

*"I started making money instantly." – Betty Galligan, Rumford, RI*

## **We're about to blow the lid off the most exciting, least-talked-about opportunity for freelancers yet!**

- If you're a copywriter, you'll have another indispensable, high-profit service to offer your clients that could boost your income by thousands of dollars each month – or, you could make this your full-time career. Your choice.
- Earn \$500 (sometimes more) for a single page of writing that will take you less than an hour to complete (once you get good at it).
- You'll be an instant double threat. Anytime you talk to a new client, you'll double your chances of coming away with a paid assignment.

## **Read on to find out how, in just a little less than a week, you can start making money in this untapped niche!**

Dear "The Golden Thread" Reader,

Katie Yeakle here.

I'm about to blow the lid off one of the most "hush-hush" ways you can use your writing skills to make money and improve your lifestyle.

The reason why it's been so "hush-hush" up to this point is that, at first glance, you might not think of this as a "traditional" copywriting opportunity.

But, as you'll see in a moment, it's an ideal opportunity not only for new (and established) copywriters, but for anyone who is looking to escape the daily grind of a 9-to-5 job they no longer enjoy.

You see, it's an opportunity you can tailor to fit your personality, the type of lifestyle you want to live, and your financial goals.

For instance, if you're a "social-butterfly" type of person who loves going to the hottest parties and events, you can create a career for yourself that taps into that side of your personality.

Or, if you're more of a low-key type person, you can use your new-found skills to build a career that fits perfectly into the type of lifestyle you want.

It's something you can do part-time. In exchange for a few hours' work each month, you can add an additional \$1,000 to \$2,000 to your income. Or, if you're looking to change careers, this could be your opportunity to finally put yourself squarely on the path to personal freedom and financial independence.

What I'm talking about is not marketing.

Marketing, of course, is about creating consumer demand for a company's products and services. You won't be doing that – not directly anyway.

What you'll be doing is creating goodwill. The more goodwill you create, the happier your client will be, and the more money you'll make.

Today, I'd like to introduce you to the exciting and lucrative world of Public Relations (PR) and why – if you haven't considered it prior to today – you just might find it's the perfect fit for you career-wise, lifestyle-wise, and income-wise.

Now, there are some who think PR involves a big firm of executives sitting around spinning the truth trying to get publicity for their client. Some even think it involves blowing up balloons at conferences.

Nothing could be further from the truth.

A career in PR is all about creating a good relationship between a company or individual and the public.

## **“There’s a huge need out there.”**

There’s a big demand for people who know how to do just that.

According to Kelly Kreth of Kreth Communications, *“There is a demand for good publicists right now; especially in a bad economy, companies need to save money. PR is much cheaper and more legitimate than advertising or in-depth marketing campaigns.”*

Most small-business owners can’t afford to hire a PR agency, but they know they still need to get the word out to build buzz for their business.

Steve Caulk of ProConnect PR adds, *“There are a lot of organizations who do no PR, because they don’t have the resources. There is a huge need there.”*

And the demand is only going to increase. Projections in the V.S.S. Communication’s 2008-2012 Forecast predict the public-relations industry will grow at a compound annual growth rate of nearly 10% through 2012.

*“Even when businesses find their marketing budgets need to be cut, PR is always going to be an affordable option by comparison,”* says Sue Voyles of Logos Communications, Inc.

Some big PR firms won’t take on a client unless they spend at least \$9,000 a month. (Monthly contracts of \$25,000 a month are not uncommon.) But, to save money in tough economic times, many companies are cancelling their contracts and hiring freelancers instead – which represents a huge opportunity for those positioned to take advantage of it.

Bruce Freeman of ProLine Communications agrees: *“A lot of clients are looking for smaller firms, boutique agencies, and single practitioners, because they don’t want to pay the overhead of the big firms.”*

## Over 20 years of experience at your fingertips to help you succeed

Before I get into how much you can make and what exactly you'll be doing, I'd like to introduce you to the person who could have a dramatic impact on your future earnings and future career direction.

Her name is Melanie Rembrandt. Melanie's worked in the PR industry for over 20 years now. (Since 2004, she's worked freelance.) I've known Melanie for over five years. A few months ago, I was talking to her about some PR she was doing for us, when a little bell went off.

You see, Melanie loves what she does for a living. You can see it in her face and hear it in her voice.

She loves the freedom. She loves being creative. She loves helping people succeed.

During our conversation, it suddenly hit me that a career as a publicist (either on a part- or full-time basis) might be of great interest to you for all the reasons I've just mentioned.

So, I asked Melanie if she'd be willing to share the insights she's learned about PR over the past 20 years.

And that's why I'm writing you today.

I'm pleased to announce the launch of Melanie Rembrandt's brand-new ***Secrets of Becoming a Publicist: A Simple, Step-By-Step Guide to Boost Your Income and Enjoy the Satisfying and Exciting Public Relations Lifestyle This Year.***

What Melanie's done with her ***Secrets of Becoming a Publicist*** program is really revolutionize the PR industry. She takes the key PR elements and breaks them down into an easy-to-understand, step-by-step system. By doing so, she's opened

"PR is becoming more of a strategic function, and many companies are starting to invest more in PR than ever before. The demand for PR is only going to increase as advertising dwindles. Companies are finally starting to realize the power of PR and the return on investment it offers compared to other forms of marketing, which is opening more doors for PR professionals."

– Kristine Tanzillo,  
Dux Public Relations

up the exciting and lucrative world of PR to virtually everyone and anyone who has a desire to be successful in it.

You no longer have to pay your dues working at a PR agency for 10 or 20 years. In fact, you don't need any direct experience at all. All you need is to follow a few simple secrets and, in less than a week, you can start making money in this exciting industry.

Just ask Kelly Kreth, who enjoys the financial independence and the excitement that comes with running Kreth Communications, her successful PR business.

*"It isn't rocket science. I never took any classes or had formal training," she says.*

When you finish ***Secrets of Becoming a Publicist***, you'll know everything you need to know to launch a part-time or full-time career as a publicist.

And you'll be able to do it on a shoe-string budget. According to founder of ProConnect PR, Steve Caulk, *"PR is a good business to start, because there's no overhead. You can use your laptop at home and your Internet hook-up at home, and you're ready to start doing business."*

Even Melanie says she wishes she'd known these secrets back when she was working for unpleasant bosses at the big corporations she worked for in her former life.

*"If only I would have discovered these secrets earlier! I could have saved myself a lot of aggravation, time, and unhappiness," she says.*

Melanie has no desire ever to go back to a corporate 9-to-5 job. She's having too much fun. She loves that she controls her schedule, whom she works with, and how much money she makes.

Which is one of the things publicist Mary Reed loves most about her PR career. *"My business has afforded me the opportunity to live life on my terms. Most people cannot say that," she says.*

**One of the most effective business tools of all time**

So, what exactly will you be doing if you decide to join Melanie in this creative, high-paying industry?

For starters, you'll be providing your clients with press releases.

A press release is a short document that's sent out to members of the media that announces news about an organization, such as a charity function, an online seminar, a live presentation, a new product or service, a new hire, a recent company award, a company merger or partnership, and so on.

"Press releases are a cost-effective way to build online awareness, maintain relationships with media members, and stay ahead of the competition. Without them, business owners are losing out on a valuable opportunity to communicate with customers and increase website traffic and new sales."

– Jared Tanner, Vice President of Marketing, PrintingForLess

As well as increasing your client's website traffic, press releases are a great way to build up a company's brand and enhance their credibility in the public's mind.

## **\$2,000 for less than a day's work**

But the best thing about a press release is that once you know how, they're incredibly easy to write.

You see, a press release is made up of seven components:

1. A company logo and release time
2. A header and a subhead
3. An opening paragraph
4. Body copy
5. A call to action
6. An "About the Company" section
7. Media contact information

Melanie breaks down each of these sections and explains exactly how to write them, what each one should accomplish, and why. She makes writing a press release straightforward, simple, and even fun! With some practice using Melanie's template, you'll be able to write one in under an hour.

Think of what this means ...

If you write four press releases a month, at \$500 a press release (which is typically what a good publicist charges to write one), you'll have made an extra \$2,000 for just four hours of writing!

Even if you factor in an additional hour or so to research each one, that's still \$2,000 for less than eight hours of work!

## **Make even more money ...**

In order for a press release to do its job, it has to be distributed to the media.

Which is another great income opportunity for you.

Melanie shows you how to get your client's press release out to the news sources that matter most to your client. Distributing each press release may take you anywhere from 30 minutes to 2 hours depending upon the scope of who you want it to reach.

If you charge an additional \$250 to distribute each of the four press releases mentioned above, that's an additional \$1,000 for between two hours and eight hours of work.

Are you starting to see the potential here?

That's \$2,000 for researching and writing just four press releases (approximately four pages of writing) and another \$1,000 to distribute them. That's \$3,000 for less than two days' work!

And we've only just begun!

"Distributing press releases has been essential in building awareness for my business. They were the major focus of my publicity budget when launching the website and continue to be an important part of my communications strategy, even during tough economic times."

— Jill Exler, Owner of jexbo™

## **Your blueprint for making money ...**

Another easy way to make money is by writing a media kit for your clients.

A media kit provides key information about a business or organization in a reader-friendly way. They generally run anywhere from 4 to 10 pages in length. A media kit contains information about a company's background, the products and services it offers, recent company news, and so on.

An easily accessible, professional-looking media kit will increase the number of times your client benefits from free publicity. Because the faster and easier reporters can access a company's key information, the more likely they are to mention your client in one of their articles or news stories. Plus, your client can use their media kits at presentations, tradeshow, and other key business events.

Just like she does for writing a great press release, Melanie gives you a blueprint for creating an effective media kit. She walks you through what each section should contain and shows you how it all fits together.

In no time at all, you'll be able to put a media kit together that, depending upon your experience, can bring you in up to \$5,000 or more.

Let's say your client wants you to write a media kit for them, which ends up being 8 pages in length.

Can you write two pages a day?

Of course you can.

At two pages a day, it will take you four days to write. If you charge your client even half of the above \$5,000 figure, that's another \$2,500 for less than a week's work!

## **Another easy way to explode your income**

But there's more good news. You see, a media kit is also a key part of what is commonly called an "online newsroom."

An online newsroom (or pressroom) is an area on a website that provides important information to members of the media (as well as potential customers and company investors).

As well as the media kit, website visitors will be able to find company-related photos, press releases, and an "In the News" section that references the times your client has been mentioned in the media, the awards they've received, and other information they want people to know about their company.

Many companies don't have an online newsroom – or, if they do, it's incomplete and not as effective as it could be.

Which is where you come in! This is yet another potentially lucrative opportunity for you.

Again, Melanie breaks it down for you. She takes all the guess work out of it and guides you step-by-step through the process using templates and examples of effective online newsrooms.

Now, depending upon your experience and the size of the company you're working for, you can charge up to \$10,000 for every online newsroom you create!

## **Putting together a plan for success**

Next, Melanie shows you how to put together a complete PR plan for your clients.

What's a PR plan?

Betty Galligan of Newberry Public Relations & Marketing, Inc. explains ...

*"PR plans are the most important strategic tool overall. A plan helps to outline the steps you'll take on behalf of a client and to ensure that the tactics you're using (media kit, press release, online newsrooms, events, other) make sense. It helps a client understand exactly what you will be doing and why."*

This may sound intimidating, but don't worry. It's not hard to create a PR plan. It's actually quite fun!

Most PR plans consist of just six sections. As you put your first PR plan together, Melanie will be right there beside you every step of the way. She'll guide you through setting goals for your client to coming up with interesting ways to promote them in the media ... how to find interesting events for your client to participate in ... and how to locate awards they could apply for to raise their profile within the industry, and so on.

Plus, she talks about what role social media (blogs, forums, Twitter, Facebook, Flickr, YouTube, podcasts, and webinars) should play in your client's future PR plans.

For a typical PR plan, on average, you can charge anywhere from \$3,000 and up, depending upon your experience and the size of your client's company.

## Three easy steps to getting your first client

In the first few sections of the program, Melanie also shares her simple three-step process on how to get your first paying assignment (including a script based on what she's learned that you can adapt and make your own).

Which means if you get started on Melanie's *Secrets of Becoming a Publicist* program over the weekend, by Monday morning you could be poised and ready to start making money.

If you're a freelance copywriter, knowing how to write a press release, a media kit, etc. is a great way to increase your chances of getting new business from every potential client you talk to.

"My quality of life changed significantly when I started my own PR business. I love my work. I love having my own business. Many of my clients have become good friends. I really enjoy being a publicist."

– Bruce Freeman, ProLine Communications

Because if they don't need any copy at the moment, they just might need a press release written for a new product they're coming out with ... or an updated media kit or an online newsroom.

With the additional services you'll be able to offer, you'll never be short of work ... which means you'll always have a steady stream of checks coming into your bank account each month.

## The self-satisfaction of seeing your efforts pay off

In a very short period of time, you'll know how to write a press release in seven easy steps, put together a media kit, online newsroom, and a detailed PR plan for your client. Plus, you'll have a three-step action plan for getting your first client.

Now, you could stop there and still bring in thousands of dollars each month part-time or full-time, but if you want to take your PR career to the next level, there's one other skill you'll want to learn ...

It's a skill that can bring in a flood of new sales, credibility, and awareness to your client ...

... and a big paycheck for you.

The skill I'm talking about is knowing how to "pitch the media" – getting your client's name featured in publications like *The New York Times*, *The Economist*, *Time* magazine, or your local newspaper.

"I get to do all the 'sexy' stuff ... and constantly entertain the media. We get tickets to all the good shows for free and generally, we know things before the media does, so they want to keep us happy."

– Cheryl Hardy, Hardy Communications

Remember, every time your client is mentioned in the media, it's essentially free advertising for them. In fact, it's actually *better* than advertising, because it gives your client third-party credibility that traditional advertising simply cannot buy.

And when you see your behind-the-scenes work show up in the media, you'll feel a great deal of satisfaction.

Sue Voyles of Logos Communications, Inc. puts it this way: *"I get so excited when I'm able to connect a client with a media outlet and let them shine. I love telling people's stories, and I'm thrilled when my pitches result in a client being able to showcase their talent, product, or service to the public."*

Melanie shows you how to develop a unique story idea, get comfortable with it, and then make a winning pitch to the media. It's a skill that, once you get good at it, will guarantee you a steady stream of assignments for the rest of your life. Follow Melanie's simple formula and, with practice, "pitching the media" will soon become second nature to you.

## Everything you need to succeed

As you can see, Melanie provides you with everything you need to be successful in this exciting business. Here's a small sample of some of the other tips and techniques she shares in *Secrets of Becoming a Publicist*:

- **Two rules to follow that will build more buzz and give you more credibility with every press release you write** – Follow these two rules religiously, and every press release you write will be sure to hit its mark.
- **10 key questions to ask your client before you write your first press release** – Melanie gives you the questions to get the information you need from your client in order to write a press release that gets the results your client expects.
- **How to find the right PR niche** – By focusing on a specific niche, you'll follow a much straighter and quicker path to PR success. Melanie takes you through a simple exercise to help you pinpoint the best niche for you.
- **50 websites that will post your clients' PR at no cost** – Melanie provides you with a list of 50 websites that may offer your clients some online exposure free of charge.
- **12 questions to ask your client in order to come up with an effective PR plan** – You'll know the exact questions to ask to make sure you come up with a comprehensive and effective plan for your client.
- **How to develop "story angles" for your clients** – A story angle is an idea for a news story about your client. You'll learn how to consistently come up with great ideas to keep your clients happy and the media wanting more.
- **A three-step system to conducting media research that won't cost you a penny** – Research can be fun and easy if you know how to do it and where to look.
- **Five more opportunities for you to make money that could come out of your client's PR plan** – There are so many opportunities to make money in public relations. Here are five additional revenue-generating add-on services you can propose to your client as part of their PR plan.

Even at this point in the program, you'll have everything you need to know to make a healthy income as a publicist.

But Melanie's not done yet.

She also shares with you some of the tips, techniques, tools, and resources she's developed to keep her business thriving, her clients happy, and her bank account healthy since she started her business. For instance, you'll learn ...

- **How to develop a PR action plan** – You learned how to create a PR plan for your client. Now it's time to create a success plan for yourself. Melanie shows you how to create a nine-step action plan to help you meet and exceed all your career and business goals.
- **How to get more clients than you can handle** – Melanie gives you detailed instructions on three tried-and-true methods for bringing in a continuous stream of clients. (When Melanie started her PR business, she got most of her clients through referrals. According to Melanie, after a while if you're successful at helping your clients meet their goals, there's a good chance you'll get most of your new clients through referrals, too.)
- **How to manage your clients' expectations, so you never disappoint them** – One of the most important things you can do is manage your clients' expectations from the start. You'll learn the steps to take, so you'll never have a disappointed client on your hands.
- **How to get help and expert advice in starting your new business absolutely free** – With these handy resources at your fingertips, you'll be able to find answers to any questions you have when it comes to starting your new freelance business.
- **How to make sure you never get surprised by the tax man** – Follow these simple steps and you'll never be behind the eight ball come tax time.
- **And much, much more ...**

One of Melanie's goals (as well as ours at AWAI) with the *Secrets of Becoming a Publicist* program, is to make the dynamic and exciting world of public relations accessible to anyone who has a desire to be successful in it.

Melanie takes you step-by-step through everything you need to know to become a successful publicist. It's written in a very logical, easy-to understand order. She supplies you with examples, templates, sample contracts, and more. She leaves nothing to guesswork.

It's also interactive. As you make your way through the program, Melanie gives you detailed examples, followed by exercises that allow you to master each part of a press release, media kit, online newsroom, and PR plan ... quickly and easily. You can even use these templates to complete real projects for your clients once your business is up and running.

I'm very excited about this opportunity and the impact it could have on your life. It's an opportunity that:

- Provides you with a skill you can use to start making money within your first week
- Has an extremely low start-up cost – all you need is a computer and an Internet connection to get started
- Is in big demand – companies will always need someone who knows how to create awareness and generate goodwill for them on their behalf
- Provides you with a lifelong, high-paying skill that will bring you in thousands, possibly millions, of dollars over the course of your life.

## **So, how much does it cost?**

Best of all, Melanie's program is a great deal when you consider the knowledge you'll gain, the money you'll make, and the fun you'll have making it.

It's just \$199 for the full program ... everything you need to get going in your own exciting, fun, and highly profitable PR business – in as little as a week's time.

But it gets better ...

Through this introductory offer, if you'd like to be among the first to benefit from this great new program, we're going to extend to you a limited-time introductory

discount of \$50 off the regular price – **so, if you order right now, you'll pay only \$149!**

Here's more good news ...

As part of our introductory launch of this amazing new program, we're offering you a very special bonus. Sign up for the program today, and you'll have free access to a "Getting Started in PR" teleconference call with Melanie (a \$79 value). Melanie answers your questions and shares her advice and tips on how to build a thriving life and career as publicist. You won't want to miss this important and informative call.

And it gets even better. You see, you can take the first step to launching your new PR career right away. Because as soon as we process your order, you'll be able to download the complete program from the myAWAI section of our website and start benefiting from Melanie's experience and guidance immediately.

That way, you don't have to pay shipping and handling, or wait days or weeks for printed materials to arrive. Plus, down the road ... if we update the program, you'll always have instant (and free) access to all the latest information.

One more thing ...

I want you to be completely thrilled with this program. So I'm going to do more than offer you AWAI's standard 30-day guarantee. By that I mean, if, within 90 days, you decide that the dynamic and lucrative world of public relations is not for you, just let us know and we'll give you a full refund – no questions asked.

So, what do you say?

If you're a freelancer, it's another important and high-paying service you can offer your clients that will add thousands of dollars to your monthly income.

If you're looking to break away from the 9-to-5 grind, this could finally be your way out for good. Because you'll have a skill you can use to generate income that isn't reliant on your being employed by someone else.

Plus, you'll have AWAI's 90-day guarantee where, should you decide you don't absolutely love doing this, you can get back every penny you paid.

So ... why wait another day. To make sure you don't miss out, don't delay.

[Get the program now by ordering online ...](#)

Or call Barb, Pat, Debbie, or Jacqueline in Member Services at 1-866-879-2924.

To your success,



Katie Yeakle  
Executive Director, AWAI

P.S. I almost forgot to tell you about two important special reports (also available for immediate download) that you'll receive when you say "yes" to ***Secrets of Becoming a Publicist***. The first special report is Melanie's "Top 5 Things You Should Never Say to a Reporter and Why." You'll learn key tips fast so you always have a successful interview and avoid embarrassing yourself when talking to the media. Plus, you'll increase your chances of having good quotes and positive statements about your client published in the media.

The second special report, also written by Melanie, is "How to Write an Event Press Release in 30 Minutes or Less!" When a client plans an event, they need a different type of press release. Melanie shows you how to write an "event" press release, tells you where to send it and when, and provides you with a sample template. For less than half an hour's work, you'll be able to make \$50 and up.

P.P.S. Remember, the \$50 introductory discount and the free "Getting Started in PR" teleconference with Melanie are available only for a limited time. To make sure you don't miss out, [order your copy of this program now](#), or call Barb, Pat, Debbie, or Jacqueline in Member Services at 1-866-879-2924.

**John N. Wood | Copywriter**

Email: [john@johnwoodcopywriting.com](mailto:john@johnwoodcopywriting.com) -- Cell Phone: 289 894-0722

---

**©2009 American Writers & Artists Inc.**