

TO: [FIRSTNAME][EMAIL ADDRESS]

FROM: Rebecca Matter, AWAI [EMAIL ADDRESS]

SUBJECT: Why you can't ignore social media

Dear [FIRSTNAME]:

Rebecca here, from AWAI, and I want to tell you a little story. It's about a website, needy kids, and PayPal ...

Last Christmas Helen Killer announced a "toys for needy kids" program on her **Regretsy** website. Using PayPal's "donate" button, in just a short time she raised about \$20,000.

But before she could buy the toys and give them away, PayPal stepped in.

They told her she could use donations for "worthy causes" ... but not "charities." PayPal called Helen's program a charity and froze her account.

It insisted that Helen refund each donation.

Her story immediately caught fire when she put it on her website.

Soon irate **Regretsy** customers and many others were posting over 1,000 messages a minute on PayPal's Facebook account. When PayPal tried to delete some of the comments ... people took the story to Twitter and Google+ where it went viral.

Within 24 hours PayPal backtracked ... and Helen's needy children got their toys by Christmas.

Such is the power of social media. PayPal ignored that power and paid. **Regretsy** used it and won.

Why don't you discover how to use social media and win big, too?

[Find out how you can become a social media expert, right here ...](#)

With Nick Osborne's program, **How to Make Money as a Social Media Expert**, you'll learn all the skills and strategies you need to make an impact in social media for your clients. Just ask someone who's taken it:

"Nick's course took the mystery out of social media for me. His step-by-step approach was just what I needed. As a freelancer, I found this course invaluable."

—F. Attaguile, San Diego, CA

Nick has been writing, lecturing, and coaching students on social media ever since it took the world by storm.

As he notes, over 2.5 million websites have integrated with Facebook alone. 71% of companies in North America are using Facebook. 59% are using Twitter. And 43% are using blogs for marketing!

And you know what?

Over 50% of businesses using social media outsource this work because they don't have the resources in-house.

Millions of other companies understand the importance of social media but simply don't know how to make those platforms work for them. This is a huge opportunity for you!

You don't have to know much about social media to begin. But at the end of the program you'll be able to show a whole new range of clients how to increase their profits through social channels like Facebook and Twitter.

And as a copywriter, your current clients will start asking you to handle social media projects for them, too.

No doubt about it. As a social media expert you'll stand out in the crowd and make good money at the same time!

The truth is, you can no longer afford to ignore this niche.

Discovering its power and many applications is a must. Act now so you can advantage of this opportunity .

What are you waiting for?

[Register now for How to Make Money as a Social Media Expert ...](#)

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

To your success,

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

P.S. I wanted to make this clear ...

Nick knows social media is an ever-changing niche. So he's developed a dynamic interactive program with webinars, online forum connections, and teleconference calls to keep you updated over time about what's happening in the social media world.

That's because he really wants you to become an expert ... and make money in the process!

Why not start today?

[Sign up here for Nick's course...](#)