

How Taking One Simple Step Equals Nine Giant Leaps Towards Success

I am a writer. A freelance writer. A copywriter. A travel writer.

I am a writer. I've started saying it in public. Above a whisper. And without furtively looking around, lest someone who knows better catches me in a fib.

And I keep asking myself some questions:

- Does it matter that I haven't yet received payment?
- Does it matter that I keep studying and reading more and more?
- Does it matter that I don't have any exciting success stories to share yet?

Does it matter that I actually DO have two potential client meetings this week?

No, no, no...and YES.

Heck no, it doesn't matter that I haven't yet received payment. Because I know that day is coming. Soon.

It doesn't matter that I am in continual learning mode. *Because a writer should never stop learning.*

It doesn't matter that I don't have any enviable success stories to share yet, because I know THAT day is coming too.

In fact, I'm already preparing my success story speech for Bootcamp.

And it sure does matter that I have my first two potential client meetings this week.

Does it matter that they both need me to work on their websites? Wait, one doesn't even HAVE a website, so I'll propose creating one. (She desperately needs it, she just doesn't know it yet.)

The other already has a website, but it needs help. Lots of help.

So does it matter that I know very little about creating websites?

No, it does NOT matter that I know next to nothing about creating and building websites. Why? Because I have a secret weapon at my disposal.

I have the map that will help me navigate the rocky waters of website creation. I have the answer to my prayers of how to create diamonds from rocks.

I've taken one simple step to help rocket my career forward. Let me explain...

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I have membership to a CLUB. It's not just any old "club," it's THE club. It's the membership that greases the hinges on doors that *seem* difficult to edge open.

It's the one step that will raise me from the level of newbie to being the "real deal." A real writer. A real SOMEBODY.

But wait, I already AM "somebody." I'm a writer, remember? Albeit an unpaid one...shhh... don't tell anyone...

So what IS this club anyway?

This Club is spelled "F.a.s.t. T.r.a.c.k." (well, sort of...)

It's the Circle of Success club, that's what. It is THE club of clubs created by American Writers & Artists Inc. ("AWAI"). It's the Hope Diamond of clubs.

Ok, it's not REALLY a club. It's a membership... a program. Actually, that should be Program with a capital "P," it's that special.

It's a mentorship, a product catalog, a virtual classroom, a social community and a job fair all rolled into one. It is the fast track to copywriting success if one takes advantage of the vast array of resources on offer. And I do mean VAST.

Circle of Success ("COS"), as with all other AWAI programs, focuses on helping copywriters achieve and succeed. But there's a difference, a huge one. Other programs help the writers move forward at their own pace. Circle of Success goes a step further and moves them along with personal guidance and instruction.

In effect, Circle of Success holds the copywriter's hands and guides them along the Path to Success. So how do they do it?

1. First, there's the Product Catalog. This is where copywriters find every single program that AWAI offers. The difference is that, for Circle of Success members, these programs are FREE. That's right - it's like walking into a bookstore and choosing as many books as a member wants, and walking out with them, completely bypassing the cashier. And not hearing theft alarms.

Except instead of books, these are learning programs. All FREE, all of the time.

Even better, members have *lifetime access* to these programs, even after the programs are updated. This means no matter how many updates there are, members have access to the newest versions at all times.

This, for me, is the biggest attraction. It means that no matter what program is promoted at any given time, I have full access to it, FREE, whenever I want. No deadlines, no limits. The entire product store is like money in my back pocket.

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It also means whenever a prospective client asks if I can do something I haven't done, I can easily say yes, access my personal library, download the appropriate learning program, and teach myself quickly.

Which is what I'll do when I persuade the one prospect to let me to build her website and create a newsletter to bring in leads. And the other prospect to let me develop her existing website.

2. Circle of Success offers targeted training courses taught by master copywriters. They contain personalized training, and they offer periodic Peer Reviews. These are sessions where fellow students review submitted copy and suggest improvements to make the copy stronger. It's like having family and friends look at your copy, only better. (Because family and friends often won't make suggestions for changes.)

3. And speaking of Peer Reviews, Circle of Success offers one Peer Review every month, which is separate from the Targeted Learning Sessions. COS members submit headlines and leads and receive feedback from other members during this live session. These Peer Reviews are invaluable for helping copywriters take a fresh look at their copy through the eyes of others.

4. Will Newman writes the COS blog with valuable insights and tips on making your copy stronger. Sometimes he offers a motivational message; sometimes he'll share the latest happenings in AWAI. His blog posts, however, are always geared towards improving your copywriting business.

It's all about the personal touch in this Club...

5. Need a little personal one-on-one? Circle of Success offers that, too, in the form of scheduled mentoring calls. Yes, you actually get to speak with a mentor who will help answer any questions you might have. He/she will review your copy, look at your website, or assist in any way necessary to help you move your business in the right direction – towards payday!

6. Did I mention that Circle of Success also offers ongoing spec challenges? These are writing opportunities that not only build a writer's portfolio, they also allow members to present their best work to clients looking to hire writers RIGHT NOW. This opportunity puts COS members on the fast track to landing paid jobs without having to do it "from scratch."

7. Finally, COS members have access to the private, COS-only, group forum where other members offer support and assistance. Members are assigned to "accountability" groups, or other groups might invite them. Some of these groups have been meeting (virtually) for years and have developed into strong friendships.

Now do you see why I'm so excited to be a member of this exclusive club? This club has all of the tools necessary to get me on the path to a comfortable, six-figure income faster than doing it alone.

One more thing...

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8. Circle of Success also offers another resource, what some might call the most valuable one. It's called the *Roadmap to Landing Your Dream Clients*. And it's designed to pull all of your skills together with an action plan that guides you step-by-step through the process of landing paying clients.

This is where I am right now – smack dab in the middle of my roadmap to success. And it's why I have two prospective client meetings this week. It's why I'm excited about my future. It's why I know I'll be living "the writer's life" before much longer.

Because I AM a writer. And thanks to Circle of Success, I have the tools to make my dreams a reality.

I felt I owed it to myself as a copywriter to look into joining Circle of Success. It's not just for newbies, either. It's for anyone who wants to take their copywriting business to the next level.

Now if you will excuse me, please, I need to keep moving forward...

Pssst... I did forget to mention one last thing...

9. Circle of Success members receive other perks, too. They get deep discounts on conferences and other live events. They get first access to Job Fair at Bootcamp. In fact, they're treated like royalty at Bootcamp.

And who doesn't love special treatment and perks? I consider it the frosting on cake that is already rich and delicious!