

FROM: Nick Osborne, AWAI

SUBJECT: Digging for gold?

Hi, %PERS_NAM%,

Nick Osborne from AWAI here with a quick question for you...

Why did the discovery of gold near Sutter's Mill in 1848 spark a huge gold rush?

It's estimated that over 200,000 people from all over the world made the journey to California during the next four years.

Likewise, there were gold strikes in Colorado and later in Alaska and the Yukon Territory of Canada. These later gold strikes also prompted large numbers of prospectors to go off in search of treasure.

Why is that? Why would people travel so far to dig for gold?

The obvious answer is - that's where the gold was. It had been discovered there. It was proven to be there. If you are inclined to dig for gold it's probably a good idea to dig where the gold is, don't you think?

And the same is true in your freelance copywriting business. If you're prospecting for customers and clients, you need to look where they already are.

I hope you were able to join Rebecca Matter and me on our call yesterday because during that call Rebecca made a terrific comment. She stated, "If I knew my customers were in the next room, I'd go to that room and engage with them."

So where are your customers?

Today we are in the midst of a spectacular change in where your customers spend their time. And this change will directly impact your ability to earn income as a freelancer.

You can continue to prospect for customers and clients where you have been and likely find fewer and fewer new clients. But... prospect where your potential clients are proven to be and strike it rich.

Are you ready?

<http://www.awaionline.com/makemoneywithsocialmedia>

If you were on the call yesterday, you know I'm talking about the shift from traditional internet usage to social media.

Facebook now has about 700 million users. Many millions of those users never use any other site. They log on to Facebook in the morning and never visit a traditional website during the day. Besides connecting with friends, they use Facebook to browse, shop, and make purchases directly on a company's Facebook page.

It's estimated over 3.5 billion minutes are spent on Facebook every day. This is not additional time people spend on the internet. This is time that is no longer spent on traditional websites. Social media is literally transforming the web.

You simply cannot ignore this change. A huge segment of your prospects spend time on Facebook, Twitter, and other social media sites. To be successful as a freelancer, you must engage your clients and prospective clients where they are proven to be.

That's why I developed *How To Make Money As A Social Media Expert*. You'll gain the professional grade skills you need to successfully use Facebook, Twitter, YouTube, and other social media to find and engage customers for your clients – as well as clients for your own freelance copywriting business.

In the program I show you how to make a few adjustments to the writing skills you already have in order to make your social media marketing work like gangbusters.

With *How To Make Money As A Social Media Expert*, you'll master social media marketing in the shortest time possible and keep your freelance copywriting career moving forward.

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But, the most exciting part of the program is the on-going monthly webinars. You see, social media is evolving too fast to keep a comprehensive program like *How To Make Money As A Social Media Expert* up to date. So I'm including on-going monthly webinars designed to keep you current.

Each month we'll cover a recent trend, tool, or best practice for marketing with social media. For example, we've already covered how to price your social media services, landing local clients, and how to audit an existing social media program.

The cost of this monthly update? Nothing! It's all included in *How To Make Money As A Social Media Expert*.

Start digging for prospects with social media NOW and find pure gold!

<http://www.awaionline.com/makemoneywithsocialmedia>

Best wishes,

Nick

P.S. I strongly urge you to act now to take advantage of the \$100 discount Rebecca mentioned on our call. On June 10th the special price expires.

This special pricing includes all monthly webinars, both past and future!

AND the price includes a very generous 6 month guarantee. If for any reason you find the program is not right for you, just let us know and you'll get a full refund. So there is absolutely no risk for giving *How To Make Money As A Social Media Expert* a try.

Join me now, before the \$100 discount offer expires...

<http://www.awaionline.com/makemoneywithsocialmedia>