

Imagine going in to work, during one of your regular marketing campaigns, with a smile on your face, knowing that while you slept, new customers have literally been *throwing money your way like scrap paper* and your products have been selling so fast, *there's smoke coming from the paperwork!*

Ok now open your eyes and **STOP DAYDREAMING!**

Wishful thinking is not going to get you **ANYWHERE!**

But here's something that will...

Dear Potential Business Idol,

How many times have you sat in front of your computer *wracking your brains* for the right words to promote your latest product?

That large empty blank whiteness of a wordless page staring back at you, giving nothing away, almost laughing at you.

The cursor flickering at you, almost saying ha ha ha.

But you persist. Why the hell should you pay some **stranger** calling himself a copywriter to write about a product *he knows nothing about?*

You're just as good, if not better. So you'll just write the thing yourself. Why not? It can't be that hard, can it?

Ok allow me to lead you a little way down a certain path here.

Let's just say that you manage to defeat that blank staring emptiness and get some words down. Let's imagine you ignore the snickering cursor and come up with your own copy.

It looks good to you so you get it printed and mail it to your list or post it on your product website.

There! Done and dusted!

You brush off your hands and toddle off home for dinner with the family, **thoroughly satisfied and utterly convinced** of your upcoming success. Hell, they're gonna be *climbing over each other to buy from you!*

But night time brings its demons of **doubt** to poke holes in your confidence.

Maybe it's **too long**, or **not long enough**. Did you **target the right audience**? Maybe that bit about your Uncle Larry's pet goldfish was a bit much. Did you **spice it up** enough, or have you actually dressed it up like a Christmas tree? Did you **talk enough** or have you blethered away like your old Granny Aggie? Did you **spark interest, curiosity, want, need**, or did you just write an impressively long letter that has ensured your potential customers will *never* buy your product from you? **Ever**.

And so your precious ZZ time is taken up by your own devil's advocates, and the hours til work feel like *the coming of doomsday*.

The dread reaches fever pitch with a between-the-fingers peek at the figures. Or should I say the **LACK** of figures?

Not only do you *waste time and effort* on your idea of what a sales letter **should** be, you literally toss *armfuls* of the company's cash down the drain.

Not to mention the torture you put your family through with your residual snapping and barking, as if it was *their* fault you wrote the damn thing in the first place!

Ok let's stop right there. You know exactly where I'm going with this don't you? If you don't, I expect you've stopped reading for a quick reality check.

It couldn't happen to you could it? You were good at writing in school. This stuff should be no problem to write.

Ok, you just carry on with that train of thought and see where it gets you.

But let me tell you something for nothing.

YOU ARE NOT A COPYWRITER.

I guarantee you that your 'copy' will get you downright laughable results, if any at all.

And who wants to be the company fool?

Do you really want to risk that? Put it this way, do you think your *family* would want you to risk that?

Get rid of those thoughts that are telling you you're a copywriter, cos you're not, nor will you *ever* be.

If you carry on thinking like that, one of two things are gonna happen:

- You become the laughing stock of the entire company, if they happen to have an extremely *light-hearted* approach to business.
- You are encouraged to take **early retirement**, without the benefits.

And that sure wouldn't look good on the old resume, huh?

Ok so we've established that you **aren't** a copywriter, and you know not to even try, if you value your job and your family life.

The next logical approach would be to hire a copywriter, right?

WRONG!

Boy, are you keen on throwing money away or *what?*!

You can't just flick through your Yellow Pages or browse the net for whatever **random nitwit calling himself a copywriter** happens to catch your eye.

Why not?

Well for a start, they won't just drain the company budget; they'll create a *company vacuum*. And there's no guarantee of any **results**, especially if your needs are handled by the *copywriter's apprentice's apprentice*, which is now **COMMON PRACTISE!**

You think by choosing a pretty good copywriter you're gonna get his undivided attention? Yeah right! You'll be lucky if his eyes skim the first few lines!

Let me tell you something about these 'big boy' copywriters. They are out to grab your cash and head down to the beach, while some **weedling apprentice** sweats over your product stats.

I'm probably walking right out into the danger zone here but I don't care. I'm so sick of these so-called 'good' copywriters taking all the credit for something they *haven't even done!*

And their biggest weapon is YOU DON'T EVEN KNOW IT HAS BEEN DONE BY AN AMATEUR!

Because you're not a copywriter.

You've paid the *gold from your fountain pen* to one of the best copywriters in the industry, only to have some 19 year old know-it-all, wannabe-but-never-gonnabe scribble some notes that are formatted briefly by Mr I'm So Great before being thrust back to you.

Can you believe this crap actually happens?

Well I'm sorry to say yes it does.

It's a sad state of affairs and a real gut-wrencher for the serious businessman, keen to make his first product promotion the best.

Choosing the best copywriter for the job just became about as easy as teaching a snake to type.

But here's the answer.

What you need is someone who:

- Is not afraid to **step out of the ordinary** (Thinking outside the box? Try squashing the box altogether!) with an uncanny ability to **hit it dead on every time**
- **Relishes a challenge** and has a desire to quench the **thirst for knowledge** that each new project stirs up
- Takes each project with equal **enthusiasm, determination** and an almost inhuman ability to **'become' the prospect**
- Harnesses the power of **word manipulation** and demonstrates the unique ability to **persuade and draw prospects** right to the final note
- Displays **impressive skills of persuasion** with the ability to win over even the coldest of prospects
- **Paints a picture** so vivid, prospects and even clients themselves cannot resist its *magnetic pull*. (Well you've read this far haven't you?)
- Offers **additional, personal benefits** that are found nowhere else!

When placing the spine of your business into *someone else's hands*, you need to be sure that what you're getting back is the **succulent pink meaty flesh**, not a gristly stringy mess.

Of course, there's no guarantee that *anyone* will be able to offer you this. In this day and age everyone is out for themselves and will do whatever it takes to get a firm grip on your wallet.

But I know the warning signs of a rickety offer, a shabby operation, a deceitful deal.

Now you do to.

Do yourself a favour and put this *insider information* to some use. Don't make the same mistake that too many *decent businesses* seem to be making.

Take a peek at my Portfolio for a snippet of what I can offer you and your business.

HOLD IT!

Don't scroll back up there *just* yet! The Portfolio link will be a little further down for you.

If you suddenly click that, yes, your business finally wants to benefit from the services of a *real* copywriter, not some spotty, damp-eared, 20th best *apprentice*, or continue suffering the devastating damage from *self-service copy*, email me now.

Yours,

Sarah McIver

Professional Copywriter

PS I don't take time wasters lightly. When I commit to a project it is with the utmost in **sincerity** and **dedication**. If these are not the qualities you desire in a copywriter, or worse, you do not abide by these qualities yourself, don't bother. Just toddle along to some half-wit '*copyrighter*' and blow your company budget on them.

PPS If you do decide to benefit from my services, not only will you receive the *highest quality work and attention*, you will also enjoy the option of **24 hour contact**. That is, if you have a pressing question, query or comment, you can call me on my **personal mobile number** (given upon acceptance of your project). You can rest assured that you will talk to **me**, not some *minimum wage secretary*.

PPPS In addition to all this, if you feel your work has not been completed to the highest possible standards and revisions for improvement are largely ineffective, you also receive the assurance of a **100% Houdini-proof, gold-plated, no ifs, ands or buts money-back guarantee**.

PPPPS Here's the Portfolio link, as promised. Well it saves you a trip all the way back up there, doesn't it?