



FOR IMMEDIATE RELEASE

American Writers & Artists Inc. Helps Copywriters Earn Money Writing for The Web by New Years Day

Two additions to its web copywriting program provide incentive to take action now.

Delray Beach, FL – November 11, 2013 – American Writers & Artists Inc. (AWAI), www.awaionline.com, today announced two new moneymaking opportunities for their flagship web-writing course: [Copywriting 2.0: Your Complete Guide To Writing Web Copy that Converts](#). Registrants gain exclusive access to a training video on landing clients fast, as well as a writing assignment. Both are designed to inspire quick action.

“I talk and correspond with a lot of freelance copywriters, many of whom have just finished their training and are ready to approach prospective clients,” says Nick Osborne, web-copy consultant to fortune 500 companies and Copy 2.0 program creator. “Most of them don't think they are ready, so they do nothing.”

Osborne created Help Getting Clients, a training video that shows freelancers the best ways to land clients before 2014. Tips include how to get a foot in the door and get hired on the spot.

To help participants gain real world experience, AWAI added a writing assignment for its Wealthy Web Writer site, <http://www.wealthywebwriter.com>. The assignment is designed to help writers build confidence in their ability to work with clients and help them craft a portfolio sample. Program registrants who submit a piece by December 15, 2013 will receive feedback and possible payment if it meets the Wealthy Web Writer site's needs.

Upon completing [Copy 2.0: Your Complete Guide to Writing Web Copy that Converts](#), writers will be armed with the skills needed to write the assignment. The comprehensive program prepares writers to:

- Identify effective online copy;
- Learn what it takes to be a successful online copywriter;
- Create online content such as home pages, landing pages, content pages and blog posts;
- Discover Osborne's web writing tips that landed him gigs with fortune 500 companies;
- Overcome writer's block with Osborne's personal writing rituals system;
- Test their understanding of web writing concepts via the course workbook.

The program includes how-to videos, a coursebook, and webinars. Since the web changes frequently, participants get regular, free updates. This gives writers and freelancers everything they need to meet the growing demand of webwriting projects.

“Respected research firm eMarketer reports that U.S. spending for online advertising is projected to increase to \$ 47. 7 billion in the next year alone, says Rebecca Matter, AWAI's Co-Managing Partner and Vice President of Marketing. “Not surprising. Especially when you consider that small businesses are among the largest group to jump onboard with online marketing.”

To find out more about [Copywriting 2.0: Your Complete Guide To Writing Web Copy That Converts](#) and AWAI, please visit <http://www.awaionline.com/p/web/>.

About American Writers & Artists Inc.

American Writers and Artists Inc. (AWAI), www.awaionline.com, has been publishing direct-response copywriting and graphic design home-study programs since 1997. Their mission is to help people develop the critical skills to acquire financial security, independence and freedom. AWAI equips members with the tools and connections necessary to land clients, start working professionally, and earn money fast. And through their free DirectResponseJobs.com site, businesses can find and hire skilled AWAI members quickly and easily. For a complete list of programs and more information about AWAI, please visit the site or call 1-866-879-2924

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