

## **Michael Masterson's Accelerated Program for Six-Figure Copywriting Headline & Lead**

(headline)

**Escape the 9 to 5 Rat Race NOW!**

(subheads)

**No more commute...**

**No more heartless boss...**

**No more slaving away for a pittance...**

**You can earn \$100,000 a year, *or more...***

**Just by writing letters!**

Dear Friend,

I want to share a secret with you. A secret that will give you a new life—the life you *want* to lead.

How many people do you know who work ridiculous hours for equally ridiculous pay? Then find at the end of the month, they've got nothing left to spend on a little leisure.

Sound like you?

I've been there, too.

Maybe you also know people who seem to have a lot more freedom: people who take a vacation at the drop of a hat, have all the money they need, have more free time in one week than you have in three months.

(subhead)

**Stop Living Your Life On Someone Else's Terms**

Imagine getting up in the morning, enjoying a leisurely breakfast, then pouring your second cup of coffee and sitting down at your computer. (That's my kind of commute!) You work on your current letter for three or four hours, putting the final touches on it and sending it to your client once it's done.

Then, you take the afternoon off to go fishing, or golfing.

In fact, you've made enough this month, you decide to take that vacation you've been planning. Down to that Caribbean island you've always dreamed of visiting.

That's right. You can set your own hours. Work when you want. Relax when you want. Vacation when you want.

How can that be possible?

Remember that secret I mentioned? It's a secret not many people know. You can make GREAT MONEY writing direct response letters—letters just like this one!