

Don Hauptman to Reveal the Hidden Key to Copywriting Success at AWA's 2009 Copywriting Bootcamp:

It's What You Do Before You Write the First Word *By Denise Ford*

Copywriters are often told: "Wake up in the morning and immediately write for X number of minutes or hours."

But how do you know *what* to write? There's a missing step here: *research and preparation*. This stage can be *essential* to the success of your copy!

Veteran copywriter Don Hauptman will reveal the research techniques he used in his award-winning career at this year's Bootcamp. **Don Hauptman** has been an independent direct-response copywriter and creative consultant for more than 30 years.

In the course of his career, he's been a top copywriter, a sought-after consultant, an acclaimed speaker, and a published author. In copywriting circles, Don may be best known for his headline "Speak Spanish [French, German, etc.] like a Diplomat!" This ubiquitous series of ads generated revenues that total in the tens of millions of dollars ... and achieved the status of an industry classic.

Don will show you how to organize your research for maximum success. How to know when you've done *enough* research. How to avoid overkill—or using research as an excuse not to write!

Learn how "doing research right" helps make promotions pull spectacularly—with examples from Don's own experience *and* that of other top copywriters. Don't miss this session. It could be one of the most valuable events of your career!

If you haven't done so yet, [reserve your spot now](#) and get in on the best Bootcamp ever – meet the modern masters of copywriting at the 2009 *FastTrack to Copywriting Success Bootcamp and Job Fair*!

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