

# Mike Palmer: Head Copywriter for Stansberry Research to Speak at AWAI's 2013 Bootcamp



**Mike Palmer** is head copywriter for Stansberry Research, was voted AWAI 2009 Copywriter of the Year and is one of the top copywriters who will be speaking at AWAI's 2013 *FastTrack to Copywriting Success Bootcamp and Job Fair* this October.

Mike's stats are impressive. For starters, he has helped build one of the best copy teams in the business. Mike has also helped grow Stansberry Research into what is probably the biggest financial newsletter publisher in the world today.

Since 2002, Mike's copy has brought in close to 1 million paid subscribers.

Mike's most successful promotion is his effort that started in November of 2010, and is still running strong today.

This promotion, dubbed the End of America, and written for Porter Stansberry's flagship newsletter, is the most successful promotion in the financial industry in more than a decade ... and may be the most successful promotion in the history of the financial newsletter business.

To date it has brought on around 500,000 new paid subscribers, and has helped double the size of Stansberry Research in less than a year. It might also be the most-imitated promotion of the past decade.

Like most copywriters, Mike Palmer stumbled into the business by accident. He says: "I thought I wanted to be an engineer or scientist ... or even a doctor. But in college I got bored studying all of those things. Thank goodness I found copywriting. It's the perfect job in so many ways. And I still can't believe I get paid so well to do something that's so much fun and is still such an intellectual challenge every single day."

And on October 24<sup>th</sup>, 2013 during his Bootcamp presentation, ***How to Be an IDEA Machine*** he'll reveal;

- Most copywriters struggle when trying to figure out what to write about. Mike will show you how to tap an endless pool of great ideas.
- You'll learn the specific techniques Mike and his team of a dozen copywriters use to create their blockbuster promotions.
- And you'll even learn how to use ideas to get new clients. Mike will show you a specific "pitch" technique you can use to get work from just about ANY client in the world.

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# 1 Response to "Mike Palmer: Head Copywriter for Stansberry Research to Speak at AWAI's 2013 Bootcamp"

Copywriting can potentially evolve into an established profession like auditing, accounting and journalism. But its systematic growth would need some intelligent efforts from industry leaders. I suggest they should put their heads together to create a professional framework including code of ethics, generally accepted principles, training modules, certification system and syllabi etc. There is also a need to create a central body to regulate the profession...Just a suggestion.

*Aleem* – over a year ago

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