



PORTFOLIO SAMPLE

AWAI Writer's Starter Kit

Email Campaign / Sequence

Melanie Rhodes

Resonate Copywriting

Monday – Email 1

Subject: Go from zero to well-paid writing career ... in one weekend

Preview Text: No need to toil away for years on end to make a comfortable living.

Hi %%FIRSTNAME%%,

“Watch and learn all you can ... It’s all I can do for you, son. Now go, change your stars and live a better life than I have.”

These were among the last words spoken by John Thatcher to his son William in the movie, *A Knight’s Tale*.

William was about to leave the life he knew – and the father he loved – to work for Sir Ector, a knight.

William would labor, and learn, and hopefully find a better life.

Twelve long years would pass before father and son would be reunited.

But with time and a lot of effort (and no small amount of risk), William would indeed “change his stars.”

Do you find yourself wishing you could change yours and become a well-paid writer?

Ideally without spending 12 years away from life as you know it, toiling away to “pay your dues”?

What if I told you, you could go from zero to profitable new writing career ... in a single weekend?

It’s possible.

In fact, hundreds of writers just like you have done it ... in a single weekend.

[Find out how here.](#)

To your success,
Rebecca Matter
President, AWAI

Tuesday – Email 2

Subject: The writer's road "more intelligently travelled"

Preview Text: Learn from the pros who've been where you are ...

Hi %%FIRSTNAME%%,

Let's pretend for a second that you're standing at a fork in the road, "Avenue to the Writer's Life."

On your left is the "Going It Solo" fork.

Take this fork, and you'll probably spend hours scouring the Internet trying to figure it all out ...

Reinvent a wheel or two ...

Maybe even spend months ... or *years* ... stumbling your way along.

If you make it there at all.

But on your right, you see "The Road More Intelligently Travelled."

You see the professional writers who've been where you are ...

Standing by to be your travel guides along the road to the well-paid writer's life.

Even better, you can travel that road in a single weekend ... and save yourself a *lot* of time, money, and frustration.

[This road](#) has everything you need to get up and running as a writer ... *fast*.

Interested?

I thought you might be. 😊

[Click here to follow "The Road More Intelligently Travelled."](#)

To your success,
Rebecca Matter
President, AWAI

Wednesday – Email 3

Subject: Writers: How to kiss impostor syndrome good-bye

Preview Text: Don't be another aspiring writer who remains an aspiring writer

Hi %%FIRSTNAME%%,

Let's be honest.

Setting up a business is a daunting task ... particularly if you're going it alone.

Figuring out the marketing ... the paperwork ... even what to charge, so you don't come across to your clients the wrong way.

Did I mention even just *finding* clients?

Hurdles like this are the reason so many aspiring writers ... remain *aspiring* writers.

They all leave plenty of room for doubt to creep in and trip you up when you choose to go it alone.

Doubt that you really can set up your own writing business.

Let alone run it like the experienced writers you *know* are out there.

Doubt that you'll ever be good enough to consider yourself a *writer* ... let alone a successful one.

Hello, good old impostor syndrome.

The good news is ... you don't have to go it alone.

Thanks to a brand-new toolkit created by those who've been where you are ...

Who actually *became* professional writers.

Within this toolkit, you'll find:

- A 9-part video tutorial laying out the options and opportunities for writers
- A self-assessment quiz that helps you define *your* writer's life goals
- Exercises that help you determine what you write ... and *who* you write for
- Proven strategies for finding ... and *landing* ... those clients
- Fill-in-the-blank, customizable templates for every kind of client interaction

... and so much more.

All of which is designed to help you tackle situations like a seasoned pro ... even when you're a total beginner.

You'll have access to the same strategies successful writers are using every day.

And with everything broken down into manageable steps, you'll have everything you need to go from *dreaming* about the writer's life ...

... to actually *living* your writer's life.

And do it with *confidence*.

Are you ready to stop dreaming and start doing?

[Click here now to kiss impostor syndrome good-bye.](#)

To your success,
Rebecca Matter
President, AWAI

Thursday – Email 4

Subject: Can Google do *that*?

Preview Text: The must-have resource created by actual professional writers

Hi %%FIRSTNAME%%,

It's true that you could set up a writing business all on your own.

You'd probably sit down and start Googling things like "how to start a freelance business."

And hey, you might come across a few results that answer *some* questions.

But here's the thing.

You'd have to do a *lot* more research to figure it all out.

And that's assuming you even know all the questions to ask.

Wouldn't it be great if there was just one place you could go to get all your questions answered ... including the ones you don't know to ask?

Well, there is!

It's called the [Writer's Starter Kit](#).

And not only does it answer *all* your questions ...

But it's *designed* to lead you by the hand as you set up your professional writing business.

The Writer's Starter Kit breaks the whole process of setting up a freelance business down into bite-sized pieces.

Simply follow along with some simple exercises. For example, you'll:

- Take a self-assessment quiz that helps you decide *your* business goals
- Watch a 9-part video tutorial and discover the most promising writing opportunities out there
- Pinpoint the types of projects (and clients) that appeal to you
- Learn the going rates for each of these project types, so you'll always know what to charge
- Set up your ideal work environment, and identify the tools and resources you actually need to run your business
- Create (and implement) a marketing plan that attracts clients to you
- Arm yourself with customizable business templates for every kind of client communication

... and more, all in one convenient package.

You won't find anything *nearly* as helpful on Google.

Let alone any one resource that not only helps you *establish* your writing business ...

... but also helps it run smoothly afterwards.

And because it was assembled by actual, successful writers – not just some random Joe on the internet ...

You can trust that you're getting the tools and tips that are *proven* to work.

Which means you can worry less about the day-to-day maintenance of your business ...

... and spend more time actually *writing*.

Right now, the Writer's Starter Kit is on sale. But it won't be for much longer.

[Click here for all the details.](#)

Or, if you're ready to order your copy of the most comprehensive writer's toolkit out there, [click here](#).

To your success,
Rebecca Matter
President, AWAI

P.S. Did I mention that one of the many tools included in the Writer's Starter Kit is designed to help you maximize your productivity?

It's true. Put "*Super-Productivity*" *Secrets for Writers* to work for you, and you'll find yourself getting more done than ever before.

Not to mention reclaiming some much-needed free time. Talk about a win-win!

[Check it out here.](#)

Friday – Email 5 (Last chance AM)

Subject: Last chance! Save \$200 on the only writer's toolkit you need

Preview Text: Set yourself up for success right from the start

Hi %%FIRSTNAME%%,

Today is the last day to save \$200 on the most comprehensive writer's resource of its kind.

The [Writer's Starter Kit](#) has everything you need to hit the ground running as a professional writer, including:

- **The core *Writer's Starter Kit* training** that helps you identify *your* long-term writing goals, and establish a business to match ...
- ***The AWAI Method for Making a Living as a Writer* video series** to help you make more money as a professional writer ...
- **Writer Meditations** to help you overcome procrastination, fear, and writer's block ...
- **Freelance Writing Business Templates** that will wow your clients every time ...
- **The "Six-Figure" Writer's Fee Schedule** that ensures you get paid what you're worth ...

Not to mention:

- **Bonus #1: 12 Writing Tools Every Professional Writer Needs at Arms' Reach**
- **Bonus #2: "Super-Productivity" Secrets for Writers: How to Achieve All Your Important Goals**
- **Bonus #3: The 7 Daily Habits of Successful Copywriters**
- **Bonus #4: The exclusive "Client-Getting" Training Library**

You won't find any one resource like this, anywhere else.

One that's designed not only to help you *establish* your writing business ...

... but help you *maintain* it after the fact.

One weekend's effort, and you could be ready to go as a professional writer come Monday morning.

If you're serious about pursuing the writer's life, you owe it to yourself to set yourself up for success ... right from the start.

[Click here to order your copy of the *Writer's Starter Kit*.](#)

[Or, go here to review all the details.](#)

To your success,
Rebecca Matter
President, AWAI

P.S. All you need is one weekend to set yourself up as a professional writer. *But* we're giving you a full 90 days to take the [Writer's Starter Kit](#) for a spin.

If you're not convinced that the Writer's Starter Kit is for you, just call our Member Success Team before the 90 days are up for a full and courteous refund.

Friday – Email 6 (Last chance PM)

Subject: Going once, going twice ...

Preview Text: This is your final opportunity to save \$200 on the only writing resource of its kind

Hi %%FIRSTNAME%%,

There's only a few more hours left where you can [save \\$200 on the Writer's Starter Kit](#).

This go-to resource has everything you need in one convenient spot to set yourself up for success as a writer.

All in the course of a single weekend.

The Writer's Starter Kit was compiled *by* writers, *for* writers. And we've pulled out all the stops to not only help you set up your freelance writing business ...

... but help you *run* it smoothly for years to come.

To recap, when you order today you'll get:

- **The core *Writer's Starter Kit*** that guides you step-by-step as you set up your writing business
- ***The AWAI Method for Making a Living as a Writer Video Series*** to help you identify the best opportunities out there
- **The short series of *Writer Meditations* by Annette Annechild, Ph.D.** to help you clear away any mental hurdles in your writing career
- **Freelance Writing Business Templates** that facilitate client communication (and make you look like a total pro)
- **The "Six-Figure" Writer's Fee Schedule** so you can confidently charge what you're worth
- **Extra Bonus #1: 12 Writing Tools Every Professional Writer Needs at Arms' Reach** (a \$39 value)
- **Extra Bonus #2: "Super-Productivity" Secrets for Writers: How to Achieve All Your Important Goals** (a \$49 value)
- **Extra Bonus #3: The 7 Daily Habits of Successful Copywriters** (a \$79 value)
- **Extra Bonus #4: The exclusive "Client-Getting" Training Library** (a combined \$297 value)

... all of which will help set you up for success, right from the start.

Of course, you could try to go it alone ...

But chances are, you'll end up wasting a *lot* of time, money, and frustration.

Why spend ages scouring the internet, looking for tidbits of random information from strangers ...

When successful writers have already [assembled everything you need in one spot?](#)

Come Monday, you could be ready to take on the world as a professional writer.

But only if you agree to give the Writer's Starter Kit a shot. We're getting down to the wire here.

[Order now to set yourself up for success.](#)

To your success,
Rebecca Matter
President, AWAI

P.S. Remember, you get a full 90 days to test out the [Writer's Starter Kit](#). And if you decide it's not for you?

No problem. Just call our Member Success Team for a full refund, no questions asked.

And you can keep all the extra bonuses for giving the Writer's Starter Kit a shot.

Welcome Email 1

Subject: Welcome to the Writer's Starter Kit!

Preview Text: You're now miles ahead of writers who choose to go it alone

Hi %%FIRSTNAME%%,

Congratulations!

You've made one of the smartest decisions of your life.

With your copy of the [Writer's Starter Kit](#), you've unlocked exclusive access to the only writing resource of its kind.

Which puts you miles and miles ahead of aspiring writers who choose to go it alone.

And because this kit was created by successful writers who actually *use* the same strategies ...

... you can trust that you are set up for success from this moment forward.

Remember, the Writer's Starter Kit is jam-packed with everything you need to get your high-profit writing business off the ground, including:

- **The core *Writer's Starter Kit*** that will lead you by the hand in setting up your business
- ***The AWAI Method for Making a Living as a Writer Video Series*** to help you discover the best writing opportunities out there
- **The short series of *Writer Meditations* by Annette Annechild, Ph.D.** to help you overcome hurdles such as writer's block

- **Freelance Writing Business Templates** that you can customize and use again and again with your clients
- **The “Six-Figure” Writer’s Fee Schedule** so you can confidently charge “the going rate”

These resources will help you get the right foundation for your business in place ... *fast*.

No chasing down information online.

No guesswork.

And no tearing your hair out in frustration. ☺

Just a proven roadmap thoughtfully designed to help you get up and running as a writer.

And don’t forget about your bonus reports:

- **Bonus #1: 12 Writing Tools Every Professional Writer Needs at Arms’ Reach**
- **Bonus #2: “Super-Productivity” Secrets for Writers: How to Achieve All Your Important Goals**
- **Bonus #3: The 7 Daily Habits of Successful Copywriters**
- **Bonus #4: The exclusive “Client-Getting” Training Library**

All of which you can check out at your leisure.

However, the sooner you get started ...

... the closer you’ll be to living the writer’s life of your dreams.

With that in mind, I highly recommend that you clear your calendar this weekend and put the Writer’s Starter Kit to work for you.

[Go here now to access your copy.](#)

To your success,
Rebecca Matter
President, AWAI

Welcome Email 2

Subject: Let me show you around your Writer’s Starter Kit

Preview Text: Inside: How to make the most out of your investment

Hi %%FIRSTNAME%%,

Have you had a chance yet to check out your [Writer’s Starter Kit](#)?

If not, no worries.

Life happens, and we all get busy.

The beautiful thing about this kit is that it's entirely self-paced.

Which means you can take all the time you need to set yourself up right.

However, if you clear your calendar this coming weekend ...

... you could be ready to go as a professional writer come Monday morning.

And ready to start living your writer's life.

To get started, [access the Writer's Starter Kit here](#).

You should see a welcome screen that looks like this:

[Screenshot of Writer's Starter Kit welcome screen]

You'll want to start with the first tab (you guessed it, the one that says "Welcome: Start Here").

Each step provides videos, directions, and exercises that guide you in a thoughtful way as you set up your business.

All you have to do is follow along.

Be sure to proceed in order, since each step builds on the last.

And by the way, did you know that we have several communities on Facebook and LinkedIn you can join?

They're listed under the "Join Communities" tab under the "Welcome" tab.

Sign up for these groups, and you'll find inspiring stories from those who've been where you are ... and successfully became freelance writers.

You'll find information about promising new writing opportunities (and suggested programs to help you master those projects).

But most of all, you'll find likeminded individuals who support and encourage each other in the pursuit of the writer's life.

So be sure to join those communities, and then dive into "Step 1: The Self-Assessment Quiz" to get started.

Remember, this is all part of a proven roadmap that successful writers have put to work for them time and time again.

And who found the writer's life of their dreams.

And you could be next.

[Access your Writer's Starter Kit now](#) to get the most out of your investment.

To your success,
Rebecca Matter
President, AWAI

Thursday - FAQ email

Subject: Any questions about the Writer's Starter Kit?

Preview Text: Don't let unanswered questions stand between you and the writer's life

Hi %%FIRSTNAME%%,

I noticed that you checked out the [Writer's Starter Kit](#) but haven't yet ordered your copy.

Maybe you've just been busy. (I definitely get that!)

Or maybe you have some lingering questions about whether the Writer's Starter Kit is for you.

I truly believe that the Writer's Starter Kit is the perfect resource to help you get started as a freelance writer.

And I'd hate to have unanswered questions stand between you and your writer's life.

To that end, let me answer a few of the more common questions we've seen.

Q. Can I *really* get a writing business set up in one weekend?

A. Yes, you can!

Granted, setting up a business is a big task.

But the Writer's Starter Kit has broken that big task down into bite-sized pieces.

So with a little guided effort on your part, you'll be set up in no time at all.

Of course, there's nothing in the Writer's Starter Kit that says you have to do it all in one weekend!

This is a self-paced resource, so take all the time you need to get set up.

And when you're done, you'll be ready to take on the world as a freelance writer!

Q. After I get set up with this blueprint, how much can I expect to make as a freelance writer?

A. Great question!

The answer is ... it depends.

Some writers have opted to go full-time with their freelance writing business, working 40 hours a week.

Many of them have made well into the 6-figure range (and some of the *most* successful writers have even made as high as 7 figures!).

Other writers work a part-time schedule ... yet make more than they ever did at their day jobs.

And the kinds of projects also factor in as well.

For example, a single email or blog post can earn you as much as \$150 - \$800.

While more involved projects like sales letters can generate as much as \$1,500 - \$5,000+.

For full details, you'll definitely want to check out *The "Six-Figure" Writer's Fee Schedule*.

It's informed by the latest statistics and trends and backed up by our network of writers ... so you can trust the fee ranges you see.

And it's included in your copy of the Writer's Starter Kit.

Q. Do I need a college degree to work as a writer?

A. Not at all.

Many who've gone through our training programs have gone on to find wildly successful careers ... without a writing degree.

That's because companies care far more about how well your writing meets their business needs ...

... than whether you hold a fancy degree.

What will be far more helpful to you as you're starting out is having a solid business foundation in place for when you start working with clients.

Which is *exactly* what the Writer's Starter Kit is designed to do.

Q. Does the Writer's Starter Kit show me how to get clients?

A. Of course!

What business toolkit would be complete without that crucial piece?

In fact, Bonus #4 is dedicated *specifically* to that aspect of building your business.

It's called *The Exclusive "Client-Getting" Training Library*, and it includes:

- *The "How to Make Your FIRST \$1,000 as a Freelance Writer" Training*
- *The "Get Predictable Writing Income with Retainer Deals" Masterclass*
- *How to Create a Winning Portfolio of Samples If You're Just Starting a Freelance Writing Career (Even If You've Never Had Any Clients!)*

You won't find insights like these – all in one convenient package – *anywhere* else.

Q. Does this program show me how to write the kinds of projects it talks about?

A. Trying to cover *how* to write every kind of project ... in *every* possible industry ... would be a massive undertaking for any one program.

The Writer's Starter Kit is more focused helping you set up your actual writing *business*.

So that – regardless of what kind of writing you decide to pursue – you have a solid business foundation to work with.

That being said, the Writer's Starter Kit will definitely give you a good overview of the many writing opportunities out there.

Even if you don't have any particular writing skills under your belt yet ... you'll walk away with a much better idea of where your interests lie.

After that, it's just a matter of acquiring those writing skills ...

... and then attracting clients with the processes you'll have in place, courtesy of the Writer's Starter Kit.

Q. I'm still new, but I already work as a freelance writer. Will the Writer's Starter Kit still benefit me?

A. Absolutely!

Even if you've already gotten started, the Writer's Starter Kit still has plenty of resources to fill any existing gaps in your business foundation.

Ever find yourself struggling with writer's block? Check out the series of *Writer Meditations* by Annette Annechild, Ph.D. to kickstart your ideas.

Clients catch you off guard? Turn to the *Freelance Writing Business Templates* for help in responding with ease.

Struggle to stay productive? Read "*Super-Productivity*" *Secrets for Writers* to learn how to balance all the to-dos on your list.

These are just a few situations that crop up for freelance writers. But the Writer's Starter Kit has you covered.

In short, the Writer's Starter Kit has everything you need to help you take your business to the next level.

Q. Do you offer a money-back guarantee?

A. Absolutely!

Take a full 90 days to test out everything in the Writer's Starter Kit.

And if you decide it isn't for you, simply call our Member Services team for a prompt and courteous refund.

And you can even keep all the free bonus reports as a thank you for giving the Writer's Starter Kit a try.

Hopefully, I've answered all of your questions now.

If not, feel free to give our Member Services team a call at toll-free 866-879-2924 and we'll get the rest of those questions answered for you.

Remember though, time is running out to save \$200 on this one-of-a-kind resource.

So don't wait any longer. [Go here now](#) if you need a refresher on all the benefits the Writer's Starter Kit has to offer.

Or, if you're ready to pursue your writer's life with the smartest business foundation you can find, [order your copy of the Writer's Starter Kit today](#).

To your success,
Rebecca Matter
President, AWAI

Friday - Urgent-clicker email

Subject: The clock is ticking ...

Preview Text: Save \$200 off the definitive writing business resource

Hi %%FIRSTNAME%%,

I noticed you still haven't ordered your copy of the [Writer's Starter Kit](#).

So I wanted to check in with you and see what's holding you up.

After all, if you're seriously interested in pursuing the writer's life, you owe it to yourself to set yourself up for success.

It's true that you could "go it alone" and figure it all out for yourself.

And yes, you may find some helpful tidbits after scouring the internet (some of which *might* actually be written by trustworthy sources) ...

But chances are, you'll end up wasting a *lot* of valuable time, money, and sanity trying to find what you're looking for.

And the information you do find may not be all that helpful, trustworthy, or specific to your circumstances.

So why "go it alone" when there's a much better option on the table?

The Writer's Starter Kit is *the* definitive resource for anyone interested in pursuing the writer's life.

We compiled the same tools and strategies used every day by successful freelance writers into one convenient place.

No chasing answers online.

No guesswork.

Just a clear, proven roadmap to take you from where you are now ...

... to successful freelance writer.

It's like having successful writers guide you by the hand as you set up your freelance business.

The Writer's Starter Kit will not only help you with the *establishment* of your business, including help with questions like ...

- Do I want to write full-time or just on the side?
- What kinds of projects interest me? And which ones are profitable?
- How do I find clients?

... but also with the *maintenance* of your business after the fact.

For example, you'll be able to use the customizable *Freelance Writing Business Templates* to streamline client communication.

Or turn to the "*Six-Figure*" *Writer's Fee Schedule* for the confidence you need to charge your clients the going rate on various projects.

And for those days where writer's block trips you up?

Look no further than the short series of *Writer Meditations* by Annette Annechild, Ph.D. to help clear your "writer's mind" and sharpen your focus.

You won't find any one tool kit so specifically tailored for writers, anywhere else.

The Writer's Starter Kit was designed to give you everything you need (and nothing you don't) to get up and running as a freelance writer.

It helps you determine your writer's life goals, as well as the paths of least resistance to get there ... *fast*.

And because it was compiled by successful freelance writers, you can trust that these tools and strategies actually work.

And you have a full 90 days to try out the Writer's Starter Kit, completely risk-free.

But hurry, because your window to save \$200 off the most valuable resource out there for aspiring freelance writers is closing fast.

[Click here now to order your copy of the Writer's Starter Kit.](#)

To your success,
Rebecca Matter
President, AWAI

P.S. Order now, and I'll sweeten the deal with a free copy of *"The 12 Hottest Emerging Writing Trends – and How They Can Help You Grow Your Business."*

This report is one of our most valuable guides for brand-new writers looking to position themselves ahead of the curve.

And you won't find it anywhere else.

It's only available for a few more hours through this offer.

And remember, you have a full 90 days to try the Writer's Starter Kit. So don't wait any longer.

[Order your copy now.](#)

Want to discuss a project like this? resonatecopywriting.com