



PORTFOLIO SAMPLE

AWAI's Build Your Freelance Website in Four Days Program

Long-Form Sales Page

Melanie Rhodes

Resonate Copywriting

It happens BEFORE a prospect ever reaches out...

The 50-Millisecond Credibility Test Every Freelance Writer Faces (Whether They Know It or Not)

The good news?

Passing it has *nothing* to do with your experience, your samples, or how long you've been freelancing...

From the Desk of Rebecca Matter, President, AWAI...

Dear Reader,

I need to tell you about something I see happening to freelance writers, over and over, that most of them never even notice.

It happens *fast*.

Silently.

And by the time it's over, you've already made an impression.

One that influences whether they take a closer look... or move on.

In fact, researchers have found that this first impression can form in as little as 50 milliseconds.

Fifty milliseconds.

That's it. That's the whole test.

Think about it.

One way or another, a prospect comes across your name.

And before you EVER speak to them, you've already faced that 50-millisecond test...

... and they're already forming an impression of you — one that can determine whether they keep looking.

Here's the part most writers don't realize:

Failing this test doesn't always look like a bad impression.

Sometimes it looks like ***no impression at all...***

... because there was nothing *there* for them to judge in the first place.

Either way, you never get the chance to make your case.

And here's the thing...

It has nothing to do with how long you've been freelancing.

Nothing to do with whether or not you have samples.

Nothing to do with your rates, your résumé, or your client list (or lack thereof).

Which means, right now, you could be losing out on clients — *good* ones...

... for a reason that has *nothing* to do with your writing at all.

I know that's a hard thing to sit with.

And for a long time, it was also a hard thing to fix.

Passing this test used to mean spending *thousands* of dollars...

... or waiting *months* for someone else to help you get there.

That's no longer true.

And once you understand what this test *really* is...

... you can start making that first impression work in your favor.

So what is this test, exactly?

You've Been Taking This "Test" All Along...

Before I tell you what this test is, there's something else you should know...

It isn't new.

Prospects have been making these snap judgments for a long time.

As long as freelance writers have been trying to get hired.

What's changed is how much it *matters*.

According to a *RainToday* survey, **97% of clients** say this one thing influences their buying decision.

In other words, it influences *whether they hire you*.

And that's just ONE survey.

Here's the kicker...

Researchers at Carleton University found people can form a snap judgment about this SAME thing...

... in just 50 milliseconds.

Clearly, this "test," so to speak, can play a big role in whether a prospect decides to hire you.

So why doesn't every freelance writer pass it?

Because for years, passing this test came with a catch.

It meant hiring someone expensive.

Or teaching yourself something technical, confusing, and frankly, a little intimidating.

Or spending weeks — sometimes months — trying to figure out all the things you never wanted to.

So what do writers do when something feels this big?

They put it off.

They tell themselves they'll get to it once they have more clients. More samples. More *confidence*.

"Someday."

Well, someday just got a lot CLOSER.

Because I'm about to show you a faster (and far *simpler*) way to pass this test, no matter where you're starting from.

One that strips out the confusion, the cost, and the overwhelm that's kept so many writers stuck on "someday."

What used to feel like an intimidating, drawn-out project...

... is now something you'll be able to handle in just a few days.

So What Is This Test, Exactly?

By now, you may have already guessed what it is...

I'm talking about your website.

Specifically, the kind of website that gives a prospect, in the first fraction of a second, that gut sense of "Yes, this person is a serious professional."

The kind that makes them want to learn more about you... and, eventually, **work with you**.

Now, before you think...

"I'm not technical enough to build something like that..."

Or...

*"I don't have any samples or testimonials yet.
What would I even put on the site?"*

Or even...

*"I'd have to pay a designer thousands of dollars I don't have,
or end up with something that looks totally amateur..."*

Let me stop you right there.

Because the approach I'm about to show you?

It was designed to take those fears **off the table**.

With this approach, you never sit down and try to "build a website" all at once.

You're never handed a hundred hosting options and told to figure it out.

You're never left staring at a blank homepage, wondering what on earth to say.

Instead, you're guided through it one simple step at a time, in an order that's already been figured out FOR you.

And because those big decisions have already been narrowed down for you, you don't have to wonder whether the finished site looks "professional enough."

You can see it for yourself.

Your name is there.

Your services are clear.

Your words sound like YOU.

And everything a prospect needs to take you seriously is right there on the screen.

So when someone discovers you *before* you've had the chance to introduce yourself?

They won't find an unfinished profile, a scattered collection of links... or a dead end.

They'll find a **credible** freelance writer.

And before you know it, you're looking at the proof:

A real, polished website, with YOUR name on it — ready to make that first impression for you.

That's why I'm so EXCITED about this.

Because instead of spending months (or even years) putting this off...

You'll have yours built, live, and ready for clients in just four focused days.

And here's where it gets even more exciting...

Your Website Never Clocks Out

Most of the work you do as a freelance writer follows the same pattern.

You take on a project...

You finish it...

You get paid...

... and then you're back to square one, looking for the next one.

A website doesn't work that way.

Build it once, and it **KEEPS** working for you — long after you've stopped thinking about it.

Here's what I mean...

Somewhere out there right now, a prospect is searching for a writer exactly like you.

Maybe a past client is passing your name along, and that prospect immediately looks you up.

Whatever the case, your website is right there.

Doing the introducing for you.

Making the case for you.

"Passing" that 50-millisecond test on your behalf.

Your website can be working for you while you're finishing a project for another client...

While you're having dinner with your family...

Even while you're asleep.

And it's not just about being found. It's about what happens ***once someone gets there***.

Instead of a prospect wondering if you're the right fit...

... they land on a homepage written specifically to speak to them.

Their industry, their problem, their specific need.

Instead of hesitating to reach out...

... they find exactly what they need to feel ***confident*** taking the next step.

Which means, more and more, the clients who reach out to you are already halfway convinced... before you ever say a word.

That's the **REAL** difference a website makes.

It's not just a project you finish once.

It's an asset that keeps introducing you, building trust, and opening doors — for as long as it's live.

The Hidden Price of Failing This Test

Now, you might be thinking...

"But I already have a LinkedIn profile."

Or maybe you've got a Facebook page, or a profile on a freelance platform.

Isn't that enough?

Well, social media can certainly help potential clients find you.

But there's a difference between a social media profile...

... and a professional online home.

One specifically built to make the right client want to contact you.

And for some of the people making hiring decisions, that difference *matters*.

One creative hiring manager interviewed on *Creative Bloq* admitted that when a candidate sends only a social media profile (instead of a professional website)...

... it affects how seriously he views them.

And he's hardly alone.

In a *Verisign* survey, **84% of U.S. consumers** said a business with a website appeared *more* credible than one with only a social media page.

That's what makes this hidden cost so difficult to see.

A prospect may never *tell* you your LinkedIn page wasn't enough.

They simply move on.

And credibility isn't the only issue.

There's also the question of ownership.

Your social media profile exists on someone else's platform.

That means they decide what prospects see first... and what they may never see at all.

The rules can change.

Your reach can shrink.

And the way your page appears is never fully under your control.

Your website is different.

It lives at your own address, under your own name... with no competing profiles crowding the screen.

It's built to focus the prospect's attention on **YOUR** business...

The clients you help...

And the reasons you may be *exactly* the writer they're looking for.

The Simple Path to Passing the Test

So how does someone go from "I don't even know where to start" to a real, live, professional website in just four days?

It comes down to something we call **the EZ Path**.

And once you understand the idea behind it, the whole project stops feeling so overwhelming.

Let me explain...

Most writers look at building a website and see one giant, tangled decision.

Which host do I choose? Which platform? Which theme? What pages do I need... and what do I put on them?

It feels less like a project and more like a hundred separate forks in the road.

And somehow, you're supposed to get every one of them "right" ...

... with no way of knowing whether you've just made a costly mistake.

No wonder it feels impossible.

No wonder so many writers take one look... and close the tab.

But here's the secret:

Building your website may *look* like a hundred decisions.

But it really comes down to a handful.

And every single one of them already has a clear, tested answer.

You just need someone to show you the way.

That's what the EZ Path is.

Instead of researching, comparing, and second-guessing your way through dozens of technical decisions...

... you're shown exactly which option to use for each one...

... and why it's the right fit for this project.

And when you reach the content side, you're not starting from zero.

Instead of staring at a blank website, wondering what on earth to say...

... you're shown exactly which pages you need...

... and what belongs on each one, *before* you write a word.

So you're never left guessing what comes next.

Which means what used to feel like a wide-open, "figure it out yourself" project...

... starts to feel more like filling in the blanks.

You're not staring down a hundred choices.

You're following ONE clear path, step by step... toward your very own professional website.

"Easy to understand..."

"Rebecca, you made a complex subject, setting up a website, easy to understand."

— **Stefan A.**

How the EZ Path Works

Whether you've never built a website before...

... or you've tried and gotten stuck halfway through...

... you'll follow the same three simple steps.

[GRAPHIC: Simple three-step horizontal path — Plan → Write → Build — with a finished website shown at the end]

STEP 1: Plan

A professional freelance website starts with a clear plan.

So before you make a single "technical decision" — or even write a single word — you need to know two things:

WHO your ideal client is...

... and what THEY need to see.

It's easy to skip this critical step entirely.

So you start typing...

... playing with colors and fonts...

... or clicking around a hosting site, hoping it all comes together.

But you still don't know exactly who you're writing for...

... or what your site needs to accomplish.

And before long, you're stuck again...

... staring at a half-finished page and wondering why this feels so hard.

This step fixes that.

Using a simple exercise and real examples, you'll see what a client-winning freelance website needs.

You'll identify YOUR ideal client, so you know exactly who you'll be writing to.

You'll pinpoint the three pages you need to get started (yes, you only need three!)...

And you'll come away knowing what each page is for...

... and exactly what needs to go on it.

You'll even settle your business name and domain, using a few simple rules that make those decisions much easier.

By the end of this step, you'll know exactly what you're building, and *why*.

Which makes everything that follows so much easier...

STEP 2: Write

Many writers who try to do this on their own get stuck right here.

They stare at a blinking cursor...

... unsure what to say...

... *especially* if they don't have samples or testimonials yet.

Not you.

Because you've already done the planning, you know exactly who you're writing to.

And the "hardest" part of building a website — figuring out what to say — stops feeling so hard.

Instead of sitting down and trying to "write a website"...

You sit down to write ONE section, already knowing what it needs to accomplish.

A headline here...

A few sentences about who you help there...

Section by section, until... you've got a complete webpage.

Then you do the same with the other pages you've planned...

... each one broken down into simple, bite-sized pieces.

So you always know exactly what to write next.

And before you know it, you've got whole pages written, tailored to speak directly to YOUR ideal client.

Which means all that's left is putting it online...

STEP 3: Build

Writing the pages is one thing. Actually building the website is another.

But you can take a deep breath...

... because you're following the EZ Path.

You're not stuck guessing — or second-guessing — which tools to use.

You've got a PROVEN set of tools to build your website.

And you're not doing it alone.

You'll work alongside an expert who builds websites day in and day out.

You simply follow along, click by click...

... building your own website right along with him.

Page by page, everything you've planned and written starts to take shape...

... the navigation comes together, your words appear on the page, the design comes alive on the screen...

... and then it hits you: you're not looking at a plan anymore.

You're looking at a real, live, professional website.

YOUR website.

And if you get stuck somewhere, not to worry.

You'll have real, human support to get you moving again.

So from the first decision to the final click, you're guided all the way through.

And that's the whole path.

You plan it...

... you write it...

... you build it.

That's it.

You don't need website experience, a designer, or weeks (or months).

You simply follow the path laid out for you.

And at the end of that path, you've got a real, professional website...

... ready to pass that 50-millisecond test.

"My attitude changed from a fearful one to a 'can do' attitude."

"Although I had challenges, being almost 60 years old and a non-techie, I was able to meet them head-on... It was equally exciting to watch as my attitude changed from a fearful one to a 'can do' attitude."

— **Anita Byrd-Petts**
Knoxville, Tennessee

You're Invited...

If you're nodding along right now...

If you're picturing what it would feel like to finally have a website you're proud to send prospects to...

If you're ready to stop putting this off...

... and start showing up like the professional you are...

Then this is exactly why we created ***Build Your Freelance Website in Four Days***.

It's a complete, guided program that takes you through the entire EZ Path...

... planning your site...

... writing every page...

... and building it, one click at a time.

And here's something else worth knowing:

This program is organized into four simple days...

... but every session is pre-recorded.

Which means there's no live schedule to keep up with.

You can work through it in a single weekend, or spread it out over a few weeks — pausing when life gets busy and picking up right where you left off.

You set the pace that works for your life...

... knowing that self-paced doesn't mean you're left to figure it out all by yourself.

You'll have experts showing you exactly what to do, step by step — whenever YOU'RE ready.

"It allowed me to make the website on my own time."

"Getting the program was a great move because it allowed me to make the website on my own, on my time. It felt kind of like I was sitting in a classroom. All I had to do was follow the lectures."

— **Amanda Rosko**
Ottawa, ON

Speaking of those experts, let me introduce you...

Meet Your Guides

You already know one of them...

It's me, Rebecca.

[IMAGE: Headshot of Rebecca Matter]

I'll be walking you through Steps 1 and 2: planning your site and writing every page.

I've put together several websites — for AWAI, for friends, for family members, and for myself...

... and along the way, I've helped many writers just like YOU do the same.

But here's what I *really* want you to know:

I'm not just handing you a checklist.

I'm walking you through the exact thinking that goes into a website built to help you get *hired*.

The kind of small, specific decisions that make the difference between a site that looks “fine” ...

... and one that makes a prospect think, “This person is *exactly* who I need.”

Then, when it’s time to build, you’re in equally good hands.

Meet Jim Wright, a WordPress expert who helps freelance writers build their websites.

[IMAGE: Headshot of Jim Wright]

He’s helped writer after writer go from “I have no idea how any of this works” ...

... to “My site is live.”

And he does it without ever making you feel foolish for not knowing the technical stuff already.

Right from the start, his rule is simple:

Don’t panic.

He walks you through it one click at a time, narrating exactly what he’s doing and why...

... almost as if he were sitting right beside you.

And he doesn’t disappear once the training ends, either.

Jim also personally moderates our private member group, where you can ask questions whenever you get stuck.

So if something trips you up, you’re not left to figure it out alone.

And there’s one more guide joining us...

... one who will show you how to help your finished website do more than just *look* great.

She’ll help it get FOUND.

[IMAGE: Headshot of Pam Foster]

Her name is Pam Foster, AWAI’s Director of Copywriting Training and the owner of PetCopywriter.com...

... a site that has ranked at or near the top of Google in its market for close to a DECADE.

Pam will show you:

- Where the right words belong...
- How search engines understand your pages...
- And how to make it easier for ideal clients to find you...

Using simple, **plain-English** SEO strategies.

Together, we've helped hundreds of freelance writers go from having nothing online...

... to having a real, professional website they're proud to send prospects to.

And now, we're ready to help YOU do the same.

Introducing... *Build Your Freelance Website in Four Days*

[IMAGE: Screenshot of the course member area displayed on a laptop, showing the four-day lesson sequence]

This is a complete, build-along-with-me experience that guides you from no website — and no clue how to start one...

... to a finished, professional website that's ready to help you attract clients.

In as little as four days.

And when I say "no clue," I MEAN it.

You don't need to know what hosting is.

You don't need to know how domains work.

WordPress might be completely NEW to you.

And that's all okay. You'll be shown *exactly* what to do as you go.

Because all the confusing, technical pieces have been broken down for you...

... into simple, manageable steps.

No staring at blank pages, wondering what to say.

You'll know what each page needs — and what to write *next*.

Just follow along, one step at a time...

... until you've got a real, professional website live online, ready to work for you.

Here's how it happens...

Over the four days, I'll show you exactly what makes a freelance website work...

... and help you write each page, *even if* you don't have a single sample or testimonial yet.

Then Jim Wright steps in to guide you through the technical side...

... domains, hosting, WordPress — the works.

He shows you what to do click by click, so you're never left guessing what to do next.

And here's the best part:

You're not just watching this happen.

You're doing it — right alongside the training.

As I show you what to say on your homepage, you'll write yours.

As Jim shows you how to install your theme, you'll install yours.

So by the end of Day 4 — if you follow along and do the work — you won't just understand how a professional freelance website comes together.

You'll have one. LIVE.

Ready to show clients.

Ready to help prospects see you as the professional you already are.

"One of the best decisions I've made for my business..."

"The training series was wonderful — it gave me not only the confidence, but also the tips and tricks, to build my website on my own. From suggestions on hosting to detailed site design suggestions, this truly is a 'build your website in a box' program."

— *Laura LaChapelle*
Joppa, Maryland

Here's What You Get...

DAY 1:

Discover What Makes a "Good" Freelance Website — and Choose Your Business Name

That 50-millisecond first impression doesn't happen by accident.

Certain details make a website feel clear, credible, and professional...

... while others leave a prospect's finger hovering over the back button.

Without a clear standard to follow, it's easy to get stuck on fonts, colors, and websites you admire...

... without knowing what makes a prospect think, "This person looks like a professional."

Day 1 gives you that standard.

I'll walk you through my 3 P's Framework...

... the three qualities that help a freelance website make a strong first impression.

And I'll show you real examples — the good AND the bad — so you can see exactly what works...

... and what turns a prospect away.

You'll also settle the one decision that trips up many writers before they even get started:

Your business name... and your domain.

So you can stop overthinking it and finally move forward.

You'll discover...

- The "3 P's" behind a professional freelance website — and how they help the right prospects find you, trust you, and take the next step
- The quick "gut check" clients run in the first few seconds on your site... and the signals that help you pass
- Why trying to speak to "everyone who needs a writer" weakens your message — and what to do instead
- Three simple call-to-action models that remove guesswork (and show prospects what to do next)
- The three naming paths for your business and domain — and the one simple rule that means you can stop agonizing over the decision

By the end of Day 1, you'll have...

- A clear framework for spotting what works — and what needs fixing — on every page of your website
- A business name and domain you feel confident moving forward with
- A "swipe file" of ideas from sites you admire, so writing your own content on Day 2 is MUCH easier
- The confidence that your site is built on what actually works — not guesswork

DAY 2:

Plan and Write Your Website Content

Here's something you may find surprising...

When it's time to write your website, your homepage *isn't* the best place to start.

In fact, you don't start with a page at all.

You start with the *person* every page needs to speak to.

I'll help you get clear on that one ideal client...

Once you understand who they are, what they need, and what problems they want solved...

... deciding what to say on each page becomes MUCH easier.

That's what Day 2 is all about...

... helping you decide what to say — and where to say it.

You'll come into Day 2 knowing what makes a freelance website work.

Now, you'll put those principles into words.

I'll walk you through nearly a dozen types of web pages...

... including your Home, About, FAQ, Testimonials, Samples, Services, Blog, and Contact pages.

You'll learn what each page needs to do, what belongs on it, and what a prospect is hoping to find when they click.

You'll discover...

- How to define your ideal client so every page speaks to one specific prospect — not “anyone who needs a writer”
- The overlooked places you can find credibility-building content for your About and Testimonials pages (even if you're brand-new!)
- The real purpose of an FAQ page (hint: it's not what you think) — and how to use it to strengthen your case
- My “Mind-Mapping Brainstorm” — a simple paper-and-pencil exercise that turns scattered ideas into a clear content plan
- Why “less is more” when it comes to your site — and the exact minimum you need to launch (it's probably fewer pages than you think)
- And much more...

By the end of Day 2, you'll have...

- A crystal-clear picture of exactly who you're writing to — and what makes them feel ready to connect
- A written draft of every page your website needs, based on your specific situation
- A complete content plan and site navigation — no more guessing what goes where
- Practical ways to show your credibility, even if you're just getting started

DAY 3:

Your Technical Decisions — Made Simple

You can write every page of your website...

... and still never get it live.

Because for many freelance writers, the technical side is where everything grinds to a halt.

One minute, your content is ready.

The next, you're staring at a screen full of hosting plans, theme options, and platform comparisons.

So you close the tab. You'll "figure it out later" ...

... except later never comes.

Today, that changes.

Jim will give you his exact recommendations...

... one host, one platform, one theme.

So instead of comparing endless options, you can move forward.

And he'll explain WHY he recommends each one...

... so you're not just following instructions.

You'll understand the choices behind your own website.

You'll discover...

- The "EZ Path" — Jim's recommended host, platform, and theme, so you can stop researching and start building
- How to finalize and set up your domain name, so it's easy to remember, easy to spell, and easy for clients (and Google) to understand
- The simple hosting setup that lets you get your domain for FREE
- Why Jim recommends self-hosted WordPress over a "quick and easy" site builder — and how it gives you more control as your business grows
- Jim's "Greatest Hits" design method — how to combine ideas you love from other sites into a look that fits your business... without hiring a designer
- And much more...

By the end of Day 3, you'll have...

- Every key technical decision made — domain, hosting, platform, and theme — so you're ready to build
- A clear, simple design direction for your site, based on real examples YOU actually like
- A clear path forward — without the endless research, confusing tech-speak, or second-guessing
- Everything ready for Day 4 — when you'll put the pieces together and build your site

DAY 4:

Build It: Nuts and Bolts, Click by Click

By now, you've done the groundwork.

Your content is written. Your decisions are made.

There's only one thing left standing between you and a website that's ready to go live:

Putting it all together.

And the good news is, you won't be doing it alone.

Jim will be right there on screen, showing you exactly what to click (and WHY), one step at a time.

No guessing.

No panicking when something looks unfamiliar.

You'll watch Jim complete each step on screen...

... then do the same thing on your own website.

You'll discover...

- How to get your domain and hosting talking to each other — without getting lost in technical instructions
- The "one-click" way to get WordPress up and running, so you can stop reading about building a website and start seeing yours take shape
- The simple setting that helps protect your new website, from the start
- How to turn your written pages into a polished site that feels like YOU
- How to add the finishing touches — your logo, navigation, and a working contact form — so your website looks complete and ready for visitors
- How to expand your website with new features as your business grows — and how to determine which add-ons you can trust
- And much more...

By the end of Day 4, you'll have...

- A real, working website — LIVE and ready for the world to see
- The confidence that comes from building — and knowing how to update — something yourself, without relying on someone else
- Proof that the thing you've been putting off for months (maybe years) is finally DONE

"I feel accomplished and richer!"

"The content was easy to understand, follow, and implement. I also got a kick out of how the process was chunked concisely into four days only... It feels like the first website that I have built correctly from start to finish. After trying to navigate it completely on my own, having this straightforward program really put the pieces together seamlessly."

— **Megan Jenifer-Harris**
Mesquite, Nevada

In Just Four Days... You'll Have Done What So Many Freelance Writers Put Off for Months — Sometimes Years!

Four days ago, this was the project you kept meaning to get to.

The one you told yourself you'd tackle once you had more clients.

Or more confidence.

Or more *time*.

Now it's DONE.

Take a look at what you accomplished...

- On Day 1, you learned exactly what makes a freelance website work... and chose the business name and domain you'd build yours around.
- On Day 2, you turned that plan into real content — writing the pages your website needs, without a single sample or testimonial (yet).
- On Day 3, you made the technical decisions that once felt overwhelming... your hosting, platform, theme, and design direction.
- On Day 4, you brought it all together, click by guided click... until a real, professional, working website stared back at you on the screen.

Now, you have a real website.

One that finally reflects the professional writer you already ARE.

And the icing on the cake?

You didn't need to hire a designer.

You didn't need to "be technical."

And you didn't need years of experience or a single sample to your name.

You just needed a clear path...

... and someone to guide you through it.

"I can now cross off one of my biggest and most dreaded 'to-do's'"

"I can now cross off one of my biggest and most dreaded 'to-do's' thanks to this seminar! Thank you once again, AWAI!!!"

— **Fran Williams**
Estero, Florida

And remember...

Before Your Website Takes That 50-Millisecond Test...

By the end of Day 4, your website will be live.

But before you start sending prospects to it, you may still have one question...

"How do I KNOW I got it right?"

That's why our guidance doesn't end the moment your website goes live.

After your site has been up for a few weeks, you can send it to us for a FREE professional critique.

We'll review both the design and the content...

... show you what's already working...

... and give you specific, written recommendations for making it even stronger.

And don't let the word "critique" make you nervous.

This isn't about tearing your website apart.

It's about helping you see what you got *right* — and where a few thoughtful changes could strengthen it even more.

So when a prospect lands on your site, and that 50-millisecond clock starts ticking...

... you can feel CONFIDENT about the impression your website makes.

"Rebecca's website review was so valuable."

"Rebecca's website review was so valuable, and here I am with a professional-looking website and my freelance business ready to go!"

— **Margie King**

Just Imagine Where You Could Be Four Days from Now...

"Build my website" has been sitting on your to-do list for way too long.

You know the feeling — introducing yourself as a freelance writer, then praying nobody asks to see your site.

Now imagine four days from now, that project is finally DONE.

The next time someone asks, "Do you have a website?"...

You don't hesitate.

You smile... and send them the link.

When a past client offers to pass your name along, you've got somewhere for that referral to go.

And you can say, "I'm a freelance writer" with more *confidence*...

... because now you have a professional website to back you up.

But that's not all that changes.

Somewhere out there, a prospect who's never met you is searching for a writer in your niche...

... and they land on your site.

They find a homepage that speaks directly to their industry, their needs, and the kind of help they're looking for.

They see an About page that helps them understand who you are — and why you're a good fit.

And when they're ready to reach out, they know exactly what to do next.

They start to feel like they know you a little.

Like you understand what they need.

And your website's already helping you build trust...

... before you've said a single word.

And that trust is enough to make them click Contact... and ask if you're available.

Not just a website.

The confidence to show up as the professional writer *you already are*...

... with a website that helps prospects see it, too.

"Once I had a website... I started getting paying assignments!"

"I remember the way I felt when I launched that website. I was terrified someone would find it and want to hire me, but I knew I couldn't hide forever. My site was live, and there was no turning back now.

"Once I had a complete website declaring I was a writer, I believed it myself. I started reaching out to clients and getting paying assignments!"

— *Christina Gillick*
Farmersville, Texas

Your Website Is Live... Now Let's Help It Do More

"Okay, Rebecca. I've got a website... now what?"

Getting your website live is a major WIN.

But it won't be the last thing you ever want to do with it.

You'll want the right prospects to find it...

... fresh ideas for improving the content...

... simple ways to add new features...

... and somewhere to turn whenever you get stuck.

So we've included four extra resources to help you do exactly that.

[IMAGE: Value-stack mockup showing the SEO webinar, Content Essentials Guide, Website Growth Kit, and private member group]

BONUS #1:

"Get Found on Google" — A Practical SEO Webinar with Pam Foster

Before your website can pass that 50-millisecond test...

... the right prospects have to FIND it.

That's where Pam comes in... and she knows what it takes to get found.

Her own niche website, PetCopywriter.com, has ranked at or near the top of Google in its market for close to a *decade*.

And in this session, she'll show you the simple strategies she uses to help the right people find YOUR site.

You'll learn...

- How to choose and use keywords for every page — along with how NOT to use them (writers who do this get *penalized* by Google)...
- The power of "niche keywords" — and how using them gives you an edge over copywriters who don't...
- The absolutely ESSENTIAL places to put keywords on every page, including one of the first places Google looks...
- How it all comes together, as Pam walks you through actual Google searches...
- ... and much more.

No tech jargon. No confusing acronyms.

Just plain-English steps to help the right prospects find your site.

BONUS #2:

The *Content Essentials Guide* — Your Go-To Resource for What to Write Next

By the end of Day 2, you'll have the content your website needs to launch.

But your website won't stay frozen in time.

That's where the *Content Essentials Guide* comes in.

It's the written companion to your four-day training — designed to stay useful long after your site goes live.

Any time you want to tweak a section...

... add a new service...

... or create a brand-new page...

... you'll have a nearly 100-page guide packed with ideas for what to write.

And it goes far beyond your core pages.

You'll also find specialized blueprints for 24 different freelance niches...

... including B2B, financial, health, grant writing, social media, web writing, and more.

Each one gives you specific content ideas, helpful checklists, and real websites you can study for inspiration.

So whatever direction your freelance career takes, you'll have plenty of ideas to draw from.

And when you need help beyond the individual pages themselves...

... you'll find an entire appendix of articles, examples, and practical ideas to keep you moving:

- How to build a portfolio fast — even if you're starting completely from scratch...
- A surprising way to use Medium to build samples — and even get paid while you do it...
- How to build the confidence to pursue your first client, even if you don't feel "ready" yet...
- Twenty simple ways to stand out as a web copywriter in a crowded market...
- And one writing "rule" that can make nearly every page on your site twice as persuasive...

Think of it as your personal idea bank...

... the place you turn whenever you're not sure what to write next.

"Truly amazing!"

"I've been holding off on putting a website together because I didn't feel that I had enough samples. Now that I am going through the bonus *Content Essentials Guide*, I realize I do have some samples. Yeah!"

— ***Monique P.***

BONUS #3:

The Website Growth Kit — Simple Ways to Grow, Improve, and Get More from Your Website

Once your website is live, you'll want to take it even further.

That's exactly what this bonus is designed to help you do.

First, you'll get the *Website Acceleration Guide*...

... a practical next-steps resource for growing your traffic, building your blog, and getting more from social media.

And that's only one part of the kit.

You'll ALSO get a mini-library of extra tutorial videos, each one walking you through a specific upgrade, step by step.

Topics like:

- How to customize your contact form, so it looks and feels like YOU...
- How to set up Google Analytics, so you can see how people find your site (and what they do once they get there)...
- How to use the Yoast SEO plugin so your pages are easier for Google to understand — and easier for the right prospects to find...

Each tutorial also comes with a transcript and audio version...

... so you can learn in whatever format works best for you.

Just to be clear, you won't *need* any of this to launch your site.

But when you're ready to take your site to the next level, it'll all be right there waiting for you.

BONUS #4:

Your Private, Members-Only Facebook Group — Ask Questions, Get Help, and Keep Moving

Even with every step laid out, sometimes you just hit a snag.

Maybe a setting won't save.

Maybe a plugin isn't cooperating.

Or maybe you just want someone to confirm you did it right.

That's why you'll also get access to our private, members-only Facebook group.

It's moderated PERSONALLY by Jim, so you'll have somewhere to take those questions when they come up.

If you get stuck, simply jump in and ask your question...

... and Jim will help you get UNstuck.

And there's no need to feel silly for asking.

By the way, Jim's not the only one in there...

You'll also be surrounded by a whole community of past students — writers just like you, who've already been through the process...

... built their own sites...

... and know exactly what it's like to get stuck (and how good it feels to get past it).

So if something trips you up along the way...

... you'll have Jim and a whole community of writers ready to help you through it.

Let's Add It All Up

The complete ***Build Your Freelance Website in Four Days*** program...

... where you'll plan, write, and build a professional website of your own — in as little as four days.

- **Day 1: Plan** — Learn what makes a freelance website work, choose your business name and domain, and create a clear plan for your site...
- **Day 2: Write** — Create the content your website needs, page by page, with clear guidance (so you're never left staring at a blank page)...
- **Day 3: Make the Technical Decisions** — Discover Jim's EZ Path, so you can stop comparing endless options and start building with confidence...
- **Day 4: Build** — Follow along, click by click, until your website is live... and you can FINALLY cross this off your list.

PLUS... You'll also get four extra resources to help you get even more from your site:

- **BONUS #1: "Get Found on Google" with Pam Foster** — Plain-English SEO strategies to help the right prospects find your site when searching for a writer like you.
- **BONUS #2: The Content Essentials Guide** — Nearly 100 pages of ideas, blueprints, and practical help for updating your content or deciding what to write next.
- **BONUS #3: The Website Growth Kit** — A next-steps guide and a mini-library of tutorials, for taking your site further whenever you're ready.
- **BONUS #4: Your Private, Members-Only Group** — Jim plus a whole community of past students, ready to help whenever something trips you up.

And before you start sending prospects to your site, you'll have one more opportunity to strengthen that first impression...

Your FREE Professional Website Critique

After your site's been live for a few weeks, just send it our way.

We'll take a close look at both your design and content...

... paying special attention to what your ideal prospects will see, think, and do...

... and send you clear, written recommendations for making it even stronger.

[IMAGE: Sample professional website critique with written design and content recommendations]

Think of it as a second set of expert eyes...

... catching anything that may have slipped through the cracks, BEFORE prospects see it.

Because your website shouldn't just *look* finished.

It should be ready to make the strongest first impression it can.

What Would It Cost to Have Someone Else Build This for You?

Suppose you decide not to build the site yourself.

Even if you write every word, you may still need help with the design, technical setup, and launch.

And paying professionals to handle those aspects can easily cost *thousands* of dollars.

According to digital strategist Mark Brinker, hiring professionals to design and build a modern small-business website typically costs \$5,000 to \$10,000...

... and even \$20,000 or MORE for a larger or more customized site.

Your freelance website *may* be simpler than some of the sites included in that estimate.

But even a simpler site still has to be planned, designed, built, connected, tested, and launched.

And that \$5,000-to-\$10,000 estimate covers the design and development.

In other words, even if you write every word yourself...

... you could still be paying thousands for someone else to put it all together.

And that's just to build and launch the site.

Brinker also estimates that ongoing maintenance plans can run from \$40 to \$300 a month.

Individual developer help may cost \$100 an hour or more.

So if you need to add a sample or a testimonial...

... change your services...

... or fix a page that suddenly looks broken?

Every change could mean another email, another wait... and another bill.

With ***Build Your Freelance Website in Four Days***, you don't just end up with a finished website.

You know how to make basic updates *yourself*.

You know why the site is structured the way it is...

... how the content works...

... and how the technical pieces fit together.

So as your business grows, your website can grow with it.

That kind of knowledge could save you thousands upfront...

... and help you *avoid* ongoing costs for routine changes.

You'll know your website inside and out.

And when your business changes, you won't have to wait for someone else to change your website with it.

That knowledge alone could make this program worth FAR more than what you'll pay for it.

So What Does It Take to Get In?

After seeing what professional design and development can cost...

... you might expect a program that helps you plan, write, build, *and* improve your own website to cost thousands.

Especially when it includes:

- The complete ***Build Your Freelance Website in Four Days*** program...
- All four bonus resources — including your private, members-only group...
- And your FREE professional website critique.

But I want to keep this program within reach for writers who are *serious* about getting their website DONE...

... because a professional website is one of the most valuable steps toward the writer's life you want.

So you won't pay thousands.

You won't even pay \$1,000.

Instead...

Your investment is just \$497.

And this isn't a program you'll lose access to once your website goes live.

Build Your Freelance Website in Four Days is one of AWAI's "Living Programs."

That means you'll have unlimited access to the COMPLETE training...

... along with any future updates, new features, and bonus additions — at no extra charge.

So as the program grows, your access grows right along with it.

"On the 'must take' list..."

"It's so exciting that you'll be making this a Living Program! So many freelancers get stuck on the website-building part of building a business. All of AWAI's programs are outstanding, but this one ranks near the top of the 'must take' list."

— ***Ann K.***

And one modest freelance project could cover the ENTIRE investment.

Imagine a prospect searching for a writer like you... and coming across your website.

They land on a homepage that speaks directly to their needs...

... see clear reasons you may be the right fit...

... and know exactly how to reach out.

If that connection leads to just ONE modest project...

... this program pays for itself.

At the end of the day, this program gives you the tools to face that 50-millisecond test with confidence...

... every time a new prospect lands on your site.

[BUTTON: YES! I'm Ready to Build My Website!]

This Is as Risk-Free as It Gets

If you change your mind for any reason, just let us know within 30 days, and we'll refund every penny.

That gives you 30 full days to explore everything included...

- The complete step-by-step process for planning, writing, and building your own professional website, in as little as four days...
- The resources and support to help you improve and expand your site as your business grows...
- And a FREE professional critique, with real, specific suggestions for making it even stronger...

So you can jump in, go through the program, and see for yourself...

... without worrying that you're stuck if it's not right for you.

So if you're ready for our help building your website...

... and finally getting this project DONE...

I'd love for you to join us today.

[BUTTON: YES! I'm Ready to Build My Website!]

The Real Cost of "Someday"...

This project doesn't get easier the longer you put it off.

It just waits.

Sitting there. Getting a little heavier every time you think about it and decide "not today."

I've watched hundreds of writers live this exact pattern...

... telling themselves they'll get to it once they have more clients, more time, more *confidence*.

But "someday" has a funny way of never actually arriving on its own.

"The impetus I needed to get this done."

"This provided the impetus I needed to get this done. It just seemed so overwhelming whenever I thought about it."

— Raymound Mountz
Cuenca, Ecuador

So you *could* keep putting this off...

... keep introducing yourself as a freelance writer with nothing to point to.

And for the record — plenty of writers get by this way for a while, piecing together work through word of mouth and personal connections.

But here's the thing...

Every day you go without a website is a day that silent, 50-millisecond test is still happening — whether you're there for it or not.

A prospect searches your name. Or your niche. Or a friend passes your name along.

And in an instant, they're already forming an impression.

Even if you have a LinkedIn page, or another social media profile...

Without a website, there's no professional home base waiting for them.

And if they don't find enough to make them feel confident about reaching out?

They move on.

And that's the real cost of waiting.

Not just the website you still don't have...

... but the opportunities you may never know you missed.

The good news?

You don't need months. You don't need years. You don't even need to clear your whole week.

You just need four focused days...

... and a clear, easy path from "someday" to "DONE."

[BUTTON: YES! I'm Ready to Build My Website!]

You're Just Four Short Days Away from a Professional Freelance Website

By now, you know what a real, professional website can do for you.

You've seen how it works in the background 24/7 — making an impression on prospects LONG before you ever speak to them.

You've seen the difference it can make in how prospects see you... and whether they feel confident reaching out.

This is your chance to build that website — alongside three people who've spent years helping freelance writers do exactly this.

I'll walk you through what to plan and write, so you *always* know what to say...

Jim will guide you through the EZ Path, click by click, until your site is *live*...

And Pam will show you how to help the right clients actually FIND it.

So if you're ready to stop putting this off...

... and finally have a website that reflects the professional writer you already ARE...

Click the button below, and let's get your website DONE.

[BUTTON: YES! I'm Ready to Build My Website!]

To your success,

[Rebecca's Signature]

Rebecca Matter
President, AWA

P.S. Remember that 50-millisecond test I told you about? Most freelance writers have no idea they're even taking it — let alone how to pass it.

You won't be one of them.

Follow along with us, and not only will you walk away with a real, professional website — built in just four short days...

... you'll also get a FREE professional critique.

Think of it as your open-book pass on this test — a second set of (expert) eyes, making sure you've got it right BEFORE it counts.

Instead of being left to wonder if you passed the test...

... you'll be able to send prospects to your site with something every freelancer wants...

Confidence.

"I can't wait to show the world my site."

"Thank you for the training series. Informative, simple, and above all else, inspiring. If someone can't get up and running after that, then they don't want it bad enough. I want it, and I want it bad.

"I can't wait to show the world my site and start kicking some copy butt."

— **Michael P.**

[BUTTON: YES! I'm Ready to Build My Website!]

Frequently Asked Questions

Q. What if I'm just starting out and don't have any samples or clients yet?

You're exactly who this program was built for.

You don't need a single sample, testimonial, or client to build a real, professional website.

In fact, waiting until you have those things is EXACTLY the trap so many freelance writers fall into — telling themselves they'll build a website "once they're ready."

We'll show you exactly what to put on your site, even if you're starting from zero.

Q. What if I'm not a copywriter?

No problem.

A professional website is your 21st-century business card, no matter what kind of freelance writer you are.

Most of what makes a professional website work is the same across specialties.

It's the specific words on the page that change.

That's exactly why your free *Content Essentials Guide* includes blueprints for 24 different freelance specialties...

So whatever you write, you'll have real direction, not generic advice.

Q. Will I actually finish a real website in four days?

If you follow along and complete each day's steps, YES.

Every session is broken down into simple, guided steps, so there's no guesswork about what to do next.

Some writers move through it in a single weekend. Others prefer to take it slower, spacing it out over several weeks.

Either way works — this is entirely at your own pace.

Q. Do I need to already know WordPress or anything technical?

Not at all.

Jim will walk you through the EZ Path — every technical step, click by click...

... so you're never left guessing or comparing endless, confusing options on your own.

Q. What if I get stuck somewhere along the way?

You won't be figuring it out alone.

You'll have access to our private, members-only Facebook group, personally moderated by Jim.

So if you do hit a snag, you can post your question and get real help.

You'll also be able to see questions other members have already asked — and the answers Jim has shared with them.

Q. When can I submit my site for the free professional critique?

Once your site's been live for a few weeks, send it our way.

You'll get a detailed, written review of your design and content...

... along with specific recommendations for making it even stronger.

Q. Is this program self-paced, or do I need to attend anything live?

This program is entirely self-paced.

Every session is pre-recorded, so there's no schedule to keep up with.

Work through it whenever it fits your life — evenings, weekends, over four focused days, or spread out over time.

It's completely up to you.

Q. What if I decide this isn't the right fit for me?

Then you're covered.

Just let us know within 30 days, and we'll refund your investment.

So there's really no risk in giving it a try.

But if you're ready to build a website that reflects the professional writer you already are...

... click the button below to get started.

[BUTTON: YES! I'm Ready to Build My Website!]

Want to discuss a project like this? resonatecopywriting.com