Who Will Be the Copywriter of the Year for 2016?

As the "Rock Stars" of the Copywriting World Gather for Bootcamp … the Suspense Is Building

Most of the time, copywriters, even the best of them, are pretty much unknown to the general public. Their copy might be read around the world, and their clients more than happy to pay them top dollar for their services. But they remain unsung heroes.

But at least once a year, the best copywriters in the industry come to AWAI's FastTrack to Copywriting Success Bootcamp and Job Fair … they get to be rock stars.

Every year, one of the invited experts gets even more recognition thanks to the AWAI Copywriter of the Year award. It highlights the accomplishments of those who've had an impact on copywriting and marketing … who are passionate about passing on their knowledge to the next generation of copywriters and making the industry as a whole better.

This year's recipient has been chosen. But only a handful of folks at AWAI HQ (who are sworn to secrecy) and the winner know who it is.

The rest of us … we'll have to wait until Bootcamp.

In the mean time, let's meet some of the winners in recent years. First, last year's winner, Carline Anglade-Cole. She specializes in alternative health copy and has been freelancing since 1999.

"Twenty-eight years ago — when I accepted a part-time customer service job at a direct mail company — I had no idea it would put me on the path to receiving the 'Academy Awards' of the copywriting industry!" says Carline.

"Receiving the 2015 AWAI Copywriter of the Year award is an honor, a humbling experience, and a motivating factor to continue to accelerate in the best job I've ever had!"

You'll want to watch her full acceptance speech by clicking the video below — but have some tissues handy … it's tearjerker.
We'll know soon who the 2016 Copywriter of the Year will be. And if you're at Bootcamp, you'll see it live. If you couldn't make it this year, be sure to check out the Bootcamp 2016 Live Blog to follow all the action as it happens.

And here are the rest of the winners from recent years …

These winners aren't just six-figure copywriters who've produced blockbuster promotions for their clients and innovated new strategies and techniques, they're also active in educating and training new copywriters. They're enthusiastic mentors and talented teachers.

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The Professional Writers' Alliance

At last, a professional organization that caters to the needs of direct-response industry writers. Find out how membership can change the course of your career. Learn More »

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