

DELRAY BEACH MARRIOTT | OCTOBER 18 – 21, 2017

Agenda

WEDNESDAY | OCTOBER 18, 2017

12:00- 1:00 pm **COS Registration** ([Atrium](#))

12:30 - 2:00 pm **COS Annual Lunch** ([Coral Reef & O'Gradys](#))

3:00 - 5:00 pm **Open Registration** ([Atrium](#))

2:00 - 3:30 pm **Master Class for Circle of Success: New to Copywriting?
What You Need to Know to Get the Fastest Start Possible**
– Roberta Rosenberg & Will Newman ([Coral Reef](#))

- Avoiding the blank screen blues – (Madlibs for the copywriter)
- “Sure, no problem. I can do that!” – (Even if you ‘ain’t got no idea how’)
- Your blueprint for your copywriting business success – (After all, it is a *business*)

([Simultaneous session](#))

2:00 - 3:30 pm **Advanced Master Class for Circle of Success: How to Write
A-Level Copy Like a Jedi Marketing Master**
– Bob Bly & Pam Foster ([Ballroom](#))

- Now leapfrog over the competition and write copy at a level most copywriters cannot even imagine.
- In this session, you will discover secrets of writing A-level copy that 99 out of 100 marketers don’t even know about.
- Your clients will love what you write for them, and even better, your copy will beat their control, set new sales records, and make them a boatload of sales and profits.

WEDNESDAY CONTINUED

4:00 - 5:00 pm	Overview for First-Time Bootcamp Attendees – Denise Ford (Coral Reef)
5:30 - 6:00 pm	Welcome – Katie Yeakle (Ballroom)
6:00 - 7:00 pm	3 Life Principles to Get You From Dreaming to DOING – Carline Anglade-Cole (Ballroom) <ul style="list-style-type: none">• Why you may be sleepwalking through life – and your writing – and not even know it.• The most common mistake you can make in writing copy. Everyone can fall into this trap – but now you'll know how to avoid it like the plague!• What's REALLY stopping you from reaching your goals – in life and in your copywriting career?• Why being “moderately OK” can turn you into a SUPERSTAR copywriter! She explains how her “Abandon Copy” tip REALLY works!• Use these MAGICAL words to entice ... lure ... and seduce your prospects – and keep them reading your copy right to the order page.
7:00 - 7:30 pm	Cocktail Reception (Lobby)
7:30 - 9:00 pm	Networking Dinner (<i>Tickets Required</i>) – Good food and conversation. Also, <i>Sneak Peek at What's in Store for You in the Next 3 Days</i> – Ted Capshaw (Ballroom)

THURSDAY | OCTOBER 19, 2017

7:15 - 7:45 am Sunrise Morning Meditation – Annette Annechild
([meet in lobby at 7am; walk across the street to the beach](#))

(Simultaneous session)

7:15 - 7:45 am Rapid Fire Q&A: Ask Me About Niche Markets
– Pam Foster, Steve Maurer ([Ballroom](#))

(Simultaneous session)

7:15 - 7:45 am Rapid Fire Q&A: Ask Me About Content Writing
(Moderator Lori Haller)
– Nick Osborne, Heather Robson ([Coral Reef](#))

7:30 - 8:30 am **Registration** ([Outside Writer's Lounge](#))

8:00 - 8:15 am **Morning Jumpstart** – Ted Capshaw ([Ballroom](#))

8:15 - 8:25 am **Member Spotlight** – Henry Bingaman ([Ballroom](#))

8:25 - 9:15 am **The 10 Stupidest Mistakes I Made in My Copywriting Career**
– Richard Armstrong ([Ballroom](#))

- The most dangerous concept in copywriting: Never succumb to its siren song
- How to know when the client's wrong, you're right, and it's time to fight.
- Jesus might do this, but Dan Kennedy never would!
- What you can learn about marketing from an adult diaper company.
- The one thing more important than the copy, the client, the product, and the offer combined.

9:15 - 9:30 am **The Four Horsemen of Marketing** – Richard Viguerie ([Ballroom](#))

- Follow Richard Viguerie's "Four Horsemen of Marketing" TM outline and learn how to create great copy and success in your personal and business life.

THURSDAY CONTINUED

- 9:40 - 10:30 am **How to Make Ordinary Ideas Extraordinary**
– Mike Palmer, Patrick Bove and Justin Gershwin ([Ballroom](#))
- Learn one of the key skills that separate mediocre copywriters from the high-paid elite copywriters.
 - Mike Palmer, who has run the Stansberry Research Copy team for the past 16 years, will take you through a step-by-step process that will help you take any idea and make it bigger, better, and more compelling.
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- 10:40 - 11:30 am **The Secret an A-List Actress Told Me That Could Make You an A-List Copywriter** – Jedd Canty ([Ballroom](#))
- To be a top copywriter you must master the art of research. Unfortunately, this is also the biggest weakness marketers often encounter when working with writers. Jedd will teach you that you can quickly turn this weakness into a strength.
 - Learn how to approach the process of researching a promo like a method actor approaches researching a movie role – and you'll join the A-List in no time.
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- 11:45 am - 12:45 pm **17 Costly Copywriting Blunders and How to Avoid Each One**
– Clayton Makepeace ([Ballroom](#))
- After critiquing thousands of pieces of copy, Clayton has identified the 17 major blunders that copywriters make most often – mistakes that cost you and your client a fortune every month of the year.
 - In this session, he will show you what to do ... and what not to do ... to ramp up your response and royalties.
 - And by avoiding these mistakes, not only will you write better copy, you'll do it faster and easier than you ever believed possible.
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- 12:45 - 2:00 pm **Lunch Break** (*on your own*)
Box Lunches will be for sale today only; orders taken during morning breaks.

THURSDAY CONTINUED

- 1:00 - 1:30 pm **Breakout Session with Richard Viguerie** ([Coral Reef](#))
- How direct mail was used to build the conservative movement, from the 'Funding Father' of the conservative movement, *aka* "002".
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- 2:00 - 3:00 pm **You CAN Write Great Copy... If You Do This First**
– John Forde, Jen Stevens ([Ballroom](#))
- What Every Marathon Runner Can Teach a Writer
 - How Newbie Writers Can Crush Old Pros
 - Industry Code Words That Amaze Good Clients
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- 3:10 - 4:10 pm **Writing for B2B Lead Generation Campaigns**
– Steve Slaunwhite ([Ballroom](#))
- As a copywriter, you can help B2B companies who are in constant need of effective copy for email campaigns, ads, direct mail, trade show handouts, and more. Today you'll learn:
- The best writing formula for lead-generation copy.
 - How to plan and write follow-up email campaigns.
 - How to land these types of gigs, including a technique that can work for you in days.
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- 4:20 - 5:20 pm **From Prospect to Client: What to Do (and Say) to Close a Sale**
– Ilise Benun ([Ballroom](#))
- When it comes to marketing your copywriting services, leads are a dime a dozen and frankly, most of them are not worth pursuing. The challenge is moving a lead from initial contact to signing on the dotted line. In this session with Marketing Mentor, Ilise Benun, you will learn:
- How to determine which leads are worth pursuing
 - What questions to ask to qualify a lead
 - How to gracefully decline a project that isn't a good fit
 - How to get a client to sign on the dotted line

THURSDAY CONTINUED

5:20 - 5:30 pm **Sneak Peek at Tomorrow** – Ted Capshaw, Pam Foster ([Ballroom](#))

5:30 - 7:30 pm ***Dinner Break*** (*on your own*)

7:30 - 9:00 pm **Self-Promotion for Freelance Copywriters**
– Ilise Benun & Bob Bly ([Ballroom](#))

In 2017, does direct mail still work? In this session, you get the answer from Bob and Ilise, plus real-world examples of what copywriters are doing now to generate more and better inquiries, clients, and assignments.

- Content marketing strategy for getting new clients
 - How to write a kick-butt LinkedIn profile.
 - How to get the attention of your ideal clients
 - The best way to make the strongest impression on your ideal clients
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(Simultaneous session)

7:30 - 9:00 pm **Clayton Makepeace Mastermind Alliance: Special Guest Perry Belcher** ([Coral Reef](#)) – *Open to Mastermind Members Only*

FRIDAY | OCTOBER 20, 2017

7:15 - 7:45 am Sunrise Morning Meditation – Annette Annechild
([meet in lobby at 7am; walk across the street to the beach](#))

(Simultaneous session)

7:15 - 7:45 am Rapid Fire Q&A: Ask Me about Writing for B2B Clients
(Moderator Lori Haller)
– Ed Gandia, Steve Slaunwhite & Gordon Graham ([Ballroom](#))

(Simultaneous session)

7:15 - 7:45 am Rapid Fire Q&A: Ask Me about Advantages of Working with
Small Business Clients – Pam Foster, Helen Buttery ([Coral Reef](#))

8:00 - 8:10 am **Morning Jumpstart** – Ted Capshaw ([Ballroom](#))

8:10 - 8:20 am **Member Spotlight** – Christina Gillick ([Ballroom](#))

8:20 - 9:15 am **Strategic Content: How to Pre-suade Your Prospects
Step-by-Step Without Sales Copy** – Brian Clark ([Ballroom](#))

- In this presentation, content marketing pioneer Brian Clark of Copyblogger shares the strategy that allowed him to turn a blog into an 8-figure software and hosting company — without venture capital or advertising.
- You'll discover the 5-step process that allows anyone in any industry or niche to wildly succeed with strategic content.
- And when done correctly, content begins the sales process before the prospect is aware of it.

FRIDAY CONTINUED

9:30 - 10:20 am **How to Put Yourself in the Shoes of your Avatar, Write Copy that Speaks to Them and Generates Sales**

– Perry Belcher ([Ballroom](#))

- Perry Belcher shows how this technique has helped grow his partners' businesses.
- Discover how to use words to stimulate all three sections of the brain and flood them with the five brain chemicals they can convince your prospects to do almost anything that's in their best interest.

10:30 - 11:20 am **Adjacent Possibilities: Where 2+2 Always Equals More Than 4**

– Nick Usborne ([Ballroom](#))

- Discover a world where $2 + 2 = 5$
- Where combining ordinary skills and talents can create extraordinary value
- Where unexpected combinations can double your writing income, and more

11:30 am - 12:15 pm **What Marketers Want You To Know To Succeed**

– Rebecca Matter, moderator; with Aaron DeHoog, Cindy Butehorn, Helen Buttery, Patrick Bove ([Ballroom](#))

12:30 - 1:30 pm **How to Land Great Clients as a New Writer Working Just 15 Minutes a Day** – Joshua Boswell ([Ballroom](#))

- Discover how to identify great clients (a HUGE challenge for new writers) and inspire them to hire you.
- Hard work is not the secret to success. Smart work is the key. Smart work means setting up systems and letting the systems do the work. I'll show you how to create systems that do the work for you.
- Unlock the neuroscience behind "magical persuasion". If you can turn on the "attention neurons" inside your prospect's mind, they won't be able to look away from you or your offer.

FRIDAY CONTINUED

- Walk you through the whole process of attracting, closing, and up-selling great clients. You'll have a step-by-step process to making money as a writer and living the writer's life.

1:30 - 2:30 pm **Lunch Break** *(on your own)*

2:30 - 3:30 pm So You've Never Been to Job Fair
– Katie Yeakle, Joshua Boswell ([Coral Reef](#))

(Simultaneous session)

2:30 - 3:30 pm Informal Meet up; with AWAI Experts & Bootcamp Speakers
([O'Gradys](#))

3:30 - 6:00 pm **AWAI Job Fair** ([Ballroom](#))
(COS Early Access at 3:30pm; General Admission 4:00pm)
Meet with marketers; make connections (refreshments available)

6:00 - 8:00 pm **Dinner Break** *(on your own)*

8:00 - 10:00 pm **20th Anniversary Party: come celebrate with us!** ([South Pool](#))

SATURDAY | OCTOBER 21, 2017

7:15 - 7:45 am Sunrise Morning Meditation – Annette Annechild
([meet in lobby at 7am](#); [walk across the street to the beach](#))

(Simultaneous session)

7:15 - 7:45 am Rapid Fire Q&A: Ask Me About Financial Copywriting
(Moderator Pam Foster)
– Richard Armstrong, Marcella Allison ([Ballroom](#))

(Simultaneous session)

7:15 - 7:45 am Rapid Fire Q&A: Ask Me About Health Copywriting
– Carline Anglade-Cole, Lori Haller ([Coral Reef](#))

8:00 - 8:15 am **Morning Jumpstart** – Ted Capshaw ([Ballroom](#))

8:15 - 8:25 am **Member Spotlight** – Les Worley ([Ballroom](#))

8:30 - 9:30 am **COS Masters Class: HOT SEAT Copy Secrets: Your Copy, Our Critique** – Jen Stevens, John Forde, Will Newman ([Ballroom](#))

- It's "go time" — let's see what you've got!
- Jen, John, and Will unleash... heck... on your copy
- Watch real rewrites happen, in real time

(Simultaneous session)

8:30 - 9:30 am **What's Next? Your Roadmap to Success**
– Katie Yeakle, Rebecca Matter, Pam Foster ([Coral Reef](#))

9:45 - 10:45 am **How to Level-Up Your Writing Career and Make It Ludicrously Spectacular** – Ann Handley ([Ballroom](#))

Ann will share three key insights into how you can take your writing career from sorta-good to spectacular:

- From mediocre to remarkable. From boring to brilliant.
- Tools. Mindset. Craft. It's all here.
- Fame. Fortune. Your fantastic future.

11:00 am - 12:00 pm **Paying It Forward: AWAI Members Share Their Tips for Success** ([Ballroom](#))

12:00 - 1:30 pm **AWAI Awards Luncheon** ([Ballroom](#))

1:30 - 2:00 pm **Closing Remarks** – Ted Capshaw ([Ballroom](#))