

**Subject line:** Your help desperately needed for these easy graphic design clients

## **Why I'm Asking You to Pull Your Graphic Design Dream Off the Shelf... and Go for It Once Again**

Hi (Name),

Kammy Thurman here. I'm one of your fellow AWAI members, and I understand it's been awhile since you've worked on your graphic design program.

Maybe you finished the course and you're already working as a freelance designer.

If that's the case, congratulations! I'm so excited for you, and I hope you'll let me know how your business is going.

But if that's not the case... if you're feeling a little discouraged or you've put the program on hold for another day... I urge you to give it another try.

### **Don't Give Up Now!**

Because I've got some exciting news about new opportunities available to you when you return to your graphic design dream.

To begin with, AWAI has completely revamped their program and created brand new products specifically designed to help you fast-track your graphic design business.

Here are just a few of the changes they've made to help you master graphic design quicker than ever before:

- **Easy online access.** You'll have access to all components of the program on your member page at the AWAI website. The program is broken into 11 PDF (portable document format) sections, so you can download them to your laptop or PC and read on the go or from the comfort of your home.
- **No more typing, printing and mailing your assignments.** The practice exercises are also online, so you can complete and send your assignments directly from your computer. This is a HUGE time-saver!
- **Now in living color.** The entire program has been redesigned in full color to make learning easier and more fun.
- **New examples.** You'll have all new, full-color examples to follow, including a completely revised section on magalog design.

- **Brand new Hall of Fame bonus.** This helpful sample collection has been revised with new examples, full-color formats, and new comments to help you quickly grasp the ideas behind these winning promos. They give you a virtual blueprint for creating winner after winner yourself. These samples have also been created in PDF format for easy download.

And these are just a few of the improvements made to the program. AWAI has put together an amazingly robust online program packed with tools and advice to help you get your business off the ground in record time.

Now... I know you've given the old program a try. And for whatever reason, you decided to shelve it for awhile. Maybe something got in the way or time just got away from you. I understand. And it's OK.

But now it's time to pull that dream out, dust it off, and go after it again. And here's why...

### **Success is Much Closer than You Might Think**

Today's business practices have made it especially easy for freelance designers to get lucrative projects.

I know. I've worked with businesses from one-woman gift shops to \$845-million corporations... and I've seen first-hand the HUGE demand that exists for freelance designers.

You see, most companies don't want to keep writers and designers on hand these days. The extra overhead for these employees is expensive. And businesses are getting used to outsourcing many of their day-to-day functions to save money.

As a result, they're relying more and more on *freelancers* to handle the majority of their workload.

In fact, all you need do is look down the street to find more projects than you can possibly fill.

I live in a little town of 4,200 families in the middle of Montana and I'm hyperventilating today because I'm trying to juggle 2 full website layouts, a design for 12'x8' billboards, another for 4'x8' street signs, plus 2 sales letters, and a brochure.

And that's just from local businesses in my small town. It doesn't count the work I also do for out-of-state clients. Yikes! I don't even market locally. These jobs just fall in my lap because I'm a member of our tiny Chamber of Commerce.

Want to get clients fast when you finish AWAI Graphic Design Success program? Just join your Chamber and hand out a few business cards. You'll be lucky if you can keep up with all the projects that come flying your way.

And these aren't piddly little jobs for cheap fees either.

Even in Podunk Montana businesses want to grow bigger. And they're happy to pay me good money to get decent designs that help them make more sales.

It doesn't have to be great design, mind you. There are a lot of designers much more talented than me just 20-minutes up the highway. But I've found that most businesses don't want cutting edge designs. They want simple, clean designs that sell. And, that's what I learned to do from AWAI's Graphic Design Success program.

And when you reactivate your membership, that's the kind of saleable skill you'll have under your belt too. A skill companies will snap up in a New York minute.

So, why not pick up right where you left off...

Let's pull that dream off the shelf and give it a good dusting. Make today the day you'll always remember as a major turning point in your life.

**And to make your decision easier, AWAI has a very special offer for you.**

### **Just for You as a Returning Member**

At the original price of just \$290, **AWAI's Graphic Design Success** program was a steal. I made three times that on my very first project.

This is peanuts compared to what you can earn from each project you design.

However... because you've already started the program... because you've already proven your desire to be an in-demand designer... and because you're a returning member...

Executive Director, AWAI has made this very special arrangement for you.

So... now when you reactivate your account in the next 5 days you'll get instant access to the full online **Graphic Design Success** course—the whole robust program I mentioned earlier (no more waiting for monthly installments)—for just \$129.

Right off the bat, you save \$161. It's our way of getting you back into the swing of things...

**PLUS...** Katie, AWAI's Executive Director, also agreed to give you a **full year** to finish the program with no obligation.

And in that time, I want three things to happen. I want you to (1) find out if graphic design is really the right fit for you, (2) have ample time to learn this powerful and lucrative skill, and (3) get your first paid project.

If these three things don't happen for you – and you tell Katie you gave it your best shot – you'll receive a prompt FULL refund for every penny of your \$129.

So if you're serious about becoming a professional graphic designer... and would like to live the designer's life... I strongly urge you go for it today — you'll never have a better opportunity to follow your dream.

There's a world of work waiting right outside your front door... businesses that desperately need the skills you'll have to offer as a freelance graphic designer.

Why not join me and other AWAIers who've completed **Graphic Design Success** ... and start earning a great income, while enjoying all the perks of working and living life on your own terms.

Sincerely,

Kammy Thurman  
Fellow AWAI Graphic Design Success Member

**P.S.** Here's another fantastic reason to return to your design dream now... When you reactivate your account today, you'll also receive a copy of Lori Haller's **Ultimate Guide to Building a Highly Profitable Graphic Design Business** (a \$79 value).

In this meaty volume Lori shows you all the ins and outs of getting high-value, high-paying clients, and how to keep them coming back for years down the road. Here's a taste of what you'll find in the **Ultimate Guide**:

- Find new clients in simple, everyday places
- Make one contact that can bring you work from dozens of businesses
- Take the "pulse" of potential clients to make sure they're a good fit for you
- Turn one project into two and boost your opportunities for future assignments
- Build a rock-solid proposal that will win you projects over other designers
- Get paid the highest fees from your clients
- Plus much more... WAY too much to list here

In one reading you'll know what took Lori years of trial and error (and a lot of emotional bumps and bruises) to figure out before she got her business humming along at a six-figure clip.

**The Ultimate Guide to Building a Highly Profitable Graphic Design Business** is yours—FREE TODAY—just for returning to your dream of a rich, rewarding career in freelance design.