



Website Guide Draft2 11/24/09 P. Foster

Welcome to the new Wealthy Web Writer site! **It's the world's only "GPS" designed to guide you through your successful web copywriter business.**

You know how a GPS works in your car, right? You determine where you want to go, you enter the address into the system, and then the GPS shows you and tells you how to get there as you drive the car.

It's based on your specific destination, it's interactive, it's flexible if you take a detour, and it's very likely your best guide as you embark on your journey.

That's exactly why we call Wealthy Web Writer a GPS for your web copywriting business.

Whether you're just starting out as a web copywriter or you're here to advance your skills and get more clients, this is the best tool available for making money online. Why? Because it shows you and tells you how to get there as you drive your own personal progress.

- It's based on your specific destination,
- It's interactive,
- It's flexible if you take a detour, and
- It can be your best guide as you embark on your journey.

This guide will show you how to use your Wealthy Web Writer site right now. But please keep in mind that we plan to add all kinds of expanded content and tools that can be personalized just for you and your business goals.

Let's start with how to use this site as it's presented today. Ready? Here goes.

1. First, sign up for membership so the GPS will work specifically for you.

We offer TWO levels of membership:

Free Gold Membership: The Gold level is FREE and gets you access to our many articles, podcasts, and training videos, as well as our Weekly Wealthy Web Writer newsletter.

Low-cost Platinum Membership: Platinum Membership gives you access to way, WAY more:

- Monthly live case study reviews
- Timely answers to all your questions.
- Monthly "State of the Industry" conference call
- Product reviews: we'll buy it, test it out and give you an honest, unbiased report on what we think of it.
- Easy-to-follow roadmaps for every online niche.
- Ongoing stream of paid web assignments from some of the top online companies.
- Forum for meeting, getting to know and talking shop with your fellow members.
- Wealthy Web Writer Knowledge Library
- Wealthy Web Writer Multi-media library
- 20% discount on all products

Once you've signed up to be a Gold or Platinum member, you can follow the next steps to start moving along your path to success.

2. Next, login using your username and password, then determine your destination.

As with any GPS, you need to know where you're going first!

In the website section ***Getting Started***, you'll find a drop-down menu option called "**Choosing Your Niche**." On this page, you can explore the various web copywriting niches and choose one that's just right for you. (You can skip this step if you've already established your business niche. But if you haven't, here's what to do.)

Take a look at each of the niche opportunities. Currently on our site, these include:

- **B2B (Business to Business):** This involves any online content used by businesses to sell products and services to other businesses. So it may include a website, case studies, articles, and white papers.
- **Ecommerce:** This is all about selling products online. It may involve writing for a retail website/online store with tangible products to sell and ship (such as LL Bean, Land's End or a mini site selling handmade dog collars), or it may involve Information Publishing where you write and sell eBooks that can be downloaded (no printing or shipping).
- **Emails:** This category includes all kinds of email messages and formats that attract more buyers to a landing page or website. This includes single email promotions and auto-responder emails.
- **SEO (Search Engine Optimization) and SEM (search engine marketing):** This refers to any content written to drive traffic to a website via search engines like Google and Bing. It includes the copy you write on a website using strategic keywords (organic search). It also includes paid search, such as PPC (pay-per-click) ads, which are paid mini-ads that appear in search engines to drive targeted prospects to a landing page.
- **Social Media:** This is writing and strategy for online networking websites such as Twitter, Facebook, LinkedIn and many others. It also includes blogs, videos and other online platforms that engage product users and prospects in conversation and link-sharing.
- **Web copywriting:** Generally this means web pages within multi-page websites like a corporate site or professional services site. It also includes **landing pages**, which are focused "promotion" sites for specific product sales promotions or seasonal offers/coupon pages.

As you read each of the niche-specific articles on the CHOOSE YOUR NICHE page, you may find one that makes you stand up and say, "YES!! This is perfect for me!" You have found your destination.

If you're having trouble deciding, take a closer look at these other helpful resources, including:

- Articles and blog posts
- Programs: While these are mainly "How to" in nature, they also give you a strong sense of what kind of work you'll do, the work opportunities and the fees you can expect to charge
- Ongoing Events: Teleconferences and Webinars
- Live Events: WWW Copy Intensive March 2010 is the next one
- Personal coaching for 1-on-1 guidance

OK. Once you've determined your destination or niche, you're ready to program the GPS to take you there!

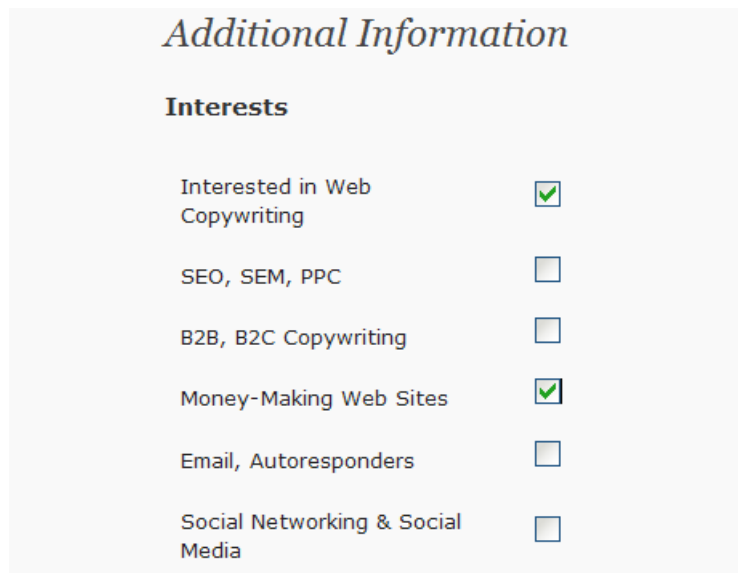
3. Select your Wealthy Web Writer Preferences/Personal Roadmap.

Every time you login using your new membership information, you'll start at your Personal Roadmap Page. Think of it as the foundation for your journey.

Once you select your destination (chosen niche), this page will contain information and links specific to that niche; including what we offer now and also what we'll offer in the future.

Here's how to set up your destination, or preferences.

- You'll see that this page will display your name and contact information.
- Scroll down to find your current preferences - your interests, how you're open to participating with others, and your experience or resume. (See below)
- Edit your preferences to help us identify the niche web copywriting path you've chosen.



Additional Information

Interests

Interested in Web Copywriting	<input checked="" type="checkbox"/>
SEO, SEM, PPC	<input type="checkbox"/>
B2B, B2C Copywriting	<input type="checkbox"/>
Money-Making Web Sites	<input checked="" type="checkbox"/>
Email, Autoresponders	<input type="checkbox"/>
Social Networking & Social Media	<input type="checkbox"/>

We'll use this personal information, in particular your interests, to personalize your Roadmap page.

So instead of simply showing the latest general content, we'll show you the latest articles or seminars on web copywriting if that's your primary area of interest.

That way you can go straight to the information that's most relevant to your specific interests.

4. Embark on your focused journey, using our "GPS" tools as your guide.

Soon, we'll offer detailed roadmaps that help you track the best path for building your web copy business in a particular niche. We ask for your patience because these roadmaps aren't quite ready yet. We'll certainly let you know as soon as they are.

In the meantime, you can get a jumpstart on your path by exploring dozens of niche-specific tools we offer on the site. Browse the site for all kinds of learning tools that show you how to excel in your copywriting niche.

For example, you can look at the latest articles written about in your niche. The following example is for B2B copywriters:

Latest Content in B2B



Online copywriting for the B2B market

There are immense opportunities for the B2B copywriter to begin writing for the web. Here's a great introduction to B2B copywriting, and why it can be such a lucrative business!

[\[Read More → \]](#)



B2B Copywriting for Beginning Copywriters

Find out why B2B copywriting is a great field for any copywriter—but especially those just getting started. If you're new to copywriting, then consider writing for the B2B market. Steve Slaunwhite explains why B2B copywriting is such a great field.

[\[Read More → \]](#)



Online copywriting for the B2B market

There are immense opportunities for the B2B copywriter to begin writing for

Or, you can look at upcoming and future events, such as these:

Upcoming Seminars

📅 November 24, 2009:

→ Live Critiques of Money Making Websites (3:00 pm)

📅 December 9, 2009:

→ Succeeding as a Web Writer in 2010 (3:00 pm)

→ Succeeding as a Web Writer in 2010 (8:00 pm)

→ Succeeding as a Web Writer in 2010 (10:00 pm)

Future Events

📅 How to turn a \$2,000 project into a \$60,000 project as a web writer

📅 Can writing for the Wealthy Web Writer help your career?

📅 Starter kit: Your first three months as an internet entrepreneur

📅 Writing Autoresponders with Jay White

📅 The Secrets of Conducting an Effective Peer Review

You can also check out niche-specific programs offered by AWAI and a number of web-industry pioneers and experts.

Currently these are still available through AWAI: www.awaionline.com/web-marketing/, but soon we'll bring them over to the Wealthy Web Writer site.

5. Build your business as you enhance your web copywriting and consulting skills.

You'll want to become familiar with the **Build Your Business** section of our site because you'll find continually updated pages of content devoted to the helping you succeed.

Main topic areas include:

- **3-Minute Guru**
- **Business Basics**
- **Getting Clients**
- **Marketing**
- **Working with Clients**

Each one of these sections offers a wealth of tips and guidelines on what to charge, how to run your business, how to promote yourself, how to find the best clients, and much more.

For example, here's just a small sampling of what you'll find on the subject of Getting Clients:

Member Only Content				
Gold Articles	Gold Seminars	Platinum Articles	Platinum Seminars	
<p>Ask the Right Questions and Land Your Next Online Writing Project Part of landing projects is answering a prospect's. Let Pam Foster show you how to answer questions about online writing projects in a way that is accurate, honest, and will build the future client's confidence in your services. [Read More →]</p> <p>The Quickest Way to Build a Web Copywriting Portfolio Marketing copywriting services is easier when you have a good portfolio. Discover a surefire system of building a portfolio that will get you writing for the web in no time. [Read More →]</p> <p>Web Copywriting: Your Map to Higher Paying Web Clients Discover the best way to approach clients who are willing to pay you good money for writing for the web. This is an excellent summary of several key ways you can build a business as a web copywriter... [Read More →]</p>				

And what's the 3-Minute Guru, you ask? It's a series of short video clips we created to spark ideas for you. Please take a look and let us know what you think.

We can emphasize enough how this section can help you catapult forward as a web copy business professional, so do take time to review the wonderful content we've collected here.

We'll update this section frequently so you have the latest business-building insights at your fingertips.

6. Connect with others to propel your thriving business.

Most freelancers and business consultants work alone, isolated in their own worlds, often with very little daily interaction with colleagues or motivators who understand what they do.

But not you — when you're a Wealthy Web Writer Platinum member!

Grow alongside your peers.

You're part of a strong, lively and friendly community filled with people just like you ... people focused on succeeding as wealthy web copywriters. Take full advantage of this kinship for brainstorming, headline critiques, or even to form ongoing motivational and tip-sharing groups.

Know that we've got your back.

We also have a number of expert staff members and industry leaders onboard to cheer you on, show you the secrets to their success, and keep you motivated. You can also find a great coach through us and receive personal 1-on-1 guidance to accelerate your progress.

As a result, you have several options for connecting with this community, including:

- Posting responses to our blog posts
- Asking us questions
- Connecting with your colleagues in our forums
- Participating in peer reviews
- Attending interactive events online and in person

And if you're a Platinum member, your community goes even deeper.

First of all, your personal preferences will be available to other Platinum members.

Our rudimentary Members page is shown below, which includes our "beta test" members. As you can see, it's simply a list sorted by first name. It shows each person's primary interests and how they're open to participating.

Members

Click on the person's name for more detail

Name	Primary Interests						Will Help With	
	Web Copy	SEO	B2B	Web Sites	Email	Soc Media	Peer Reviews	Mentoring
Henry Bingaman	YES				YES		YES	YES
Jackie Mehler								
John Wood	YES	YES	YES	YES	YES	YES	YES	YES
Jonalynn Varga								
Pam Foster	YES	YES	YES	YES	YES	YES	YES	YES
Rebecca Matter								
Rhonda Little								
Roy Furr	YES	YES		YES	YES		YES	
Todd Bershad								

Later, we'll add some search and sort capabilities so that you can more easily find, for example, people who are open to doing peer reviews.

So what else can you see and do on the Wealthy Web Writer site?

Well, quite a bit of that is up to you, as it turns out.

We've encouraged you to visit each main category in the site and dig deep into the content and resources to find the many gems that will help you.

Beyond that — here's where things get really interactive and interesting.

On our site, you can share content, ask questions, submit content requests, vote on other members' posts, and even establish yourself as an up-and-coming expert in the industry.

For example, click on any article title to display that piece of content. It might be a video, or it may be an article or seminar. After you read the article, you can vote on it, add your comments, or Tweet it to your friends.

Now, see this box?

Want More HOW TO Articles and Videos?

What else would you like to know? Just tell us, and we will do our best to make the video, hire someone to write an article, or even hire you if you know what you are doing. You can ask for a HOW TO video or article on anything. We will post your idea to the community and YOU will get to prioritize what you want to see. Here is what you do...

[**Just Click Here To Complete Our Request Form**](#)

That's at the end of every post on the site.

- For articles, it will ask if you have an idea for another article or video.
- If you're viewing a webinar or seminar, it will we'll invite you to tell us what else or who else you'd like to see.

Click on the link and a simple form appears. Just complete the form (your name and email are already filled in for you) and click submit.

We'll add it to our list. Then, once we've accumulated a number of requests, we'll post them for all members to see and to vote on their priority.

Here's the biggest secret of all. You can determine the future of our content. In fact, with your input, we'll create the best roadmaps you can imagine for niche-focused success.

How's that? Well, we plan to continue getting content from experts ... and from you.

We'll pay for good content, whether it's videos, articles, or training modules. You'll see here that we list the latest member-submitted content. Note also the link to submit your own content ideas.

It's a great way to establish yourself in the industry.

So that's it. Your inside look at Wealthy Web Writer —the world's only "GPS" designed to guide you through your successful web copywriter business.

If you haven't already done so, be sure to sign up for our Platinum Membership today. The rate will never be lower than inaugural membership rate we're offering right now.

Have fun, and be sure to let us know what else we can do for you.