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## This Year's Bootcamp Moves to a New Time Slot!

**May 14 – 17, 2019**

(Tuesday – Friday)

**Delray Beach Marriott Hotel • Delray Beach, FL**

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For three and a half days this May, expert copywriters and marketers will show you what's working in the industry today – and help you turn your copywriting dreams into reality!

By the time you leave on Friday, you'll know:

- How to deliver **winning copy** using master copywriting secrets
- How to break into the hottest direct-mail **niches** today
- How to successfully market yourself to potential **clients**

In addition to developing your **skills**, you'll also:

- Connect with hiring representatives from many of the industry's biggest direct-response and online companies at the **Job Fair**
- Create **networking** groups or find a copy buddy to help you long after this Bootcamp is over ...

**This year's roster is "under construction" — but here's a brief look at how these three and a half days will unfold ...**

**This year's Bootcamp is designed to accelerate your version of *The Writer's Life*!**

## Tuesday, May 14<sup>th</sup>

Circle of Success (COS) registration starts at approximately 12:00pm.

COS members then have their **annual luncheon** after registration, followed by exclusive **COS Master Copywriting Classes**.



**General Registration starts at approximately 3:00pm on Tuesday, and again from 7:30 to 9:00am on Wednesday, May 15<sup>th</sup>.**

**If you're a first-timer at an AWAI Bootcamp**, there will be a brief orientation meeting just for you on Tuesday afternoon — time TBD. This session is full of tips and suggestions to help you make the most of your Bootcamp experience, as well as a chance to network with other first-timers.

**Bootcamp officially kicks off Tuesday, May 14<sup>th</sup>** with a welcome from Katie Yeakle, AWAI's Executive Director, which is followed by a special presentation from this year's keynote speaker, Jon Morrow. Jon is considered the master of blogging. He created *Smart Blogger*, the next step in the evolution of Boost Blog Traffic (BBT), in 2012. Jon also served as the Associate Editor of the famous Copyblogger.com for more than four years.

Following the keynote presentation, you're cordially invited to join us for our annual **Bootcamp Networking Dinner** that evening. While enjoying a delicious meal, you can engage in conversation with other AWAI members, Bootcamp speakers, and the AWAI staff. Tickets will be available in advance.

The rest of the evening is yours to:

- Take a stroll down Atlantic Avenue ...
- Explore the local restaurants, bars, and live music ...
- Network with new friends ...

*But don't stay out too late! We start early and go all day, so you'll want to get a good first night's sleep.*

## Wednesday, May 15<sup>th</sup>

On Wednesday, we'll start early. We've added some optional early morning sessions to start your day! We will send you the details as they are confirmed ... watch your email for *The Bootcamp Buzz*.

And we have lined up master copywriters and marketing legends to set the stage for your success. These men and women are not only successful in their own careers, but they are also great teachers who will deliver masterful content. They'll be available throughout the day to answer your questions or share a drink with you at the hotel bar at night.

Be prepared for Thursday to run late as we have the very popular evening sessions focused on getting clients, which you can attend after dinner (maybe with attendees you have met at Bootcamp!)



## Thursday, May 16<sup>th</sup>

Thursday we'll dig into sessions that will help you understand how to write persuasive copy for a variety of markets, how to analyze copy, and what it takes to become a professional freelance copywriter.

This afternoon you'll have the opportunity to meet with real clients at our industry-famous **Direct Response Job Fair**. Here is where you meet with representatives and marketers from real companies looking to hire copywriters like you in a relaxed and informal setting.



## **Friday, May 17<sup>th</sup>**

Friday offers even more copywriting insights and techniques from the pros. And we always save a special speaker who will take the stage for our closing Keynote. This presenter is always someone who offers unique and useful ideas that you can immediately apply to your copywriting skills.

Back by popular demand, Ann Handley will bring this exciting event to a strong and purposeful close. Ann is a pioneer in digital marketing as the co-founder of ClickZ.com, one of the first sources of interactive marketing news and commentary. She is the Chief Content Officer of *MarketingProfs* and a regular columnist for *Entrepreneur* magazine.

There are other great speakers on the roster for Friday, including a panel discussion made up of your copywriting peers who have recently made the leap from their day jobs to the life of a freelance copywriter ... and you'll be able to ask them how they did it. These sessions promise to provide straight talk, useful ideas, and motivational tools to get you "out of the gate" and onto the FastTrack.

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 (including our coveted 10K Challenge Winner) as well as AWAI's *Copywriter of the Year* and a few more fun surprises!

We'll finish up the event by 3pm – so you'll have time to catch a late flight or go for a swim at the beach ... or if you're staying overnight, you can take a stroll down Atlantic Avenue and enjoy much of what Delray Beach has to offer.

Stay tuned as we update this agenda in the weeks to come ...

