

William Terrell

## **Write for the market that made "Dr. Phil" a household name and Oprah the most influential woman in the world.**

**Earn six figures and improve your life while helping others improve theirs.**

Dear fellow AWAI member,

Imagine the next time you speak to your friends and tell them that you just interviewed Dr. Phil, Joe Vitale, or Brian Tracy. Imagine how eager they'll be to know all the details, what they said, and, of course, what they're like in person.

You already know that copywriting can bring you both high income and the freedom to work anywhere you want...anytime you want...and as much or as little as you want.

But writing for the market served by mentors like Joe Vitale, Brian Tracy, and so many others, you'll also be helping people to help themselves. You'll be telling them about ways to lose weight, improve their health, gain confidence, as well as about many other ways they can solve their problems, pursue their dreams, and enhance their lives.

Hi, I'm Krista Jones, and sure, I like the money copywriting for the self help market gives me, and how free it's made my life. But mostly what I like about writing for this market is the satisfaction I feel from showing people how they can transform their lives, solve their problems, and fulfill their dreams.

Freedom. Income. Deep personal rewards.

I also discover a lot of possibilities for myself.. One of my most satisfying promotions was for a sound frequency CD I promoted for Nightingale-Conant. The CD plays music, but beneath the music a sound frequency plays that balances my environment. I use it all the time when I write and I also use it to relax or take a break from work if I get stuck. Some people will even play this CD the whole day.

And because I like the programs, I also can write easily about them. My own enthusiasm for what this can mean to others gets into my writing. This will happen for you, too, and help you become a first class writer for this market.

The self help market has literally hundreds--if not thousands--of books, tapes, and audio and

video CDs you could enjoy using yourself while promoting them to others (and many times you get them free when you promote them.) When I interviewed LuAnn Olson, the creator of the sound frequency CD, we had a really good conversation and we've been good friends ever since.

So you may even get to interview celebrity gurus. Why not? They all create their own materials, and if you're hired to write for gurus like Deepak Chopra or coaches like Cheryl Richardson, it will be quite natural for you to ask what needs or desires they intend to meet, who they're trying to serve, or any other questions you need the answers to write your best copy.

And when your friends find out who you've been rubbing elbows with? Watch them cluster around you.