

# **Elevate Your Insight, Skill, and Ability to Get and Optimize Clients and Boost Your Income as a Copywriter - In Just One Evening a Month**

I'll give you **over \$500.00 in FREE GIFTS** directly relevant to your success as a copywriter just for saying "MAYBE" to my complete offer ...

**Hello A.W.A.I. MEMBERS,**

**My Name is Dan Kennedy.**

Two to three days most weeks, I make **the 5-minute commute** with brief stop at the "Starbucks" i.e. coffee machine in my kitchen, downstairs to my spacious subterranean office, put brain in gear and fingers on keyboard, and produce the "copy that sells" for my clients ... for which I am routinely paid from \$50,000.00 to \$150,000.00 per project and more plus royalties ... totaling well **over One Million Dollars every year.**

I do this, incidentally, while also having time to write at least two books every year (there are 13 currently on bookstore shelves), write seven paid-subscription newsletters each month, churn out syndicated articles and other content, write a weekly political column, have active entrepreneurial interests, occasionally speak, split time between two homes, and watch over my stable of harness-racing horses – even drive professionally myself in over 150 races a year. **But it's the first paragraph that's Important to you,** the one about the 5-minute commute, the million dollar income. About it, I want to put three questions to you ...

## **First Question:**

**Do you think, if you were invited into my "cave," to peer over my shoulder,** to see how I pull my raw material, research, and thoughts together ... to see the actual copywriting work I do, in every stage — first drafts, final work ... to quiz me and get in-depth analysis of the "Why" behind the copy — the psychology, the choice of stories, the structure of the headlines, a thorough anatomical dissection of the work, in some cases

line by line, item by item ... were privy to results, both good and bad ... *if you were "inside"* seeing copywriting that earns me a million-dollar income and produces over \$50-million in an average year for my clients — would that sharpen your copywriting power?

Before you answer, also consider the shoulder you're looking over is attached to a copywriter with 30 years' experience. Jay Leno took over *The Tonight Show* from Johnny Carson 18 years ago. Only 100 years ago, only one in five homes had telephones, there were only 8,000 miles of paved roads and direct-mail was the only direct-marketing media. 30 years is a long time. Yet I'm as current as that tweet you got a minute ago. 'Cuz I'm showing you work being done for — and making, as my old friend Gary Halbert often said, "mucho fungolas" for my clients — right now, this minute, with every media. I'm NOT a teacher of theory and "ideas" or of ancient history and distant memory. I'm on the firing line *today*.

And before you answer, let me mention one other thing: SPEED. Not only am I the highest paid copywriter I can find, I'm almost certainly the fastest. And that second thing makes the first thing possible. I don't spend weeks and weeks puttering around, producing an ad or a sales letter. What takes most pro copywriters a month to finish and deliver, I do in three days. But I'm not some mutant freak. I have trained and conditioned myself for this just as an athlete trains, plus I have and use "shortcuts" and "reliable re-cycleables," and I have a particular approach to work, all of which makes prolific production at high speed possible. You might be interested in this, too.

So, now, that first question: do you think actually looking over my shoulder and seeing my work progress through stages and in various stages and having me dissect and analyze it for you would be valuable to you? (How could it not?)

## Question Two:

**Do you think, if I showed you how I attracted clients ("then" and now) ... how I attract truly outstanding clients** , how I've set up an "assembly line" that brings new ones to me regularly, how my "feeder system" works, how I handle the beginning of the relationship so I have control, how I structure and easily get top compensation, how I

diagnose what offers best chances of success rather than just writing by

assignment ... how I make my money as a copywriter — **could a true “inside look”**

**at that boost your income, get you to where you want to be in this business faster?**

*You might ask: why on earth would I reveal such information to competitors? You skeptic you.* Well, over 85% of all my clients return to me at least from time to time, some every year like geese returning to our near-by lake every spring, or stay in on-going relationships, so I'm pretty booked up. So far this year, I've taken on only three new clients and turned down nine. Also, there is my reputation. And I'm deliberately cutting back year to year on work, and bluntly, could stop earning any more income now and not run out of money for the rest of this lifetime and maybe the next. So, I'm just not worried about competitors. Never really have been, which is why I've often invited other pro copywriters and marketing consultants into my events to speak, into my publications, given them exposure to my primary 'client pool'. No, I have no need to hold anything back nor any hidden agenda. In fact, I enjoy presenting my business methods. There's quite a bit that I do that's very different from anything you've been told about the getting and keeping and optimizing income from clients, *and I actually resent the fact that high-skill people who could be of great help to clients and to the economy as a whole, and could easily achieve their dreams of top income and liberty and status as writers are sabotaged by “b.s.”.* I get a kick out of revealing what really works. Of course, to be completely frank and blunt, most people who claim great desire for top incomes and prestigious, rewarding careers as copywriters aren't really willing to do what it takes to make that happen, so I know full well that I can hand out the treasure maps in big quantities and have very few ever make their way to the mine. The few that do are welcome — there'll still be more than I could ever want.

**Anyway, here's Question #2 again: do you think being let in on my business**

**methodology as a copywriter can lead you to client-getting, income, and status**

**breakthroughs?** (Hint: if you're ready for truth, if you can handle the truth, if you are

sincerely committed to a great income and great lifestyle based on being a high-paid copywriter, the answer to this question is a resounding Yes. But to be fair, I'm presenting advanced information absent any sugar-coating or dumbing-down, so if you're merely a

casual dilettante or someone who prefers pleasant delusions to truth; if you refuse to approach copywriting as a business, then the answer's probably 'not for you'.)

**Finally, my third question:** fully considering your answers to question #1 and

question #2, will you give me just one evening a month to sharpen your skills and ability to get maximum results for clients AND empower you to attract the clients you need to earn the income you desire as a copywriter? If you seriously study each month's LOOK OVER MY SHOULDER and you do the same with each month's MARKETING YOUR SERVICES, you will invest a few hours. The equivalent of an evening. And Simon and Randy will get by without you watching.

## So let me give you the details ...

LOOK OVER MY SHOULDER is sometimes 8 pages, sometimes 20, occasionally 50. I never know until I assemble it each month, because it comes 90% from actual copywriting work I'm embroiled in at the moment; new projects, projects in progress, finished projects ... for my clients and for businesses in which I have an interest. **Each LOS contains actual EXAMPLES of the work – in raw, down 'n dirty draft stage or finished or somewhere in between**, sometimes merely there to study with general comments, other times **dissected like a frog in biology class** with each piece analyzed in microscopic detail. One way or another, I don't just show you what I did – I tell you *why* I did it. And most importantly, this is NOT like any number of "newsletters" where some fresh-faced kid right out of college and appointed editor is "reviewing" ads and websites and direct-mail campaigns. This is the guy doing it and getting paid big money to do it showing 'n telling what and why.

Along with the Examples and specific analysis, I also "teach" almost every month, talking about what's going on in my copywriting life, and extracting principles, strategies, even handy checklists from the work. Now and then I show you somebody else's work or stuff from my personal archives, too. You also see the "mistakes" – not just the home runs.

Admittedly, the whole thing is pretty inconsistent. It's definitely not a polished 'n pretty newsletter with fancy graphics and pictures and pastel colors. I prepare it myself on my Mac, print it out, attach the Examples, and it gets copied just like that. And the content, as I said, varies based on whatever I'm working on – and to a degree, my mood. It's a lot closer to coming to my workplace for a few hours, pawing around in my work-stacks and maybe even trash cans, and saying "Hey, what's this?" and getting me talking about some of the work than it is a slick, glossy, pretty, carefully thought out, and sanitized magazine.

**There's nuthin' else like it, that's for sure.**

For the serious, it's pure, unfiltered gold. I suppose that's why we have an unheard of 80%+ retention rate of subscribers, year to year to year. (We're in our 5th year.)

As to the investment, different people are paying slightly different rates - based on membership status in different groups, private client status with me, getting LOS "bundled" with other publications and so on. **What AWAI has worked out for you is the Lowest Net Fee** anyone is getting, providing you subscribe now. Thanks to your connection with AWAI, you invest just \$87.00 a month. Obviously, if you somehow managed to go a whole year and extract only one "trick" you only used once to get better results for and thus keep or get referrals from just one client and a not very good client at that, LOS would earn its keep! It's an enormous bargain for the right person, although horridly overpriced for the wrong one. (If the fee "bothers you," you shouldn't question it - you should question your commitment to success and excellence as a copywriter. They don't call me 'the professor of harsh reality' for nothing. It's \$2.90 a day. Can't park at Starbucks and send tweets for that.)

But, as we say, wait 'cuz there's more! AWAI has also gotten my

juices going about 'coaching' on *the business of copywriting*, and

I've agreed to write and provide **a second, new Letter every month:**

**MARKETING YOUR SERVICES**, in which I focus on the getting, care 'n

feeding of clients; your marketing of yourself; your compensation;

leverage of client relationships. Business. Money. This Letter - MYS

- will come to you **FREE**.

**Yep, I said: free.** As long as you're an LOS subscriber, thanks to your AWAI connection, you get MYS each and every month, free of charge. To be redundant and clear: NOT some sort of 'free trial'. NOT just for a short period. EVERY MONTH, FREE.

**Oh, and since you are paying as we go, by the month, with no year or two-year commitment and no payment in advance, well, you take no risk. Every month I crawl out on a limb over a cliff and you can saw it off if you decide to. You can cancel your subscription at any time with zero hassle.** No forms to fill out, no tele-marketer to talk to, no questions asked. Just say: stop. (By the way, we don't even have any staff. I write these and my friend, **Pete Lillo, known far and wide as Pete the Printer**, prints it, puts everything in a nice package and sends it to you. If you need something or decide to yell "Stop," you'll be simply sending a fax to his little home office where either he or his wife'll pick it up and handle it. So don't worry about ever being browbeat about anything by anybody.)

But as long as you're an LOS subscriber, you'll be getting MYS too - FREE.

And MYS could SET YOU FREE!!! - it could liberate you from poor, too-small, too-dumb, argumentative, unappreciative clients ... liberate you from scrounging and begging for work ... liberate you from low fees and wrangling over fees ... lead you to 'the promised land' of good, financially strong, respectful clients who honor and value your work.

If you read *DM NEWS* or other trade journals, you will see ads in the back pages offering 'free copy critiques' or free consultations by copywriters with 10, 20, even 30 years' experience, some "big names" - and that IS SAD. To be cruel, it's pathetic. Why would these pros need to do this? Shouldn't they have a "bank" of clients and a waiting list and abundant referrals by now? In saying this, I pass no judgment on their skill as copywriters. But I will say, in "business development," they have to suck. I stopped doing free consults my 2nd year. I won't even have lunch with anybody free. I stopped doing "pitches" to prospective clients free my 2nd year too. Even big direct-marketing companies like Weight Watchers and Amway and Mass Mutual Insurance had to pay my daily fee for me to visit with them and "pitch" them. I have never run ads offering free copy critiques or consults and would never recommend the practice - it's demeaning. To each their own, but I promise you, there are much, much, much better ways to attract high-value clients, whether you're a beginner or veteran. And I'll reveal those "better ways" as we move along month to month with MYS, which you receive absolutely Free. Did I mention you get MYS Free?

## But that's not all!

**1: The transcript of a Roundtable of Master Copywriters Discussion** that I conducted previously doled out to LOS subscribers over months. John Carlton participated. David Deutsch participated. More. I probe 'em and get to what they do to consistently produce maximum-results copy.

**2: A special newcomers' edition of Marketing Your Services**, which will set the stage for us going forward — and includes a powerful article about how to educate a client about proper testing, so you expand your writing assignment (and increase your fee), while multiplying your chances of creating a big success for the client. **This alone is**

**worth the whole price of admission!** (Read this issue three times and click your heels

like Dorothy in *The Wizard of Oz* and watch, magical things'll happen — it's that powerful.)

**3: The 'Best Of' Collection**, which includes five previous editions of LOS, which I've selected personally — to give you the most amazing bag o' tricks. At regular subscription rates, by the way, this one is worth about \$500.00. This Manual also includes — for the first time — my 'Bookshelf List', which tells you about the reference books on my top shelf that I rely on most, 20 books I believe any copywriter worth his salt must read, even websites and other resources you need to use.

You get the whole welcome-basket ... worth considerably more than \$500.00 at publisher's pricing, but potentially worth a huge pay-off for you in income, fulfilling elusive career goals, liberty ... ALL FREE. And it's all yours to keep no matter what. You could "stick us." You could subscribe, stay for just one month, holler "stop" and grab all these resources given to you as your welcome-gift for keeps. I'm betting — based on experience — you won't. I'm betting you will be so impressed with LOS and MYS that you wouldn't leave no matter what. The most common comment made about me is: "every time I give Dan Kennedy money, I make a lot more." I'm proud of that. Very recently, at a seminar, I asked everybody who believed they'd spent at least \$10,000.00 with me to stand up and of the 200 there, over 150 stood. I asked those who'd spent over \$50,000.00 to stay up and about 60 did. At \$100,000.00, it dropped to about 30, but then quite a few in the room were young. (I call that 'the principle of demonstration', incidentally.)

Your big welcome basket'll be on its way to you within days, in a big red-white-and-blue Priority Mail Box. Remember, everything that arrives in that big box is yours to keep, no matter what you decide about staying with me. It's yours, no strings attached. All you're committing to now is a "definite maybe"!!! — then each and every month you get to be my judge and jury and decide if I've delivered, in every sense of the word.

There is just **one teeny-tiny lil' "catch"** to all this. *Just one.*

In beginning my relationship with AWAI, I've built a very, very, very generous offer. It is "over-built," like putting a 460 horsepower V-8 engine in a cute little Smart Car. So, it can't last. I've asked AWAI to cut this off the minute we've accepted 250 new subscribers. After that, we're going to re-consider the generosity!

If you want LOS at THE lowest rate anyone pays + MYS

absolutely free every month + the big welcome basket of

goodies free + pay as you go with no commitment, no advance

payment, and option of canceling any time you like ... you need

to enroll RIGHT NOW.

You know, when most copywriters hear - from me or told to them by somebody else - of my giant project fees, my top income, my secure position with a great stable of repeat and on-going clients, my lifestyle including two homes, travel by private jet, two collector cars, racehorses ... of the demand for my services ... *most envy me, a few resent me*. Some think it *crude* to wave it like a flag as I just did here. I don't mean to be Trumpish though. I mean to be inspiring. And for the record, I have a high school education - no college; I'm a self-taught copywriter and marketer - no apprenticeship, mentor, years in somebody else's agency. I made this from a lump of clay on my own. I have A LOT to give and share and reveal, and a genuine desire to help people get what they want out of life - and if that's as a copywriter in whole or part, try and find a better "guide." So, hey, please **don't resent me or envy me**.

Sincerely,

Dan S. Kennedy

P.S.: Recently a guy who has - himself - written eight different sales letters that have each produced over \$1-million for his company still hired me to write a direct-mail and online marketing campaign for him, paying a fee of \$68,000.00 plus royalties. Wouldn't you love to have the level of skill and "attraction" to get such a client? To play at this level? And *imagine* NEVER having to worry about where work might be coming from? *See yourself* living 'the copywriter's life' ... have laptop, work anywhere you like ... Secure in your abilities to get and keep clients and produce results for them. This is waiting for you behind the LOS+MYS door.

P.P.S.: There's always the temptation to WAIT. For what? Most can't really spit out any sensible, rational reason.

They just hem and haw and mull and ponder, until the impulse to move forward dissipates. This is how so many stay so stuck. If you aren't going to get SERIOUS about your ambition now, well, when? And what will it take beyond one of the most successful copywriters in America offering unique "back door" insight into both his copywriting and business methods with zero risk, at a cost roughly equivalent to a Starbucks run a day??? (By the way, I own Starbucks stock, so, by all means, keep going to Starbucks. But don't let the price of a double latte stop you from becoming the copywriter you can be and having the copywriting career you want.)

## **P.P.S.S. – a few words from LOS subscribers ...**

"I'm an original, charter subscriber — I've had the richest years for my marketing company (working with the dental profession) thanks in part to examples right out of L.O.S. For example, following your tips on lead generation in one issue, **I wrote one letter that brought in \$120,000.00. Another letter based on concepts presented in L.O.S. brought in \$300,000.00 at 76% net profit.**"

**– JERRY JONES,  
"Loyal follower since 1997." Jerry Jones Direct**

"**One idea from L.O.S. helped me rake in \$220,000.00**, for a new product I'd never sold before — in my old business. Now I study each issue intently, to turn around and create great marketing for my clients as well as my own companies."

**– DEAN KILINGBECK, GetCustomersNow**

*... And about Dan Kennedy's copy strategies ...*

"I've been using your ideas for 2 years ... with a direct-mail campaign that sends over 750,000 pieces a month to homeowners ... carefully implementing your advice has resulted in a **300% increase in profits.**"

**– Doug Hinton, V.P., Seacoast Equities**

“... The one idea you gave us has made us the most money ever in such a short time — within 9 weeks, **\$271,752.34 on a mailing that cost only \$11,714.41**. Of course, you’ve helped us make money since 1993 ...”

– **T.J. Rohleder, MORE Inc.**

“... Two of your strategies **increased sales of my mail-order business by 86%** ...”

– **Mal Emery (Australia)**

“Dan, you have **erased the mystery of writing** for me. Never again will I sit with my head in my hands struggling to write my sales letters. I’ll write more now, and writing more means more money in my pocket.”

– **Michael Gravette, CEO, SafetyTechnology.com**

“A Huge breakthrough that I must tell you about. I decided to put on a cosmetic surgery seminar. I did a classic Kennedy-style promotion ... a tabloid-style, ‘unprofessional’ advertorial in my local newspaper, recycled that ad as a giant postcard 2 weeks later ... results: 300 registered! 250 showed up! 140 booked appointments and, so far, we’ve booked **over \$100,000.00** in procedures ...”

– **Peter Ursel M.D. (Canada)**

### **Comments from other copywriters ...**

“Dan is one of the few copywriters who puts his own money where his mouth is, writes copy for his own projects and brings in millions ...”

– **(the late) GARY HALBERT**

“There have been great copywriters in the past 25 years that are without peer. After the death of Eugene Schwartz, there are only three left living and you, Dan Kennedy, are

one of the three! **Your copywriting advice has helped me write copy that makes more than \$60-million a year.**”

**– Sonia Amoroso, marketing executive/chief in-house copywriter, Naturopathic/Skin Doctors Cosmeceuticals**

**“... One specific campaign I did for a high-end land developer with your strategies and examples boosted response to their event by 210% from the previous year ...”**

**– Troy White, SmallBusinessCopywriter.com**

“This gold coin is a little gift ... every Thanksgiving, I send one to a fellow professional in our industry whose work I’ve greatly admired, and whose unselfish sharing of ideas has helped me and my clients make money. That’s particularly true in your case. Your newsletters, your books have given me so many golden ideas that have helped me and my clients enormously. For all your products, you’ve shamelessly UNDERCHARGED me all these years.”

**– GARY BENCIVENGA**

“Thank you for being one of three people I credit most with helping me achieve financial independence.”

**– YANIK SILVER, author, ‘Moonlighting on the Internet’.**

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# **A.W.A.I. ORDER FORM**

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**& Dan Kennedy's  
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