

Long Form Sales Letter



Not everyone gets a second career chance, but today you do.

You'll love the results this proven path gives you.

Let me tell you about Nicole Piper. In 2016 Nicole took out a big mortgage. The day after she signed the documents, she lost her job. She was a divorced mother in her 50s. Grim.

With a big, brand new mortgage and a son in school, Nicole did not have time to go back to university and get another degree. And now there were no promotions in her future. Also - over 50 - she was on fragile ice.

She took a chance on AWAI turning her into a copywriter. She worked hard, made connections with others and within six months, she had her own clients and was starting to master her new freedom as a copywriter. And we couldn't be prouder.

Now, we're ready to equip you with the tools to find your freedom - to write and influence others as a professional web content copywriter.

Warning: This course may not be for you. I suggest you take this quick quiz to see if you're a candidate for this opportunity.

This short quiz helps find your writer type.

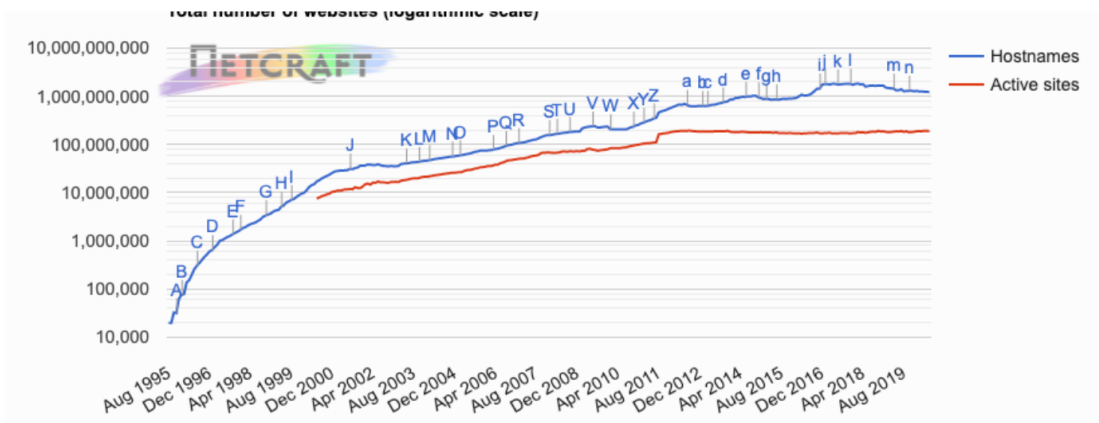


This lead-capture tool is an embedded quiz to gauge the kind of writer the reader shows promise to become.

It gathers data in the background and then shares it with the quiz taker upon completion. The quiz taker can have the results mailed to their email address.

Writing For The Web Is BIG

Did you know that **Netcraft keeps track**? Last year 1,805,260,010 websites lived on the web. That is about 5.64 billion webpages. If we printed those pages it would use up 136.2 billion pieces of paper and the next day it would be out-of-date. That's a lot of writing, and professionals remain in short supply.



<https://news.netcraft.com/archives/2020/06/25/june-2020-web-server-survey.html>

“At a thickness of 0.1 mm per page, the "book" will be 4×10^{11} km or about 0.04 light years thick. If one side of the book is on Earth, then the other side will be somewhere in the Oort cloud, at the edge of our solar system.” - Barkak Shoshany, Theoretical Physicist.

Does It Pay Well?

It depends on whether you are willing to learn to create high-quality content. That is the core of sales in web content. As a freelance copywriter and content strategist, you make more money, the closer you are to the sale. Writers who add interesting but non-persuasive posts make less-than-interesting money. Writers who understand the buyer's journey and when to introduce information make more-than-interesting money.

Allen Gannett, a CMO with sales exceeding \$28 million, had a blunt and honest answer.

“Only 30% of consumer marketers believe their content works. Worse yet, only 2.8% of B2B marketing campaigns achieved their target,” said Allen “Companies who can’t afford to fail are increasing their spend on quality content.”

A marketing success rate of 2.8% is dreadful. It makes marketers hunger for better numbers, but they must produce good copy to get client eyeballs on their pages. They don't hire copywriters who can't help - the untrained copywriter cannot access the big dollar market.

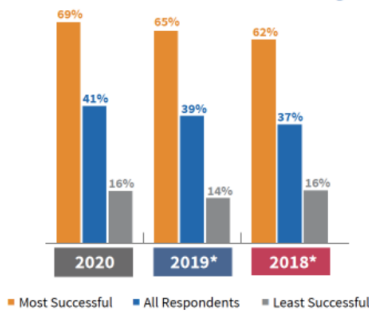
The **Content Marketing Institute** confirmed content marketing has the most significant increase in 2020.

For those with skills in marketing, business, strategy, or journalism, the future is very bright. And the area in which to focus is content creation. In the Institute's **Research Survey on B2B**, three findings are key; content marketing goals are focused on the funnel's top, small teams are the norm, and 84% (of those who outsource) are outsourcing content creation.

In their **Research Survey on B2C**, the findings are different. In B2C, the three key findings are; email newsletters perform the best, 80% (of those who outsource) are outsourcing content creation, and their top priority is to improve content quality.

Marketers in both B2B and B2C achieve these goals by increasing their content marketing strategy - where a good web content writer adds value. The more you understand the strategy, the more you will work.

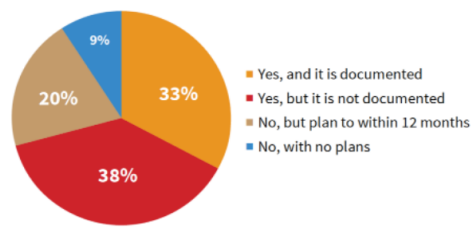
Percentage of B2B Marketers With a Documented Content Marketing Strategy



*As reported in the 2019 and 2018 versions of this report.

Base: B2B content marketers; aided list.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Percentage of B2C Marketers With a Content Marketing Strategy



Base: B2C content marketers; aided list.
2020 B2C Content Marketing Benchmarks, Content Marketing Institute/MarketingProfs

About 50% of B2B marketers outsource writing; companies with more than 100 employees outsource 71%. In B2C, the overall number is higher - 55%. For companies with more than 100 employees, 65% outsource their content marketing.

The average budget in B2B is \$185,000. In B2C it's \$230,000. A web writer with 4 to 6 clients will secure a solid 6-figure income (sorry, despite online ads saying one client is all you need, you will need more if you want six-figures). However, the work is plentiful, and many companies hunger for competent web writers. ***The competition is among companies for talent, not among good writers for jobs.***

Choosing the right mentor makes your content stand head-and-shoulders above the low-quality stuff that fails. It's really about being a well-paid hard-assed writer vs. a low-paid lazy one.

Writing for the Web is Complex

The web has its own complexity. Some funnels and flywheels include several copy types. Here is a sample of what you can write.

* The chart below puts assets in the most common part of the buyer's journey but their location in the funnel can vary

depending on the purpose. For example: a video can be top of funnel to pull a prospect in, but it can move to the middle or bottom if its purpose is to reinforce a sales message or offer confirmation of a sales point.

Top of the Funnel	Middle of the Funnel	Bottom of the Funnel
✓ Quizzes	✓ Email	✓ Landing pages
✓ Games	✓ Case Studies	✓ Sales letters
✓ Surveys	✓ White Papers	✓ Posts
✓ Social Media Ads	✓ About Pages	✓ Cross Sells
✓ Video Scripts	✓ Home Pages	✓ Offers

The Real Growth For Copywriters Is In Web Video

Today YouTube is a valuable distribution channel. Copywriters creating great video scripts are creating their own salaries. In terms of writing power, 60 seconds of video is equal to 1.8 million words according to Forrester researcher Dr. James McQuivey. Since 2018 the amount of video content uploaded in a single month is more than all three main U.S. TV networks combined have produced in 30 years.

The market for content is hot.

YouTube reports that the number of channels earning six figures per year on YouTube grew more than 40% y/y. The number of channels earning five figures per year on YouTube grew more than 50% y/y. The number of channels with more than one million subscribers grew by more than 65% y/y.

Siteefy found that video has many advantages for skilled, storytelling copywriters. Here are seven points that should encourage you to build skills for the web.

- Video viewers are 1.81 times more likely to buy a product than non-viewers.
- 80% of users will watch a video, and only 20% will read your full content.
- Videos tend to increase a user's understanding of product or service by 74%.
- 90% of internet users consider a video about product or service helpful in making a decision.
- Videos increase landing page conversions by up to 80%.
- Video instead of an image on a landing page, increase conversions by 12.62%.
- Marketers using video grow revenue 49% faster than others.

Before you can write scripts, you need to have a solid understanding of copywriting foundations to turn your writing into story maps. After all, even Lawrence Kasdan (co-writer of *The Empire Strikes Back*, *Raiders of the Lost Ark*, *Return of the Jedi*, and the writer-director of *Body Heat*, *The Big Chill*, and *The Accidental Tourist*) started as a copywriter. While the gulf between video scripts and Hollywood movies is vast, you can get tons of work as a video scriptwriter without waiting for the "movie jackpot" - assuming you have honed copywriting skills. And your reach carries you into other pleasures. Both F. Scott Fitzgerald and James Patterson mastered copywriting before they wrote their classic novels.

The path to success is very much like the Los Angeles freeways. You've got to be sharp, have a plan, prepare for detours, be patient enough to sit in traffic, and take your opportunity when you see your destination.

Nick Is The One We Recommend Teach You To Drive On This Freeway



If you type in "Learn Copywriting" into Google, it is happy to supply you with 18.6 million answers. To choose which ones are the best you can't just take the one from the top of the list. It's a paid ad. Neither can you take the first one after the ads.

There are several reasons the order on the page is the way it is. Unraveling search results to get your answer takes a data scientist with robust statistical algorithms who can process those pages using Artificial Intelligence. And most of us don't have degrees in advanced engineering.

It's not even helpful to point out the market size. Most of us don't have that skill or data tools to figure out how this looks. Even those who can, know it's still quite complicated.

But, with the right training, you can build first-class skills. Search engine traffic is a freeway that belongs to highly skilled drivers. Your training will help you avoid errors other copywriters make in their SEO research. That creates trust for your client. And trust results in more sales for them and higher fees for you.

So, who do you learn from?

Would you choose:

- the one that does excellent SEO
- the one who pays the most for advertising
- the one who knows more about the market than the others
- the one who can deliver the best skills to you
- the one who pulls at your emotions the best
- the one that can prove her claims
- or your mom

It's hard to say, isn't it?

As a copywriter, you need to be a map-maker. You need to know how to take the customer onto the freeway and then give them the best exit for their destination. That means choosing the right course and learning from someone who is an expert at navigating the many assets of the web.

That's why we've joined forces with Nick Osborne.

Nick is the copywriter you want when it comes to the web and all there is to learn about generating web sales, creating a good roadmap, and building all the critical assets, you will get called upon to deliver for your clients.

Nick is the best-proven path to becoming a high-quality, in-demand online copywriter. His results speak for themselves. As you'll see in a minute, Nick is the one to trust. Not only is he the recipient of 15 awards in both Europe and North America, but he also has a list of clients that everyone envies. His clients are A-Listers like (get ready...this partial list is still a long one!)

- Citibank
- Apple
- Chrysler
- Franklin Mint
- TV Guide
- Diners Club International
- J. Paul Getty Trust
- MSN.com

- Technogym
- Encyclopedia Britannica
- New York Times
- Country Financial
- Adorama
- Reuters
- WebEx
- U.S. Navy
- Yahoo!
- Intuit
- Walt Disney Attractions
- Association of American Publishers
- Novartis Pharma
- John Deere
- National Cancer Institute
- Merck & Co
- Textron
- Information Technology Media Advisory Council

Is Nick the one who can teach you to drive to the results you want and deserve? You answer that one. Here are a few others who have already given their answer on Nick's abilities.



Nick Usborne stands out as an astute, insightful and original mind.

In a world of instant pundits and stuffed shirts, Nick Usborne stands out as an astute, insightful and original mind. He's able to find substance when others see just fluff and can cut right to the core of the issue.

Seth Godin // bestselling author

Nick has a real talent for seeing through the clutter, and recognizing what works

The best writers are also clear thinkers who can distill complex issues and processes into something entirely more manageable. Nick does this well as a writer, certainly. But his talents apply more broadly to business as well. He has a real talent for seeing through the clutter, and recognizing what works and what doesn't work when marketing online.



Ann Handley // Chief Content Officer, MarketingProfs.com



Few copywriters are as experienced in Web copy as my friend Nick Usborne

Few copywriters are as experienced in Web copy as my friend Nick Usborne, and certainly no one teaches how to write for business websites better. You should study Nick's AWAI Web copywriting program as if it were the 'Bible' of website copywriting ... which it is.

Bob Bly // Copywriter of the Year and author of 95 books.

Usborne's craftsmanship is teachable

The most important trait you will learn is craftsmanship. In other words, how you use the tools for your craft. That is where Nick completes your transition to a web copywriter.

Nick's trainees learn to use key tools:

- ✓ Site Audits – great for helping clients see your value
- ✓ SEO Analytics – to position content correctly in front of customers
- ✓ Key Pages – the 6 keys to get exposure in areas others overlook
- ✓ Element Detail – to maximize the client's site selling power
- ✓ Supply and Demand Measurement – to increase your client's ROI
- ✓ Source Validation – for your client to sell with confidence in every claim
- ✓ Google Search Console - to relate copy to performance
- ✓ Email Mapping – to put clients on specific pages of interest to them
- ✓ Content Strategy – the roadmap to build the future

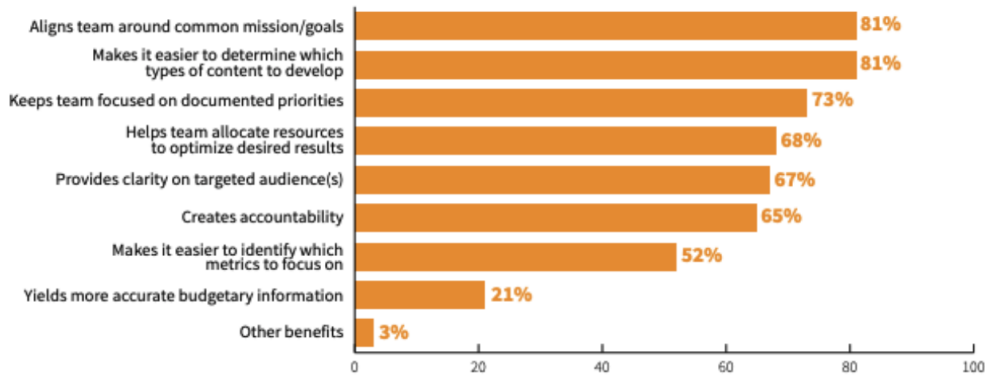
Every graduate has one thing in common ...

They didn't reinvent the wheel to find their success. Instead, they followed a series of proven roadmaps to connect with deep-pocketed publishers and marketers.

The Three Most Important Elements You Will Build In Your Craft

1 *How to architect content*

Content strategy is where you want to be. Copywriters who come to the table as strategists are favored for the real long-term value they put on the table. You're in demand when you're *a strategist who writes copy, rather than a copywriter who cranks out persuasive words.*



Base: B2B content marketers whose organizations have a documented content marketing strategy. Aided list; multiple responses permitted.

2019 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

2 How to break through the noise and nonsense

You'll learn how to use conversational copy rather than hype to engage customers instead of blasting them. It isn't like the direct response copy in other markets.

You'll learn what you need to know about:

- being SEO friendly so search engines find your copy
- turning Amazon into a great source of testimonials
- writing PPC landing pages with really high conversions
- the six key types of web pages
- writing great emails
- split testing your copy, so you know it works

3 How to connect with your clients

- present to clients
- use Word to create website templates for them
- land your first client quickly
- work with them every step of the way
- position your site, so they come to you
- promote yourself

- increase the money you make in every project
- ace the real rain-maker pages every website needs
- generate leads for your client (and you)

We'll Help You Learn How to Drive in Heavy Web Traffic

Web Copywriting 2.0 will make you a highly skilled driver. And we'll be there with even more tools. Off the top of my head, I can think of 12 we're going to offer you.

1

We'll give you the opportunity to use our key 12 Step Roadmap to Success guide to launching your web-writing business.

2

We'll give you the opportunity to supplement the course with information from our Wealthy Web Writer community.

3

You'll be able to work on everything from building your list to making sales.

4

You'll know how to use autoresponders to grow your writing business.

5

When you're planning to launch an e-letter, you'll confidently know which questions need answers before you greenlight the project.

6

You'll know how to offer PPC Services to your clients and deliver great results.

You'll turn your own website into an active lead-generation tool and

7

You'll turn your own website into an active lead-generation tool and know how to do the same for any client that needs a boost.

8

You'll know how to overcome humps in the road with WordPress.

9

Before you're done, you'll have created your own profitable copywriting empire.

10

You'll know the secrets to getting your prospective clients to say "Yes."

11

You'll have expertise in choosing the right header graphics and which extras are actually essentials.

12

We'll help you learn to find daily routines to define your time and money commitments.

You'll Be in the Company of Other Successful Second-Career Writers

Like [Nicole Piper](#), you'll be choosing the clients that fit your personality so that you wake up keen to get on with the day.

Or perhaps you'll be like [Jon Stoltzfus](#). In less than 48 months working part-time, he landed three retainer contracts and a life-changing \$790,000. That was enough for him to leave his engineering job and write full-time.

Debt issues will disappear as they did for [Joshua Boswell](#) who started with 200K of debt and said goodbye to all of it while providing a life for 11 children and his wife.

You'll master your time and collect the cash you need to enjoy your life.

Our Promise

The program is as broad as it is deep. While a lot of copywriting training focuses just on one or two skills - like writing sales pages or writing emails - this program builds expertise across the full range of online media.

This is an A-Z, step-by-step tutorial on how to become a grade "A" web copywriter.

Once you go through the program — and master its powerful skills — *you'll know more about writing for the Web than 99% of copywriters in the country...* making it a piece of cake to get as many clients as you can handle.

*Linda Wilkinson Alberta,
Canada :*

"Nick Osborne's Copywriting 2.0 program has been invaluable to me as a copywriter. Not only did it teach me the basics of web copywriting, but I have been able to use it many times as a reference when working on client's projects. I recommend Copywriting 2.0 to anyone who wants to write web copy that converts."

What's the Return on Investment?

As you can see by the checks we write, you're going to pay much less for this course than we payout to those graduates who learn to write top pages.

Web Copywriting 2.0 costs \$497.00 - about 10% of the check your first client will write to you. Here is a small sample of the checks we write every month for well-skilled web content writers.



**Your First Client
Pays You More
Than You Pay Us**



**We've Got Your
Back**

Your first paycheck will more than cover the cost of the course. And the opportunity to have both Nick and AWAI stand behind you is worth ten times that.



There Are Bonuses

Let's start with a FREE subscription to **Wealthy Web Writer's** weekly eletter.

We know sometimes things can stop you from completing the shift to your new career.

Surprising things in life happen. So, we want to make sure ***you have a full year of our support.***



Decision Makers Get a Discount

Commit to your second career today and I'll drop the price \$150.00. Your cart price will be \$347.00. But you've got to do it now to save the \$150.00.



100% Money Back Guarantee for 365 Days

Purchase With Confidence...It's Risk Free!

If, in the first year, you aren't happily busy with your clients and producing checks to keep your attention, call us. **We will refund every penny you paid for the course.**

Commit to Your Second Career Today

We look forward to counting you in the circle of our successes. Let's make that happen now.

Best wishes for your success,
Rebecca Matter and
Nick Usbourne

P.S. In case the timing isn't quite perfect for you to join us; we'd rather meet your needs than miss you in the course.

So, when you click to take advantage of your savings, you'll also get a multi-payment option if you'd prefer one. We want to make sure you get this opportunity.

We'll see you on the inside!

[Click to Commit Now](#)

