

TO: [FIRSTNAME][EMAIL ADDRESS]

FROM: Rebecca Matter, AWAI [EMAIL ADDRESS]

SUBJECT: Stand out in the crowd as a social media expert

Dear [FIRSTNAME],

Dave Carroll was flying from Nova Scotia to Omaha, Nebraska to play a gig with his band.

While waiting to get off the plane at a Chicago stopover, he heard someone behind him gasp, "My goodness, they're throwing guitars out there!"

When Dave's gaze riveted out the window, his heart stopped. Because his \$3,500 guitar was on the ground ... smashed to pieces.

For nine months Dave begged United Airlines to replace his cherished guitar.

United just ignored him.

So Dave took it in his own hands. He wrote a song called "United Breaks Guitars", made a video and posted it on YouTube.

Then watched it go viral.

Within a few months Dave's video had 5 million hits and United Airlines had cracked under the negative attention.

The lesson?

United lost because it ignored the power of social media.

Dave Carroll won because he used its amazing power!

As a freelancer, wouldn't you like to tap into that power?

You can become a social media expert and win big, too ...

I'm sending you this email because you recently listened in on a call I had with Nick Osborne, AWAI's social media guru. So I know you recognize that "regular" people aren't the only ones using social media.

Like Nick said, 71% of companies in North America have a Facebook account. And 86% of B2B companies have one! As for Twitter, 61% of all companies in North America have an account.

So today millions of companies understand the importance of social media platforms, but once they sign up they don't know what to do with their accounts!

That's where you come in.

As a social media expert you can be their guide ... and earn good money in the process.

This is truly an exciting opportunity. And it's calling your name!

As a freelance copywriter for the web, you no longer have a choice if you want to stay on top of things. Discovering and understanding how to use social media is a must.

Whether for your own business ... a campaign for clients ... or to stand out in the crowd as an expert ... Nick Osborne's program, ***How to Make Money as a Social Media Expert***, will show you how it works, answer all your questions, and stay with you into the future.

That's right. You don't just get a static program with this deal. It wouldn't be right, because social media is always on the move.

So an integral part of this program is access to future teleconference calls from Nick to keep you updated on all new social media trends.

In the ever-changing social media world, this is a priceless benefit!

Register now for Nick's program, ***How to Make Money as a Social Media Expert***.

If you'd like to discover more, [look here](#) ...

To your success,

Rebecca Matter
Co-Managing Partner, AWAI
Founder, Wealthy Web Writer