

**AWAI** Copywriting Success  
& Getting Clients

# BOOTCAMP

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## AGENDA

(Subject to change)

### TUESDAY | OCTOBER 24

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**8:00 am – 9:00 am**

**Registration**

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**9:00 am – 9:15 am**

**Welcome to Bootcamp 2023**  
— Katie Yeakle & Rebecca Matter

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**9:15 am – 10:15 am**

**Keynote Speaker** – Donald Miller

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**10:30am – 11:15 am**

**10 Million Dollar Lessons from 20 Years in the Copywriting Trenches** – Marcella Allison

- How to hone your copywriting instincts so you know intuitively when a Big Idea “vibrates” and when it’s dry as burnt toast.
  - The biggest trap I fell into as a newbie copywriter. Nearly killed my career before I ever got started.
  - Mystery writers secret to opening loops in copy. Compels your prospect to keep reading (or watching) until the very last line!
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**11:30 am – 12:15 pm**    **Prompt Writing 101: How to Unleash the Power of AI in Your Writing Career** – Guillermo Rubio

- Learn how to turn AI into your ultimate assistant, researcher, and editor.
- Level-up your writing skills dramatically by taking on the “AI mind.”
- Master the “fight scene” framework for consistently getting high-quality output from AI in minutes.
- Discover 22 powerful, ready-to-use prompts to help you become a better, faster, more effective writer.

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**12:15 pm – 1:45 pm**    **BREAK**

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**1:45 pm – 2:00 pm**    **Member Spotlight**

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**2:00 pm – 2:45 pm**    **The Value Pyramid: Overcome the “Blank Page” By Pinpointing the Precise Value of What You’re Selling** – Russ Henneberry

- Use this Value Pyramid framework to identify new, compelling angles for ads, emails, sales pages, and more. Defeat the blank page and writer’s block.
  - Stop relying so heavily on urgency, scarcity, and discounts to get sales and instead focus on the actual value of the product.
  - Apply this framework to identify why the product or service you are selling is worth its premium pricing.
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3:00 pm – 3:45 pm

**The Path to Profitability: Critical steps to attract and convert awesome clients that pay you well, are a joy to work with, and happy to refer you** – Lisa Mullis

- Discover what the best clients *really* want from you, what they truly need to know, and how to cut through the clutter to meet them where they are.
- Learn what three simple systems will improve your credibility, trust, and leadership with high-value clients even if you're new in your business.
- Set realistic goals for conversion and revenue so you can plan, budget, and track your progress for sustainable growth (however you define it).

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4:00 pm – 4:45 pm

**Panel Discussion: How I survived my biggest fears** – Marcella Allison, Guillermo Rubio, Russ Henneberry, Lisa Mullis

**End of day Takeaways**

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*Networking Reception to follow final session*

## WEDNESDAY | OCTOBER 25

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9:00 am – 9:30 am

**Welcome Back & Member Spotlight**

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9:45 am – 10:30 am

**What it really means to lead the money conversation (it's not what you think) and how to lead it with confidence and grace. I'll show you how!** – Ilise Benun

- How to care less what others think of you — so you can earn more.
  - How to remove mental blocks and build your “strength mindset.”
  - What it really means to lead the money conversation (it's not what you think) and how to lead it with confidence and grace.
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10:45 am – 11:30 am

**Power Up Your Copywriting With Emotional Intelligence** – Nick Osborne

- Use the power of Emotional Intelligence to dramatically improve your copy.
  - Use EI to build deeper relationships with your readers, and your clients.
  - Futureproof your freelance business from the rise of AI.
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11:45 am – 12:30 pm

**Creative License: How to find your voice, free your genius, and fuel your career**

– Terri Trespicio

- How to make writing easier and less fraught.
  - How embracing limits can actually enhance and unlock your creative genius.
  - What it means to rewrite the rules for yourself and your business.
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12:30 pm – 2:00 pm

**BREAK**

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2:00 pm – 2:10 pm

**Member Spotlight**

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**2:15 pm – 3:00 pm**

**The 50+ Market: A \$22 Trillion Opportunity for Copywriters and Content Marketers** – Brian Clark

- Learn to specialize in the most powerful economic group on the planet. We're talking about people over the age of 50, and that's because the "longevity economy" is the largest and fastest-growing market in the world.
- Tap into a market that already accounts for more than half of consumer spending in the United States and 83 percent of household wealth — and by 2030 will be the largest consumer block of all.
- You'll discover the key elements that will allow you to tap into this incredibly lucrative market by crafting messages that work with older people while other brands fall short.

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**3:15 pm – 4:00 pm**

**Community Building as a Crucial Competitive Edge for Your Writing Business** – Heather Robson

- An excitement about how easy it is to start a community and how to choose the best option for them from what's out there.
- Community basics for generating engagement and participation.
- An understanding of how to maintain good "community hygiene" so your group is one that builds people (and your brand) up.
- How to leverage a community to build a list, sell products, gain more site traffic, or launch a course.

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**4:15 pm – 5:15 pm**

**Panel Discussion: How to have flexibility and reinvent yourself to create longevity**

– Ilise Benun, Nick Osborne, Terri Trespicio, Brian Clark, Heather Robson, Mari Smith

End of day Takeaways

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*Networking Reception to follow final session*

## THURSDAY | OCTOBER 26

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**9:00 am – 9:30 am**      **Welcome Back & Member Spotlight**

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**9:45 am – 10:30 am**      **Essentials for a prosperous and fulfilling life business** – Ted Capshaw

- Understand how to break up focus areas around self and business.
  - Use those specific areas to create meaningful goals and what goals should look like.
  - Integrate life and business by creating a meaningful vision that does not see the two as separate.
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**10:45 am – 11:30 am**      **Big promises and big ideas** – Michael Ford

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**11:45 am – 12:30 pm**      **Social Media Strategies and Tactics** – Mari Smith

- Everything you need to know about what is working in Social Media in 2023.
  - Use these tactics and strategies for yourself and your clients NOW!
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**12:30 pm – 2:00 pm**      **BREAK**

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**2:00 pm – 2:10 pm**      **Member Spotlight**

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**2:15 pm – 3:00 pm**      **Revealed: the simple 12-point framework for telling an amazingly good story** – Sandy Franks

- Acquire the most important skill every writer MUST know not just for this year but every year.
  - Learn how you can easily boost your client's conversion rates by as much as 30% with a good story.
  - A live walk through of each step of how to turn anything into an amazing story that will be loved by your clients and their customers.
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**3:15 pm – 4:00 pm**

**How to Land Freelance Clients for Life  
(7 Lessons from a 25-year freelance veteran)**

– Steve Slaunwhite

- How the “slacker” mentality can make you part of your client’s team.
- How to be seen by your client as a trusted advisor. (Even if you’re solely a writer.)
- Three deceptively simple rules to ensure your client is always delighted to be working with you.
- How to position yourself as a client’s “forever” writer.

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**4:15 pm – 5:00 pm**

**Final Takeaways & Next Steps** – Rebecca Matter, Katie Yeakle & Ted Capshaw

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*Networking Reception to follow final session*