

2018 FASTTRACK TO COPYWRITING SUCCESS BOOTCAMP AND JOB FAIR



DELRAY BEACH MARRIOTT | OCTOBER 17 - 20, 2018

AGENDA

WEDNESDAY | OCTOBER 17, 2018

12:00 – 1:00 pm **Circle of Success Registration** (*Atrium Courtyard*)
Networking Dinner tickets available for purchase

1:00 – 2:00 pm **Circle of Success Luncheon & Annual Meeting** (*Coral Reef*)

2:15 – 4:15 pm **Circle of Success Master Class: How to Get Your Reader to Believe You** – Will Newman, Jen Stevens (*Ballroom*)

- The number one most under-used multi-tool in your toolbox — and how to wield it wisely
- Why Frank Guzman never used a seatbelt
- The “Wolverine Secret” that puts you in the top 1% of copywriters instantly

3:00 – 5:00 pm **General Registration** (*Atrium Courtyard*)
Networking Dinner tickets available for purchase

4:30 - 5:15 pm **Overview for First-Time Bootcamp Attendees**
– Denise Ford (*Coral Reef*)

5:30 - 6:00 pm **Welcome** – Katie Yeakle, Executive Director (*Ballroom*)

Subject to change.

WEDNESDAY CONTINUED

6:00 – 7:00 pm **The Curious Case of the Compelling Case Study: How to Leverage Curiosity and Wonder in Any Kind of Writing** – Andrew Davis, Keynote Speaker (*Ballroom*)

- How to write to so that you capture your audience's attention
 - Why curiosity is key to writing engaging content
 - Five things that brilliant businesses do to keep clients engaged
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7:00 – 7:30 pm **Cocktail Mixer** (*Ballroom Foyer & Lobby*)

7:30 – 9:00 pm **Bootcamp Networking Dinner** (*Ballroom*)
Enjoy a delicious meal in a relaxed setting and meet other attendees, Bootcamp speakers, and AWAI staff. Tickets required.

THURSDAY | OCTOBER 18, 2018

7:00 – 7:30 am **Morning Meditation on the Beach** – Annette Annechild
(*On beach across from the hotel; meet in lobby at 6:50*)

7:00 – 8:00 am **Registration** (*Ballroom Foyer*)

7:00 – 8:00 am **Continental Breakfast** (*O'Grady's*)
Mingle with speakers and staff

7:05 – 7:50 am **Morning Niche Session: Health & Finance Niche Opportunities** – Carline Anglade-Cole, David Deutsch, Lori Haller, moderator (*Coral Reef*)

8:00 – 8:10 am **Today's Jumpstart** – Ted Capshaw (*Ballroom*)

8:10 – 8:20 am **Member Spotlight** – Jeremiah Magone (*Ballroom*)



THURSDAY CONTINUED

8:20 – 9:10 am **How to Find and Reach Your Dream Clients**

– Ilise Benun (*Ballroom*)

- How to become a “business detective” and learn to identify the pain points you can cure with copywriting
 - How to build relationships and cultivate trust by association
 - How to create content that will attract your dream client
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9:10 – 9:20 am Stretch Break

9:20 – 10:10 am **The 60-Second Sales Hook** – Kevin Rogers (*Ballroom*)

- A process for developing a “Bat Signal Talent” so that your best prospects (and your peers) will shine your signal when opportunity strikes
 - How to overcome Imposter Syndrome and embrace the part of the journey you are on now
 - How to build authority by teaching short, simple lessons consistently within your existing expertise
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10:10 – 10:20 am Stretch Break

10:20 – 11:05 am **The Copy Secret That Will Make You 1 Million ... Next Year** – Aaron DeHoog (*Ballroom*)

- How to write an A+ promotion on your first attempt
 - The simple checklist you should use before you hit “send”
 - How to create a promotion “chorus” that readers sing along to
 - How to write so that your promotion works on VSL/Video
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THURSDAY CONTINUED

11:05 – 11:15 am Stretch Break

11:15 am –
12:45 pm

How to Use These 3 ASK-Method Secrets to EXPLODE Your Income as a Writer (AND Write the BEST Converting Copy of Your Life ...) – Ryan Levesque (*Ballroom*)

You'll discover how to:

- Get your market to spoon feed you the exact language to use in your copy
 - Identify (and target) the most profitable “buckets” hiding right now in your market
 - Combine the power of “perceived customization” and “micro-commitments” to TRIPLE your income
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12:45 – 2:00 pm **Lunch Break** (*on your own*)

2:00 – 2:50 pm **The Rise of the Short-Form Copywriter** – Nick Osborne (*Ballroom*)

- Discover the growing demand for short-form copywriting in online areas as diverse as social media, chatbots, mobile marketing and real-time customization.
 - Use your short-form copywriting skills as a means to land new clients and grow the scope of your business with existing clients.
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2:50 – 3:00 pm Stretch Break



THURSDAY CONTINUED

3:00 – 3:50 pm **Better Words, More Money: The Graceful (and Sometimes Bloody) Art of Saying What You Mean – for Profit**

– Jen Stevens (*Ballroom*)

- What E.B. White understood about puppies ... and why it matters
 - Why you should never powder your wig before you sit down to write
 - The importance of ignoring your 6th grade English teacher when she rolls in her grave
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3:50 – 4:00 pm Stretch Break

4:00 – 4:50 pm **The Wishbone Screening Technique: How to Identify Good Prospects Faster and Filter Out the Bad Eggs before They Stink Up Your Business** – Ed Gandia (*Ballroom*)

- Lead your conversations with prospects like a true professional
 - Ask questions that yield better information and build trust and credibility
 - Convert more of your leads into clients
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4:50 – 5:00 pm Stretch Break



THURSDAY CONTINUED

5:00 – 6:00 pm **True Grit: How an Insecure Illinois Farm Girl Failed Her Way to Success as a Top Copywriter** – Marcella Allison
(Ballroom)

You'll learn:

- How to silence the critic in your head and stop perfectionism from killing your copy
 - When it makes sense to take risks in your copy and when to play it safe
 - The liberating effect of failure
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6:00 – 7:30 pm **Dinner Break** (*on your own*)

7:30 – 9:00 pm **5 Steps to Become a 6-Figure Copywriter in 11 Months or Less** – Joshua Boswell (Ballroom)

- Discover a simple 5-step process you can use right now to create wealth as a writer
 - Learn how to get a client now - without a website, samples, or much experience
 - Find initial clients while you build a solid foundation for success as a writer
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FRIDAY | OCTOBER 19, 2018

7:00 – 7:30 am **Morning Meditation on the Beach** – Annette Annechild
(*On beach across from the hotel; meet in lobby at 6:50*)

7:00 – 8:00 am **Continental Breakfast** (O'Grady's)
Mingle with speakers and staff



FRIDAY CONTINUED

7:05 – 7:50 am **Morning Niche Session: Business-to-Business Niche Opportunities** – Steve Slaunwhite, Ed Gandia, Lori Haller, moderator (*Coral Reef*)

8:00 – 8:10 am **Today's Jumpstart** – Ted Capshaw (*Ballroom*)

8:10 – 8:20 am **Member Spotlight** – Lance Johnson (*Ballroom*)

8:20 – 9:20 am **Stuff I Learned This Year (after Nearly 50 Years in the Business)** – Clayton Makepeace (*Ballroom*)

- Your theme is KEY
 - Why you should begin at the end
 - How 'show not tell' works
 - Learn to 'dimensionalize'
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9:20 – 9:30 am Stretch Break

9:30 – 10:20 am **New Horizons in B2B Copywriting: How to Leverage Your Background to Build a Thriving Freelance Business** – Steve Slaunwhite (*Ballroom*)

- Discover how to connect your professional background (whatever it is) to a lucrative B2B writing niche.
 - Learn a simple technique for evaluating a potential niche market.
 - Find out how to take advantage of the SME (Subject Matter Expert) trend in B2B copywriting, even if you have no related experience.
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10:20 – 10:30 am Stretch Break



FRIDAY CONTINUED

10:30 – 11:20 am **What Clients Want: Marketers Panel**
– Rebecca Matter, moderator (*Ballroom*)

11:20 – 11:30 am Stretch Break

11:30 am – 12:30 pm **What’s This “Mentor” Thing All About – and Do I Really Need One?** – Carline Anglade-Cole (*Ballroom*)

- Biggest mistake you can make when looking for a mentor! Most folks miss out on amazing opportunities by ignoring this ONE thing!
 - How to tap into your mentor’s rolodex – and meet ace designers and clients looking to hire writers!
 - How to write a kick-butt cover test! And much more...
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12:30 – 2:00 pm **Lunch Break** (*on your own*)

These three sessions happen simultaneously between 2:00-2:50 pm:

2:00 – 2:30 pm **So, You’ve Never Been to Job Fair?** – Katie Yeakle, Joshua Boswell (*Ballroom F*)

(Simultaneous session)

2:00 – 2:50 pm **Talking to Freelance Writing Clients: How to Manage Conversations with Confidence** – Pam Foster, Helen Buttery (*Coral Reef*)

(Simultaneous session)

2:00 – 2:50 pm **Ask Us Anything about Your Copywriting Career: Open to All** – Member Services Team (*Lobby/O’Grady’s*)



FRIDAY CONTINUED

These two sessions happen simultaneously between 3:00 – 3:50 pm:

3:00 – 3:50 pm **An Introduction to Peer Review & CUBA:
How It Works Best** – Will Newman, Heather Robson,
Charlotte Hicks (*Coral Reef*)

(Simultaneous session)

3:00 – 3:50 pm **Informal Meet-Up with AWAI Experts &
Bootcamp Speakers** (*Lobby/O'Grady's*)

Job Fair Hosted by The Agora Companies

4:00 pm **VIP Early Admission to AWAI Job Fair** (*Ballroom*)
Circle of Success / Founder's Circle members only

4:30 – 6:30 pm **AWAI Job Fair: General Admission** (*Ballroom*)

6:30 – 8:00 pm **Dinner Break** (*on your own*)

8:00 – 9:30 pm **Party Time** (*South Deck Pool*)
Your opportunity to meet up with your buddy group, get to know
and meet experts in your niche, reunite with friends from past
events, and meet new friends at this year's Bootcamp.

SATURDAY | OCTOBER 20, 2018

7:00 – 7:30 am **Morning Meditation on the Beach** – Annette Annechild
(On beach across from the hotel; meet in lobby at 6:50)

7:00 – 8:00 am **Continental Breakfast** (*O'Grady's*)
Mingle with speakers and staff



SATURDAY CONTINUED

7:05 – 7:50 am **Morning Niche Session: A Sampling from the Wide World of Niche Opportunities** – Lori Allen, Leslie Blaize, Chuck Warren, Dr. Tammy Powell. Lori Haller, moderator (*Coral Reef*)

8:00 – 8:10 am **Today's Jumpstart** – Ted Capshaw (*Ballroom*)

8:10 – 8:20 am **Member Spotlight** – Rae Robinson (*Ballroom*)

8:20 – 9:10 am **7 "Not-Very-Nice" Email Secrets That Work Better Than Any Other Tip, Tactic, or Technique Ever Invented**
– Ben Settle (*Ballroom*)

- The secret reason why having genuine contempt for your email readers is the single most reliable way to increase opens, clicks, and sales
- The persuasion trick used by Old Testament prophets to convert pagans and devil worshipers, and why it works even better today to convert browsers into buyers with email
- The 30-second "benevolently abusive" email tweak that took one client from \$0 to \$100k in sales in one month

9:10 – 9:20 am Stretch Break

9:20 – 10:10 am **Why SEO Writing Is a Copywriter's Secret Weapon: Here's the #1 Skill You Need in 2019**
– Heather Lloyd-Martin (*Ballroom*)

Get ready to learn why knowing SEO can transform your business! Learn:

- How you can use Google to target your perfect customer and drive qualified web leads
- Easy ways to help your clients get better Google rankings
- Where the money is in SEO writing – and future trends to watch



SATURDAY CONTINUED

10:10 – 10:20 am Stretch Break

These two sessions happen simultaneously between 10:20 – 11:20 am:

10:20 – 11:20 am **Circle of Success Master Class: Double the Effectiveness of Your Copy in 4 Easy Steps**
– Clayton Makepeace (*Ballroom*)

(Simultaneous session)

10:20 – 11:20 am **5 Top Success Secrets of 6-Figure Copywriters** (for AWAI members who are not COS) – Pam Foster (*Coral Reef*)

11:20 – 11:30 am Stretch Break

11:30 am – 12:15 pm **AWAI Member Success Stories:** Katie Yeakle & Rebecca Matter, moderators (*Ballroom*)

12:30 – 2:00 pm **AWAI AWARDS Luncheon** (*Ballroom*)
Today, lunch is on us! You're invited to join us for AWAI's exciting Annual Awards Luncheon, where we'll announce the winners of this year's AWAI Spec Challenges, Copywriter of the Year and a few more surprises!

2:00 – 2:30 pm **Closing Remarks** – Ted Capshaw (*Ballroom*)

