

AWAI UX Copywriting Series

List of Components:

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Notes to reviewer:

- Notes to web developers / reviewers and component labels are in RED text.
- “User Goal/Expectations” are in LIGHT BLUE text
- Actual copy (headlines, preheads, subject lines, text, button text, etc.) is in BLACK text.
- I used <<NAME>> as a stand-in to indicate a purchaser's name auto-filled both in the confirmation webpage as well as the emails.

Digital Copywriter's Handbook Product Page

User Goal/Expectation:

Outlines the benefits of the program and gets viewers excited enough to either order the product or click to learn more information. Clearly labeled buttons make it easy for the viewer to take action.

Page Preheader:

ATTENTION ALL COPYWRITERS: Nasdaq predicts by 2040, more than 95% of ALL purchases will depend on THIS...

Page Headline:

Launch Your Six-Figure Copywriting Business by Joining a Recession-Proof, Pandemic-Proof Universal Writing Industry!

Body Copy:

Forbes: *"...the consumer landscape will never be the same again."*

If you want to write your ticket to a six-figure copywriting career, there is nothing more in demand than digital copywriting.

Because of "The Leap" (when ecommerce achieved 10 years of growth in just *a few months*) the demand for digital copywriting has soared.

Digital copywriting is in such high demand because it covers so much territory! These projects include:

- Websites (home pages, product pages, FAQ pages, etc.)
- Landing pages

- Email sales campaigns
- E-newsletters
- Video sales letters
- Blog posts
- Search Engine Optimization
- Paid ads
- Social media
- And too many more to list here!

It doesn't matter whether you're an experienced copywriter, or brand-new to the game and looking for your first assignment. When you join the field of digital copywriting, you'll be joining a universal writing industry where demand is climbing every year!

Oh, and in case you were wondering, this does not require any "technical" skills like coding, knowing HTML, or graphic design. Let the programmers handle the techy stuff. You'll just get paid to write!

Want to know a sneaky secret? Digital copywriting never ends! Websites always need updating. Products are added to websites or removed. Companies need emails every day. Blogs need a constant flow of new articles to satisfy Google's insatiable desire for fresh content.

That means you have limitless opportunities. And if just a few companies hire you on a retainer agreement (that's when a company pays you a set amount each month) for \$3,000 - \$5,000 each **per month**...well, it's easy to see the earning potential digital copywriting gives you!

Your instructor for this journey is Nick Usborne, a legend in the digital copywriting field with over 40 years of experience. Nick has won 15 writing awards in the United States AND Europe. He's trained thousands of copywriters how to up their game and make a great living writing from home, the beach, or anywhere they want to write.

And he can do the same for you!

Nick will take you by the hand and lead you step-by-step how to write each one of these projects (and many more). You'll discover:

- The most "in demand" projects

- Fees you can expect for these projects
- The right questions to ask your client
- How to research your client's market
- How to tap into your client's "voice"
- The right "tone" to take on any given project
- The structure and length of each piece
- How to avoid common mistakes
- And MUCH more!

Nick's secrets will teach you how to turn "ho-hum" copy into "A-level" copy that Fortune 500 companies will gladly pay you \$1500, \$2000, or \$3000... for just 750 words of copy!

But that's not all! With your investment, you'll also receive the following bonuses:

- **Access to 12 special "over the shoulder" videos** – You'll watch Nick go over real examples of actual digital copywriting projects he's worked on for real clients!
- **12 Essential Digital Copywriting Templates** – These make completing copywriting projects as easy and fast!
- **Landing Digital Copywriting Clients special video training** – Discover a blueprint for landing high-paying clients!
- **TRIPLE Spec Opportunity** – You'll have the opportunity to write and submit one of THREE spec assignments for AWAI...and get valuable feedback!

The ***Digital Marketer's Handbook*** is an indispensable "business in a box" that can launch your six-figure copywriting career in no time!

Order your copy today and save yourself years of trial and error!

AWAI is the country's pre-eminent copywriting development organization. Let us help you create the career of your dreams.

The Digital Copywriter's Handbook (updated 2021 edition): \$497.00

ORDER BUTTON (takes reader to the order webpage): Order Today!

INFORMATION BUTTON (takes reader to the full promotion page): For More Information, click here...

Digital Copywriter's Handbook Order Page

NOTE TO REVIEWERS / WEB DEVELOPERS: Once users fill out the fields indicated at the bottom of the page, they should then be taken immediately to the Order Confirmation page. They should also be sent the Order Confirmation email.

User Goal/Expectation:

Summarize key benefits of the program, keep readers excited, and make it easy for viewers to order the product.

Page Headline:

***The Digital Copywriter's Handbook:*
Give Yourself the Potential to Earn \$5,000 or
More Per Month...From Each Client!**

Body Copy:

YES! Please give me *instant access* to ***The Digital Writer's Handbook*** so I can:

- Join the most universal writing industry
- Discover the most "in demand" digital writing projects
- Learn step-by-step processes for creating these projects
- Avoid critical mistakes
- Position myself so clients line up to hire me

I will be benefiting from Nick Usborne's 40+ years of experience, so I can "skip the learning curve" and quickly join the ranks of other successful digital copywriters!

And I'll even get these incredible bonuses:

- **Access to 12 special "over the shoulder" videos** - I can watch Nick go over real examples of actual digital copywriting projects he's worked on for real clients!
- **12 Essential Digital Copywriting Templates** – These make completing copywriting projects as easy and fast!

- **Landing Digital Copywriting Clients special video training** – discover how to land high-paying clients!
- **TRIPLE Spec Opportunity** – I'll have the opportunity to write spec assignments for AWAI...and win a PAID contract for future projects!

100% “No Questions Asked” Guarantee

I understand that if I'm not satisfied with *The Digital Copywriter's Handbook* for any reason (or even for no reason at all) I can get my investment refunded by contacting AWAI within 90 days of my purchase.

ORDER SECTION:

Below this copy should be an order form with the following fields (Fields marked with an “ * ” should be required fields):

BILLING INFORMATION SECTION:

- * First Name:
- * Last Name:
- Company Name:
- * Address Line 1:
- Address Line 2:
- * City:
- * State: (drop down menu to select state)
- * Zip Code:
- * Country: (drop down menu to select country)
- * Phone Number:
- * Email Address:

ORDER SUMMARY:

Order Total: \$497

PAYMENT INFORMATION SECTION:

- Credit Card Type (drop down menu):
- Card Number:
- Expiration Date: (drop down menu for month) (drop down menu for year)

ORDER BUTTON:

Below the credit card information. Button should be orange with white text to match AWAI's order forms for other products.

Button Text: Place Order

Digital Copywriter's Handbook Order Confirmation Page

User Goal/Expectation:

Let the buyer know their purchase was completed successfully and provide instructions to access the program, both for buyers who have bought from AWAI previously and first-time AWAI purchasers who need to set up their membership page.

Page Headline:

You're In!

Here's How to Access *The Digital Copywriter's Handbook:*

NOTE TO WEB DEVELOPERS: Links to the appropriate webpage at AWAI.com is embedded in the links in the copy below.

Body Copy:

Congratulations, <<NAME>>!

Your purchase is complete, and your copy of *The Digital Copywriter's Handbook* is available on your [myAWAI Member Page](#) now – you can dive in and start learning from Nick Osborne and launch your digital copywriting career!

You'll find the Handbook, bonus “over the shoulder” videos, digital copywriting templates, and more on your Member Page. [Click here to access your page.](#)

New to AWAI? Setting up your Member Page is as Easy as 1-2-3!

If this is your first purchase from AWAI, you'll need to set up your membership account. Visit your [myAWAI Member Page HERE](#) and do the following:

1. In the “My email address is,” enter the same email address you used to order ***The Digital Copywriter’s Handbook***.
2. Click on “I am new to AWAI.”
3. Click on the “Click to sign in” box. (You’ll set up your password later.)

A few minutes later, you should receive an email from AWAI with the subject line, “**Your myAWAI Login.**” Please click on the link in that email to finish setting up your account.

If you don’t see this email, please check your junk/spam folders. Still don’t see the email? Contact our member services at 1-866-879-2924 for assistance.

Digital Copywriter's Handbook Confirmation Email Message

NOTE TO WEB DEVELOPERS & REVIEWERS: Links to the appropriate webpage at [AWAI.com](#) is embedded in the text below. I wrote this email in the voice of Jade, as she is the Director of Training, so she made the most sense.

SCHEDULING: This email should be delivered to the purchaser as soon as payment is complete.

User Goal/Expectation:

Welcome purchasers to the program, remind them of the benefits of their purchase to get them excited to begin, and provide easy instructions to access the program.

Email Subject Line: [ACCESS INSTRUCTIONS] The Digital Copywriter's Handbook

Body Copy:

(Limit: 300 words max – include suggestions for visuals if they will help the user.)

Hi <<NAME>>,

Your copy of *The Digital Copywriter's Handbook* is in your [myAWAI Member Page](#) now.

Get ready to take your writing level to the next level with this self-guided training as Nick Osborne helps you enter the most universal writing industry!

In *The Digital Copywriter's Handbook*, you'll discover:

- The most "in demand" digital writing projects
- Step-by-step instruction how to write these projects
- How to position yourself so clients will happily pay you robust fees

I'm so excited for you, because with Nick Osborne's 40+ years of experience, you'll avoid many of the mistakes beginning digital copywriters make.

It's one thing to be a master of a topic, but teaching that subject is a completely separate animal. Nick is not only an expert in digital marketing, but a gifted instructor.

Nick's teaching style makes it easy to absorb the information, so you can craft winning projects your clients will love!

Don't forget, you also have access to these incredible bonuses:

- **12 special “over the shoulder” videos** - Watch Nick go over real examples of actual digital copywriting projects he's worked on for real clients!
- **12 Essential Digital Copywriting Templates** – These make completing copywriting projects as easy and fast!
- **Landing Digital Copywriting Clients special video training** – Discover how to land high-paying clients!
- **TRIPLE Spec Opportunity** – This is your opportunity to write spec assignments for AWAI...and win a PAID contract for future projects!

The entire ***The Digital Copywriter's Handbook*** resources, videos, and bonuses are available on your [myAWAI Member Page now](#).

To your success,

Jade Trueblood
Director of Training, AWAI

P.S. If you have any trouble accessing your program, AWAI's Member Success Team is here to help you. Contact them by calling toll-free at 866-879-2924 or emailing them at help@awai.com.

P.P.S. Look for a special welcome message from Nick Usborne tomorrow...

Digital Copywriter's Handbook Welcome Series – Message 1

User Goal/Expectation:

Greet the purchaser with a message from Nick Osborne that intends to fire up the purchaser to take action and begin the program.

NOTE TO WEB DEVELOPERS & REVIEWERS: Link to the appropriate webpage at AWAI.com is embedded in the text below. For the 3 welcome email series, I feel writing the emails as being from Nick Osborne will best serve the purpose of getting the purchaser motivated to take action.

SCHEDULING: This email should be delivered to the purchaser 24 hours after purchase is complete.

Subject Line: <<NAME>>, it's time to get started...

Message Body:

Hi <<NAME>>,

Are you ready to take the quickest path to a six-figure income?

I'm Nick Osborne and I want to welcome you to ***The Digital Copywriter's Handbook***. I'm writing to you for two reasons:

1. Welcome you to the world of digital copywriting
2. Give you a gentle "nudge." (*More on this in just a bit...*)

Because of "The Leap," there's never been a better time for you to become a digital copywriter.

The internet is part of our everyday lives. We use it to communicate with our friends and family, shop, get our news, and so much more.

In fact, it's hard to think of a part of our lives that *isn't* affected by the Internet in some way!

And as a newly minted digital marketer, you'll be able to offer companies a huge list of services:

- Blog posts
- Websites
- Email sales campaigns
- E-newsletters
- Video scripts
- Online ads

And the list goes on and on! The niche doesn't matter, either.

Every business of every kind needs an online presence in multiple channels to stay relevant and competitive.

There's so much need for these services because companies know they have to up their game otherwise risk going extinct.

That means you're going to be in demand the second you announce your intentions!

It gets even better, too. Once clients see the value you bring to the table, they're not going to want to search for another copywriter for their next project.

What does this mean for you? Time to introduce a magical, profitable phrase...retainer clients!

Companies will be thrilled to pay you a set amount each month to have you available for the various projects they'll need. You could get \$2,000, \$3,000, \$5,000, or more from just one company...*each month!*

So, I'm really excited for you and the world you're stepping into.

Now, about that "nudge" I mentioned earlier...

I can give you all of my 40+ years of knowledge, but it's up to you to use it.

Knowledge without action is just that...knowledge.

I could tell you stories for days about aspiring writers who buy marketing programs but never do anything with them.

These writers have “the dream,” but they make the mistake of thinking that buying the knowledge means success is just around the corner.

That the information will just seep into their consciousness and magically create a six-figure career without needing to do anything else.

Real life doesn't work that way. So, download ***The Digital Copywriter's Handbook*** and get started. Don't fall into the “I don't have time” trap.

Start at the beginning and devote time every day to absorbing it all. Even if it's just 15 minutes a day, it means you're making progress. You can do it!

Your copy of ***The Digital Copywriter's Handbook*** is available on your [myAWAI Member Page now](#). Time to get started.:~)

Yours in success,

Nick Usborne

P.S. I'll be back in a week with something that will take away any doubt you may have about entering this world...

Digital Copywriter's Handbook Welcome Series – Message 2

NOTE TO WEB DEVELOPERS & REVIEWERS: Link to the appropriate webpage at AWAI.com is embedded in the text below. For the 3 welcome email series, I feel writing the emails as being from Nick Usborne will best serve the purpose of getting the purchaser motivated to take action.

User Goal/Expectation:

The purpose of this email from Nick is to remind purchasers of a very beneficial feature of the program – the ability to get feedback on a spec assignment from AWAI. This benefit is useful for

SCHEDULING: This email should be delivered to the purchaser 7 days after the Welcome Series – Message 1.

Subject Line: <<NAME>>, take advantage of AWAI's TRIPLE spec opportunity...

Message Body:

Hi <<NAME>>,

It's time to banish any doubt you may have about becoming a digital copywriter.

Nick Usborne here, just checking in to see how you're progressing with ***The Digital Copywriter's Handbook***. I know you may have been surprised at just how much information is in the course.

I super-sized the Handbook because I wanted to leave no stone unturned in this lucrative field of copywriting!

With the Handbook itself, the writing project templates, and the 12 bonus "over the shoulder" videos, you have all the resources at your fingertips to succeed in the lucrative field of digital copywriting.

I've had the privilege of helping thousands of aspiring copywriters become six-figure success stories over my 40+ year career.

I also keep this program updated to make sure you're getting the most up-to-date accurate training possible.

I wanted to remind you of all of this because I know sometimes self-doubt seeps in the minds of new writers.

Maybe some of the following thoughts have crossed your mind:

“Can I really do this?”

“Am I good enough?”

“Will clients really want to hire me?”

The answer to all these questions is YES!

I've heard them all. And I can assure you of this: If you study the course, do the exercises I suggest, and complete the practice assignments, you'll have the knowledge and ability to deliver killer digital marketing projects clients will love.

That reminds me of something important.

When I partnered with AWAI on ***The Digital Copywriter's Handbook***, I wanted this program to be more than just a book writers read on their own.

I wanted to make sure you received feedback so you could see the progress you've made!

That's why this program comes with a TRIPLE spec opportunity!

It's true – once you complete the program, you can submit your choice of three possible spec assignments.

Not only will you receive a critique on your project, but once completed you'll have a valuable piece for your portfolio to show prospective clients.

Here's a hint to really ramp up your progress: do all THREE assignments!

While you can only submit one for your free review, doing all three is great practice and gives you even more pieces for your portfolio.

Submitting your assignment is super-simple. Just visit the [web copywriting submission page HERE](#) for all the details.

Don't forget – if you have any questions, AWAI's Member Success Team is here to help you. Contact them by calling toll-free at 866-879-2924 or emailing them at help@awai.com.

Yours in success,

Nick Usborne

P.S. I'll be back in a week to address the BIGGEST fear new writers have about entering the field of digital marketing...

Digital Copywriter's Handbook Welcome Series – Message 3

NOTE TO WEB DEVELOPERS & REVIEWERS: Link to the appropriate webpage at AWAI.com is embedded in the text below. For the 3 welcome email series, I feel writing the emails as being from Nick Usborne will best serve the purpose of getting the purchaser motivated to take action.

SCHEDULING: This email should be delivered to the purchaser 7 days after the Welcome Series – Message 2.

User Goal/Expectation:

This email's goal is to remind purchasers of the bonus video with the course that teaches viewers how to get digital copywriting clients, which is a large concern aspiring writers will surely have.

Subject Line: [SPECIAL FREE BONUS TRAINING] Landing Digital Copywriting Clients

Message Body:

Hi <<NAME>>,

Are you ready to start lining up high-dollar digital copywriting clients?

Nick Usborne, creator of *The Digital Copywriter's Handbook*, here to tackle one of the biggest questions aspiring writers have:

"How do I get clients to hire me?"

This is only natural, after all. You've studied the program, watched the bonus videos, and completed the practice assignments. Maybe you've even submitted your spec assignment to AWAI for your free critique.

If you've done all of that, you're READY!

Now what?

I've seen other copywriting courses really drop the ball at this point. You get your training, but once you complete it, the course offers no hint of how to monetize your new-found skills.

When I put this program together, I wanted to make sure writers like YOU knew exactly how to get in front of web clients who need what you now offer.

You've heard me (and the good folks at AWAI) say this over and over again: The demand for good digital copywriters is rising every year!

And because of "The Leap," that demand is skyrocketing at a rate no one expected.

Getting in front of these clients doesn't have to be expensive. Getting clients doesn't mean cold calling, either.

I've put together a special bonus video training, ***Landing Digital Copywriting Clients***, in the bonus section of ***The Digital Copywriter's Handbook Membership Page***.

The information in this Bonus Video is normally something that's only available to my elite-level coaching program, ***Web Copy Apprentice: 12 Weeks to Becoming a Well-Paid Web Copy Pro***.

In this video, I'm going to walk you through the business side of your digital copywriting business. I'll talk money, in a lot of detail.

I've poured my 40+ years of experience into this video to help you hit the ground running by tackling the money side of the equation in this wonderful business of ours.

Watch the video over and over. Take lots of notes. You're about to get an education in the business side of copywriting that many beginning writers are completely unaware.

And because I pride myself on constantly keeping this program up to date, you can rest easy, knowing you won't be making decisions based on out-of-date statistics or approaches to acquiring clients.

Access the special Landing Digital Copywriting Clients video training by going to your [myAWAI Member Page now](#).

You'll find the video training in the Bonus section of ***The Digital Copywriter's Handbook*** as ***Bonus #2 – Special Video Session: Landing Digital Copywriting Clients***.

Get ready to strap a jetpack to your new career. This is going to be FUN!

Yours in success,

Nick Osborne

P.S. Remember, if you have any questions, AWAI's Member Success Team is here to help you. Contact them by calling toll-free at 866-879-2924 or emailing them at help@awai.com.

Digital Copywriter's Handbook Product Review Request Email

User Goal/Expectation:

Ask purchasers to review the product. The review process should be very fast and easy for the reader to complete. This email should be delivered one month after purchase to allow purchasers time to go through the program.

Note to web developers / review team: I wrote this email in the voice of Jade as her title is Director of Training so it makes sense she would follow up asking for feedback. Also, I don't see a "feedback" link anywhere on AWAI's webpage. For ease of use, I wrote this email from the position of sending users to a simple webpage dedicated to collecting feedback about the product. Notes about that webpage is below the email copy.

SCHEDULING: This email should be delivered to the purchaser 7 days after the Welcome Series – Message 3.

Subject: I need to hear from you, <<NAME>>...

Body Copy:

Hi <<NAME>>!

It's been a month since you invested in your copywriting future with ***The Digital Copywriter's Handbook***.

By now, you've hopefully gone through the content, downloaded the templates, watched the videos, and maybe even started writing your spec assignment for AWAI.

With that in mind, I have a favor to ask...

Would you send us feedback? We know how valuable ***The Digital Copywriter's Handbook*** is. We've seen hundreds of AWAI students use this training to launch their own highly successful careers.

Success stories are very inspirational to aspiring writers, so we'd love to add your comments to our ever-growing list of satisfied customers.

I know you're probably very busy, but if you could take just a few moments and send us your thoughts, it would mean so much to me.

Please send your feedback on ***The Digital Copywriter's Handbook Feedback*** by clicking [HERE](#) and filling out a quick one-minute form. It's super-fast and simple!

I'm looking forward to hearing what you have to say.: -)

To your success,

Jade Trueblood
Director of Training, AWAI

P.S. As always, AWAI's Member Success Team is here to help. You can call them toll-free at 866-879-2924 or email them at help@awai.com.

NOTE TO WEB DEVELOPERS: This email mentions clicking a link to visit a simple webpage where purchasers of the program can leave feedback. This webpage should include a headline letting Digital Copywriter's Handbook purchases know they are on the right page.

BONUS COPY FOR THIS HYPOTHETICAL PAGE:

HEADLINE:

Send Us Your Feedback for *The Digital Copywriter's Handbook!*

TEXT: Thank you for agreeing to take the time to review ***The Digital Copywriter's Handbook***. Sending your thoughts is fast and easy! Simply fill in your first and last name, the email you used to purchase this program, and your thoughts in the "Comments" field below.

This webpage should include fields for:

- **First name:**
- **Last name:**
- **Email address:**
- **Comments about this program:**

There should be a submission button colored orange that reads: “Send My Feedback”