

Bill Bonner – Legendary Copywriter and Founder and President of Agora Inc. – to Speak at AWAI's 2010 Bootcamp

By Katie Yeakle

This is a first for AWAI ... and, as far as I know, one of the few times Bill Bonner has shared his copywriting secrets outside of Agora Inc.

If you don't recognize Bill's name, just one of his claims to fame is as the copywriter who wrote the 25-year control that launched *International Living* (#5 in AWAI's Hall of Fame collection).

And if you aren't familiar with Agora, the companies under its umbrella publish more than 300 books and 40 newsletters, reaching 1 million readers around the world. AWAI Co-Founders Paul and Don got their start as copywriters at Agora ... and Agora's publishers regularly hire AWAI writers for freelance and staff positions.

News that Bill will be speaking at Bootcamp is going to spread like wildfire. When Don heard, he told me, "Double the seating" ... which, of course, isn't possible.

So I STRONGLY urge you to reserve your spot today. [Here's a reservation form](#) to make it easy ... complete with an early-bird registration discount. Or call Barb, Pat, Jackie, or Debbie at 866-879-2924. Payment plans are available.

"Bill Bonner is one of the three greatest copywriters around today, as well as one of the most generous and sharing human beings I have ever met," said Bob Bly, who will also be a presenter at this year's event. "With one minute's worth of editing, he has doubled the pulling power of copy that took me days to write!" (Bob's other two "greats"? Michael Masterson and Clayton Makepeace.)

[Reserve your spot today.](#)

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