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FUNNEL COPYWRITER ASSIGNMENT

EMAIL ONE

SL: You are on your way to online writing freedom!

Hi NAME,

Welcome to *The Writer's Life*, AWAI's free e-newsletter. You'll find it full of tips and advice on how to make a great living as a writer.

AND, you will find even more to help you gain the online writing freedom you want when you download your copy of Barefoot Writer's free report!

In this report, I give you more than just a detailed list of 9 great writing projects. I also share:

- Inspiring testimonials from successful freelance writers
- How much you can make on each featured project
- What copywriting skills are in super demand
- How to get paid while you work on your novel on the side
- Ways to get paid writing posts on social media

Click here to confirm your email address and access your free report:

<http://www.awai.com>.

Then check your inbox tomorrow for your first issue of *The Writer's Life*.

Our team is here to help you find your path to living the writer's life.

Let's get started!

To your writing success,

Rebecca Matter

President, AWAI (Publisher of *The Barefoot Writer*)

Author, "9 Ways to Make a Very Good Living as a Writer"

EMAIL TWO

SL: Which writing project will YOU do first?

Hi NAME,

Yesterday I sent you an email about *Barefoot Writer's* Free Report. In it you will find 9 great projects from which you can choose to get started making a great living as a copywriter.

Do you know which of these money-paying projects you will try first? To be free to live the writer's life, you need to get started!

If you can't decide on your first project, here's a tip: first be sure you read through the material on each project at least once. That way you will get an overview of what is involved in each one.

Let me just tell you about one of my favorites, #5—Case Studies.

Say you are a natural-born storyteller. You make up stories to tell your children or your grandchildren. Maybe you read stories to the students in your classes and have them tell their own.

How much can you expect to make if you were to get PAID to write these stories?

Ed Gandia, author of AWAI's *Writing Case Studies*, typically gets paid between \$1,200 and \$2,000 per case study. Even as a new copywriter you could charge \$1,000 per case study.

Writing case studies lets you get paid to share your client's stories. With a case study you tell a before-and-after story of how your client's product or services helped someone solve a problem. This can be a big win for both you and your client.

One of my favorite stories—a case study if you will—is that of Mindy McHorse. Nowadays she is the editor of *Barefoot Writer Magazine*, and she smiles quite a bit.

You will see Mindy's smile in each and every issue of *Barefoot Writer Magazine*.

Click here to join the club: <http://www.awai.com/members/>.

But there was a time when she did not have much to smile about. Before she became a barefoot writer, she had to deal with:

- a job and a boss she hated
- a two-hour daily commute
- \$100,000 in student loan debt for herself and husband
- no money to take a vacation
- leaving her two dogs alone all day
- not being able to afford to start a family
- having to wear those uncomfortable high heels to work each day

Then one day she received a letter in the mail from Paul Hollingsworth, co-founder of The Barefoot Writer Club. Paul shared his own “rags to riches” story in the letter. He invited Mindy to join the Barefoot Writer Club. He even gave her a money-back guarantee.

Long story short, Mindy joined the club. She smiles quite a lot now because she gained the **freedom** to:

- Quit her job
- Ditch the long commute
- Pay off her debt
- Start a family that now includes three beautiful children
- Work from home in her PJ’s if she wants to
- Take a vacation whenever she wants
- Make at least a six-figure income
- Become the editor of *Barefoot Writer Magazine*

Besides case studies, there are 8 more fun and exciting paid writing projects to check out in our “9 Ways” free report. (Hint: Social Media also lets you tell stories!)

I am sure you will find the right one to get you started!

To your writing success,

Rebecca Matter

President, AWAI (Publisher of *The Barefoot Writer*)
Author, “9 Ways to Make a Very Good Living as a Writer”

P. S. If you act today, you can download your choice of three amazing case studies from AWAI.

Click here for access to case studies: <http://www.AWAI.com> .

EMAIL THREE

SL: We have something for YOU!

Hi NAME,

Mindy McHorse here. By now you have had the chance to check out the 9 amazing writing projects in our free report. I hope you have found at least one you want to try.

Today I wanted to share with you some of the benefits of joining Barefoot Writer Club.

I am the editor of the Barefoot Writer Magazine. I am proud to tell you that there is something in each issue of our online magazine for you. In fact, there is something in each issue for every aspiring writer.

Take our August issue for example. One of the special features is my interview with Andrew Davis. Andrew is a bestselling author and internationally popular keynote speaker. He began his journey to writing as a child actor in South Africa entertaining people even then.

Andrew's top advice to aspiring writers is to be authentic. Andrew explains the simple, authentic thing he did to once land a job with Jim Henson Company. He used the same approach—a letter writing campaign—to attract the attention of Warren Buffett. Those hand-written letters allowed Andrew to finally catch some “whales.”

Find out what Andrew is talking about here. Read my interview with him and his fascinating essay now! Click here to join the Barefoot Writer Club:

<http://www.awai.com/members/>.

Besides our inspiring monthly features, we have our regular departments:

- The Barefoot Writing Challenge—win \$100 for an essay of 500 words or less
- Monthly Motivator—something to get you going every month
- Ask AWAI—Rebecca Matter and Katie Yearke answer YOUR questions
- Cover Photo Contest—win \$100 if your photo is chosen for our cover
- The Glicken—the icing on the cake—extra rewards of being a Barefoot Writer

I think you will agree that the Barefoot Writer Magazine has something for YOU!

However, you need to become a member of the Barefoot Writer Club first. Give it a try!

To your super writing success,

Mindy McHorse,
Executive Editor, *Barefoot Writer*

P.S. For a limited time you can join the Barefoot Writer Club for \$100 of the regular annual membership price of \$149. That's one whole year of wonderful resources!

But hurry. This offer expires in 48 hours.

Click here to join Barefoot Writer Club: <http://www.awai.com/members/>.

EMAIL FOUR:

SL: Time is running out!

Dear NAME:

A few days ago, I emailed you with a limited-time offer to join Barefoot Writer Club for just \$49. That's \$100 off a regular annual subscription.

So far, we have not heard back from you. And our offer expires at midnight.

Click here to join now: <http://www.awai.com/members/>.

Maybe it will help you decide to join us if I tell you about a member enjoying some "Glicken" this month. Glicken is a Yiddish word for icing on the cake.

For barefoot writers, it is that something extra our members get by being part of supportive club.

This month Angela Patton tells how "glicken" came her way. She visited a boutique winery and got to talking to the owner. Angela had recently completed AWAI's Badges Program. One of the badges she earned was for Social Media Copywriting. The owner said he did not think social media could help his business.

That set Angela to work. She contacted a group of her friends on the spot, and in just a few minutes, they began to show up at the wine shop. The owner was impressed.

Later Angela went on to show the owner just how much of an impact social media could have on his marketing and sales. Sales improved, and the owner was impressed.

The two began working together, and Angela was invited to take part in the owner's wine blending project. Now her money is no good at the shop.

Barefoot writers are a happy group. Each month someone shares how much their lives have improved now that they have freedom to live the writer's life. You can join them. There is always room for more!

Click here to join The Barefoot Writer Club: <http://www.awai.com/members/>.

To your writing success,

Mindy McHorse
Executive Editor, *Barefoot Writer*

P.S. Barefoot Writer Club members also have their own closed FaceBook Group. It is a happy group of writers helping and supporting each other each and every day. Don't miss your chance to join them for just \$49.

Click to join now: <http://www.awai.com/members/>.