

How would you like a **FREE EXPEDITION** exploring the South Pacific's Marquesas Islands...

Or maybe a **FREE CRUISE** aboard the massive and luxurious *Vision of the Seas*...

Perhaps a **FREE TREK** over the misty Munros of the Scottish Highlands would stir you...

You decide where you want to go—and we'll show you exactly how to do it—using only a pen, some paper and a sense of adventure.

Dear Fellow Writer:

Here it is. The best "job" in the world for a writer—novice or experienced.

Now don't get me wrong. I love the six-figure income that copywriting has generated for me. Even so, maybe you've noticed we don't call ourselves the American Copywriters & Artists Institute.

Why? Because our faculty and members are also interested in other types of writing—novels, plays, poetry, articles, even screenplays. (Did you know that Michael Masterson writes a screenplay a year?)

And when it comes to adventure and excitement, travel writing takes the cake. As a student of Michael Masterson's copywriting course, we know you've got the ability to write. And we know that we've got the ability to teach you to be the best travel writer out there. So all we needed was a professional travel writer to teach you the tricks of the trade. And not just any travel writer would do. We wanted the best in the business. That's why we've turned to Jen Stevens. With over 10 years in the business, Jen knows as much about travel writing as anyone else out there.

But before I tell you about these tried and true secrets, let me tell you why travel writing is the best "job" in the world.

### **Where Else Can You Get Paid To Live Like This?**

Imagine sliding out of bed and knowing your "work" for the day is to scuba dive in the Great Barrier Reef... mountain climb in the Andes...or kayak around the remote islands of the San Juans...

Too much "work" for you? Okay, use your imagination and brainstorm. Maybe you could get assignments to write about microbrewery festivals west of the Rockies...or get paid to write about the country inns of Northern Vermont...or write a review about vegetarian restaurants in Vienna.

And have you ever thought about swimming in a snowstorm? That's possible in Iceland you know. Despite an average snowfall of 1 foot per week, Iceland's volcanically warmed water temperature remains around 101 degrees. Just remember to keep your shoulders underwater.

### **This Is the Most Wide-Open, Exhilarating Field In Writing.**

You'll meet fascinating people—perhaps high ranking officials (like AWAI's own Kieran Doherty, who was invited to a dinner with the Lord Mayor of London), scientists and eccentrics—maybe even the love of your life.

You'll be earning your living doing what you are passionate about. And since you're in business, you can take advantage of numerous tax breaks—along with traveling for free (or close to it). And you get the satisfaction of seeing your byline—your name in print—all over the world!

### **Here's The Opportunity You've Been Looking For...**

Remember when we recruited you for our Institute? The letter we sent you was written by Bill Bonner, President of Agora Publishing Inc. If you recall, Agora Inc. is one of the world's leading publishers of books and newsletters on a variety of subjects.

From the beginning, AWAI and Agora Inc. have had a close working relationship. Agora continuously needs writers for their publications. This includes everything from sales letters to promote their newsletters to the articles themselves. And we supply the professional training to motivate writers like you to do just this.

Right now, Jen is a contributing editor of *International Living*—and the current editor of *Island Properties Report*—both published by Agora Inc. Hundreds of thousands of subscribers eagerly look forward to being enlightened and entertained by these and other Agora publications each month.

And that is why when AWAI decided to create a travel writing course, we went straight to Jen. We wanted to create a program that would take individuals with basic writing skills, tap into her goldmine of expertise, and teach them travel writing secrets they could never learn anywhere else.

***Passport to Romance: The Ultimate Travel Writer's Course*** contains all the details and secrets that publishers and editors like Jen desperately want travel writers to know.

## The Freedom You Daydream About...

There's great demand for an elite corps of highly skilled, professional travel writers...a pool of travel writing specialists that can be relied on to write vivid, lively and interesting articles.

Leave it to AWAI to leave no stone unturned. Every secret the top travel writers know, you'll know too. There just isn't a more complete and insightful course out there.

Imagine the freedom to do your own thing—where and when you want... the special privileges that come with one of today's most sought after, prestigious writing careers...

Imagine the perks that could come your way with this lifestyle. The free cruises on luxury liners...staying at five star hotels...dining at the world's finest restaurants.

Wouldn't you rather live this way and leave the rat race behind for good?

Wouldn't you like to tell your boss you can't come to work—because *Aruba Nights* magazine hired you to write an article about the nightlife on that mysterious and beautiful island...or you've scheduled yourself to stay at a full-service European spa with 5 freshwater pools, 3 bubbling whirlpools, 6 bars, and 4 specialty restaurants...or you're writing your article from a hammock for two as the Concierge Service caters to your every whim in hopes that you'll favor their establishment in your article (We'll talk about this in more detail throughout the course).

## So Start Packing!

Using many of the same techniques copywriting

employs—you now have a second way to break free from the 9 to 5 monotony!

In a moment, I'll tell you a little bit more about this extraordinary program. But first, here's a little secret you need to know—one that will jump start your career when you follow our easy to understand, one-of-a-kind program.

## You Can Write About the Hidden Hideaways In Your Own Hometown!

Editors and publishers are looking for something unique—perhaps a little unusual—refreshing, and with a new angle to capture their readers' attention. And I'll bet you know about little secret places in your own town that others pass by.

***Passport to Romance: The Ultimate Travel Writer's Course*** will show you how to turn these little hideaways into articles that will keep editors happy—and coming back for more.

You'll learn how to write the perfect sentence that leaps out and grabs your reader. And the four key elements to a perfect paragraph—along with the secret structure behind a great story. Plus the key to getting paid for that story three times or more—instead of just once!

We'll also teach you the three secrets to successful travel writing. And to write articles that sell every time, it's imperative you read Chapter 8: Seven Winning Travel Article Templates. Approximately 99% of travel published articles follow these 7 simple models. Master them and you'll have assignments for life!

Now, I could try to describe each template, but you'll be able to examine all seven (they're in Chapter 8), risk-free for yourself. I'll tell you how in a moment.

But for now, what you need to remember is this—once you learn to give your writing just the right twist and make it come alive—and get your readers emotionally involved—editors will be giving you more assignments than you can handle. And when that happens...

## You Might Find Yourself On Permanent Vacation!

For instance, look what happened to travel writer Mike Palmer.

Mike planned a weeklong vacation in Ecuador and wanted to spend a day river-rafting through the interior. Instead of paying a couple hundred bucks for the experience, Mike contacted the owner of the business, introduced himself as a travel writer on assignment—and was offered the trip for free!

Why? Publicity.

That's right. Publicity generates tourism. And that means money—big money. According to the World Tourism Organization, in 1998 tourists spent an estimated 445 billion dollars!

Airlines, resorts, restaurants, amusement parks, cruise lines—you name it—are all very interested in attracting as many of these tourists as they can.

And when you pick up every travel-writing trick from *Passport to Romance: The Ultimate Travel Writer's Course*, these businesses will want YOU to write a story about THEM.

You'll be amazed how easy it is to start traveling for free—and get paid for doing it.

But there are even more markets than these for your writing adventures...

## You Decide When to Work, Where to Work And Who to Work For...

You don't have to write for Agora Inc.—although they'd love you to do so. You don't have to write for businesses looking to capture the tourist dollar. The travel writing market is so huge (think global) that you can pick and choose.

From 1901, when the first travel magazine in America was published, to today, hundreds of different travel magazines have been started. And that means great opportunities for you!

So why not write about what you're interested in? For instance, do you have a passion for trains? You could write for *The International Railway Traveler*—it's 100% freelance written.

Have a thing about the sun and sand? Why not write for *Caribbean Travel and Life*. Pays up to \$2,000 for assigned articles...not bad for being "forced" to go to the Bahamas and write about it.

Does travel on the cheap appeal to you? Then check out *Arthur Frommer's Budget Travel*. A recent issue covered 100 affordable summer vacations. Somebody had to check them out. Why not you?

And then there are all the AAA magazines in each state, the Sunday travel articles in every major city newspaper, the RV club magazines and so on...

Not to mention all the travel books. One book publisher, *Fodor's Travel Publications*, publishes 300 titles each year. Log onto Amazon.com, go to books, and type in travel—you'll find 32,000 matches!

Even if you don't want to be a full time travel writer, you can still order the course, learn to write what editors want to read, work part-time, and begin taking those vacations that pay for themselves!

Are you ready to seize this incredible opportunity? Read on to find out how.

## We'll be With You Every Step of the Way!

What's the best part about this new program—aside from the fact you can quickly learn secrets even many pros don't know?

We're going to be here to personally coach you! In fact, you'll be writing your first article after the very first 78 pages of the course. Then you'll send it to us for feedback.

And because of our special relationship with Agora, if we like your story, we'll pass it on to the editors of their premier travel newsletters.

Imagine your very first article could be your breakthrough piece—and you'll get paid for it! Not only that, you'll have your first byline! That's one of the most valuable extras—and the greatest door opener to other publishers.

## How Much Is Your Freedom Worth to You?

Let me ask you something—how much would you pay to learn how to put the daily grind in your rear view mirror?

Is it worth a few thousand dollars to you? Frankly, *Passport to Romance: The Ultimate Travel Writer's Course* is worth more than that. Especially when you consider thousands of other would-be writers are spending as much as \$7,000 or more attending so-called "professional writing courses" at colleges and universities.

As we talked it over, we asked ourselves—what price is extremely fair to a writer serious about turning their life in a different direction?

And when we realized we could take any writer with determination and turn them into a published travel writer—and Agora could call on them for help—the win/win thing to do was for us to make the course within reach of anyone. So we decided to limit the total cost of the course to only \$399!

But the more excited we got about offering this program to our students, the more we agreed to do something special for them. So no matter where you are in the copywriting course, if you order *Passport to Romance: The Ultimate Travel Writer's Course...*

We'll take off an additional \$150! It's yours for only \$249!

That's when Paul, Katie and I talked each other into doing something really crazy.

## You Can Get Started For A Mere \$49!

That's right. To get started, all you have to do is send us \$49. We'll send you the first installment, which includes the first 8 chapters of the course. And remember, Chapter 8: Seven Winning Travel Writing Templates is vital information you must have to be successful in this business.

After that, you'll be billed the small fee of \$28.50 a month for the 7 installments that follow.

Yes, at this incredibly low price, we are providing you with a fabulous bargain—but there's a catch. We know AWAI students have been waiting anxiously for a new program from us. And if you ask any group of writers,

travel writing is a privileged field in very high demand.

With this unique course so reasonably priced, we expect to sell out quickly.

So I urge you to order immediately! Don't risk getting closed out from registration. In order to provide one-on-one support to all the students, we must put a limit on enrollment.

Why not take a RISK FREE look and enroll right now? And as always...

## Your Satisfaction is 100% Guaranteed

Enroll in the program today. Examine your first installment for 30 days. If the freedom and adventure of this lifestyle is not for you, simply return the course for a full refund.

### No questions asked.

It's as simple as that. And if you decide to stop the program after the initial 30-day period, just give us a call. We'll discontinue your enrollment immediately.

Frankly though, once you see how in depth Jen's teaching is, you'll be hooked.

Why not pick up the phone and order *Passport to Romance: The Ultimate Travel Writer's Course* today? Or if you prefer, fill out the enrollment form below and

fax or mail your order right away.

Do something nice for yourself—take your dream on vacation!

Best Regards,

Don Mahoney,  
Co-Chairman, AWAI

P.S. I really want to see you succeed as a travel writer. So I'm going to offer you one more powerful tool for your travel kit. If you order within the next 15 days, I'll send you a FREE bonus booklet on photography. Some publications will pay you handsomely for the right pictures—in addition to your article! **Big Bucks for Snap Shots** contains 46 can't-miss techniques for taking travel photos that can bring in some very juicy checks. It's practical, useful and written by a professional photographer with 20 years in the business. You may find yourself making more money from your photos than you do from the article. And best of all, you don't have to be a "great" photographer. If you can operate a 35mm camera and take serviceable shots, you can sell them for money to editors with (or even without) your articles. Order your copy today.

## ENROLL TODAY

*Have you Ever Dreamed of Getting Paid for Having Exotic Adventures?*

## HERES YOUR CHANCE!

Order Now, And Get *Big Bucks for Snap Shots* Mini-Course For FREE!

**YES!** I would like to work on a live assignment and begin traveling the world for free!! Please rush me the first installment of the most comprehensive Travel Writing career fulfillment program ever produced—*Passport to Romance: The Ultimate Travel Writer's Course*—by first class mail immediately. I understand that I will also receive the concise photojournalism course *Big Bucks for Snap Shots* FREE if my order is placed within 15 days. I also understand that if I am not pleased with what I receive, or if I discover a travel writer's lifestyle is not for me, I can return it to you within 30 days for a full, no-questions-asked refund.

Bill my credit card \$49 plus shipping for the initial installment and start-up materials . . . . . \$49.00  
FL Residents please add 6% sales tax . . . . . \$2.94  
Shipping and Handling  
(please allow 1-2 weeks for delivery) . . . . . \$4.00

**I understand that I will be billed \$28.50 every month for the 7 modules that will follow. Credit card orders only.**

**TOTAL ENCLOSED: \$ \_\_\_\_\_**

I would like to receive the course all at once instead of in 7 installments and receive a 10% discount off the total cost.  
 My check/money order for \$224 plus S & H is enclosed. (Payable to American Writer's & Artists Institute) . . . . . \$224.00  
 Bill my credit card . . . . . \$224.00  
PLUS Shipping & Handling  
(please allow 1-2 weeks for delivery) . . . . . \$6.00  
Florida residents please add 6% sales tax . . . . . \$13.44

**TOTAL ENCLOSED: \$ \_\_\_\_\_**

I wish to pay by:  Visa  MasterCard  AMEX

Card No.: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_ Signature: \_\_\_\_\_

### PLEASE SEND TO:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Tel. (in case we have questions) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

### PLEASE COMPLETE & MAIL THIS COUPON TO:

**American Writers & Artists Institute**  
245 NE 4th Avenue, Suite 102 • Delray Beach, FL 33483 USA

**FOR FASTEST SERVICE, FAX TODAY:**  
**(561) 278-5929**