



Pam Foster, Web Content Provider and Owner of PetCopywriter.com, Wins Prestigious AWAI \$10K Challenge Copywriting Award

American Writers and Artist Inc, (AWAI) named pet marketing specialist Pam Foster latest winner of the \$10K Copywriting Challenge at their 2009 Bootcamp, in Delray Beach, Fl.

EUGENE, OR February 22, 2010 -- Pet Marketing Web Content Provider and Content Strategy Consultant, Pam Foster, was named the latest winner of American Writers and Artists, Inc's (AWAI) \$10K Copywriting Challenge at their 2009 Bootcamp in Delray Beach, Florida.

This prestigious copywriting award has traditionally gone to any AWAI member who writes a control-beating sales letter for AWAI's Accelerated Program for Six-Figure Copywriting. The winner receives a \$10,000 contract to produce sales copywriting work (offline or online) for AWAI. Pam won the award for developing a web content process that drives more customers to websites through search engine optimization (SEO).

According to AWAI Executive Director, Katie Yeakle, "Pam took our \$10K Copywriting Challenge to the next level. She saw a need for a product to help web writers that we did not have. She submitted a spec for that idea which immediately got our attention. That spec turned into a promo and a product – [The Web Copywriter's Clear Path to Profits](#). I'm looking forward to working with Pam on future promos and products."

Rebecca Matter, Co-Managing Partner and Director of Online Marketing for AWAI commented, "Pam Foster shows that you have two choices in this business – you can wait for opportunities to present themselves, or you can create them for yourself. She used her strong copywriting foundation and understanding of the web to make something happen for both herself and her client. (In this case, AWAI!)"

Rebecca added, "Pam's a shining example that success comes to those who create opportunities. She's someone all-up-and-comers should follow and someone marketers should hire before it's too late."

While accepting her award, Pam had this to say to her fellow copywriters, "I am living proof that all copywriters truly have a chance to achieve their goals. Winning the \$10K Challenge was one of mine since the day I learned about AWAI. And now I'm the 2009 award winner. Copywriting opportunities continue to expand across AWAI and the web, so no matter what you're passionate about, there's a need for strong copy. You can even create your own product and promotions like I did, so go for it!"

According to [Copyblogger](#), "AWAI's copywriting training program has become the most highly touted course in the copywriting industry". The copywriting challenge is always open for active members to participate, with a chance to win \$10,000 and the opportunity to take their copywriting career to a new level.

Using her 29-year marketing and copywriting experience working with corporate clients, Pam created the Content Clear Marketing Method for Website Optimization: a [web content system](#) designed to help

business owners or marketing directors of all kinds, but especially pet product and service marketers, realize their marketing goals of generating more leads, selling more products and services, and signing up new members.

About Pam Foster, PetCopywriter.com

Pam Foster is a pet products and services copywriter and web consultant with 28+ years of marketing experience. She also lives with pets and works with pet companies on a daily basis. As the founder of ContentClear Marketing and a skilled SEO and web copywriter, she focuses on helping pet-related businesses turn web visitors into repeat customers through top-notch marketing online and in print. Clients have included LL Bean Dog Products, IDEXX Laboratories (veterinary diagnostics and software), The Pet Health Network, Osspet dog joint supplements, and many other companies marketing pet products and services.

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