

“AWAI’s The Golden Thread” E-Mail Copy by Melanie Rembrandt

From: Katie Yeakle, AWAI [thegoldenthread@awaionline.com]
To: melanie@rembrandtwrites.com
Cc:
Subject: Do you know this secret?

Dear Melanie,

With the answer, you can make money in less than a week, work where and when you want, and beat the 9-to-5 doldrums.

You see, business owners always want to save money while increasing sales — especially in tough economic times. And with public relations, or “PR,” they can build buzz without spending a fortune on advertising.

This may be why The Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2008-09 Edition*, reports that, “employment of public relations specialists is expected to grow by 18 percent from 2006 to 2016, faster than average for all occupations.”

People with public relations skills are in demand — and here’s the big secret ...

Anyone can learn to be a publicist.

Even if you don’t have any formal education or experience, you can work from anywhere, at any time. Start part-time for extra income, or make it a full-time career and leave your cubicle behind.

Look at Mary Reed of MR-PR. “I operated my business for the first year on my bed and dining room table and started making money right away. I learned by doing and just jumped in the deep end and began doing it.”

So, now that I’ve exposed the secret, let’s take a closer look at this opportunity ...

What is a publicist?

You may view a publicist as that person walking the red carpet behind your favorite movie star. Well, many publicists do work with celebrities.

But most publicists work in the field of public relations to help their clients obtain quotes in various media venues, manage messaging, and build buzz. And their clients can range from local hair salons to big, Fortune 500 companies or non-profit organizations.

Why are PR services in demand?

Well, first let’s review what public relations is. At its most basic level, “public relations” simply refers to all of the communications related to a business or organization. And PR activities usually focus on communicating specific messages to targeted, press members.

This is because a quote in a major media venue can help build awareness for products, services, events, and current issues. More important, it provides third-party credibility you can’t purchase through any kind of advertising.

And the only way to obtain this sought after publicity is through a publicist — this is where you come in ...

Businesses and organizations need to be in the news in order to compete, increase credibility, and grow sales cost-effectively.

And they are willing to pay you big bucks for your expertise.

"Any business can increase credibility and sales by being mentioned favorably in a key newspaper or magazine article, and especially on radio and television," says Steve Roderick, gotoBilling.com CEO and Co-founder. "Recently, we were quoted on a popular blog for small businesses, and our website traffic went up immediately, and it cost us nothing in advertising dollars."

With this demand, you may think you need big qualifications ...

Do I need a degree in Communications to be a publicist?

While it's helpful to have a good education in the PR field, you don't need a college degree or years of experience to be a successful publicist.

It really just takes some good copywriting and the time to learn a few, simple skills.

Look at publicist Kelly Kreth who started Kreth Communications. "It isn't rocket science," she says. "I never took any classes or had formal training."

And, when you discover what Kelly knows, the cash will follow.

How long is it going to take to start making money?

Once you learn a few simple skills, you can start earning extra income in *less than a week*. In fact, it's possible to make anywhere from \$50 up to \$200 for a single press release.

Then, when you feel comfortable preparing media kits, PR Plans, newsrooms, and more, your fees can go up by the thousands. And, if you hone your pitching skills, you can enjoy a six-figure income.

But, even if you don't want to be a full-time publicist, you can use your new skills to promote your own business and increase sales and credibility fast.

Plus, you can always pick and choose your clients. This means that if you want to hang out with exciting people, attend VIP events, and be in front of the camera, the opportunity is there.

Or, if you want to stay out of the limelight like me and enjoy a lucrative career helping others, you can do that, too. It's up to you.

Once you hone the skills, you can create the public relations lifestyle you want.

How do I start?

Now, you may wonder how I got the scoop on this in-demand career. Well, let me introduce you to fellow AWAI member, Melanie Rembrandt. After the AWAI Bootcamp in 2004, she started her own successful publicity and copywriting business and agreed to share her secrets with us.

In "***Secrets of Becoming a Publicist - A Simple, Step-by-Step Guide to Boost Your Income and Enjoy the Satisfying and Exciting Public-Relations Lifestyle This Year***," you'll discover Melanie's simple steps, tips, and templates to help you get started right away. She even walks you through an exercise that helps you make money the week you begin reading the program.

So if you're sick of your current lifestyle, long for more excitement, or simply want to increase your income, check out this program.

After all, businesses are looking for good publicists ... and there will always be a strong demand for people with publicity skills. Why not learn these secrets and take advantage of this hot opportunity now?

And, now until Oct 20th, you can learn Melanie's secrets for starting your own successful PR business for on \$149 – a \$50 savings! [Get started today.](#) [To hear more about Melanie's "Dream Job," click here.](#)

To your success,

Katie Yeakle, AWAI, Executive Director

From: Katie Yeakle, AWAI [thegoldenthread@awaionline.com]
To: melanie@rembrandtwrites.com
Cc:
Subject: I thought you'd like to hear this ...

Dear Melanie,

On Monday, I introduced you to Melanie Rembrandt and her brand-new program, *Secrets of Becoming a Publicist*.

Response has been so great for the program, I thought you might like to hear a bit more about Melanie's story ... and how she can help you profit from her experience.

Katie Yeakle, Executive Director, AWAI

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"I'm sorry," my boss said quietly. "Due to budget cuts, we have to make changes. Your position is being eliminated."

"Oh no," I thought. "This can't be happening to me."

My brain flew into overdrive. "Okay, think fast ... *really* fast. What have I learned from my AWAI training about persuasion? Oh yeah! I'll give it a shot ..."

Next thing I knew, my boss was my first client for my new home-based business.

Could this happen to you?

With today's economic turmoil, many of you may be dealing with a similar situation. But guess what? There is no need to panic. I lost a job, but I gained a dream lifestyle as a publicist and copywriter.

Hi. I'm Melanie Rembrandt. That scene with my boss happened four years ago.

Today, I live life on my terms. I set my own hours, work from home, and choose my clients. I get to travel to wonderful places, meet interesting people, and attend exclusive events.

Am I lucky? You bet. But you know what?

Anyone can do it.

If you can set aside time to learn the few simple skills I've mastered, you can be doing exactly what I'm doing too. No formal education or start-up funds needed.

And, you can work where and when you want ...

There's no reason you can't create a new and exciting life for yourself. After all, if a small town girl from Ohio can do it, you can too ... especially since I'm going to tell you how!

That's right. It's time to start enjoying life. Escape your mundane, 9-to-5 lifestyle ... take control and have some fun.

Want to go on this journey with me? [Find out more now.](#) I can't wait to share my secrets with you!

Take care,

Melanie Rembrandt, Publicist/Copywriter/CEO of Rembrandt Communications[®], LLC