

## 2019 Fast Track To Copywriting Success Bootcamp And Job Fair



### MONDAY | MAY 13th (Pre-Event Activities)

- |                |  |
|----------------|--|
| 7:00 – 9:00 pm | <b>Early Bird Arrivals' Networking Opportunity</b> (O'Grady's)<br>Join AWAI resident writers (& other staff) in the Lobby Bar. |
| <hr/>          |  |
| 6:00 – 8:00 pm | <b>Titanides Book Signing and Reception</b> (Coral Reef)<br>Meet the authors, buy the book, have it signed, and mingle!        |

### TUESDAY | MAY 14th (all sessions in Ballroom unless otherwise)

- |                 |   |
|-----------------|---|
| 12:30 – 2:00 pm | <b>Circle of Success Registration</b> (Ballroom Foyer)<br>Networking Dinner tickets also available for purchase   |
| <hr/>           |   |
| 1:00 – 2:00 pm  | <b>Circle of Success Luncheon &amp; Annual Meeting</b><br>(Coral Reef & O'Grady's)  |
| <hr/>           |   |
| 2:15 – 4:15 pm  | <b>Circle of Success Master Class: What's the Big Idea</b><br>– <b>Pam Foster &amp; John Forde</b> <ul style="list-style-type: none"> <li>• Six easy ways to spot a “big” idea</li> <li>• A no-fail brainstorming technique that helps you write copy</li> <li>• Live Copy Review: See Your Leads, Reborn!</li> </ul> |
| <hr/>           |   |
| 3:00 – 5:00 pm  | <b>General Registration</b> (Coral Reef Foyer)<br>Networking Dinner tickets also available for purchase   |
| <hr/>           |   |
| 4:30 - 5:15 pm  | <b>Overview for First-Time Bootcamp Attendees</b><br>– <b>Denise Ford, Jade Trueblood, &amp; Francesca Tignor</b><br>(Coral Reef)   |
| <hr/>           |   |
| 5:30 - 6:00 pm  | <b>Welcome</b> – <b>Katie Yeakle</b> , Executive Director   |

## 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



### TUESDAY (continued)

6:00 – 7:00 pm	<b><i>ASAP: As Slow As Possible; The Magic of the Anti-Hustling Writer</i></b> – <b>Ann Handley</b> , Keynote Speaker During this session you'll learn how to: <ul style="list-style-type: none"> <li>• Slow down your writing. You'll discover the important moments when writers need to go offline and analog ... for paradoxically faster output. The result: Better, stronger, buffer writing.</li> <li>• Slow down how you market, and where. You'll see how to weave a memorable story over time to people who matter the most. It sustains both freelancers and our audiences long-term.</li> </ul>
7:00 – 7:30 pm	<b>Cocktail Mixer (Ballroom Foyer &amp; Lobby)</b>
7:30 – 9:00 pm	<b>Bootcamp Networking Dinner</b> – Enjoy a delicious meal in a relaxed setting and meet other attendees, speakers, and AWAI staff. Ticket required.

### WEDNESDAY | MAY 15th (all sessions in Ballroom unless otherwise)

7:00 – 8:00 am	Breakfast & beverages available (Ballroom Foyer)
7:10 – 7:50 am	<b>Niche session: Health &amp; Finance as a Copywriting Niche</b> – <b>Lori Haller, Rae Robinson, &amp; Richard Armstrong</b>
7:10 – 7:40 am	<b>Morning Meditation on the Beach</b> – Annette Annechild <i>(On beach across from the hotel; meet in lobby at 7:00)</i>
7:30 – 8:30 am	Registration (Outside Writer's Lounge)
8:00 – 8:30 am	<b>Today's Jumpstart</b> – <b>Ted Capshaw</b>
8:30 – 8:40 am	<b>Member Spotlight:</b> How I used a secret my mentor shared with me to make \$890,000 as a Junior Copywriter – <b>Michael Ford</b>

## 2019 Fast Track To Copywriting Success Bootcamp And Job Fair



### WEDNESDAY (continued)

8:40 – 9:20 am

#### ***Stand Out from the Crowd! Clients Will Come to You When You Take These Steps*** – **Richard Armstrong**

- What you can do in the next 10 seconds (without leaving your seat) to completely change the way prospects perceive you
- The only 2 things clients really want from copywriters (and they're both easy!)
- Why the "elevator speech" is bunk. Here's a 4-word sentence you can say instead to get better results.

9:20 – 9:30 am

Stretch Break

9:30 – 10:10 am

#### ***The Only 3 Marketing Tools You Need to Get the Clients You Want in 2019*** – **Ilise Benun**

- The 3 most effective marketing tools for 2019 – use these and you won't need anything else.
- How to attract the companies you want to work with and persuade them you are the perfect fit
- How to make your own marketing manageable so you'll actually do it!

10:10 – 10:20 am

Stretch Break

10:20 – 11:00 am

#### ***The Psychology of a Big Idea: 5 Ways to Write Blockbuster Ads*** – **Henry Bingaman**

- A former CIA researcher's secret for mass persuasion (so powerful it's literally swung national elections)
- How to find and harness your prospects' worldview for more sales (and why getting this wrong will always suppress response)
- A scientifically proven way to find the pain points and benefits your audience cares most about

## 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



### WEDNESDAY (continued)

---

11:00 – 11:10 am      Stretch Break

---

11:10 am  
– 12:30 pm

#### ***Passive Income for Writers*** – Jon Morrow

- How to create content that stands out, even if you're in an oversaturated market
  - Cutting-edge strategies for launching your site in 2019 (Surprise: WordPress is no longer king)
  - How to get traffic on autopilot, growing your blog even when you publish nothing
- 

12:30 – 2:00 pm

**Lunch Break** – on your own

---

1:30 – 2:00 pm

***Circle of Success Coffee Lounge (Coral Reef)*** –  
Meet Yanik Silver, & Richard Armstrong, & Barb Hume

---

2:00 – 2:40 pm

#### ***The Future of Business Has Changed and This Will Forever Change the Way You Do Your Copywriting Business*** – Yanik Silver

- How to tap into the greatest seismic shift in business that will change everything, including the way you do business
  - How to rewrite the rules of business to create a sustainable competitive advantage and meaningful solutions to some of the world's biggest issues
  - The “weird” secret to connecting authentically to the hearts and highest purpose of your ideal prospect
- 

2:40 – 2:50 pm

Stretch Break

---



## 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



### WEDNESDAY (continued)

---

2:50 – 3:30 pm      ***40 Years of Gratitude: 15 Lessons I Can Share After 40 Years as a Freelance Copywriter* – Nick Usborne**

- Make it big, with zero qualifications
  - Work to live. Don't live to work
  - Be your own client too
  - Survive recessions and retire rich
- 

3:30 – 3:40 pm      Stretch Break

---

3:40 – 4:20 pm      ***How to Break into a New Niche in B2B Writing* – Gordon Graham**

- How and why I started writing about blockchain
  - How to avoid the dumb mistakes I made
  - Follow these 5 tips for success in B2B
- 

4:20 – 4:30 pm      Stretch Break

---

4:30 – 5:10 pm      ***How Small Things – Like Email Newsletters – Make a Big Difference to Your Clients* - Michael Katz**

- Why likeability has more upside than capability
  - The importance of being systematic
  - Your authentic self = your competitive advantage
- 

5:10 – 5:20 pm      Stretch Break

---

## 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



### WEDNESDAY (continued)

5:20 – 6:00 pm

#### ***First to Final: How A-List Copywriters Draft Their Way to Million Dollar Promotions*** – **Marcella Allison**

- Insider dos and don'ts when working with A-list clients that can make or break your career
- The 5-word sentence that saves you when you can't understand what your copy chief/client wants
- How I survived working with the toughest copy chiefs in the business without losing my mind or hiring a hit man

6:00 – 7:30 pm

#### **Dinner Break**

7:30 – 9:00 pm

#### ***The One Skill You Need in 2019 to Make Six-Figures (without Cold Calling, Email Marketing, or 1-1 Meetings)*** – **Joshua Boswell**

- Discover this 5-step process you can use right now to create wealth as a copywriter easily
- How to get a client in 30 days or less without a website, samples, or much experience
- Learn to build a foundation for a lifetime of wealth and success with your very first client

## 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



### THURSDAY | MAY 16th (all sessions in Ballroom unless otherwise)

7:00 – 8:00 am	Breakfast & beverages available (Ballroom Foyer)
7:10 – 7:50 am	<b>Niche session: B2B Writing Options – Lori Haller, Gordon Graham; Michael Katz, &amp; Steve Maurer</b>
7:10 – 7:40 am	<b>Morning Meditation on the Beach – Annette Annechild</b> <i>(On beach across from the hotel; meet in lobby at 7:00)</i>
8:00 – 8:30 am	<b>Today's Jumpstart – Ted Capshaw</b>
8:30 – 8:40 am	<b>Member Spotlight – <i>Starving Is a Choice: How Connecting to Your Why Will Help You Live Your Ultimate Writer's Life</i> – Cindy Cyr</b>
8:40 – 9:30 am	<b>10 Action Steps to Freelance Copywriting Success – For Life! – Bob Bly</b> <ul style="list-style-type: none"> <li>• How the Japanese technique of kaizen can enable you to always stay comfortably ahead of 99% of other freelance copywriters</li> <li>• A proven 5-step methodology for writing kick-butt sales letters that give you a competitive edge</li> <li>• How to get paid like an A-level copywriter even if right now you are B-level</li> </ul>
9:30 – 9:45 am	Stretch Break
9:45 – 10:30 am	<b>What Clients Want: Marketers Panel – Sandy Franks, Rae Robinson, Mindy McHorse, &amp; Henry Bingaman – Rebecca Matter, moderator</b>
10:30 – 10:45 am	Stretch Break
10:45 am – 12:15 pm	<b>The Business of Copywriting – Dan Kennedy</b>

## 2019 Fast Track To Copywriting Success Bootcamp And Job Fair



### THURSDAY (continued)

---

12:15 – 2:00 pm      **Lunch Break**

---

**These 3 sessions happen simultaneously between 2:00-2:45 pm:**

- 2:00 – 2:45 pm      ***Inside the Mind of a Marketer — Secrets to Help You Get Hired* (Coral Reef) – Rebecca Matter & Heather Robson**
- The number one question marketers and editors get asked — and what you need to ask instead
  - The top trait the person hiring you is looking for — and it isn't your writing skills
  - The best way to stand out in a marketer's inbox ... and get the response you're looking for

*(Simultaneous session)*

- 2:00 – 2:45 pm      ***So, You've Never Been to Job Fair? – Tips for Job Fair from a Marketer's & Member's Perspective* (Ballroom F) – Mindy McHorse & Katie Yeakle**
- How to leverage Job Fair to move you forward in your career
  - Learn how a Spec can help you, even if you don't get the job
  - Discover best steps to take to attract new copywriting clients

*(Simultaneous session)*

- 2:00 – 2:45 pm      ***Circle of Success Coffee Lounge* (O'Grady's) – Meet Nick Usborne, Ilise Benun, & Joshua Boswell**
- 

2:45 – 3:00 pm      **Stretch Break**

---



## 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



### THURSDAY (continued)

These 3 sessions happen simultaneously between 3:00-3:45 pm:

3:00 – 3:45 pm      **25 Tips from the Trenches: Best Practices for Working with B2B Clients** – **Gordon Graham & Pam Foster**  
(Coral Reef)

During this rapid-fire session, get ready to take notes and arm yourself with insider Secrets for Success including:

- Understanding client expectations
- Ensuring you'll get a YES on your proposals
- Becoming the client's only to-to copy resource ... and much more!

*(Simultaneous session)*

3:00 – 3:45pm      **Member Services Meet-Up: Your Chance to Ask Your Member Services Team Anything That's on Your Mind**  
– **Member Services Team** (Writers Lounge/O'Grady's)

*(Simultaneous session)*

3:00 – 3:45 pm      **Circle of Success Coffee Lounge: Meet the Editors**  
(O'Grady's) Meet Heather Robson, Mindy McHorse, & Jen Adams

---

4:00 pm      **VIP Early Admission to AWAI Job Fair**  
**Circle of Success members only**

---

4:30 – 6:00 pm      **AWAI Job Fair: General Admission**

---

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

---

8:00 – 9:30 pm      **Party Time – AWAI Celebrating YOU!** *(South Deck Pool)*  
Join us for a super fun evening with live band and wonderful time to be had with your fellow attendees.

---

## 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



### FRIDAY | MAY 17th (all sessions in Ballroom unless otherwise)

7:00 – 8:00 am	Breakfast & beverages available (Ballroom Foyer)
7:10 - 7:50 a.m.	<b><i>COS Breakfast Q&amp;A: Other Niche Opportunities</i></b> – <b>Lori Haller (Host), Pam Foster, Mindy McHorse, Jon Stoltzfus &amp; Joshua Boswell</b>
7:10 – 7:40 am	<b>Morning Meditation on the Beach</b> – Annette Annechild (On beach across from the hotel; meet in lobby at 7:00)
8:00 – 8:20 am	<b>Today's Jumpstart</b> – <b>Ted Capshaw</b>
8:20 – 8:30 am	<b>Member Spotlight: 3 Things the Didgeridoo Taught Me about Copywriting</b> – <b>Pauline Longdon</b>
8:30 – 9:15 am	<b>Modern-Day Web-Writing Checklists – How to Make Your Copy Ready for Search, Social, Mobile, and More</b> – <b>Heather Robson and Nick Usborne</b> <ul style="list-style-type: none"> <li>• Discover the biggest opportunities for web-writers today ... and make sure you nail what your clients are looking for every time.</li> <li>• What's old is new again – these stand-by web-writing projects are getting makeovers thanks to the ever-changing internet.</li> <li>• The number one way to succeed as a web writer and how it applies to the most in-demand projects.</li> </ul>
9:15 – 9:30 am	Stretch Break

## 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



### FRIDAY (continued)

9:30 – 10:15 am

#### ***The Magic Square: How to Instantly Transform Weak Copy into Winning Copy*** – **David Deutsch**

- Discover a simple yet extraordinarily powerful tool for writing, reviewing, and – most importantly – making your copy more compelling.
- Learn how to predict in advance whether your promotion is likely to work – and uncover the truth about why failed copy didn't.
- Discover exactly what to do to turn mediocre copy into masterful copy.

10:15 – 10:30 am

Stretch Break

### These two sessions happen simultaneously between 10:30 – 11:20 am:

10:30 – 11:20 am

#### ***Exclusive COS Master Class: How to Leverage the Most Powerful Marketing Force in the World to Make Millions and Sleep Well at Night*** – **Patrick Bove** (Ballroom)

- What to do when your classic swipe file turns toxic and none of the old marketing tricks seem to work
- The secret to selling millions of dollars-worth of info products without making outrageous, hype-filled promises
- How to instantly boost your copy's credibility and attract new customers who want to partner with you for life

### *(Simultaneous session)*

10:30 – 11:20 am

#### ***What's Next for You: 5 Top Success Secrets of 6-Figure Copywriters*** (Master Class for AWAI members who are not COS) – **Pam Foster** (Coral Reef)

# 2019 Fast Track To Copywriting Success *Bootcamp And Job Fair*



## FRIDAY (continued)

---

11:20 – 11:30 am	Stretch Break
------------------	---------------

---

11:30 am – 12:15 pm	<b><i>AWAI Member Success Stories:</i></b> <b>Katie Yeakle &amp; Rebecca Matter</b> , moderators
------------------------	---

---

12:30 – 2:00 pm	<b>AWAI AWARDS Luncheon</b> – Enjoy a complimentary buffet lunch while we celebrate members and masters who are receiving this year’s awards.
-----------------	---

---

2:00 – 2:30 pm	<b>Closing Remarks</b> – <b>Ted Capshaw</b>
----------------	---

---