

#2 of 5-part AR series to retain WWW Platinum Members (Improve Your Skills)

Subject line: Are you keeping your web-writing tools sharp?

Hi [FIRST NAME],

Rebecca here, and I can't stop thinking about tools lately. (Hang with me for a minute here ... I really haven't gone off the deep end!)

So, tools ...

Imagine the kitchen in your favorite restaurant – pots, pans, utensils ... cooks use a LOT of tools to prepare food. To a chef, the knives are the most precious of all.

Professional chefs have their own knives that they bring to the kitchen every day. They've invested money in the tools of their trade, and they take care of them ...

They keep them clean. Most importantly, they keep them *sharp*.

Chefs are compulsive about keeping their knives sharp – they sharpen them multiple times over the course of their shift, and they do this each and every day.

Like a chef and his knives, you need to keep your web-writing tools sharp, too.

We know that the web environment changes all the time. Google changes the SEO rules again ... or Facebook announces another mandatory change ... or ...

You get the picture.

Successful web writers keep their competitive edge by staying on top of the changes in our industry, by continuing their education, and by constantly improving their skills.

How do they do that?

How will YOU?

As a Wealthy Web Writer Platinum Member, you have all you need right at your fingertips – in the **Improve Your Skills** section of the site.

[NOTE: Link to <http://www.wealthywebwriter.com/category/skill-building/>]

I saw a great example recently – an article by John Wood regarding online video.

Check it out for yourself ... John gives you 23 ideas for using video in email marketing and eight more bonus tips on the videos themselves!

[NOTE: Link to <http://www.wealthywebwriter.com/23-video-email-marketing-tips>]

This is just one of the THOUSANDS of pieces of content on the Wealthy Web Writer site dedicated to helping you keep your skills sharp ...

And you have access to each and every one of them!

Whether it's a brand new skill you need to develop or just something you haven't done in a while, we've got you covered.

I hope you won't let YOUR skills go dull. Make sure to utilize this exclusive platinum resource that we've put together just for you ...

To your success,

Rebecca Matter

P.S. You can find all the content to **Improve Your Skills** under the Resources tab on the Wealthy Web Writer site.

[NOTE: Link to <http://www.wealthywebwriter.com/category/skill-building/>]

And if you can't find an article that covers what you need – let us know! We'll look into assigning someone to write it for you.

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For American Writers & Artists Inc.*

Keep learning!

P.P.S. You have many more areas of the site to explore ... be on the lookout for another email from me soon.