

## COPY EXCERPT

### Subject: Can copywriting be the right choice for you?

Hi Laura,

I'm Katie Yeakle, Co-founder of AWAI. I wanted to congratulate you for downloading the special report on copywriting *The Secret Formula for Making Six-Figures from Home - Writing Letters!*

I also wanted to share with you a story our member Janet just told me.

It was 9 AM, last Tuesday. Janet and her colleague Steve were among 200 others in a conference room for a meeting, not knowing what it was all about. Soon their HR chief walked in and announced... to cut costs everyone in the room has been fired.

Steve's usual shiny face sank. He turned towards Janet but she looked very happy!

"What is it, Janet?" Steve asked.

"Well, last night I completed my six figure copywriting program." Janet replied with a big smile.

Steve: "Copywriting program? Tell me more..."

Yes, this program helped Janet launch a new career within 7 days after losing her job. But before I tell you any more about this program, let me ask you... How secured is your job?

But that is exactly what we do and AWAI's *Accelerated Program for Six-Figure Copywriting* is designed to create a win-win situation for both you and businesses who need you. Now let me tell a little more about the accelerated program:

- It's jam-packed with proven secrets, tips, and techniques directly from industry's top copywriters. These techniques have sold billions of dollars' worth of products.
- It introduces you to all aspects of the industry — from what you need to know about the copywriting business ... to writing powerful letters ... to launching your new career.
- This is a self-paced program. You can complete as quickly as you want. No need to quit your day job.
- Our reputation for producing top-notch writers is unsurpassed. That's why so many of the biggest direct mail companies in the world constantly come to us for new writers. And the list just goes on, [read more here...](#)

### And for the next 5 days, I'm happy to let you just "test drive" this program!

I am offering this so you can discover firsthand, at no risk, what copywriting actually can do for your life!

[Start now or learn more here.](#)

To your success,  
Katie Yakle  
Co-founder AWAI

P.S: This test drive also includes access to **AWAI's Members-Only Website**. This exclusive site gives you many more copywriting tips and strategies, job postings, 1,500+ articles and access to experts to ask questions anytime.

[Get access to the member-only Website.](#)