

Fabulous Copy by Craig Grossman

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One Minute Video Script for Barefoot Writer's Club (a division of American Writers & Artists Institute (AWAI))

Goal: to get prospects interested enough in Barefoot Writer's Club to click on the link to their landing page. The landing page leads to a sales page on their website where prospects can become clients and join the club.

Scene	Visual	Audio
1	Wide angle video of Mindy talking at her desk, facing the camera.	Hi! My name is Mindy McHorse. I'm the editor of Barefoot Writer magazine, and I earn a great living as a freelance writer.
2	Close up of Mindy talking.	I'm here to tell you exactly what you don't need to become a highly paid professional writer!
3	Slide of a traffic jam on the freeway with red "no" symbol over it (red circle with line thru the circle).	First, you don't need a 30-minute commute to get to work.
4	Slide of professionally dressed man & lady with red "no" symbol.	You don't need to dress up every day.
5	Slide of college degree surrounded by money & "no" symbol.	You won't need gobs of student loans to pay for an expensive college degree!
6	Picture of Steven King & J.K. Rowling with their printed names in slide, with "no" symbol.	You don't need to be a famous author to make a good living.

7	back to video of Mindy talking, wide angle.	Best of all, no experience is necessary!
8	Slide of professional writer at his computer mentoring a new female writer standing nearby. He is pointing at some copy they are discussing on his desktop computer.	But what you <u>do need</u> to succeed is a close-knit community of writers that can support you on your writing journey. That's what the Barefoot Writer Club is all about!
9	Slide of ecstatic copywriter (same woman as last slide), at her desk, smiling & fists pumped up in the air.	It's where you can learn the secrets the pros use to create a 6-figure income!
10	Slide of smiling copywriter (same woman) in lounge chair at the beach with laptop.	And you'll be able to make money writing from anywhere...even on the beach!
11	Close up video of Mindy.	Want to find out more? Click on the link below now!

Landing Page:

Headline – LEARN THE SECRETS THE WRITING PROS USE TO MAKE MORE THAN \$100,000/YEAR!

Subhead –Discover a sure- fire path that will jump start your freelance writing career this week!

Call To Action Button Message – YES! TELL ME MORE ABOUT ACHIEVING SUCCESS AS A FREELANCE WRITER!

YouTube

YouTube Video Title – Boost Your Writing Income 1.5 X in 6 Months with this Support Group!

YouTube Video Description – Making a good living with freelance writing is easier than you think! Mindy will show you a fantastic way you can learn from the writing pros!