

How I Went from a Marketing Assistant To Copywriter of the Year

**How Making More than Six Figures a Year and
Never Having to Worry About Finances
Made My Dreams Come True**

Learn How You Can Transform Your Life Too!

Dear Fellow Copywriter,

When I crossed the stage in my cap and gown, ready to join the working world after graduating from the American University in Washington, D.C., I didn't know what my future held.

Would I love my job? Advance up the corporate ladder? Be on the 11:00 news? Would I make enough money to support my family?

Several years and four babies later, my life took a left-hand turn and I haven't looked back since.

That turn has taken me around the world. My family and I have traveled throughout the U.S and visited amazing countries like Sri Lanka, South Africa, Australia, and New Zealand.

We've spent many summers splashing around in a huge, custom swimming pool I paid for with the royalties from just one kick-butt control.

To thank my husband for repaying my student loans – while we were struggling on just one income – I bought him a little red Corvette – his dream car.

And, because I was tired of taking my son to evening basketball games with his friends, we put a court in the backyard. His friends come to our house to play!

Hi, I'm Carline Anglade-Cole, a million-dollar copywriter and winner of the 2015 Copywriter of the Year Award from American Writers & Artists Inc., or AWAI.

As the go-to A-list copywriter for the alternative health field, I've written multiyear contracts for True Health, Healthy Directions, Boardroom, Biscayne Labs, Schweiz Health, Vitamin Research Group, NeoGenis, and many more.

And, I helped launch Oprah's O magazine into the direct mail arena!

I Love My Life as a Copywriter

Beyond loving the work I do, let me tell you how copywriting has changed my life.

On the financial side, there's no comparison. A bad year as a copywriter is still 150 percent better than my best year in the corporate world.

I've been able to experience financial freedom at an early stage in my life, when I can still enjoy it. I don't have to wait until I'm 65 to retire and live off a pension.

But even better is what copywriting has done to enhance my life emotionally and spiritually.

When my sister was diagnosed with breast cancer, she had a long battle in front of her. And as a single mom, her challenge was even greater.

But she didn't have to go through it alone. I was able to go to every doctor visit with her. And I was with her through her surgery and recuperation.

While she was in her hospital bed – I was right next to her – trying to prop myself up for the night in an extremely uncomfortable hospital chair!

This is a luxury most people don't have. But I didn't have to ask my boss for time off or check to see if I had any sick leave left.

I just made a few changes to my work schedule and I was there for her. It's something I never would have been able to do if I was tied down to a 9-to-5 job.

Yet, despite all that time off, I still had a blockbuster year! I just worked at night, early in the mornings, or while my sister was resting. I kept my days free for her.

I was also able to go to my kids' school functions, even if they were in the middle of the day. I can go on vacation whenever I want and as often as I want.

The freedom copywriting gives me has helped me become the kind of person I want to be. I get to enjoy life now. On my terms. While I still have my health and vitality.

I can thank Clayton Makepeace, who was my inspiration to get started in this business.

When I became a marketing assistant at Phillips Publishing, I started learning about copywriters. Never knew they existed – but they were **kings** in the direct mail arena.

One megastar copywriter kept creating monster successes for the health group. I saw huge checks being made out to Clayton Makepeace for copy he'd written months or years ago.

That wonderful guy was willing to share what he knew. His encouragement gave me the guts to take the plunge into full-time copywriting. And he helped me get my first client.

I was so fortunate to have Clayton as my mentor. I would drive hours to go to his office for the opportunity to talk to him and work with him.

So, if I could give you just one piece of advice on how you can join me on the A-list, it's to get a mentor, like I had, to teach you how to write copy.

Put Me In Coach

Think about all the things we do in our lives. Is it easier to learn on our own or with a teacher or coach?

When you started playing guitar, you learned a few chords on your own. But what happened when you went for lessons? It was so much easier and faster to learn how to play.

What about when you started playing football? Or baseball? Or tennis? It was the same thing. You could learn the basics on your own, but to really learn the skill and craft, you needed your coach.

The same is true with copywriting. We can learn to be good copywriters by taking self-study courses and attending Bootcamp.

But, to really pull the layers back on the techniques and strategies to achieve the ultimate success faster, we need to learn from a master.

Don't Choose Just Anyone – Go with the Best

Clayton Makepeace has spent more than 40 years creating direct mail, Internet, and print promotions that have sold more than \$1.5 billion worth of nutritional supplements and investment products – and books and newsletters on personal finance, investing, health, and more.

Plus, as a consultant, he's helped four major direct marketing firms quadruple sales and profits to more than \$100 million per year – each company.

When Clayton speaks, copywriters and marketers listen!

His direct response copy has generated as many as two million new customers for a single product in just 36 months. It has doubled, tripled, and – on four occasions – quadrupled the number of paying customers on his clients’ house files.

His copy has increased his clients’ sales revenues by as much as 1,000 percent in a single month and multiplied monthly sales revenues by up to 4,400 percent in 12 short months.

Due to his web-based and email campaigns, in a typical month, 60,000 to 90,000 investors register for and attend online video briefings. And those videos have generated gross sales of as much as \$3.6 million in a weekend, \$5 million in a few weeks, and a staggering \$16 million in a single month!

All told, Clayton’s copy has generated more than \$1.5 BILLION in sales! And he’s received lavish praise from legends in the industry, including Parris Lampropoulos, Gary Halbert, Gary Bencivenga and Bob Bly.

Survey Says...!

Before I pull the curtain back on the wizard’s program, let me share what those other elite A-level copywriters have to say about Clayton:

“Clayton Makepeace is more than just a great copywriter. He’s the originator of response-boosting techniques that are used by many of the top pros. I had the great fortune of apprenticing with Clayton early in my career, and the lessons he taught me have earned me millions of dollars.”

-- Parris Lampropoulos

“I’ve admired Clayton Makepeace’s copywriting genius ever since I finally met him in Provo, Utah, way back when he was writing for the hard-money crowd.”

-- Gary Halbert

“I will pay Clayton Makepeace the highest compliment anyone can say about a copywriter. He is a master closer.”

-- Gary Bencivenga

“As someone who sold tens of millions of dollars of products and programs with online-generated teleconferences, I can tell you Clayton is someone you really need to listen to and learn from.”

-- Jay Abraham

“Clayton’s copy is so effective, his clients pay him more money than any other copywriter I know (well over a million dollars a year). He is, without a doubt, one of the top three copywriters (maybe THE top copywriter) in the world.”
-- Bob Bly

“I consider Clayton Makepeace one of the modern masters of direct marketing. Every time I talk to him, it’s like gold – I learn so much that’s helped me become a top copywriter. He’s so good he could sell ice to an Eskimo!”
-- Kent Komae

What Do Your Fellow Copywriters Think?

Copywriters who have taken Clayton’s workshops and webinars also sing his praises:

“This workshop with Clayton was a life-changing experience for me. It not only fueled my desire to break into this field, but gave me the tools, knowledge, and confidence to do it.”
-- J.L. Sumpter

“Clayton – I so appreciate your wisdom and generosity in sharing what you know. Thank you for being real and friendly and approachable. I believe this event and the relationships formed here will move my copywriting to the next level.”
-- Sandy Fox

“Thank you for drawing a fresh cup of water from the deep well of your copywriting mastery and wisdom by taking us on a walk through Part 1 of the Speedwriting Planning Form.”
-- Marc Wilson

“I’ve never attended an event that opened so many doors leading to a great career and million-dollar paychecks.”
-- Russell Martino

Imagine the Success You Can Achieve

Through copywriting, I’ve been able to do wonderful things for my family and friends.

I surprised my mom with a Mercedes E-320. Then my husband and I bought her a house. Yep, she flew to Georgia with me and we picked out a brand spanking new house. Giving your mom a house – with no mortgage payment attached – that’s a REALLY cool experience!

Several times, I’ve been able to volunteer up to 50 hours in one month to help with church-related activities. I was never able to do that when I worked for a company.

Behind the Curtain

So, it's time to reveal the program that can propel you to the heights of copywriting success.

I present to you (drum roll please!) – the Makepeace Mastermind Alliance: The Fastest Way to Begin Living the Writer's Life – NOW.

Through a series of monthly webinars, Clayton Makepeace, and his fellow A-list copywriters, reveals:

- What's working and what's not in copywriting today
- Sneak peaks at other projects Clayton's working on
- Clayton's analysis of other people's highly successful copy

Plus, there is:

- Hot seat critiques of your copy by Clayton and fellow Alliance members
- Interviews with copywriting legends
- Income opportunities
- Ideas, inspiration, and valuable contacts
- Q&A and problem solving
- Group projects
- Test results
- Access to a private Facebook group available exclusively to Alliance members
- And more!

You don't even have to go to the time or expense of traveling to a workshop or seminar. These copywriting masters come to your location once a month – whether you're at home, on vacation, or sneaking in a session at your day job.

What makes this program special? In addition to being led by one of the highest paid copywriters in the world, it takes advantage of the mastermind approach, a concept developed 75 years ago by Napoleon Hill, author of "Think and Grow Rich."

A mastermind group is an alliance of smart, like-minded people who meet on a regular basis to help each other grow and achieve common goals. This strategy helped historical figures such as Benjamin Franklin, J.R.R. Tolkien, Henry Ford, and Thomas Edison; as well as contemporary leaders like Bill Gates and Warren Buffett, achieve success and grow their businesses.

Now, Clayton Makepeace is doing this for copywriters with his Makepeace Mastermind Alliance.

Members of the Alliance Speak

But don't take my word for it, see what previous members of the Makepeace Mastermind Alliance have to say about the program:

“Clayton, today was wonderful! I feel like I was in your office, looking over your shoulder, watching you create this masterpiece! Thank you so much for doing this for us! You are a genius!”
-- Pennie Zumbro

“Clayton – Awesome presentation! Thank you for sharing your sales letter and going in depth about your thinking process when writing it.”
-- Jeffrey Traister

“Thank you Clayton and David (Deutsch). Today's session was great. I enjoyed the conversation between the two of you. It really helped to hear how two masters get to the heart of emotion in copy.”
-- Donna Kurek

“Wow – what a terrific event today, Clayton. I can't thank you, and Parris (Lampropoulos) enough for being so candid and open with your remarkable and original stories. You both truly pulled back the curtain and gave us an authentic unfiltered glimpse into the real world of copywriting. To date, no books I've read compare with the postgraduate education of the copywriting industry I received on today's call.”
-- Larry Elkan

“Thank you Ryan (Deiss). Clayton, every session is great and I don't see how the next can get any better, but it is. Amazing series of presentations. Wow!”
-- Janet Miller

Learn from A-listers Chosen Personally by Clayton

Among the A-list copywriters and industry greats Clayton has brought in to speak to the Alliance in the past are:

- Todd Brown
- Cindy Butehorn
- Ryan Deiss
- David Deutsch
- John Forde
- Parris Lampropoulos
- Rich Schefren
- Ben Settle

What You Will Learn

Sales letters, landing pages, VSLs, sales funnels, and collateral copy are all fair game for Alliance sessions and speakers. Broken down further, session discussions include information on sales funnel and collateral copy:

- Traffic-driver emails
- Content pages
- Content page ads
- Squeeze pages
- Presentation pages
- Cart pages
- Thank you pages
- Confirmation emails
- Upsell pages
- Autoresponders
- Downsell pages
- Welcome emails and pages
- Exit pops

Writing sales funnel and collateral copy is an excellent way to earn that six-figure income without having to write long-form sales letters, landing pages, and VSLs. In fact, there are many copywriters who build their entire careers on this copy.

Whatever you aspire to write – sales letters, landing pages, VSLs, sales funnels, or collateral copy – you’ll learn about it in the Makepeace Mastermind Alliance. And, when Clayton needs to hire a copywriter or recommend one to his copywriting buddies, he looks no further than the Alliance.

If you want:

- To accelerate your career and income
- To be part of an exclusive copywriting club
- Copy critiques by other Alliance members
- Analysis of top promotions like Clayton’s “Convergence”
- The opportunity to be hired as one of Clayton’s copy cubs
- The opportunity of being recommended by Clayton to other A-level copywriters
- Access to an exclusive Facebook group
- To make new contacts
- And the ability to say you’ve been trained, copy critiqued, and mentored by Clayton

Then you need to join the elite ranks of the Makepeace Mastermind Alliance.

But, there is one significant requirement – you must be committed. You must be willing to work, to grow, to take action.

If you are ...

- A tire kicker
- Just signing up for the next program that comes along
- Not willing to invest the time and money to improve your skills

Then the Makepeace Mastermind Alliance is not for you.

You must be serious about your desire to become an A-level copywriter.

Take the Next Step to Copywriting Greatness

If you're serious about taking your copywriting career to the next level and would like to join the Alliance, then click the orange button. Once you do, we'll get you started, even before the first session, by sending you a special gift: **How You Can Earn the Big Bucks Writing Collateral Copy.**

For sales pages to generate millions of dollars, they need help. You can't just write a letter and put in on the web.

No, you need collateral pieces – lots of them!

- Traffic-driver emails
- Content pages
- Content page ads
- Squeeze pages
- Landing page/VSL tests and updates
- Presentation pages
- Cart pages
- Thank you pages
- Autoresponders
- Onboarding emails and pages
- Exit pops
- Upsell pages
- Upsell cart and thank you pages
- Downsell pages
- Downsell cart and thank you pages
- FAQ

Someone has to write all of this.

In this special guide (a \$45 value), we'll outline each of these pieces, keys to writing them, and how you can earn a six-figure income just writing collateral pieces. And we'll give this to you just for signing up!

Sign Up Now

If you're committed and are ready to take action – if you're serious about your desire to become an A-level copywriter, then sign up today to secure your spot in the Makepeace Mastermind Alliance.

The standard rate for a one-year membership in this insider group is \$2,400.

That is an exceptional rate when you consider what each presenter would charge individually!

And this rate includes not only Clayton's expertise, but also all the other experts – people like Todd Brown, Cindy Butehorn, Ryan Deiss, David Deutsch, John Forde, Parris Lampropoulos, Rich Schefren, Ben Settle, and more.

Membership in the Alliance is a steal at \$2,400.

But, we're making it even better! For a limited time, you can become a member of the elite Makepeace Mastermind Alliance for only \$1,900.

That's right. If you act now, you get your membership in the Alliance for \$500 off!

But don't wait; you'll want to get into the session that's starting next month. Make sure you secure your spot to achieve the A-list copywriter's life!

Get Started Right Away

Once you sign up, we'll give you a couple of other resources to get you started.

Gift #1 – Persuasion: The Subtle Art of Getting What You Want – a \$12.95 value, yours free

No matter what your goals are in life, it will take persuading someone to achieve them. Whether it's convincing a customer to buy from you; your spouse to support your ideas; an agent to pick up your novel; or a client to see things your way, the opportunities to persuade are endless.

You may not have all the answers, but you'll always know how to get people to take action or embrace your way of thinking. It's a powerful skill worth its weight in gold.

Author Mark Ford makes understanding (and applying) persuasion techniques surprisingly simple, thoroughly explaining each with published examples, stories, and hands-on exercises that train your persuasive "muscles."

Inside he reveals:

- The one counterintuitive rule that best-selling authors and marketing masters constantly use to inspire more action and better results, page XX
- How to conclude your persuasive argument so you close the sale with success every single time, page XX
- The three-word phrase that helps you grab your audience's attention and **keep** it for the duration of your message, page XX
- How to make the formula work for you, time and again, regardless of the situation or party being persuaded, page XX
- And MUCH more that can be applied directly to your copywriting

Gift #2 – Great Leads: The Six Easiest Ways to Start Any Sales Message – an \$18 value, yours free

With a powerful strategy for writing breakthrough copy, this book will revolutionize the way you think about copywriting. It will change the way you write and make you a far more skilled – and successful – copywriter.

When you use this strategy, you will beat controls by a factor of two to ten.

Michael Masterson and John Forde also reveal three strategies few copywriters know or understand that you can start using immediately to:

- Become a more effective copywriter
- Write faster with improved results
- Be more in demand
- Earn more money

Written in an entertaining style and packed with concrete, real copywriting examples, this guide will change the way you write all types of promotions – sales letters, email campaigns, space ads, and even TV ads and infomercials.

Your ads and promos will outperform anything you've written before. And you'll outperform other copywriters — because your prospects will read and pay attention to your words with a high level of interest and excitement.

Gift #3 – Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism) – a \$24.95 value, yours free

Written by Michael Masterson and Mike Palmer, the information packed in this book will help you write strong, well-balanced copy every single time.

It has the potential to transform you from the copywriter you are today to the copywriter you've always wanted to be.

If you're already earning a living as a copywriter (at any level), this book will show you how to write stronger copy, write it faster, and submit your final package with much more confidence.

In short, you'll be able to earn more for your writing – lots more.

Take a look at some of the secrets included in Copy Logic!

- The story behind Copy Logic and how it created a \$300 million publishing empire, page XX
- How to shorten your learning curve by half, page XX
- How to turbocharge your copy's selling power using Mike's simple CUB technique, page XX
- An easy-to-use, four-point copy checklist that will have you writing strong, well-balanced copy **every single time**, page XX
- An innovative way to boost your productivity by avoiding criticism, page XX
- A step-by-step formula and examples of the exact system used by one of today's biggest direct mailers, page XX

Gift #4 – How to Create Irresistible Offers: The Easiest Way on Earth to Make Your Marketing Generate More Leads, Orders, and Sales – a \$24.95 value, yours free

In this book, Bob Bly teaches you how to improve the response rate of your promotions from 10 to as much as 900 percent, just by creating and testing different offers.

When you've finished this book, you'll know exactly how to craft strong offers that make more money for you and your clients. You'll learn:

- The four offers to use when you want to bring in a flood of new sales leads, page XX
- The zero sales pressure way to get a prospect to fill out an order form, page XX
- When and how to ask for a paid-up order instead of just a sales lead, page XX
- When asking your prospect to say "no" to your offer can get you the sale, page XX
- The only time to ask a target customer to wait before ordering, page XX
- The most common mistake in a lead-generating offer, page XX
- How to combine types of offers for maximum sales, page XX
- Six times when you should use a soft "pay-later" offer, page XX
- Six more times when you're better off asking for the order outright, page XX
- How to double the response of an ad without changing a word of copy, page XX
- The one offer that stops people cold when looking for mail to throw away, page XX
- Why it's a BIG mistake to think "free" offers no longer work, page XX
- The "silver bullet" section every white paper should include, page XX
- Five sample formulas for giving strong titles to your free reports, page XX
- And so much more!

I Know You'll Love Being a Member of the Alliance

In fact, I'm so sure you'll be satisfied with the Makepeace Mastermind Alliance that I can offer you a 100 percent guarantee. You must be absolutely pleased with your experience as an elite member of the Alliance or we'll give you a full, no-questions-asked refund of your purchase price. Simply let us know within 30 days.

It's Your Move

Would you like to follow the path of these Alliance members?

- Pauline Longdon of Australia, who's working on promotions with A-lister Marcella Allison
- Chris Allsop, who moved to Florida to be one of Clayton's copy cubs

With your membership in the Alliance, you could have a similar experience. But you must act now, before the price goes up. Remember, at \$1,900, that's only \$5.20 a day, or less than the cost of lunch.

To start your membership in this exclusive Alliance, just click the "Join Now" button.

Remember, your membership comes with these gifts:

- How You Can Earn the Big Bucks Writing Collateral Copy - \$45 value, yours free
- Persuasion: The Subtle Art of Getting What You Want - \$12.95 value, yours free
- Great Leads: The Six Easiest Ways to Start Any Sales Message - \$18 value, yours free

- Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism) - \$24.95 value, yours free
- How to Create Irresistible Offers: The Easiest Way on Earth to Make Your Marketing Generate More Leads, Orders, and Sales - \$24.95 value, yours free

That's five FREE gifts, valued at \$125.85!

The Dream is Within Your Reach ...

Take your copywriting to the next level. Imagine the sense of accomplishment, pride, happiness, and respect you'll feel when your name is mentioned in the same breath as Clayton Makepeace and other A-level copywriters like Mark Ford, Paul Hollingshead, Dan Kennedy, Mike Palmer, Bob Bly, John Carlton, Richard Armstrong, Marcella Allison, and Herschell Gordon Lewis.

But You Have to Make a Choice ...

When you look into the future, where are you going? You're at that proverbial fork in the road. Which fork are you taking?

Will you go it alone?

Or will you embark on the 12-month Makepeace Mastermind Alliance journey?

Together or alone. The choice is yours. Your copywriting career is in your hands.

Do you want to run a marathon and make slow and steady progress in your career? Or do you want to sprint to the finish line, gaining your financial freedom faster than you thought possible?

If you're ready for that sprint, then click the button below and start your quest with the Makepeace Mastermind Alliance!

Sincerely,

Carline Anglade-Cole

P.S.: One Final Thought ...

Don't put off your dreams of reaching the heights of the A-listers. Imagine where you could be next year if you sign up for the Alliance today! Take advantage of this \$1,900 rate now! Before the price goes up.

And, if you secure your spot within the next week, we'll send you one final gift:

It's All About the Funnel: Crafting an Effective Funnel That Converts – a \$45 value, yours free

Acquisition funnels are one of the fastest-growing opportunities for writers. This special report shows you all the basics – key terms, funnel pieces, overall value – and how to turn this type of project work into serious cash.

You'll learn:

- The four basic parts of an acquisition funnel, page XX
- How to use funnels to move prospects through the buying process – turning a little trickle of interested people and new names into a flood of revenues, page XX
- The multiple ways you can be paid for every part of an acquisition funnel – even the planning, page XX
- How much you can charge for developing the funnel and writing the individual components, page XX

Once you join the Makepeace Mastermind Alliance, you can instantly download this guide so you can add funnels to your copywriting services.

Get started today – [click here NOW!](#)

(Disclaimer – This is a sample piece. I was not hired to write this, but it illustrates the quality of work I can deliver for you.)