

**This MIT Professor Developed A System That Any Freelancer Can Use To Hire The Perfect Employee, Helping Professional Writers Launch Their Careers And Land Paid Assignments In Record Time - All Without Having To Pay Out A Salary Or A Commission.**

**Read On To See Why Every Freelancer Needs This One, Very Special Employee.**

Dear Writer,

I think you would agree that at some point in time, all businesses big or small need help to grow or even just to function effectively.

And this is certainly true for freelance writers like you and me.

But if you are just getting started in the industry...how could you possibly justify the cost of hiring an employee?

Well...what if I told you this employee won't cost you anywhere near the going rate typical in your area?

Plus, you can develop and train this employee in as little as one week.

And this employee will become the workhorse of your freelance career, helping you land more paid assignments and in record time.

How is this feasible?

Well, we can thank an MIT professor for creating a system any freelancer can use on a daily basis.

I'll get to him a little bit later but first...

What exactly makes for a perfect employee?

According to Inc.com, the perfect employee is agile, adaptable, they steward the company, they generate business and they can also resolve issues before they become big issues.

And while we're at it, I would throw in -- the perfect employee boosts the credibility of their company, they make their boss's job easier, they never ask for time off and they don't demand much, if any, salary.

Does this all sound too good to be true? Maybe but maybe not...

You see, according to a study done by Hubstaff, this type of employee was able to generate **65% more revenue** for its freelancers than those who didn't use one.

And without this special employee, not only are you missing out on landing paid gigs, you're also making your job as a freelancer much harder than it has to be.

You might even be hurting your credibility with potential clients...

In a survey taken by RainToday.com, nearly everybody (97% to be exact) reveals that their decision to do business with any service provider is influenced by whether or not the provider utilizes this type of employee.

Just who are these special employees and where can you find them?

## **Meet the Scientist Who Made This All Possible**

Sir Timothy John Berners-Lee, affectionately known as TimBL, is a British computer scientist and professor at the Massachusetts Institute of Technology (MIT), who is best known as the inventor of the World Wide Web.

TimBL also published the first known website.

Why is this important?

Because the system he created is the INTERNET.

And the employee that supports successful freelance writers is their personal freelance website.

But I'm not talking about just any website.

You need one that is built the right way - a professional website.

Your website will be as invaluable to you and your freelance writing career in the same way as a high value employee is indispensable to his or her employer.

But you won't have to pay a hefty price for your website like you would for a great employee. And once you have your website up and running, you won't need to spend a fortune (hardly anything really) on maintaining it.

Your website will demonstrate to clients that you are the copywriter they need to hire and by the time they finish looking through your website, they will have no doubt about your professional capability – all without much additional effort on your part.

Here's what copywriter and AWAI member Jim Wright says about a professional, freelance website...

***“It's your first and best sample for potential clients.”***

“And for many people, your website acts as your Director of First Impressions. Websites have long ago passed from nice-to-have to must-have. So now you know ... yes, you need a freelance website. And yes, if I can do it, you can do it! I not only built my own freelance website, I now build websites for my clients all the time. Today, there's no reason to shy away from building your own website ... especially when you have the right resources and support.”

— ***Jim Wright***

***jamesdavidwright.com***

## **Your Freelance Website Will Land You Clients Faster And Easier Than You Ever Thought Was Possible And Will Earn You Higher Paying Fees Too**

Just imagine getting a phone call from a potential client and when you ask them how they got your phone number...

They say: "I found your information through your website and I would like you to write a piece for my company, just like what I saw in your portfolio online. I'm very impressed by your work."

Now, you can't help but beam with pride from hearing this.

The compliment is nice and all but the reality is that your job was made **much easier**, all because your website has done most of the hard work for you – selling you and your writing abilities.

Your credibility as a professional has just been established. And...you can bet that your new client will pay you professional fees just like in the Hubstaff study that I mentioned earlier.

So then, why don't you have a website?

In my experience working with writers over the years, I've found there are mainly 5 common barriers that hold writers like you back.

### **Barrier # 1- I don't know what to write**

Don't worry. You don't need to have it all figured out right now. Your website is a work in progress and will change and develop as your freelance career grows.

I'm going to help you choose your niche markets based on your personal interests and experiences.

I'm also going to help you to identify how and where you will find your ideal clients.

## **Barrier # 2 - I can't write about myself or my services**

Remember, your website is like a key employee - it's there to support you and make you look good.

When set up correctly, your website takes the focus off of you...

And onto attracting paying clients in your niches.

It really will make landing new clients **a cinch**.

Of course, you will need to have a few paragraphs about you and your experience but I will show you how to have fun with this and make your content stand out and absolutely draw clients to you.

## **Barrier # 3 - I'm just getting started and don't have any paying clients**

I get it. It's hard to imagine yourself as a professional freelance writer when you haven't had any gigs yet.

But everybody has to start somewhere and it starts with your professional website!

Relax. You've got this.

You have the training and the skills to write.

Your situation is no different than a doctor or a lawyer who is just getting started.

Now you just need your first client.

And I'm going to show you how.

## **Barrier # 4 - I don't have writing samples**

You actually do – as Jim Wright said, your website is “your first and best sample for potential clients.”

I'm also going to show you how you can write a few samples, even if they weren't done for a paying client.

## **Barrier # 5 - Create a website? I'm not technical**

No problem.

You don't need to be technical at all.

My webinar series is a seamless blue print for those of us who do not have any technical skills.

You can thank my years of experience and the amazement of modern technology for this.

So...how many of these barriers are holding **you** back?

Maybe all of them!

But you don't have to worry because that all changes today.

### **Introducing AWAI's "Build Your Freelance Website in Four Days Webinar Series"**

My name is Rebecca Matter and I'm the President of AWAI. As a professional marketer, I have two decades of experience in publishing and direct marketing and I would like to help you crush all of these barriers, so that you can start to earn the fees that you know you're capable of bringing in.

If you don't have a website yet or even if you do have one and it isn't bringing in enough qualified leads that convert to paying clients...

Please...

Let me help you set up a professional freelance website that will be just like your star employee. One that takes the load off, so you can focus on what you do best – writing copy that earns you **professional caliber fees**.

I want to be very clear here, I'm offering you a webinar series that actually shows you how to set up your website, step by step.

This isn't theoretical. We will actually build your own website.

Best of all, you will be up and running with a functional website in **4 days**.

And you don't need to be a MIT scientist like TimBL.

I promise you, my webinar series is not technical at all.

***“Geared toward the non-techie ...”***

“I found the Series to be quite complete and geared toward the non-techie. It is a step-by-step approach that ensures success and provides encouragement along the way. The hardest part was getting the content written.”

— ***Kurt Schwacke***  
***klscopywriting.com***

## **You Will Have A Professional Website Working On Your Behalf In Less Time Than It Takes To Complete A Full Work Week**

During my career I've built dozens of websites for AWAI and for friends and family and so, I know a thing or two about what makes for a good website.

I also have the privilege of working with the Web Professionals here at AWAI.

And so, I was able to leverage my own knowledge and experience along with the technical folks here at AWAI, to put together an extremely comprehensive training program that anybody and I mean anybody, can follow.

The modules are designed for you to move through them quickly and easily.

In fact, my program is designed for you to be able to get your website up and running in **4 days**.

## **All For Under \$35 A Month**

Not only will you have a professional website up and working for you in less than one week but you will also get it done for a fraction of the going rate that professional developers charge.

According to web marketing specialist Sarah Berry at WebFX, the average cost for a basic, small business website will run you anywhere from \$2,000 - \$10,000.

I don't know about you but when I was just getting started with my freelance career, I couldn't possibly justify spending that much money (nor did I even have it).

The truth is, even now, I still don't believe that it makes sense to spend this kind of money to build a freelance website.

And I'm sure you don't think so either.

With my webinar series, you're going to create an equally impressive website for less than **\$35 per month**.

And I'm confident that your first paid assignment will more than cover the entire cost of setting up your website.

There you have it, the choice is yours.

***“Once I had a website ... I started getting paying assignments!”***

“It wasn't until I signed up for *Build Your Freelance Website in Four Days* that my career really went into high gear. It had a competition (with a deadline), so I knew it was the perfect thing to push me to take action.

“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***  
***ChristinaGillick.com***



If you're not interested in setting up a professional freelancer's website - - one that will help you to land high paying clients in record time -- then you shouldn't read any further.

## **Session One – What Makes a Good Freelance Website**

In this session, you will learn exactly what a professional freelance website should and should not look like...

And what clients expect to find when they look at yours (hint – it should be like having the perfect employee).

I will show you how to:

- ✓ Ensure the design of your website looks sharp and impressive
- ✓ Choose the best colors that are proven to attract and keep clients interested and focused at your website longer
- ✓ Create a unique and client centric brand
- ✓ Captivate and entice prospective clients to contact you

By the end of this session, you will know exactly how your website should look.

## **Session Two – Creating Content For Your Website**

This session is where you get to showcase what you do best – create meaningful content that sells – period.

No matter what your niche is, your website should convey the right message and I'm going to show you exactly what to say.

During this session you're going to:

- ✓ Identify your ideal niche markets and clients
- ✓ Leverage your interests, experience and AWAI association
- ✓ Design and draft the content for each essential page of your website
- ✓ Create samples – even if you've never had a paid assignment before

By the end of this session, you're going to know exactly what to write and where to write it.

### **Session Three – It's Tech Time**

I promise this won't be overwhelming, but now is the time to go over the technical side of things for us to build your website.

And as I've said before, you don't need to know anything technical at all.

You will follow my lead as I walk you through each step. As long as you can use your mouse to point and click...you've got this!

During this session you will discover:

- ✓ The “platform” you're going to use to build your website
- ✓ How to choose and acquire your website's name – also known as the domain name

None of this is nearly as complicated as it might sound because all of the “hard wiring” in the platform has already been done for you.

It's kind of like a puzzle that's 95% completed – all you have to do is pop in the finishing pieces.

### **Session Four – Putting It All Together**

And now is the time to put the finishing pieces together and go live with your website!

This is where we'll move all of your content into your website and then we'll “turn the lights on.” Your website will be up and running.

Congratulations! You've just hired your first and your most valuable employee.

By making the decision to put up your website, you're taking a huge step in establishing your credibility as a professional freelancer.

Your website will steward your business and demonstrate to potential clients that you are the freelance writer they need to hire.

***“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. You won't regret it — completing this program was one of the best decisions I've made for my business to date.”

— ***Laura LaChapelle***  
Joppa, Maryland

### **Just A Few More Things Worth Mentioning**

Not only will you have your own client-getting website landing you more and higher paying assignments...

But you'll also have a new skill that you can put in your freelance portfolio – **website design!**

As I mentioned before, just for setting up a client's website, you will be able to charge at least \$2,000.

And if you write the content for your client, then you will be able to charge an additional \$3,000 or more.

That means your rate for a client's website could be \$4,000 - \$5,000 per website!

And when you register today to build your freelance website with me, you will have access to a free, members only Facebook group.

If you ever have any questions at all, you can reach out to me and my team through the group and we will get back to you quickly.

You will also find that many of the members going through the modules will collaborate with one another through the Facebook group. In fact, it's highly likely that another member will have a prompt answer for your question (maybe even before I respond to you!)

## **To Recap, Here's Everything You'll Get Today When You Sign Up To Build Your Freelance Website With Me**

- 4 easy to follow webinar tutorials that provide a step by step and easy to follow blueprint that gives you everything you will need to construct your personal, client grabbing website
- Immediate, lifetime access to the webinars - watch them as many times as you'd like and whenever you want to
- Ongoing technical support and all your questions answered via our exclusive, members only Facebook group
- A no risk, complete satisfaction or your money back guarantee
- Plus 4 special bonuses to make your website even stronger

**Bonus # 1: Your Content Essentials Guide** – Gives you access to a ton of new and exciting ideas for you to build on your website's content to help you attract a broader and more diverse base of clients across more industries. More clients = more paid assignments = more fee revenue in your bank account!

**Bonus # 2: Your Website Acceleration Guide** – When you add some of the functions and tools featured in this guide you will take your website and your credibility as a professional, up to a whole new level.

**Bonus # 3: Your Simple SEO Strategies Webinar** – In this exclusive, bonus training webinar, you will learn how to use simple Search Engine Optimization (SEO) strategies which will make your website stand out to attract more paying clients without any additional effort on your part.

**Bonus # 4: Your Professional Review of your website** – We will review and critique your website for free. Once your website is finished and has been up and running for a few weeks, simply reach out to us and we will suggest some tips to make your website's design or content even more powerful than it already is so you can be assured that you will impress and attract clients to grow your business.

**Limited Time Special Offer**

As if I haven't offered enough value already, I'm giving you one more thing today...a chance to save even more money when you sign up now for the **Build Your Freelance Website in Four Days Webinar Series**.

And as I mentioned earlier, everything will be available to you in your member page, 24/7, whenever you need it. If you start today, you could literally have your website up and running and getting clients by this coming Tuesday!

Normally, the cost for this webinar series is \$497 – which is very reasonable considering all of the time and money that you will save when you build your freelance website with the webinar series.

But now for a very limited time, I will take an extra \$100 off of the already deeply discounted price - you will get the entire webinar series plus the special bonuses, plus the critiques, **for only \$397!**

**REGISTER NOW!**

### **Our No Risk Guarantee to You**

Now, I'm confident that you're going to be absolutely thrilled with your new website but if for any reason at all you're not, simply let us know within one year and your entire \$397 will be refunded – immediately.

But there's just one more thing that I want to share with you today.

In 4 short days, you will have very own personal website – showcasing your copywriting talent to the entire world.

You won't believe how easy it is to get your website up and running and how quickly you will land new paid assignments.

And remember, just like a great employee, your website can grow with you.

As you expand your business, you will want to add all of your high value samples and even testimonials from your best clients. You can even turn your website into an active marketplace with a blog and a newsletter.

And I will be with you every step of the way to show you how...

If you are just getting started as a freelancer and don't yet have a website, or if you already have a website but aren't too sure about it, let me help you create one that makes you look your best.

Together, we will create a website that effortlessly attracts paying clients and will never stop working for you – even while you're sleeping.

REGISTER NOW!

**P.S.** = With my 1 year money back guarantee, plus the limited time and deeply discounted offer, you truly have nothing to lose when you sign up now.

With my **Build Your Freelance Website in Four Days Webinar Series**, you will create an ultra-professional looking website in literally less time than a typical work week.

And I must say...you might not have any time to yourself, because you'll be too busy writing kickass copy for all of those paying clients that you're going to get with your new website.

Register today to save **\$100** and you'll be one day closer to positioning yourself as a highly credible and professional copywriter whom clients will trust and want to do business with.

REGISTER NOW!