

# Boardroom's Brian Kurtz Reveals What It *Really* Takes to Be an "A-List" Copywriter



For the past 31 years, Brian Kurtz has been the driving force behind Boardroom's marketing efforts — helping them become the \$100+ million-a-year newsletter and book publisher they are today. What makes him such a skilled marketer? His passion for constant learning and uncovering what works and what doesn't in the current marketplace.

Brian's philosophy: If he's the "smartest" guy in a room full of marketers, he's in the wrong room!

Brian's influence spans all aspects of direct marketing, including the list industry, the U.S. Postal Service, direct marketing educators, the Newsletter Publishers Association (SIPA), the Direct Marketing Association (DMA), the Electronic Retailers Association (ERA), leading copywriters and creative people, government affairs, online marketing, and many other trade groups and industry organizations.

When asked what excites him most about being AWAI's 2012 Bootcamp Keynote Speaker, Brian replied:

*"Even though I'm not a copywriter myself, and I wouldn't call myself a creative guy, I feel like I have a tremendous obligation to the industry, to be part of the process to bring the next generation of great copywriters forward. So to be able to speak to them about what my observations are on creative, copy, online and offline marketing as it stands today, writing for different media, and not be defined by a medium, but be defined by great copy.*

*To be on a podium talking to a group like that is not just an honor but it's almost like an obligation because I can't sit there and complain about the lack of creative resources, and then do nothing about it. So I feel like I don't want to be part of the problem, I want to be part of the solution."*

Brian's Keynote Presentation, **"Believe It or Not — It's All Still Direct Marketing,"** will teach Bootcamp attendees ...

- Why it doesn't matter how many changes the Internet or any other medium brings ... and what you need to focus on to stay relevant ...
- The one disservice you may be doing to yourself — without even realizing it!
- Why the control is always your enemy ...

- Why you want to be the "dumbest" person in the room as often as possible.
- And much, MUCH MORE!

During a recent interview, Brian shared a few insider-tips on how copywriters can improve their skills and become invaluable to their clients, and what it really takes to be an "A-List" copywriter.

You can [listen to Brian's interview here](#).

To learn more and reserve your spot for AWAI's *FastTrack to Copywriting Success* Bootcamp and Job Fair, October 24-27, 2012, in Delray Beach, visit: [www.awaibootcamp.com](http://www.awaibootcamp.com)

Or call Pat, Debbie, or Cameron in Member Services toll-free at 866-879-2924.

Get in now while low payment plans are available, and the Early Bird registration discount still applies.

Published: June 28, 2012

#### Related Content:

- [Living the Writer's Life: Ben Phillips](#)
- [Living The Writer's Life: Richard Boyd](#)
- [Living the Writer's Life: Joe Lilli](#)
- [Living the Writer's Life: Christopher Dean](#)

# 1 Response to "Boardroom's Brian Kurtz Reveals What It Really Takes to Be an "A-List" Copywriter"

I think what separates AWAI from the brat pack or herd is your commitment to excellence.

By spotlighting personal examples, AWAI is showing the way to a lot of creative people out there.

These creative people want to know how other newbies started out and how AWAI enabled them to live their dreams.

If you are in marketing, you need to be the dumbest guy or gal in the room.

When you are dumb, you are ignorant. That compels you to stay hungry, be curious and ask questions.

Dumb does not mean stupid.

*Archan Mehta* – over a year ago

**Copyright © American Writers & Artists Institute([www.awai.com](http://www.awai.com))**

**American Writers & Artists Institute**

220 George Bush Blvd, Suite D

Delray Beach, FL 33444

(561) 278-5557 or (866) 879-2924