

**client:** American Writer's & Artists, Inc. (AWAI)  
**project:** Spec assignment for 2012 Annual Copywriting Bootcamp  
**objective:** Headline & lead for Money Making Website program

copy excerpt

Is your 'Vette making your wife jealous?

*Talk to other Corvette owners and earn a passive income—with a Money Making Website!*

Dear Corvette Lover:

You love that machine. The style. The power. The energy. You think about it all the time. You talk about it all the time. Maybe you've even paid a visit to the National Corvette Museum. . .and your wife reluctantly went with you.

Maybe yours is the latest model. Maybe it's a few years old. Or maybe you bought a rust bucket that you're rebuilding over time. It's not ownership. . .it's a relationship.

**It's time to make that relationship work for both of you.**

Instead of talking to your wife about something she's not as excited about, take your talk to the online Corvette world—and create a passive income doing it—with your own Money-Making Website.

**Meet Nick Osborne, Coffee Detective**

Nick loves coffee. So much so that he created his own money-making website just about coffee. Nick's not in the business—he just loves coffee, and talks about it to other coffee lovers on his money-making website. Today that website brings him a nice passive income that doesn't require a lot of work. He writes about coffee, how to make it, where to buy the best beans—because Nick's really into coffee. By sharing that passion on his website, The Coffee Detective, he talks to other coffee lovers around the world, and makes money doing it.

Nick's program through AWAI, *How to Write Your Own Money-Making Websites*, can do the same thing for you, the Corvette lover. With your own money-making website, you can talk to Corvette owners everywhere about your "baby" and create the passive income that you—and your wife—can enjoy. Just like Nick does.

Amy O'Donnell



*Sample piece. While I was not hired to write this copy, it shows the quality of copy you can expect when you hire me.*

*It was written specifically for the male Corvette enthusiast market.*

[AmyCopywriting.com](http://AmyCopywriting.com)  
[Amy@AmyCopywriting.com](mailto:Amy@AmyCopywriting.com)  
281-993-6375