

[Sample backend sales letter: Professional development spec assignment]

Copywriters Needed NOW

Perfect Storm Creates Rare Opportunity To Become A High-Earning Copywriter In Months, Not Years

Ongoing access to Clayton Makepeace and a copywriting dream team paves the way.

Connect with high-paying clients and excel with control beating copy.

But you must reply by October 15th to take advantage of this special opportunity.

Dear Copywriter,

As an AWAI student, I know you want to live the writer's life.

Maybe that means having the money to pay for the best schools for your kids... and being there when they get off the bus in the afternoon.

Or splitting time between your home with a view of the San Francisco Bay and an apartment on the left bank of Paris...

Or maybe it's the freedom of sleeping till ten.... then spending the afternoon writing from the edge of your pool.

These are some of the ways 6-figure copywriters live their version of the writer's life.

Now please read this carefully...

Something is happening in the industry right now that makes it possible for just about anyone to make a 6-figure copywriting income, *fast*.

And I've put together a groundbreaking program to make certain you can take advantage of it.

I'm Clayton Makepeace. In the 40+ years I've been in the copywriting business, I've never seen anything like this before.

I found out about this "state of emergency" while planning an event I ran in Denver this past August. And it really shocked me.

It made me realize just how severe the shortage of good copywriters is.

That's why I quickly created this new opportunity...

... It will pave the way for you to become a high-paid, in-demand copywriter FAST.

Before I tell you about it, let me tell you what I found out while planning the Denver event...

Marketers are in a *panic*.

They need copywriters NOW. And they're willing to pay them top dollar...if only they could find good ones.

My copy has helped a lot of companies achieve stellar sales results. That's how I became one of the highest paid writers in the industry.... And why marketers come to me when they need good copywriters.

And that's why I put together the event in Denver. It was an exclusive workshop limited to 50 promising copywriters. I taught them how to write million dollar sales letters in 7 days.

It involved mentoring by me and 14 other big names in the industry...

"Clayton Makepeace – teacher of some of the most successful copywriters in the world.... makes more money and lives better than any other copywriter I know – well over \$20 million in fees and royalties since 1995 alone."

Katie Yeakle
AWAI
Co-Founder and Executive Director

...Names like Richard Armstrong, David Deutsch, Marcella Allison, Henry Bingaman, Patrick Bove, Jedd Canty, and Sandy Franks, to name just a few.

As I said, the main reason for the event was to help copywriters learn how to write like I do. This is what marketers are after...

... And will pay top dollar to get.

I invited a few handpicked companies to submit spec assignments for the writers to work on as part of the workshop.

But then word got out.

When other marketers learned that I would be training a group of copywriters, they immediately wanted access to them.

First they asked me if they could come to the Denver event...

... *Then they insisted.*

Clayton Makepeace Copy Gets Results

- Copy created for online promotions generated sales of:
 - o \$3.6 million in a weekend
 - o \$5 million in a few weeks
 - o \$16.5 million in two months
- Security Rare Coin saw monthly sales grow from \$300,000 to \$16 million in one year.
- Grew annual sales from \$20 million to over \$120 million for Blanchard Rare Coin and Bullion.
- Generated 2 million subscriptions for Phillips Publishing's *Health & Healing* newsletter.
- Grew *The Money Advocate*, *Personal Health Bulletin* and *Safe Money Report* into the largest newsletters of their kind in their world.

Clayton's sales copy has created well over \$1.5 BILLION in sales for his clients.

These were decision makers from Agora, Stansberry Research, Weiss, The Philosophical Intelligence Office, and NetEffect Marketing.

After listening to how frantic these marketers were, I had to let them come. They wanted first dibs on these up-and-coming copywriters.

Writing for even one of them can turn into a 6-figure annual income.

The event was a knockout success for both the writers and marketers.

But we barely scratched the surface of filling the gap for good copywriters.

That's when I decided to quickly work with AWAI to create this special opportunity.

And it's created a perfect storm for

copywriters who want to propel their copywriting careers.

Before you decide if this is right for you, you need to do something...

You Need To Decide If You're Serious About Being A Successful, A+ Level Copywriter

Let me give you an idea of what life is really like for an A+ level copywriter.

My friend Paul Hollingshead is a good example.

Paul lives in a picturesque Vermont village. When he “works,” it’s for just a few hours a day.

The rest of his day is spent on hobbies and other activities he enjoys.

He might ski a few runs in a nearby resort (but only midweek... he doesn’t like waiting in lift lines).

In the warmer weather he plays golf or tennis... or maybe takes his kayak for a paddle around the lake.

He enjoys time with his family... takes the dogs for a run in a nearby meadow...

You get the picture.

Not a bad lifestyle for someone making about \$400,000 a year.

If you were an A+ level copywriter like Paul, that’s what your life could be like.

And getting you there is what this opportunity is all about...

Want some extra cash, maybe to upgrade from a BMW 535i to a Tesla S? Just make a few phone calls.

Marketers will jump at an opening in your writing schedule.

You’ll line up some projects and crank out a few letters paying around \$20,000 each... plus royalties.

Paul’s story is pretty typical.

And like Paul...

There Are 3 Things Every A+ Level Copywriter Has In Common

First, they're ordinary people.

Most don't have a fancy degree or a privileged upbringing.

In fact, many come from very humble backgrounds.

Take me, for example. I grew up dirt poor... I'm not kidding.

My father was a Methodist minister. His highest monthly income was \$500.

He left us when I was 16 years old. I had to drop out of tenth grade to find work so I could help pay the bills.

I made \$1.60 an hour working 3 minimum wage jobs.

If I'd kept doing those kinds of jobs, I might have been able to just get by for life. But I'd always be bone-tired and barely breaking even.

Instead, becoming a copywriter has allowed me to live a life I couldn't even have imagined when I was a kid.

Now I live in a beautiful home in Sarasota, Florida.

[Picture of Clayton's house]

I have plenty of time to enjoy my favorite pastimes, such as hitting the road with my wife Wendy on our Harley's.

[Picture of Clayton and Wendy on their Harley's]

And it's not just me.

Take Paul, who I told you about earlier. Before he became a copywriter he was stocking cans in a grocery store. He earned just \$6.50 an hour... \$13,520 a year.

And Joshua Boswell was \$200,000 in debt when he decided to give copywriting a try. Now he lives debt free and enjoys a healthy 6-figure income. He has the money and freedom to spend time with his 11 kids... and they love to travel. Joshua and his wife take the entire family, all 11 kids, on 2 long vacations a year.

And then there's Sean McCool... There was a time when this college flunky had only \$26 to his name. At one point he scraped up enough money to buy AWAI's *Accelerated Program for Six-Figure Copywriting*. He thought was a big gamble since he had also failed English – twice. But he committed to making it happen and in 4 years grew his copywriting business to over \$200,000 a year.

So no matter where you are in your life right now, you can have an amazing future as a copywriter...

...***provided*** you know the ***insider secrets***. Which brings me to the next thing A+ level copywriters share:

They know the trade secrets that most copywriters don't... how to write control-beating sales copy AND how to build and run a professional writing business.

This is what gives the A+ level copywriter:

- More time to do the things that make life worth living. Such as playing with their kids and taking the kind of vacations that build lasting memories.

Instead of spending hours a day marketing to find new clients like most copywriters do, A+ level copywriters have clients that come to them...

These writers have so many opportunities that they turn away work.

- A “money's no object” lifestyle. Imagine not having to think twice about how much you can spend on a car, vacation, or even where you live.

That's the life of the A+ level copywriter because their reputation commands high fees.

- The freedom to take time off from writing. *Even months*... and not worry about having an income stream to pay the bills.

How is that possible?

Because an A+ level copywriter gets the kinds of projects that keep his mailbox stuffed with royalty checks... a regular windfall of tens of thousands, even hundreds of thousands, of unexpected dollars every year.

Your involvement with AWAI already has you on the path of becoming a good copywriter. But not everyone makes it to the 6-figure level.

And even fewer make it to the mid-to-high 6-figure range.

Those that make it to 7-figures are few and far between...

...even though there are countless opportunities to achieve that level of success for copywriters who want to.

So why aren't there more high-ranking copywriters?

I've seen it happen far too often with copywriters just starting out...

They're all gung-ho in the beginning, fueled by the vision of living the writer's life.

And then something happens... Some lose confidence or get stuck. Others feel lost or overwhelmed. Or maybe it doesn't happen fast enough and they lose motivation.

I really hate to see these folks give up on their dream.

Because I can say without a shadow of a doubt that their dream is within reach.

In fact, most copywriters don't dream BIG ENOUGH. Chances are you're one of them.

That's why this "perfect storm" opportunity is so amazing.

But you only have until October 15th to claim your seat and make that dream a reality.

I'm going to give you all the details in a minute. But first I want to tell you the third thing A+ level copywriters have in common:

The most successful copywriters didn't get there on their own.

They had someone to help them reach their potential...

... the same way an athlete works with a coach who can bring out the best in him. **Someone who will get him in front of the right people and opportunities to really make his career take off.**

Take a look at Richard Armstrong. He's considered one of the leading freelance copywriters in the business. But he really struggled when he started out.

He was about to throw in the towel when he decided to take a copywriting course at NYU. The late Milton Pierce taught it, who eventually became Richard's mentor.

Copywriting icon Bob Bly took the same course, and was also mentored by "Uncle Milt," as he was fondly called. While Milt made gobs of money in copywriting, he was best known for being a great teacher and mentor.

Both Richard and Bob say it was mentoring by Milt that made their careers take off.

For David Deutsch, it was mentoring by Jim Rutz, John Carlton and Jim Punkre. David is now one of the best direct response copywriters in the world.

And that, my friend, is exactly what this is all about. It's not like anything this industry has seen before.

In fact it's so *well designed, so transformative*, that there's only one way to describe it...

An Incubator To Create A+ Level Copywriters

... and put you in the right place at the right time so you get the high-paying assignments.

What's involved?

At the core of this opportunity is the ***Makepeace Mastermind Alliance***.

The **Makepeace Mastermind Alliance** is designed to coach and support you into becoming one of the new copywriting elite.

"Eager to rub shoulders with industry leaders, I joined the Makepeace Mastermind Alliance. From day one, I knew I had found something special. Each month, I make every attempt to attend the live sessions. It seems as if everything Clayton says sounds like pure Gold."

Michael Woltman
Makepeace Mastermind Alliance
Member since March 2016

Just some of the industry leaders involved with the Makepeace Mastermind Alliance:



John Forde
Writer of winning controls and one of the industry's finest copy coaches



Cindy Butehorn
Multi-million dollar copywriter and co-founder of NetEffect Marketing



Ben Settle
Considered the world leader in email copywriting education



David Deutsch
One of the world's top direct-response copywriters and strategists



Parris Lampropoulos
Awarded-winning copywriter and renowned trainer known for writing blockbuster controls.

Its purpose is laser focused:

To prepare you to excel as an A+ level copywriter and to connect you with the marketers desperate to hire you.

You and a group of other serious copywriters will join me and other industry leaders on a monthly coaching call. You'll get insider knowledge that will set you up for success.

What exactly goes on behind these closed doors?

Real assignments and networking:

- Paid writing opportunities to work directly for me as one of my mentees
- Insider access to my contacts and high paying jobs – all with 6-figure potential
- Learn what the copywriting heavyweights do that puts them on top of the list for the best, highest paying projects
- Find out everything you need to know right now about the industry to keep you in demand

Skill building:

- Sharpen your writing skills to the A+ level with specially designed training webinars taught by me and other industry leaders
- Get live feedback on projects you're working on during "hot seat" critiques
- Perfect what you learn through special group projects
- Learn exactly what works, what doesn't work and why as I personally walk you through real promotions

Every call is recorded so you won't miss a thing if you can't make it live. And you can go back and listen to it as often as you like.

Plus, I'll give you access to every call since I started the **Mastermind Alliance** in [month and year TBC].

Sure, at first it can feel intimidating to be with this caliber of people. But it's the best way to get the kind of insights that will transform your copywriting success.

And this group will have your back.

Consider them your personal board of advisors dedicated to your success.

The **Makepeace Mastermind Alliance** began over a year ago. And it's already made a big impact on many copywriters.

Take Chris Allsop. She joined the **Alliance** after last year's Bootcamp.

Chris liked the idea of continuing the targeted training she got at Bootcamp for the entire year. Her writing has excelled so much that she's now one of my copy cubs.

As with Chris, these calls alone are enough to transform you into an A+ level copywriter. They give you the kind of support network and coaching that all writers need to make it to the copywriting elite.

And through my network of contacts, you'll be the first considered for high-paying projects.

But the need for skilled copywriters is so urgent that I had to do *even more*.

"I can't say enough to describe how the Makepeace Alliance has advanced my copywriting AND marketing skills. We've had hands-on tips and examples from some of the best writers and marketers in the business. They have helped me to write better copy, to get a solid understanding of the marketing funnel – and to even run a killer product launch.

And on a personal note, I was hired by Clayton to work with him as one of his copywriting "cubs" and I'm having the time of my life!

If you want to take your copywriting – and the money you make – to the next level, the Makepeace Alliance will help you get there."

Christina Allsop
Makepeace Copy Cub

This new, super-charged program is a first. And I'm committed to making it happen fast.

That's why it's only available until October 15th.

I have to make sure you have the absolute best writing techniques and the know-how to be a successful high-caliber writing professional.

So I've designed a program to quickly bridge the gap between marketers and the copywriters looking to join the "A ranks."

I've hand selected my best programs on how to write winning copy and how to build a professional writing business. And I'm including them absolutely free if you join the **Makepeace Mastermind Alliance** by October 15th.

Here's what you get:

Bonus #1: The Makepeace Business System (a \$795 value). It includes 9 amazing hours of content that will transform you from a freelance copywriter into a high valued copywriting professional. In it you'll learn:

- The best possible way to set up your business and get you out of the lower earning freelance model
- How to build the most lucrative kind of relationship with new clients. It will have the money rolling in for both of you (and position you for getting the highest fees for your work)
- Exactly what you need to say to get any prospective client chomping at the bit to hire you
- The secrets to getting more business, and income, from your existing client relationships
- How to recognize when you'll be better off parting ways with a client...and how to do it
- And much, *much* more...

Bonus #2: How to Build a Six-Figure Copywriting Business (a \$299 value). This program is all about the proven methods of getting the best clients and projects that will turn you into a highly paid copywriter.

I'm talking 6-figures in advances *alone*. Over time the royalties could put you in the 7-figure league.

In this program you'll learn how to:

- Easily attract new, high paying assignments
- Score high royalty deals
- End the need to market and self-promote. You'll have enough work through repeat business from existing clients
- Crank out your copy in record time
- The best way to make yourself indispensable to your clients

And to get you set up to earn more money working less, I also include seven super-charged audio programs:

1. *Kick Your Copywriting Business into Hyperdrive!*
2. *How to Get Every Penny You're Worth ...*
3. *How to Keep Your Clients Coming Back to You Over and Over Again — Forever!*
4. *Write Better Copy, FASTER ... Produce Up to TWICE As Many Projects Per Year ... And Get Bigger Winners, More Often! ...*
5. *The Secret That Pushed My Income Up to \$650,000 Per MONTH ...*
6. *37 Proven Secrets to Help You Get BIGGER WINNERS, MORE OFTEN!*
7. *Answers to Your Most Pressing Business-Building Questions*

These two programs used to sell on my blog. The only way you can get them now is by joining this new, bonus packed **Makepeace Mastermind Alliance**.

But only if you sign up by October 15th.

Plus, I've included an extra bonus that's only available as part of one of my other programs that sells for \$995:

Bonus #3: How to Write Copy That Will Make YOU RICH. Your copy will blow past your client's expectations. It's the best seminar I know of on writing A+ copy. I'm including it here to make sure your skills are as sharp as they can possibly be.

These three amazing bonus programs have never been offered as part of the **Makepeace Mastermind Alliance**, or in any other offer. The first 2 alone are valued at \$1,094. And the **How to Write Copy That Will Make YOU Rich** is only available as part of a program that costs \$995.

All these programs are yours, **free**, if you jump on this opportunity before October 15th.

Honestly, I still can't believe we've put all this together in one package. But it's the only way I can think of to make sure you are completely prepared to create winning sales copy for the opportunities you'll have access to.

These programs plus the urgent need for good copywriters makes this the perfect opportunity to skyrocket your copywriting dreams.

- Live the writer's life faster than you ever thought possible by getting the type of clients you need to achieve your income goals and beyond
- Raise your fees so each project is more lucrative

- End the need to market yourself... your clients will give you as many high paying gigs as you can handle
- Turn your mailbox into the pot of gold at the end of the rainbow with an endless flow of royalty checks

You'll be living the writer's life faster than ever imagined... Take the time to improve your golf game... or take on more high paying assignments. It's entirely up to you.

Copywriting Elite Status Is In Your Reach

There's so much here that you're probably afraid it will cost an arm and a leg.

Quite frankly, it should.

If I were offering one-on-one coaching, which I no longer do, my rate would be \$3,000 an hour.

And private coaching wouldn't give you the full benefit of a mastermind group.

Mastermind groups lead by industry leaders often charge \$15,000-\$30,000 a year. After all, the knowledge, personal feedback and networking benefits translate into more money in the bank for anyone that's lucky enough to take part.

But the opportunity for writers is so great... and the need for their skills is so dire... that I decided to price this **Alliance** at a level affordable to anyone who is serious about building an A+ level career.

According to Forbes.com ...

"...Masterminds are incredible and can do wonders for your business as well as for you, personally."

"...If you are lucky enough to get invited to one, you will most likely see a marked change in yourself and your business."

Forbes.com
October 21, 2013

So even the typical annual membership fee of \$2,400 is too much.

Until October 15th, I'm taking \$500 off the usual annual **Makepeace Mastermind Alliance** membership price.

PLUS giving you well over \$1,094 in bonus material, absolutely *free*.

That's \$1,900 to get:

- Monthly calls giving you full access to me and my expertise, other industry leaders and successful copywriters, my network of industry contacts, marketers looking for copywriters, skills training and more
- Bonus #1: The Makepeace Business System
- Bonus #2: How to Build a Six-Figure Copywriting Business, including the seven audio programs
- Bonus #3: How to Write Copy That Will Make YOU Rich

Over the course of a year this amounts to just \$5.20 a day...what many people spend daily on a beverage from Starbucks.

And it will have you on the fast track to becoming a 6-figure (or more) copywriter.

You Have My Guarantee

You may have already spent a lot of time and money working to build a successful copywriting career. And if you're not seeing the results you want, you may be hesitant to invest even more into another program.

You may be skeptical about the value it can bring.

And with the caliber of experts and the opportunities involved with the **Makepeace Mastermind Alliance** it's important that the group members be ALL IN.

So I want to give you the chance to try it out for 30 days, absolutely risk free.

That way you'll get to experience a live call and have the chance to look over all the bonus material at your leisure.

If you decide it's not right for you, for whatever reason, I'll refund everything you paid.

I'm even willing to let you keep the bonus material.

That's because I'm so sure one call is all you'll need. You'll know right away that being part of this copywriter's think tank will quickly take your career farther than you ever imagined.

And you'll see what I meant when I said your copywriting dreams up to now haven't been nearly big enough.

This is all about making you one of the copywriting elite. You'll be among the select group that marketers will want to know about... the ones they turn to with their best assignments.

Now it's up to you to decide if you're serious about becoming an in-demand, highly paid copywriter.

... to earn a 6, or even 7-figure income while enjoying whatever your writer's life dream is made up of...

... to have the free time to enjoy your family, new cars, your pool, your country club membership, or exotic travels...

Look, I know some people are happy to grow their copywriting business to 50, 60, or \$75,000 a year. If you are, that's okay.

But then this opportunity isn't for you.

This is only for people who are serious about excelling as a highly paid copywriter.

"I had the privilege of being [Clayton's] copy cub and he encouraged me to give freelancing a shot. So when I sit by my pool or treat my family to luxurious vacations and great gifts, I honestly say in my heart, 'Thanks Clayton.'"

Carlene Anglade-Cole

... people who might like being able to take a couple of months off every year to travel, just like Carline Anglade-Cole does. She was one of my copy cubs and is now the top copywriter in alternative health.

Richard Armstrong, who I told you about earlier, took an entire year off to write a book.

And for Charlotte Hicks Crockett, excelling as a copywriter means she can take the time off to indulge in her passion for scuba diving and underwater photography. She splits her time between North Carolina and The Cayman Islands.

As part of the **Makepeace Mastermind Alliance**, you will have access to the inner circle of the copywriting world:

- Know everything the industry's best copywriters know, giving you the confidence to compete effectively with the cream of the crop
- Have your own copy critiqued by skilled copywriters so you deliver only the best work to your clients

- I'll give you inside access to my contacts, and the chance to get real, high-paying assignments
- On-going opportunities to connect with prospective clients will keep you top-of-mind with marketers
- Write control-beating copy that will grab the attention of today's prospects by getting insights into the latest trends... by many of the trendsetters themselves
- Learn to think the way the pros do through detailed analysis of what is and isn't working in promotions
- Have all this copywriting wisdom at your finger tips with instant access to all recordings of every call since the **Alliance** began, and all going forward
- PLUS, get insider access to the group's own, exclusive Facebook page. This active group allows you to tap into the think tank between the monthly calls

And because of the premiere training you'll receive, this is THE group I turn to when I'M looking for copywriters. As one of my copy cubs, not only will I mentor you one-on-one, you'll also be working on paid assignments from me.

With the bonus materials you'll have all the details and best secrets to make you an in-demand copywriter, *fast*:

- **The Makepeace Business System**, a 9-hour program valued at \$795
- **How to Build a Six-Figure Copywriting Business**, plus the 7 audio programs (a \$299 value)
- **How to Write Copy That Will Make YOU RICH**, which outside this offer is only available as part of another program that sells for \$995

Ready to claim YOUR seat among the high paid copywriting elite? To try it out for 30 days, risk free, just click here:

JOIN NOW

You'll be taken directly to an order page where you can choose to pay in 3 monthly installments, or secure your spot for two years for even more savings off the annual amount.

Remember, you get to test it out for 30 days. Join a live call. Listen to the past calls. Take a look at the bonus programs. Spend time on the private Facebook page.

If you don't think you're ready at this point to be part of this elite group, just contact AWAI and you'll get a full refund for what you've paid.

You have nothing to lose... and trust me, this is a rare invitation to be part of an exclusive group of elite copywriters. **But please, don't delay.**

You only have until October 15th to take advantage of this offer.

And you have a full 30 days to try it out.

That's 30 days to see if being a highly paid copywriter is right for you.

JOIN NOW

Looking forward to seeing you inside the inner circle.



Clayton Makepeace

P.S. As an added bonus, I'm going to include five of the best Bootcamp sessions I've given over the years on honing your copywriting skills:

- 7 Critical Copy Flashpoints – How to Get Each One Right
- Electrify Your Sales Copy
- Secrets Only Rich Writers Know: How You Can Make Millions Writing Sales Copy
- 40 Headline Idea-Starters: How to write stronger headlines faster
- How to Beat Any Control

Not only that... At this year's Bootcamp in October, I will be doing a session titled *Best Practices... More winners, More Often*. I will make sure you get access to this recording, too.

All these sessions are jam packed with even more great learning to make you the best copywriter possible.

They're usually only available to COS members and people who attended Bootcamp the year I gave the workshop. But I've made special arrangements with AWAI to make them part of this package.

That's six bonus recordings that will be included if you accept your invitation to the **Makepeace Mastermind Alliance**.

Claim your seat by October 15th. Marketers are anxious to meet you.



JOIN NOW