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2006 AWAI Partial Spec.
“Freelance Writing Success in a Box”

“How Even A Good Copywriter Like You Could End Up Flat Broke”

(And why this resource can help prevent it)

**Never again fear working the 9-to-5 grind like the rest of the world.
With this resource, you're on your way to a *six figure a year income*
as a freelance copywriter.**

Dear AWAI Student,

I still remember the date...Monday, January 7, 2002.

I consider it the first day of my copywriting business. I went to my bank that morning and set up my business account. Then I came home and started brainstorming for possible clients. It felt great to get my business underway. I was excited about my future.

But little did I know what I was in for over the next 12 months. After a year in business, I thought I'd made a terrible mistake.

I know you're probably as determined as I was to launch a successful copywriting business. And I don't mean a business where you just make enough to cover your expenses and have some spare change left. But a high-income copywriting business. Where you have a steady stream of clients who are delighted to work with you. Clients who regard you as their “go-to-person” when they need top notch copy.

And they're happy to pay you the hefty fees you charge because they know the value of your skill. You see yourself as an in-demand, copywriting writing pro who can pick and choose the assignments you want.

But there's a hard truth you must know. **If you don't set up your writing business the correct way, you could end up suffering some pretty miserable years ahead.**

At the very least, you'll deal with hours of frustration, feel insecurity about your future, and generally dread each day you sit down at your desk. At the very worst, you could end up having to shut down your business. And, perhaps, have to take a job in the daily 9-5 rat

race like most of the working world.

I know. Because all these business disasters happened to me.

How I Made \$5,128 Of Mistakes The First Year Of My Freelance Copywriting Business *(And how you can avoid these deadly, profit-killing errors!)*

My name is David Coyne. Before I started my freelance copywriting business four years ago, I worked in the marketing department of a large multi-national company. Then in December 2001 I lost my job because of corporate downsizing.

While losing your job is no fun, it did open up an opportunity that I had been thirsting for: to start my own copywriting business. I had grown disillusioned with the 9 to 5 corporate world. I hated that my financial destiny was dictated by a fixed amount paycheck every two weeks. My salary was low, even though the company I worked for was raking in the profits.

I thought, “Why should I work to make someone else rich?”

So I eagerly jumped into my own copywriting business. Unfortunately, my eagerness overpowered my common sense. I knew how to write copy. But I knew little about starting and running a business. If I had taken the time to learn more, I could have saved myself some real grief. Instead, I learned the hard way...via my bank account.

It especially hit home as I was preparing my taxes for my first year in business. I looked through my expenses. A few receipts in particular were unpleasant milestones, including:

- Wasting money on an expensive accounting software for my bookkeeping and taxes. It was a great program...if I wanted to be an accountant.
- Paying too much money on web hosting and setting up a website with tons of features I didn't need.
- Spending money on expensive and ineffective advertising methods.
- Buying a pricey membership to a business organization...filled with the wrong prospects for my business.

These were just a few of my many errors. When I added them up, the mistakes totaled \$5,128. That's a large lump of dough to lose your first year.

I used up all my savings. I cashed in my remaining stocks to keep afloat. And I often went weeks without an assignment.

Things got so bad at the start of my second year I had to put my business on-hold. I took a

day job for three months so I could dig myself out of the financial hole. I hated having to go back to the 9-to-5 world. Dealing with office politics. The two-hour commute each day. Working overtime for free.

The good news is I eventually turned things around, through much trial and error. My business is now running great. I love it more than any job I've ever had. Still, it took me much longer than I expected to have a successful business. And I'm sure you don't want to take as long as I did.

I wish I'd heard about AWAI a lot sooner.

I don't remember exactly how I stumbled upon AWAI's website. But I do remember looking through their list of products. And one that particularly jumped out at me was *Freelance Writing Success in a Box: Your Complete Guide for Launching and Running Your Profitable Freelance Writing Business*. After reading everything the product offered, I cringed. "If only I had such a product when I started my writing business," I thought.

If you want to...

- **Earn \$100,000, \$200,000 or more every year.**
- **Work where and when you want.**
- **Be an in-demand, choose-your own-clients, copywriting pro.**

Then you need to do more than just write sizzling copy. You must master successfully running a business. And *Freelance Writing Success in a Box* is the all-in-one source to start and grow a high-income freelance copywriting business.

Three Packed Volumes Of Secrets To Create Your Six-Figure A Year Copywriting Business

Unlike other copywriting books, *Freelance Writing Success in a Box* provides the **experience and advice of not one, but DOZENS of top copywriters**. Each of whom makes an annual income well into the six-figures each and ever year.

In fact, *Freelance Writing Success in a Box* is so stuffed with information, AWAI had to create **three volumes** to cover all the topics.

It delivers everything a freelance copywriter determined to achieve a high-income business **must** know.

Just for starters...

How To Avoid Profit Sucking, Deadbeat Clients And Attract Dream Customers Instead

There's probably no hotter topic with copywriters than how to get clients. Without them, you'll be in business as long as a New York minute. In *Freelance Writing Success in a Box* you'll discover how to attract good clients that you'll love to work with.

And you'll learn how to spot deadbeat clients — the ones that chew up your valuable time and want everything for next to nothing.

Plus, a pile of other customer advice...

- Did you know it costs five to ten times as much to find a new customer than to serve a current customer? Discover how to keep clients happy so they continue to provide you with a steady stream of assignments. And how to stop them from slipping away to competitors.
- How to position yourself as an “expert” so prospects *call you*.
- Learn quick, cost-effective ways to find prospects and convince them to hire you even if you're a beginner.
- Get tons of business without spending a cent in advertising. How to use referrals from satisfied clients to get business from their colleagues.
- Fear cold calling? Don't sweat it. You'll get little known techniques that take the pressure off and rapidly create rapport with potential clients.

Know Your Price And Never Look Like An Amateur Again

One of the most difficult tasks for new copywriters is what to charge for their services.

With *Freelance Writing Success in a Box*, you learn how to negotiate the fees you deserve. Get tips that top copywriters such as Bob Bly, Paul Hollingshead and Don Mahoney use to keep their yearly income well into the six-figures. Never again endure the frustration of working on a project you know you should be paid more for. And kicking yourself for not standing firm on your price.

Banish ugly situations like this once and for all, because now you can...

- Build the confidence to turn down clients who won't pay what you're worth.
- Discover the easy pricing formula, so you know what to charge for different projects.

You'll never again look like a bumbling beginner to clients.

- Learn the steps to get paid promptly, so you can concentrate on writing, instead of chasing money.
- Find out how to increase your fees and still attract heaps of clients.

Unleash Your 24/7 “Customer Magnet”

There are so many ways to promote your business. The trick is to know which methods are the most effective.

Freelance Writing Success in a Box shows you how to set up a perpetual marketing machine so powerful it'll leave your competitors fighting for the deadbeat clients.

- Many new copywriters spend too much money and effort promoting their services in only one marketing medium. Learn how to successfully market yourself in print, on the Internet, and through direct mail. You'll create a constant stream of inquires.
- How to set up a website. And turn it into a sure-fire 24/7 self-promotion channel. Learn the three things you must have on your website to turn visitors into customers.
- How to put together a marketing plan that ensures your long-term success as a high-income copywriter.
- Get the real scoop on networking. Where to go to find clients who hire copywriters. Turn small talk into a self-promo success without it sounding like a sales pitch.

This Is A Tiny Sliver Of The Total Information You Get With *Freelance Writing Success in a Box*

Every possible question that you could leave you stumped is answered in these jam-packed pages.

Here's more crucial info to achieve the perfect copywriting business...

How to structure your workday for ultimate efficiency. Six-figure copywriters know the secrets to planning a productive workday. Now you can get their 16 “tricks of the trade.” How to deal with daily problems that could derail your creativity and productivity. What things should be priority. How to meet deadlines with ease. You'll get so good at managing your time, you'll still have plenty left to engage in the things you love...like friends and family.

How to avoid miscommunication that could end a profitable client

relationship. Never risk relying on memories and conversations on what you promised clients. That's why you must get everything in writing. But getting clients to sign a contract can be a delicate balancing act. You want to protect your interests. But you don't want to give the impression you think your client is going to rip you off. The experts show you how to create and present a proper work agreement that delivers peace of mind for both you and your client.

Set up this system right the first time and avoid embarrassing financial blunders down the road. Bookkeeping may seem mundane, but it's essential to the security of your business. You'll know the records you need to keep. How to set up a proper file system so you can get what you need, when you need it. And ask the right questions when you're looking for an accountant. (Not all accountants are right for your business.)

Protect yourself from income tax mistakes that could cost you plenty. Forget flipping through complex tax books. The essentials of what you need to know are explained here in plain English. Such as how "Safe Harbor" can help protect you from unexpected and harsh IRS penalties. Why you must have an Employer Identification Number. And how you could lose social security benefits if you don't abide by this little-known tax law.

Choose the right way to structure business to gain the maximum benefits. We show you the four different options available to you. How to protect your business and ensure your assets are safe. Do you need a business license? And what are the advantages of having one?

Your office affects your productivity. You might not realize it, but the way your office is set up can speed up your work or drag it down. Our panel of experts lets you in on the three key things you need to set up your workspace for top efficiency. You'll create an enticing environment that you'll look forward to entering every time you work.

You DON'T GET PAID To Learn To Run Your Business

You see, the more hours you spend trying to learn business through trial and error, the less money you'll make. Because you're spending too much time on non-billable activities.

You could spend hours on the Internet and never find the same information half as well written and organized as *Freelance Writing Success in a Box*. And do you really want to spend hundreds of dollars buying separate books for all the topics covered?

But *Freelance Writing Success in a Box* is like having a copywriting mentor, business coach, financial advisor and legal counsel all wrapped into a convenient package you can access anytime.

You might think, “I’ll wait until I get some more assignments under my belt before I order *Freelance Writing Success in a Box*” But that will delay your success.....

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How Some Business Tasks *Slash Your Income*

“Writers are basically selling their time, yet many writers fritter away their valuable time handling the most mundane tasks....One way around this is to spend more of your time on billable work, especially work that earns a high rate. To do this, you have to free some time by not doing work that is non-billable or is billed at a low rate. This is where hiring help comes in.”

-Bob Bly
Six Figure Copywriter
& Contributor to *Freelance Writing Success In A Box*

Get tons more time management and productivity tips in *Freelance Writing Success in a Box*.

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A Little Known Reason Why Clients Might NOT Hire You

If you can’t prove that you’re a working freelance professional, some clients won’t do business with you. You either need to show them you have a business license, are an incorporated business or LLC, or provide evidence that you have other clients. Why all the fuss? Companies are afraid the Internal Revenue Service will consider you to be an employee if you list the customer as your only client on your tax return. The IRS can then demand the company pay employment-related taxes.

Learn how to structure your business properly. Protect yourself legally. Keep clients happy. And get the best tax advantages. All in Volume 1 of *Freelance Writing Success in a Box*.