". . . . there are certainly things you can do to sabotage your success with a client, or even winning a project. If you know these things up front and avoid them, there's a much better chance that you will get the work and look like a pro, and be someone in demand as opposed to someone who's like, 'Well, sorry, we can't really use you'.*"*—Pam Foster, web writer, consultant, founder of ContentClear Marketing, and author of ***Working Effectively with Web Clients: 7 Steps to Making Sure They Love You and Continue Paying You the Big Bucks***

Never struggle again
to work effectively with web clients

Dear Wealthy Web Writer,

On page 2 of her program, ***Working Effectively with Web Clients***, Pam Foster writes:

> **". . . . there's a big difference between knowing how to write web content and knowing how to guide clients smoothly through the process."**

Working effectively with web clients is without doubt the cornerstone of a successful web writing career.

In some ways, it is even more important than your ability to write great web content.

Not only can working effectively with web clients help you become an A-list web writer, it can also position you as a go-to web expert in the eyes of your clients and snowball your income faster.

Yet, many web writers find working with clients (most of whom are clueless about the process of building websites that resonate with prospects) an intimidating, confusing and frustrating experience.

They desperately want to get it out of the way as fast as they can so that they can get on with the writing.

The process of working on web projects
is even more different, complex and important
than writing for the web

Working on web projects requires you to be much more than a skilled web writer.

Just as writing for the web is different, the process for gathering information . . . writing the content . . . and working with web clients has its own set of details, layers, and checks & balances that can easily complicate a web writer's life.

Learning how to work with clients to achieve understanding, clarity **and** results can be a steep learning curve.

It can take thousands of hours . . . many costly trials and errors . . . and several lost opportunities.

But there is a pain-free shortcut.

Pam Foster's *Working Effectively with Web Clients*
is the <u>only</u> roadmap that guides you right from the initial

proposal through to marketing your client's website

In **Working Effectively with Web Clients** Pam breaks down the 7-step system she herself uses to create optimized websites and other web content for B-to-B and B-to-C clients such as L.L.Bean, MyPetED.com, DirectVet Marketing, Lifelearn, BRL Sciences, Harper College, Canyon Communications, IDEXX Laboratories, American Cancer Society, AWAI, and Wealthy Web Writer.

> *"This approach finally offers clarity where people have been stumbling around for years. It's right on the money, because it's the first structured, proven, step-by-step process for developing clear, powerful, and optimized web content. It helps you ensure that pages across a site are powerful and accountable, because each web page delivers the right information at the right place."*—**Nick Usborne, web content expert and author of the best-selling web writing program, *Copywriting 2.0: Your Complete Guide to Writing Web Copy that Converts***

Working Effectively with Web Clients is the only program that guides you through the process of working with web clients from start to finish.

In this program, Pam distills her own experience of working with web clients so that you never again have to:

- be confused and frustrated about what to ask clients or do when you receive a new web-project request or have a chance to bid on one . . .

- struggle to hit the ground running with every web project . . .

- jump in and wing your way through web projects because you don't know how to get the best information from your clients right up front . . .

- suffer awkward, embarrassing moments when confronted with the unique language and landscape of the web . . .

- struggle to handle big-money projects such as multi-page, multi-product and corporate websites . . .

- suffer the consequences of having your hard work turned upside down by a web designer, developer, webmaster or some other web team member . . . and

- be confused about what you need to ask and do (and when).

> *"Great program – a high five! With the 21-point checklist and ready-to-use templates, you can dissect a client's website and give sound feedback on ways to improve it, even if you're new to SEO copy. It's fantastic!"*—**Laurie Cauthen, Copywriter, Atlanta, GA**

The web writer's success toolbox that makes creating optimized websites a no-brainer

Working Effectively with Web Clients is Pam's step-by-step website optimization success playbook.

The 263-page guide includes all the tools, worksheets and practice exercises you need to make a

career-transforming leap from a web writer to a web content optimization specialist.

It even includes advice on web project fee ranges, and how to estimate and present your fees in a way your clients will welcome and appreciate—you won't ever again short sell yourself.

Section 1 of ***Working Effectively with Web Clients*** answers some important questions, including:

- Why it pays to take a disciplined approach to web content optimization . . .

- What it takes to build a successful website or optimize an existing one . . .

- How Pam's 7-step method fits within the overall web development process . . . and

- What role you can play as part of a web team, besides writing the content.

In **Section 2**'s pages Pam takes you by the hand through her 7-step content optimization system to help you evolve into your client's go-to web content optimization "weapon"—even if you are now a rookie web writer.

You'll learn everything from which questions to ask right up front through to how you can help your clients drive traffic to their optimized websites.

> *"This is a winner! I was struggling to get my husband's website completed. Then there they were, 7 clear and easy steps to optimize a website. Wow! You cannot go wrong if you follow Pam's 7-step optimization system."*—**Jacqueline Peters, Copywriter, Hollister, CA**

In **Section 3** Pam reveals powerful tools designed to help you gain clarity (more about this below) throughout a web project. She even tells you how to use her templates and samples to make your job easier and impress clients.

This section alone is easily worth the price of the entire program.

Guide clients through critical considerations and decisions about planning, creating, optimizing and marketing their websites

As I mentioned earlier, most clients are clueless about the process of creating optimized websites—after all, that's not their job.

With ***Working Effectively with Web Clients***, you have a huge opportunity to step up as a guide (you'll be creating more income opportunities for yourself in the bargain) who can usher clients through every critical consideration and decision about planning, creating, optimizing and marketing their websites, including:

- Site maps . . .

- Page layouts . . .

- Web design . . .

- Optimizing websites for multiple audiences . . .

- Website navigation . . .

- Pop-up windows . . .

- Links . . .

- Keywords and keyphrases . . .

- Analytics . . .

- SEO copy . . . and of course . . .

- Content.

On the flip side, you'll be able to make sure prospects have **clarity** about:

- your client and what they offer . . .

- how your client's product/service not only solves their biggest headaches but is also clearly the only solution worth their time and money . . . and

- where and how they can quickly and easily own it.

Why is content clarity and website path clarity so important?

Because it translates into more visitors spending more time on your client's website . . . and more visitors becoming buyers.

Here's what studies conducted by MarketingExperiments.com, the Internet's first unbiased optimization research lab, reveal:

- Clear content can **improve conversion by <u>69% or more</u>**

- Optimized landing pages can **increase conversion by <u>at least 50%</u>**

- Effective calls-to-action can **boost conversion by <u>150%</u>**

Achieving clarity is exactly what *Working Effectively with Web Clients* is all about!

Become a web content optimization specialist clients will find easy to work with and love to work with again and again

Pam digs deep into her experience working with web clients to:

- Explain each of the 7 steps of the process in detail . . .

- Provide examples and screenshots to make each point easy to understand and implement . . .

- Provide powerful worksheets you can use to gather the necessary information from clients . . .

- Speed up your understanding of the process with practice exercises . . .

- Define the roles of various people involved in web projects so that you know who you will be working with and what you may be up against . . .

- Kick the feet from under the industry jargon and web-development terms so you'll be more knowledgeable than most clients and web team members (even most other web writers) in no time . . .

- Provide proven content tips from some of today's top web writers and analyzers . . . and

- Show you how to present content in a format that clients will have no problems understanding.

> *"The website map form alone is worth it."*—**Bob Bly, "America's Top Copywriter" (McGraw-Hill)**

And if you've ever struggled to answer client questions like the following, the tools and insights in *Working Effectively with Web Clients* will help you come up with the right answers **and** ensure clarity for everyone:

- Where do we start?

- How do you work?

- What do you charge?

- How long does it take to create a website?

- How many words should be on the home page and other pages?

- What do you think we should tackle first?

- Which messages should come first?

- Why is "Welcome" NOT a good headline?

- How should we label the navigation buttons?

- Why can't we have a giant Flash video on our home page?

- What do we do about the web-page structure or layout?

- Where should the CEO/president's message go?

- Why do we need geographic information or town names in keywords?

- How do we coordinate with our web developer?

- What do we need to write a good product page?

Working Effectively with Web Clients can catapult your career to the next level

Whether you have been hired to help create a completely new website or optimize an existing one, *Working Effectively with Web Clients* helps you get rid of the guesswork, create websites that work, position yourself as a web content optimization expert, and generate more income from every web project.

Benedict Paul
benedict_paul@yahoo.com | paul@bpaulcopywriting.com

We would be justified in pricing **Working Effectively with Web Clients** at hundreds of dollars.

But because it can help <u>**any**</u> web writer avoid the headaches and heartaches like no other resource can, we've made it one of the most affordable programs in the AWAI catalog.

Working Effectively with Web Clients currently costs $99—peanuts really when you consider how much more polished and effective your approach to working with clients will become right from Day 1.

If you are ready to floor clients and generate more income opportunities for yourself . . . while creating optimized websites with the help of a web writer and consultant who is doing just that, click the button below to order **Working Effectively with Web Clients** or call 1-866-879-2924 and ask Barb, Pat, Debbie or Jacqueline to set you up with this amazing program right away.

Sincerely,

[Signature]
Rebecca Matter
Vice President & Director of Web Marketing
American Writers & Artists Inc.

Order Today!

P.S. Pam worked on the client side before leaving the corporate world to become a freelancer. In a teleconference hosted by me she revealed **10 things you should never do with clients**. Your purchase of Pam's program includes FREE access to the audio recording and transcript. We'll also thrown in FREE access to one more teleconference in which Pam talks about how you can **ensure your web copy meets client expectations each and every time**, plus an interview with Pam about **how to optimize your relationship with your web clients**.

P.P.S. The **Working Effectively with Web Clients** portal includes a downloadable and editable file containing all of Pam's Web Content Clarity Tools.

P.P.P.S. If you find **Working Effectively with Web Clients** is not all I've said it is or if you are not happy for any other reason with Pam's proven 7-step system, let us know within 30 days and we'll be happy to refund what you paid for it.

Order Today!

Working Effectively with Web Clients:
7 Steps to Making Sure They Love You
and Continue Paying You the Big Bucks
by
Pam Foster

YES! I want Pam to show me how to get rid of the guesswork, create websites that work, position myself as a web content optimization expert, and generate more income from every web project.

Please activate online access to **Working Effectively with Web Clients** on my AWAI Member Area on a priority basis.

Don't forget the FREE bonus access to the 2 teleconferences and the interview with Pam:

- **10 Things Never to Do with Clients**

- **How to Ensure Your Web Copy Meets Client Expectations Each & Every Time**

- **How to Optimize Your Relationship with Your Web Clients**

100% Satisfaction, Zero-Risk Guarantee

I understand that if I'm not happy with the program for any reason, I can let AWAI know within 30 days for a full, no-questions-asked refund of the purchase price.