



AMERICAN WRITERS & ARTISTS INC.

## **American Writers & Artists Inc. Selects Austin, Texas, to Host Its 2013 Web Copywriting Intensive**

***During this 3-day event, taking place February 17-20, 2013, attendees will learn the latest strategies for writing online copy for websites, landing pages, emails, social media, online video scripts, and more.***

Delray Beach, FL . March 15, 2012 . American Writers & Artists Inc. (AWAI), [www.awaionline.com](http://www.awaionline.com), today announced that next year's **Web Copywriting Intensive**, the premier event for becoming an online copywriting specialist, will take place at the Hyatt Regency in Austin, Texas, from February 17-20.

At this event, attendees get the very latest information, strategies, and techniques for the types of web content creation that businesses are in dire need of and willing to pay top dollar for. And, they learn directly from the experts developing and refining these winning techniques right now.

"I look forward to the Web Intensive every year," says AWAI Marketing Manager Jackie Mehler. "I love to see all the new web-writing careers launched by the end of those three days. And even though I'm in the industry, I always learn something new from each speaker - that's how up-to-date they are on the trends in their fields."

At the 2012 event, conference-goers heard from Jay White on autoresponders, Steve Slaunwhite on writing video scripts, Heather Lloyd-Martin on Search Engine Optimization, and Nick Osborne on putting together social media plans for clients, as well as on writing website copy.

Attendees will not just watch the speakers on the stage. They'll also have the opportunity to practice these new skills during writing lab and peer review sessions. They'll get instant feedback from the experts themselves. This hands-on experience is invaluable and ensures that attendees leave the event with a comprehensive understanding of each strategy.

One of the trademarks of this event is how approachable the speakers are, always willing to answer questions before and after any formal sessions, in the hallways, at receptions, and over lunch. This conference is also a perfect opportunity for attendees to network with fellow web writers to set up mastermind groups. Having the support of like-minded people is a great way to kick a freelance career into high gear.

2013 will be the sixth year of the **Web Copywriting Intensive**. The annual event's staying power is a testament to the growing need for web copy by businesses large and small. E-commerce is expected to grow 13.7% in the U.S. this year alone. And businesses are quickly recognizing that online marketing is fast becoming more effective than other advertising channels.

To learn more about the 2013 **Web Copywriting Intensive**, please visit [www.awaionline.com](http://www.awaionline.com) or call 1-866-879-2924.

### **About American Writers & Artists Inc.**

American Writers & Artists Inc. (AWAI), [www.awaionline.com](http://www.awaionline.com), has been publishing direct-response copywriting and graphic design home-study programs since 1997. Their mission is to help people develop the critical skills to acquire financial security, independence, and freedom. AWAI equips members with the tools and connections necessary to land clients, start working professionally, and earn money fast. And through their free [DirectResponseJobs.com](http://DirectResponseJobs.com) site, businesses can find and hire skilled AWAI members quickly and easily. For a complete list of programs and more information about AWAI, please visit the site or call toll-free 1-866-879-2924.

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