

Hurry! Discover the Secret to Finding High-Value Clients Today

Act Now to Elevate Your Copywriting Career With These Revolutionary Tools Before The End of This Month

Dear Reader,

You're on the very edge of a new *adventure where freedom calls*. Yet...fear whispers. You dream of a thriving freelance copywriting life, but uncertainty threatens to smother that dream. Maybe you feel the cold sting of rejection letters piling up in your inbox...or perhaps you feel like you're always scraping the bottom of the barrel. Have you ever wondered when it will be your turn?

Imagine calming those fears with a powerful roadmap. Imagine not just jumping, but stepping confidently into a future where *you call the shots*... where your copywriting attracts your ideal clients, bringing them to you...where you see a significant increase in your income...reflecting your growing expertise and client base...

Now you can unlock the full potential of your copywriting business with a comprehensive toolkit...designed to cover all the boring admin tasks of your business - from first client contact to final invoice so you can spend less time on admin tasks and more time focusing on crafting compelling copy that converts.

This toolkit is built by copywriters exclusively for copywriters and you can't find this one-of-a-kind shortcut to success anywhere else.

Picture having a ready-made Inquiry Reply for every time a prospect reaches out to you. No longer will you need to spend a lot of time writing the perfect response - you'll have it at your fingertips. Just think of how much more you could earn using such a shortcut.

Hi, my name is Les Moyes and I want to let you in on a little secret that jump-started my career... one that turned the chaos of freelance copywriting into a clear, easy-to-follow road to success.

This *secret* helped me *get better clients*... more of the kind I wanted to work with, earn more money, and put me in *control of my destiny*. I'm confident it will do the same for you too.

But before I share it with you, I need to back up a little bit. My career was on the slow train to Nowhere's Ville. And I was frustrated beyond belief. My problem? I wasn't sure which market to get into or how to attract clients (or so I thought). I felt like everything I tried fell short. I wasn't finding the kinds of clients I wanted.

Turns out I was flat-out wrong.

The real culprit? I didn't have any solid systems in place.

But that all changed when I discovered the *Essential Business Templates* from AWAI. They changed me... and my life.

Now I wasn't just writing... I was crafting masterpieces for clients I was excited to work with. I had a system to consistently channel my creativity into results, turning words into weapons that won hearts and opened wallets.

And the long-term benefits? This is what A-list copywriter Steve Mauer (who's been a successful copywriter for 12 years now) says, "Every professional copywriter I know has a system.... It's one thing that separates us from hobbyist writers." He also says that you can't be successful without having a system in place, like the one provided by these templates.

I think he must be on to something...legendary copywriter Bob Bly has an extensive section on his website (*13 entire web pages!*) rich with detailed explanations of his processes to showcase the depth of his expertise to prospects.

Once I started using the templates, my career took off... because they helped position me as *the* expert. I went from wondering where and when I would get my next project...or even if I was getting another one... to a steady stream of requests that kept me busy and my pipeline full.

Here's what AWAI Member E. Blessing said about these templates, "I literally couldn't run my freelance copywriting business without AWAI's "Essential Templates" program. It covers everything I need to help me run the marketing side of my business so that I can stay focused on what I do best — writing."

Start Here to Get Your Dream Writing Life

The *Essential Business Templates* will equip you with everything you need for success. You'll get an easy-to-follow, step-by-step blueprint to guide your actions and words in every client and prospect interaction.

Here's an additional hidden bonus...these templates come with extensive instructions that are loaded with powerful strategies that'll give your success a massive boost. These proven strategies...from top industry veterans - are your *shortcut* to success.

So, in reality, you're getting far more than simply a collection of templates... you're unlocking a comprehensive toolkit designed to amplify your copywriting success - with gems like:

- Learning how to prime your prospect so they are excited to get a proposal from you
- What never...ever to do when speaking to a client - this alone will protect you from losing work and clients
- Mastering the Art of Winning Deals from Unexpected Inquiries

- How to combat any fear that may be crippling you
- Plus many more insights that'll boost your business.

You'll gain access to a system that keeps you organized and on track, impressing your clients at every step of the project. You'll 'Wow' them - and keep them **begging for more**.

Or you could just stick with the status quo - as many of your average run-of-the-mill copywriters do - and leave your business stuck in a rut. Like them, you could be left wondering...

It's the Scatter Gun Versus the Sharpshooter Approach

Separate yourself from those "average" copywriters. Set yourself up as a top-notch copywriter today so you can enjoy the *lifestyle of your dreams*.

A client said, "Amazing!!! There is no way I could have put this together. I could not be happier. Thank you for accepting me as a client."

When you order this program, here's what you'll get:

1. **The New Prospect Intake Checklist:** Never again be at a loss for what to say when you're talking to a client. You'll know exactly what questions to ask to get the ball rolling smoothly to cut down the time needed for admin tasks.
2. **The Fee Schedule:** Eliminate the panic and the weirdness that happens when a client asks you how much you charge for a project like theirs. You'll have more clarity in your pricing structure - making it easier for you to communicate your value.
3. **The Project Proposal:** This invaluable tool does more than captivate clients. It makes them **eager** to do business with you - it's your persuasive tool to win business. It also contains one pivotal phrase that protects you from legal troubles.
4. **The Project Terms of Agreement:** This template gives you protection by spelling out what you will and what you won't do. It includes one thing you must always do to avoid trouble. Helps avoid misunderstandings and prevent disputes by clearly defining the scope of work, timelines, and deliverables.
5. **The Retainer Terms of Agreement:** Discover when it's safe to go into freelancing full-time. You'll learn how to generate predictable income month after month. You'll also be able to easily plan your workload and your finances with confidence.
6. **The Invoice:** Crafted to align seamlessly with your clients' accounting processes, this document not only ensures their satisfaction but also helps you get paid promptly.
7. **The Creative Brief:** An indispensable tool in marketing work - much like a movie script in the film industry. Without it, you're shooting blind...and your clients will know it. It will also help make sure

you don't miss something critical when you schedule your work.

8. **Project Time Frames Reference Sheet:** Estimate how long each project will take accurately - that's important both because your clients are gonna ask AND because you'll know when you can take on more work.
9. **Testimonial Request and Approval:** An easy way for you to collect powerful testimonials for you and your clients. Your clients will love you for it. And that might just be what keeps them *coming back for more...*
10. **Content Map (Web):** Put your content where it will make the biggest difference to drive user engagement and make conversion rates soar. Don't let your client's web team **ruin** your hard work.
11. **Copywriting Quality Checklist:** Nothing destroys your reputation faster than errors and typos in your copy. Check every aspect before turning your work over to your client. This makes sure all of your work is high-quality.
12. **Copy Delivery Email:** Set your client's expectations so you get more green lights on projects. You'll position yourself as a valuable advisor with this one.

As you can see, when you order the *Essential Business Templates*, you'll get twelve game-changing, ready-to-use templates that will make your daily operations easier...and they'll have a profound impact on your career. With these templates, you can expect to...

Attract Your Ideal Clients - no more sifting through endless queries (or hoping you even get queries). Instead, these templates will speak directly to your ideal clients (the ones you've been dreaming of). You'll get the projects that keep you excited and loving your work.

When you get the Essential Business Templates, you're doing more than just investing in a set of documents... you're investing in your future where your copywriting career blossoms and brings you deep satisfaction and joy...and a lot of money too.

Grow Your Income- Some of our members, like S. Mauer, have seen their business double, or even triple. You'll maximize your workflow and nail your pitches so that you're not only working smarter, but you'll raise your earning potential as well.

What would you give to go from being overwhelmed and underappreciated to being an *in-demand, sought-after copywriter*? Why do it the hard way, one that's filled with more no's than yes's when you can seize the opportunities before you now? Unleash the potential that's within you today.

Don't let another year pass by wishing for a change. Make it happen now.

By now, you might be wondering just how much you'll need to dish out to grab these templates. After all, what would you give to thrive like never before?

But first, let me tell you about a special surprise that we've included - as if what you're getting wasn't already super-valuable.

Here are 4 Bonus Templates That Will Practically Put Getting New Clients on Autopilot

Boost your prospecting power with the bonus marketing templates. These tools help you draw in new prospects and referrals so you can grow your business and boost your income.

Bonus Template #1 - The Inquiry Reply Email. Priced at \$139, this template is your secret weapon to turn casual inquiries into clients with ease. Built from successful conversion strategies that can make the difference between a one-time inquiry and long-term success. What? You don't get inquiries? Don't worry, the following three bonuses will fix that.

Bonus Template #2 - Prospecting Email. Priced at \$169, this template leverages proven cold email techniques to open doors and build bridges to land you rewarding clients and grow your business.

Bonus Template #3 - Your Website Home Page Checklist. (Valued at \$189) Now this is no ordinary checklist. Years of experience went into its making and it's built to help you create a website that positions you as the go-to expert in your niche. You'll get better-quality clients. This isn't just about looking good. It's about bringing in more revenue by making you more visible and showing your authority.

Bonus Template #4 - Referral Request. (Valued at \$149) This is your key - *your golden ticket* - to a stream of high-quality referrals. This is much more than just a template. It's an investment into growing your business by building a reliable pipeline of opportunities. The price is small compared to the financial rewards you'll reap year after year.

Now, we calculated both the amount of time it took to create each template and how much time you'd save if you had to figure it all out yourself. Many top-level copywriters charge upwards of \$100 per hour. Plus the strategies? We could easily charge double for each and you'd still be getting a bargain.

Grab this key resource now. When you use these *Essential Business Templates* you'll have more time to write - which means more fees - while experiencing fewer headaches with your clients... getting paid...and even prospecting. Start living your dream of writing today. Dive in now - change your work - *change your life* - and win big.

You can't find these templates anywhere else - not for copywriters anyway. You could spend hours, months, maybe even years (most likely) piecing together a comprehensive business system like these templates do through trial and error - but at what cost? Think of all that wasted time... all those prospects you'll have missed out on because you said the wrong thing or gave them the wrong impression.

Every template - from the business management to the blueprints for stronger copy...even then bonus marketing templates - is customizable. Tailor them to reflect your unique brand and add that personal touch that sets you apart from your competition.

The attention to detail, not to mention the organization, these templates bring to your business won't go unnoticed. They will boost your clients' satisfaction with your services - helping you get more repeat business and referrals.

When you consider everything you get - all of the time-saving tips... what to say to prospects to get them to greenlight your proposals... how to protect your assets... and so much more - in other words, the hard-won wisdom of decades of experience - a fair asking price for all this knowledge would be at least \$495.

But it won't even cost you half of that (\$247.50). Act now, and you'll get all of these templates for just \$197. That's just a dollar per month for each template. And that's for the first year only. After that, they're free forever. As an extra incentive, if you act by midnight this coming Friday, April 5th, 2024, you'll get them for the *incredibly low price* of only \$98.99.

And don't forget those bonuses! Using them to land just one client is worth more than the entire cost of the program.. so don't delay. Order your *Essential Business Templates* now and start enjoying your dream writer's life.

Perhaps you still have doubts - you're on the fence. Don't worry. We've got you covered. Why don't you try out these templates for 30 days and if you're not completely satisfied, **we'll refund every penny**. That way you risk nothing by giving them a whirl. After all, they could unlock your copywriting potential.

Get Your Templates Now
(and start earning!)

To your success,

Les Moyes

P.S. *Remember*, you get six powerful business management templates... along with six blueprints for stronger copy ... at your fingertips... plus 4 powerful business building templates all for just ~~\$197.~~ (98.50). But you must act before Midnight, April 5th, 2024. And if you act within the next 24 hours, we'll even throw in a copy of **30 Killer Client-Attracting Emails** (Valued at \$99) to help you take your business to never-seen-before heights this year.

(Order Form)

Elevate Your Copywriting Now!

Yes - Please rush me the *Essential Business Templates* so I can claim **my spot as an in-demand copywriting expert**. I'm eager to refine my skills, streamline my processes, and command higher rates by delivering unparalleled value to my clients.

Armed with these proven strategies and insights, I'll confidently navigate client interactions... secure lucrative projects... and set a new standard for excellence in my work. I'm ready to transform my career and become the *go-to copywriter* for discerning clients who demand the best.

I want to join countless other copywriters, like Les Moyes, who put his business on solid footing as soon as he started using these templates.

I am placing my order before Midnight this Friday, April 5, 2024, to receive this special pricing of only \$98.50 (normally \$197). I will get six powerful business-building templates and six business-management templates (twelve in total), plus the four super-charged bonus templates:

- The Inquiry Reply Email (Valued at \$139)
- Prospecting Email (Valued at \$169)
- Website Home Page Checklist (Valued at \$189) and
- Referral Request (Valued at \$149).

I'm placing my order within 24 hours so I can get the **30 Killer Client-Attracting Emails** (Valued at \$99), which I can keep just for trying the program out.

I understand that if I am not completely convinced that these templates will help me attract high-paying, high-caliber clients that I want to work with, I can get every penny back. Plus, I'll keep the 30 Killer Client-Attracting Emails as a 'Thank-You for giving the program a try.

No Thanks - I'll risk missing out on the chance to significantly elevate my career and income. I'm aware this choice may keep me from reaching my full potential as a copywriter.

To Get Instant Access: Simply fill in the form below and click the button to start your journey toward copywriting excellence.

The *Essential Business Templates* are your key to unlocking a world of efficiency, expertise, and high-value client relationships. Get immediate access and begin transforming your copywriting career today.

Why wait to stand out in a crowded market when the tools you need are just a click away? Elevate your copywriting, elevate your career, elevate your life—starting now.

First Name _____ Last Name _____

Credit Card Number _____ Exp. Date _____ CVC _____

Email Address _____ Telephone _____

Boost My Career Now!

*Your Privacy is Our Priority: We respect your privacy and are committed to protecting your personal information. We promise not to share, sell, or distribute your information without your explicit consent.