

# **The Copywriter's 7-Step Wealth-Building Plan:**



**Turn Yourself Into A  
MILLIONAIRE In Just 10 Years!**



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# **The Copywriter's 7-Step Wealth-Building Plan:**

## **Turn Yourself Into a MILLIONAIRE in Just 10 Years!**

*Congratulations!*

You're setting out on an exciting journey. A journey that will ultimately take you to a level of professional success, personal accomplishment, and wealth that you may never even have dared dream of before now.

You've already made some major progress toward achieving these goals by starting your career as a freelance copywriter. You've gotten the training and mentoring you need to help you rise to the top in this potentially lucrative field.

And now you're going to discover how to turn your financially valuable skill as a copywriter into a million-dollar fortune by following a simple but very effective strategy.

In this special report — *The Copywriter's 7-Step Wealth-Building Plan: Turn yourself into a MILLIONAIRE in just 10 years!* — you'll discover a proven system you can use to steadily, safely build your net worth.

SO, without further introduction, let's get down to business.

## **Step 1 – Increase Your Income By Expanding Your Area of Expertise**

To build wealth, you have to start with a little money in savings that you can invest. How can you create that little nest egg when, right now, every penny you earn is needed to pay for your regular day-to-day expenses? Easy. You set a target for yourself to hike your income by at least 10% every year — *and you save that money*. That becomes the foundation of your million-dollar wealth-building plan.

Let's assume, just for the sake of argument, that you are, right now, making \$50,000 per year as a copywriter. If you earn just 10% extra over the next 12 months, you will have at least \$5,000 in the bank.

*How can you accomplish this?*

By following the ***Accelerated Program for Six-Figure Copywriting***, you have already shown that you have the dedication needed to boost your income, year after year — and you are working toward that goal. But there's something else you can do: You can *expand your area of expertise* by adding a related skill that you can market.

*Here are just a handful of ideas:*

### **1. Add Graphic Design to Your Repertoire**

As a copywriter, you already have an in with your current and potential clients. You can easily turn that into extra income simply by learning how to do graphic design on your home computer. Think about it. At the very least, the packages and letters you create for clients will be more

powerful. They'll pull more and earn you more money. But that, as I said, is at the very least.

You could easily earn \$100 an hour or more as a freelance graphic designer...on top of the money you earn as a copywriter. Many designers earn a regular six-figure income working from home. And the demand for them far outstrips the supply.

For more information about how to get training from some of the best specialists in the graphic-design business, visit <http://www.thedesignerslife.com/catalogweb/>.

## **2. Become an Expert in a Specialized Area of Copywriting and Sell Your Services as a Consultant**

You're already in business — as a copywriter. But if you focus on writing for a very specific market, you will automatically qualify yourself to be in a “business within your business” as a result of the knowledge you possess. If, for example, you specialize in writing for the health-care market ... or the non-profit market ... or the financial market ... there will be many people out there who will want to know what you know. And you can charge them good money for your services as a consultant. (How does \$100 an hour, or more, sound?) For more information on the way this works, check out the American Consultants League Website <http://www.americanconsultantsleague.com>.

*Here are some other ways to use your specialized knowledge to boost your income by 10% ... or a great deal more:*

- develop and sell your own newsletter
- get articles published in trade magazines
- get invited — as a paid speaker — to shows and seminars
- write and publish books about your area of expertise

### 3. Turn Your Hobby Into a Money-Making Side Business

Let's say, *for example*, that you love oil painting — and, whenever you have a little free time, you get out your brushes and easel. You know that you'll never make big money (if any) selling your paintings — but what if you sell art supplies through the Internet? Or publish a newsletter for other people who love oil painting?

Realize this: No matter where your interests lie, there are hundreds — more probably, thousands or even tens of thousands — of people out there who share your passion.

By using targeted P.R. and direct-marketing techniques, you can sell to those people without spending a lot of money. You'll have a leg up on your competition, because you'll be able to write your own high-powered copy. And when you reach them with a strongly worded promotion that shows them how they can enjoy their hobby more (by buying your products and/or publications), they will buy.

Then, having established a good base of like-minded customers, you will have an amazingly easy time getting them to buy more from you month after month and year after year. And within two or three years, you could find yourself the owner of a “money machine.”

If you get your little side business started this year — and there's no reason you shouldn't — you'll easily be able to reach your goal of increasing your income by 10%. And you'll be in a much better position to make even more money next year.

Think about it. You don't need too many years of 10% income increases before you are solidly on the road to financial independence. In fact, at some point in time (and it will come sooner than you think if you are serious about making this happen), you won't have to



increase your income at all. It will be plenty big enough to take care of all your material needs and fantasies — and you'll have enough going to savings every year to ensure a safe and comfortable retirement.

But there's more to having a million-dollar net worth than simply making more money.

And that's where the rest of *The Copywriter's 7-Step Wealth-Building Plan* comes in.

## **Step 2 — Make the Decision, Today, to Invest “Smart”**

What follows is a profit system that's been used by Michael Masterson, Bob Bly, and other successful, wealthy copywriters to steadily increase their net worth. And it's a system that will work for you as well.

It starts, simply enough, with your firm commitment to invest your extra income, safely and intelligently, in ways that will guarantee — as much as possible — steady returns. This way, over time, you'll grow your wealth to \$1 million ... \$2 million ... or, perhaps, a great deal more.

*This system is based on three basic principles that every successful wealth builder follows in order to consistently make money:*

### **1. Don't Look to Make a Killing on Any Single Investment**

Sure, you'll hear stories about individuals who strike it rich on some overlooked stock or bargain-basement investment... but many more investors go broke on so-called “gold mines” that never turn a profit.

## 2. Diversify ... Diversify ... Diversify

Don't put all your eggs in one basket — whether your “eggs” are stocks, bonds, real estate, or money instruments. (I'll talk more about all of these investments in a couple of minutes.)

## 3. Don't “Waste” Money that You Could, Instead, Invest for Profits

In other words, don't burn your money on luxuries you don't need in order to impress the neighbors (or yourself). Sure, you want to enjoy some of the finer things of life... things that truly matter, like good food and wine, good books, hearty companionship, travel, and health. Be prudent, though, when it comes to things like luxury cars, designer clothing, etc. (Note I said “prudent” not “cheap.”) Prudent spending habits will leave you with more money that you can invest — in yourself, in the market, or on your business.

### **Step 3 — Become a “Savvy” Investor**

Before you put any of your extra income at risk (and there's always risk involved in investing), you need to “educate” yourself about the world of investing. That means you need to read investment publications. Read, and study, the financial press. But, more than that, give yourself a solid foundation. *Here's a list of must-read investment books that are studied by just about every investor who wants to take a rational, safe approach to investing:*

- *Eat the Rich*, by P.J. O'Rourke, 1999 (\$13).

This book by the conservative humorist is a fun-to-read version of exactly how economic freedom creates wealth. Beginners and experts alike can learn from this gem... and be entertained at the same time.

- *Reminiscences of a Stock Operator*, by Edwin Lefevre, 1923 (\$19.95)

LeFevre tells the tale of Jesse Livermore, one of the most successful traders in history. You'll have so much fun reading this book that you won't even realize that you're absorbing many of the infallible trading secrets that 99% of traders never learn. If you only read one book about trading, this is it.

- *Economics in One Lesson*, by Henry Hazlitt, 1996 (\$9.95)

This book — a reprint of one that was first published in 1946 — explains how the economic world really works, using easy-to-understand examples.

- *Winning on Wall Street*, by Martin Zweig, 1997 (\$14.99)

In this book — the newest edition of a classic — one of Wall Street's most famous number-crunchers tells you how to know what to buy, when to buy, and when to sell. What more can you ask?

- *Extraordinary Popular Delusions and the Madness of Crowds*, by Charles MacKay (\$14.95)

MacKay takes a remarkably entertaining look at just what makes investment “bubbles,” while he painlessly teaches you what to watch out for and how to avoid being swept up in the “madness” that periodically sweeps the market.

Will reading all these books GUARANTEE that you'll make money in the market? No way. But wise investors all agree that reading the best of the best investment texts can sure help you make money in the long run.

Okay, so now you've made a commitment to increase

your income by at least 10% each year (starting now) and to invest this extra money the smart way — by following basic wealth-building principles and educating yourself about the investing world.

Now what? *Exactly where do you put your money to make it work for you and “grow” a million dollars?*

## **Step 4 — Think Diversification!**

Every successful investor knows that it never makes sense to focus on just one type of investment. That’s why they all diversify. This means investing in a market basket of stocks, bonds, and — eventually — real estate. It also means diversifying within each type of investment. In other words, don’t buy just one type of bond or stocks in just one industry.

Let’s just say — simply for the sake of illustration — that your “extra” income this year amounts to \$10,000. *Here’s the formula I recommend for what you should do with that extra money:*

- 1. Before you do anything else, set aside the portion of the \$10,000 that the government wants** — \$2,500 to \$4,000 (depending on your tax bracket). That leaves you with \$6,000 to \$7,500 net after taxes.
- 2. Allocate 10% of your net after taxes** (\$600 to \$750) to reward yourself with a “bonus” for meeting your goal — perhaps with the purchase of something you’ve been wanting for a long time. That leaves a balance of \$5,400 to \$6,900 for investment purposes.
- 3. Invest that balance in stocks and bonds.**  
(This is assuming you already have life insurance,

a “money” account of some sort, and other basic investments covered.)

*But what kind of stocks and bonds should you invest in?*

## **Step 5 — Invest in Bonds for Safety and Steady Income**

Bond investments aren't very “sexy.” Bond yields are low and quality bonds are expensive. To get more than 5% in minus, *for example*, you have to go out a long way — more than 15 years. Still, it's a good idea to put some of your extra money in these super-safe investments — even if you are very young and retirement is way out there on the distant horizon.

*Here's the strategy Michael Masterson recommends:*

**“Ladder” your bond investment.** In other words, buy them with different maturity dates so that some come due each year over the next 10 or 20 years. In this way, you'll be able to reinvest a portion of your capital each year to take advantage of the changing investment landscape. Then, when you near retirement, you can set your bond portfolio so that some expire in each year of your retirement.

*How much of your portfolio should be in bonds?* Well, that depends. If you're young — say 40 or younger — you probably only want to have about 30% of your total stock/bond holdings in bonds... with the balance in stocks. As you near retirement and can abide even less risk, you can shift more of your holdings from stocks into safe, income-producing bonds.

## **Step 6 — Buy a Mix of Good, High-Quality Stocks and Slightly Riskier Growth Issues**

Over the long haul, history says you can expect to make about 9% or 10% on your money if your stock investments perform, on the average, as well as the market as a whole. You may be able to achieve that goal — 9% or 10% — by finding a good adviser or a good stock-investing system and sticking with it. You might even do a little better than that.

Please note that there are a couple of caveats in that sentence. You need to find a good adviser or system and you need to stick with it. In other words, it makes sense not to “go it alone” when investing in stocks and the only way to truly succeed is to stick with what works.

*That being said, here’s what Michael Masterson says you should look for:*

### **1. Buy Value**

Experience shows that — over the long run — stock prices will, by and large, reflect earnings. Therefore, look for advisers and advisory systems that keep price-earnings (P/E) ratios in mind.

### **2. Look for Companies that Have Profit Schemes You Can Understand**

You can’t know enough about another person’s business to predict its outcome. But if you can at least understand his product or service and how he plans to sell it, you have a better chance of avoiding flakes, fakes, and fast faders. (It’s amazing how many people I know lost fortunes in

Internet high-flyers that proved not to have any product or service at all or no sensible marketing plans to speak of.)

### **3. Be Skeptical of Good “Story Stock”**

A good story stock usually says more about the storyteller than it does about the stock itself.

### **4. To Protect Yourself, Always Use Trailing Stop-Losses**

I recommend setting a stop-loss point somewhere between 10% and 25% below the stock price, depending upon your comfort level. This way, if your \$50 stock moves down to \$45 (or \$37.50 in the case of a 25% stop-loss), your broker will close your position (or you can do it yourself if you're managing your own portfolio). Obviously, you expect your stock to head higher... but it may not. You want to be protected.

### **5. To Further Reduce Your Risks, Separate Your Ongoing Stock Investing into Two Parts**

Put half your stock money into very big, very reliable companies that you plan to hold for at least 10 years. Put the other half into carefully selected growth stocks, following the advice of a stock picker you trust. And never, ever, put all your money in one stock, no matter how good it sounds.

### **6. Finally, Give Up the Idea of Getting Huge Returns on Your Passive Investment Portfolio**

Be especially leery of the super-speculative stuff. I know the idea of making 100% overnight is attractive — who wouldn't love that? — but it's just not realistic. You must resist the temptation to go after a quick kill and be happy with the market average on stocks (9% to 10%) or a bit better than that by following a good adviser in a consistent way.

If you invest like this, you will still experience an occasional loss — but it will never be so much or so often that you'll have to worry about it. As the years go by and you increase your earnings by 10% each year and put more and more money to work for you in the market, you'll get wealthier and wealthier. And as your wealth grows, you'll soon find yourself ready to go after big profits — not in the market or in bonds, but in real estate.

## **Step 7 — Become a Real Estate Tycoon**

To put it simply, there's no better way to build a fortune than through real estate ownership. Michael Masterson has been investing in real estate for roughly 12 years, and has earned an average return on investment (ROI) of between 15% and 20%. There's no reason you couldn't do the same.

And what's great — really great — about investing in real estate is that you don't have to be loaded with money to make a load of money. You could, *for example* (and this is a real example), buy a condo for \$65,000 and rent it out for \$10,000 a year. That would give you a 15% return on your money — without even taking appreciation into account.

Another great thing about real estate is that you don't have to be a genius to recognize properties local that are likely to go up in value. No matter where you live, you know — because of your own experience — which neighborhoods are appreciating or depreciating. And it's not that difficult to find good properties in appreciating neighborhoods.

Here, though, is the real secret about real estate investing. Because you mortgage the properties you buy, your appreciation is leveraged to the sky. If you buy a



property with an 80% mortgage, *for example*, and that property appreciates a paltry 5% annually, your ROI is a whopping 25%! At 25%, a minimal investment of just \$10,000 grows into a \$1.2 million fortune in roughly 21 years. Add in your profits from rentals and the numbers are even more mind-boggling.

*How do you get involved in real estate?* Take your time. Educate yourself. Read books, but with a skeptical eye. Some of what is on the bookshelves is full of somewhat misguided advice.

*Here's a brief list of books that I recommend:*

- *Flipping Properties: Generate Instant Cash Profits in Real Estate*, by William Bronchik and Robert Dahlstrom
- *Millionaire Real Estate Mentor*, by Russ Whitney
- *The Art of the Deal*, by Donald Trump
- *Home Buying for Dummies*, by Eric Tyson and Ray Brown
- *Home Selling for Dummies*, by Eric Tyson and Ray Brown
- *Investing in Real Estate*, by Andrew McLean, et al.
- *Your First Year in Real Estate: Making the Transition from Total Novice to Successful Professional*, by Dirk Zeller

Another great source of real estate investing information is Justin Ford's "*Main Street Millionaire*" program. Justin has made a small fortune as a real estate investor ... including one deal he made that turned a \$23,000 investment into \$105,000 in just two years. Now, based on his own experience as well as that of the most successful — and

wealthiest — real estate investors around, he has prepared this mentoring program to show you, step by step, how to make a ton of money yourself. In fact, Justin has offered this handy *Quick Rate Payment Calculator* to you.

## Quick Rate Payment Calculator

### How to Figure Your Monthly Payments on a Loan

<u>Interest Rate</u>	<u>5 years</u>	<u>10 years</u>	<u>15 years</u>	<u>20 years</u>	<u>25 years</u>	<u>30 years</u>
4.50%	18.64	10.37	7.65	6.33	5.56	5.07
4.75%	18.76	10.49	7.78	6.47	5.71	5.22
5.00%	18.87	10.61	7.91	6.60	5.85	5.37
5.25%	18.99	10.73	8.04	6.74	6.00	5.53
5.50%	19.10	10.86	8.18	6.88	6.15	5.68
5.75%	19.22	10.98	8.31	7.03	6.30	5.84
6.00%	19.33	11.11	8.44	7.17	6.45	6.00
6.25%	19.45	11.23	8.58	7.31	6.60	6.16
6.50%	19.57	11.36	8.72	7.46	6.76	6.33
6.75%	19.68	11.49	8.85	7.61	6.91	6.49
7.00%	19.80	11.62	8.99	7.76	7.07	6.66
7.25%	19.92	11.75	9.13	7.91	7.23	6.83
7.50%	20.04	11.88	9.28	8.06	7.39	7.00
7.75%	20.16	12.01	9.42	8.21	7.56	7.17
8.00%	20.28	12.14	9.56	8.37	7.72	7.34
8.25%	20.40	12.27	9.71	8.53	7.89	7.52
8.50%	20.52	12.40	9.85	8.68	8.06	7.69
8.75%	20.64	12.54	10.00	8.84	8.23	7.87
9.00%	20.72	12.67	10.15	9.00	8.40	8.05
9.25%	20.88	12.81	10.30	9.16	8.57	8.23
9.50%	21.00	12.94	10.45	9.33	8.74	8.41
9.75%	21.12	13.08	10.60	9.49	8.92	8.60
10.00%	21.25	13.22	10.75	9.66	9.09	8.78
10.25%	21.37	13.35	10.90	9.82	9.26	8.96
10.50%	21.49	13.49	11.05	9.98	9.44	9.15

\*Per \$1000

For more information, visit this Website at <http://www.agora-inc.com/reports/700SMSMO/W700E460>.

In addition to reading, take adult-education classes if you can find them. Be leery of free seminars; they are likely to be selling traps. If you're not a subscriber to *Early to Rise (ETR)*, Michael Masterson's daily email

advisory service, subscribe today. *ETR* is full of great real estate advice and guidance as well as a plethora of information on how to live better and richer, visit their Website at <http://www.earlytorise.com/SuccessPartnership.htm>.

Once you've learned enough about the real estate market to feel sure of yourself, look for a likely rental property in your area and take the plunge. You'll be glad you did. If you keep investing — buying at least one new property a year (which will be easy once you get going) — you will be a real estate multimillionaire (not counting your other assets) when you retire.

# **Your 7 Steps to Becoming a Millionaire!**

*Here, then, are the seven steps you should take — starting today — to grow a million-dollar fortune from your earnings as a copywriter:*

- 1. Make a Commitment to Increase Your Income by at Least 10% Each Year.**
- 2. Make the Decision to Invest Your Extra Earnings Safely and Conservatively.**
- 3. Educate Yourself About Investing.**
- 4. Think “Diversification.”**
- 5. Invest a Percentage of Your Extra Earnings in Bonds.**
- 6. Invest Another Percentage of Your Extra Earnings in a Mix of High-Quality Stocks and More-Speculative Growth Issues.**
- 7. When You’ve Built Up a Solid Base and You’re Ready to Go After Bigger Profits, Invest in Local Real Estate.**







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