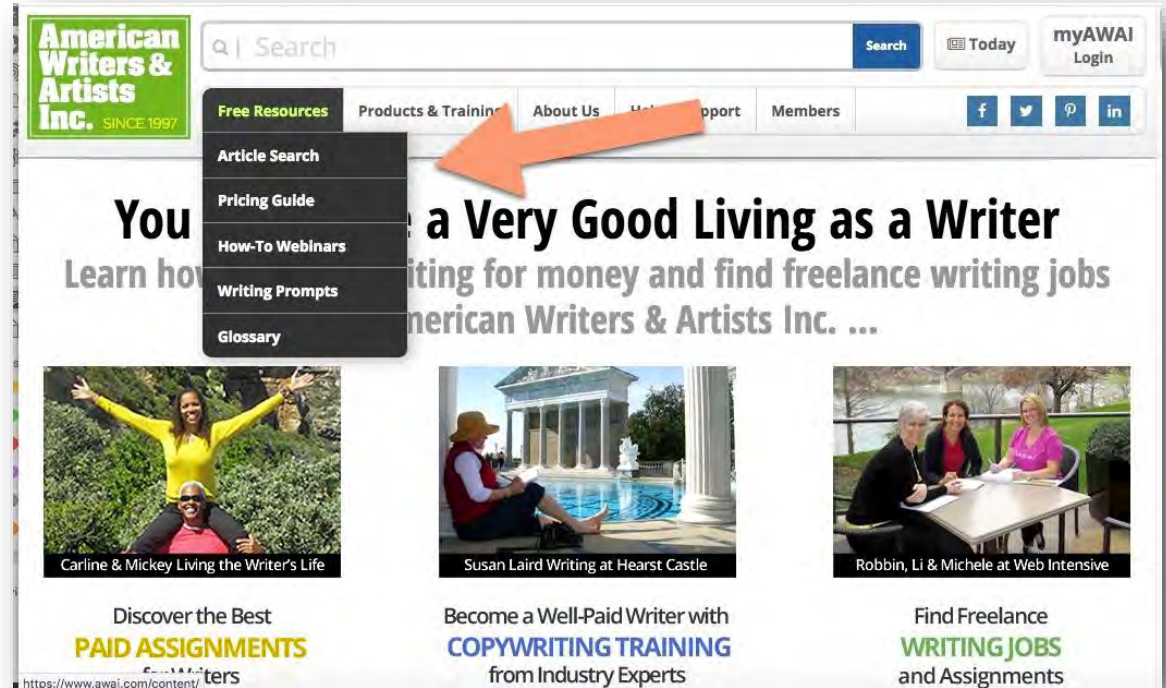


- Free resources
- The industry's best training
- Success stories!
- Community of copywriters
- Ongoing support



# Free resources

- Articles  
(Each day)
- How-to  
webinars  
(Each month)



# Free resources

- Pricing Guide
- Writing Prompts
- Glossary

## State of the Industry Report on Copywriter Rates and Top Performing Marketing Methods



### INSIDE THIS GUIDE:

- ✓ How to Recognize and Hire Skilled Copywriters
- ✓ What's Working Best in Copywriting Today
- ✓ Copywriter Fees for the Top 75 Marketing Projects
- ✓ Copywriting Essentials for Marketing Success
- ✓ Much More!

Get your report now to find specific tips for marketers and copywriters

 **Download Your FREE Guide**

From American Writers & Artists Inc. (AWAI) — the world's leading publisher of direct-response copywriting programs

We respect your privacy. View our [privacy policy](#).



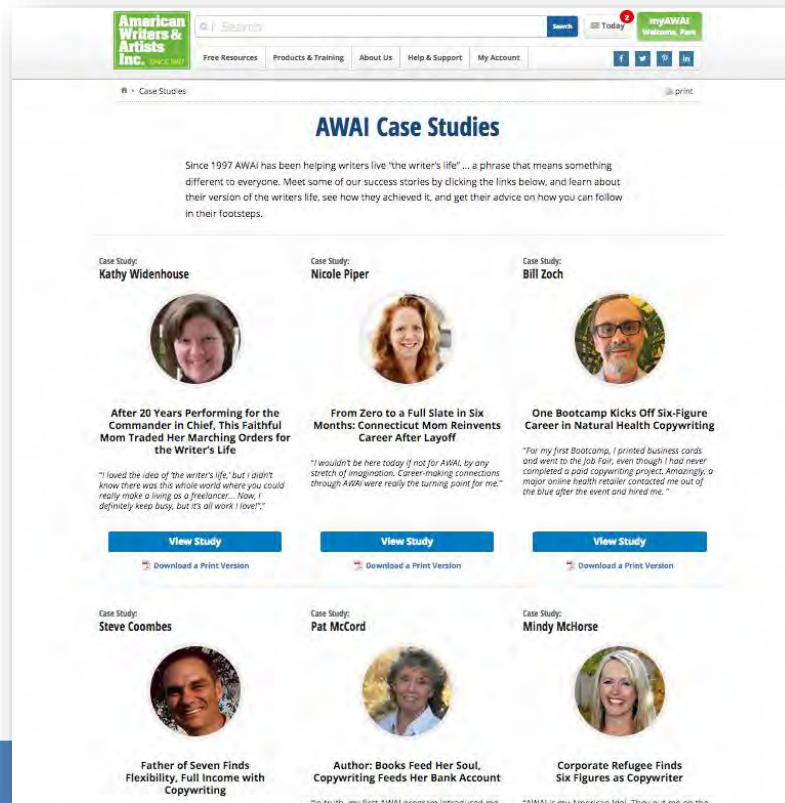
# Training programs/events

- Self-study
- Live events
- Online and in-person
- Beginner>advanced

The screenshot displays the homepage of the American Writers & Artists Inc. website. At the top left is the organization's logo. A search bar and navigation links for 'Today' and 'myAWAI Login' are on the right. A central navigation menu includes 'Free Resources', 'Products & Training' (which is expanded to show 'Product Catalog', 'Copywriting Training', 'Self-Guided Programs', 'Live Training Events', and 'Special Offers / News'), 'About Us', 'Help & Support', and 'Members'. Social media icons for Facebook, Twitter, Pinterest, and LinkedIn are also present. The main content area features a large headline 'You Can Make a Good Living as a Writer' with a sub-headline 'Learn how to begin your own business and find freelance writing jobs with Writers & Artists Inc. ...'. Below this are three featured images: 1) A woman in a yellow shirt and sunglasses posing in a field, captioned 'Carline & Mickey Living the Writer's Life' with the text 'Discover the Best PAID ASSIGNMENTS' and a URL. 2) A woman sitting on a bench by a pool at Hearst Castle, captioned 'Susan Laird Writing at Hearst Castle' with the text 'Become a Well-Paid Writer with COPYWRITING TRAINING from Industry Experts'. 3) Three women sitting at a table outdoors, captioned 'Robbin, Li & Michele at Web Intensive' with the text 'Find Freelance WRITING JOBS and Assignments'.

# Success stories!







- You're in great company
- All walks of life
- Members living their versions of *the writer's life*



The screenshot shows the 'AWAI Case Studies' page on the American Writers & Artists Inc. website. The page features a grid of six case study cards, each with a member's photo, name, a brief description of their success, a quote, and a 'View Study' button. The cards are arranged in two rows of three.

**AWAI Case Studies**

Since 1997 AWA has been helping writers live 'the writer's life' ... a phrase that means something different to everyone. Meet some of our success stories by clicking the links below, and learn about their version of the writer's life, see how they achieved it, and get their advice on how you can follow in their footsteps.

Case Study:	Case Study:	Case Study:
<b>Kathy Widenhouse</b>	<b>Nicole Piper</b>	<b>Bill Zoch</b>
		
<b>After 20 Years Performing for the Commander in Chief, This Faithful Mom Traded Her Marching Orders for the Writer's Life</b>	<b>From Zero to a Full Slate in Six Months: Connecticut Mom Reinvents Career After Layoff</b>	<b>One Bootcamp Kicks Off Six-Figure Career in Natural Health Copywriting</b>
"I loved the idea of 'the writer's life,' but I didn't know there was this whole world where you could really make a living as a freelancer... Now, I definitely keep busy, but it's all work I love!"	"I wouldn't be here today if not for AWA! By any stretch of imagination, career-making connections through AWA were really the turning point for me."	"For my first bootcamp, I printed business cards and went to the job fair, even though I had never completed a paid copywriting project. Amazingly, a major online health retailer contacted me out of the blue after the event and hired me."
<a href="#">View Study</a>	<a href="#">View Study</a>	<a href="#">View Study</a>
<a href="#">Download a Print Version</a>	<a href="#">Download a Print Version</a>	<a href="#">Download a Print Version</a>
<b>Case Study:</b> <b>Steve Coombes</b>	<b>Case Study:</b> <b>Pat McCord</b>	<b>Case Study:</b> <b>Mindy McHorse</b>
		
<b>Father of Seven Finds Flexibility, Full Income with Copywriting</b>	<b>Author: Books Feed Her Soul, Copywriting Feeds Her Bank Account</b>	<b>Corporate Refugee Finds Six Figures as Copywriter</b>
<a href="#">View Study</a>	<a href="#">View Study</a>	<a href="#">View Study</a>
<a href="#">Download a Print Version</a>	<a href="#">Download a Print Version</a>	<a href="#">Download a Print Version</a>

# Social communities\*

- Facebook groups
  - [Online Copywriters](#)
  - [Professional Writers' Group](#)
  - [B2B Copywriters Group](#)
- LinkedIn
  - [American Writers & Artists Inc.](#)

To join these groups...

Open the slides for this presentation and click on these links.

<<

\*We also have closed/private groups for program participants. Access will be located on your myAWAI member page for that program.

# Your Quick Start Worksheet

## Welcome to AWAI!

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**Pam Foster**  
Director of Copywriting Training

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- [Choose Your Career Focus and Goals](#)
- [Get Copywriting Clients \(And Other Success Tips\)](#)

 [New Member FAQs](#)

 [Quick Start Worksheet](#)

## QUICK START Worksheet for Copywriting Success

**Use this worksheet to fill in your goals and deadlines for becoming a professional copywriter.**

It's a great way to set a clear, focused direction with due dates, so you'll make progress!

<b>Annual Income Goal from Writing</b>	\$
<b>Work Lifestyle Goals:</b> (Full-time, part-time, write for clients, write for my own business, or combination)	
<b>Writing Path/Specialty:</b> (Types of writing services to offer, such as sales letters, websites, B2B copy)	
<b>Industry/Niche to Write For:</b> (Type of market/companies/clients such as financial, health, retail, sports, manufacturing)	
<b>Deadlines:</b>	
• Go through <a href="#">The AWAI Method</a>	
• Finish <a href="#">The Accelerated Program for Six-Figure Copywriting</a> , get AWAI Verified™ there	
• Set up copywriting business	
• Launch/announce business	
• Get first client	
• Next copywriting training program/event (After <a href="#">The Accelerated Program</a> )	



# Top 5 Questions ...



# Top 5 Questions

## 1. How quickly can I start making money?

[www.awai.com/inside-awai/fastest-ways-to-make-money-as-a-writer/](http://www.awai.com/inside-awai/fastest-ways-to-make-money-as-a-writer/)



# Top 5 Questions

## 2. What else do I need to get started?

[www.awai.com/inside-awai/get-started-finding-copywriter-jobs/](http://www.awai.com/inside-awai/get-started-finding-copywriter-jobs/)

**Inside AWAI Webinar and Q&A:**  
*How to Get Started as a Well-Paid Writer*  
*(With Answers on Finding Copywriter Jobs)*



# Top 5 Questions

## 3. Where/how do I find clients?

[www.awai.com/inside-awai/get-your-foot-in-the-door-with-clients/](http://www.awai.com/inside-awai/get-your-foot-in-the-door-with-clients/)

**Inside AWAI Webinar and Q&A:**  
*Getting Your Foot in the Door with Freelance Writing  
Clients*





# Top 5 questions we hear

## 4. What do I need to start my business?

[www.awai.com/inside-awai/setting-up-your-freelance-writing-business/](http://www.awai.com/inside-awai/setting-up-your-freelance-writing-business/)

**Inside AWAI Webinar and Q&A:**  
*Setting Up Your Freelance Writing Business*



# Top 5 Questions

5. What do I do next?

# Your action plan ...

- Write down your why
- Go through The AWAI Method
- Put together a roadmap
- Take a step forward each and every day!



<https://www.awai.com/inside-awai/personal-roadmap-to-well-paid-careers-in-writing/>

# Other questions? Need help?



[www.awai.com/contact/](http://www.awai.com/contact/)

Reach out to us at any  
time – we're here to help!

American Writers & Artists Inc.  
**Contact Us**

There are several ways you can get in touch with the friendly folks here at AWAI. Check out the choices below and choose the one that's best for you.

**Live Chat**

Live chat is offline

**Email**

Your Name:

Your Email Address:

Subject:

Your Message:

Preferred Contact Method:

Submit

**Social Networking**

[Join Our Facebook Fan Page](#) [Connect With Us On LinkedIn](#)

[Follow Us On Twitter](#) [Follow Us On Google+](#)

**Phone Numbers**

Local: (561) 278-5557

U.S. Toll Free: (866) 879-2924

Fax: (561) 278-5929