

Only for savvy business owners who are still running marketing campaigns...

Discover How To Turn A Low Performing Sales Letter Into A Thundering Sales Avalanche *Whilst* Generating Charity Cash

Dear Sales Boost Seeker

If your mailing campaigns; your website pages; your e-marketing are not performing to the level you want, you'd like to find a way to boost response, wouldn't you? And it would be great to help a charity at the same time - especially if it didn't cost you extra - wouldn't it?

Now you can... if you can confirm these following three statements then I have a proposition for you; a way to turn response to your marketing around *for you* and - at the same time - give you the satisfaction of generating much-needed funds for your preferred charity work, *more about that in a moment*. First - do you agree with these three statements?...

1. **Your audience is specifically targeted.** You are approaching prospects who have definitely expressed an interest in what you supply.
2. **Your service / product delivers great value.** Your prospect would bite your hand off to get it if they only understood what you are offering.
3. **Your targeted prospects have the funds** - and are willing - to pay your asking price.

If you nodded your head in acquiescence as you read each one then the only reason you're not getting the sales you want must be because your sales message is not hitting your prospect's hot-spot. And that's where professional copywriting help can make a huge difference.

Help in the form of...

- advice on how to improve your existing sales letters;
- mentoring as you craft your own sales message

or

- having a complete campaign written for you

Now you can choose one of seven solutions from a complete cornucopia of copywriting services. And at the same time bask in the warm feeling of

Please turn over...

helping a deserving charity.

How? *Well, here's my proposition for you...*

Because the recession is tough for businesses - and even tougher for charities when fund-raising becomes even more of a challenge than normal - **I pledge to donate 12% of my fees for copywriting projects booked during February** (whether you select a budget conscious makeover or a full Premier Profit Letter campaign) **to charity**.

Simply feast your eyes on the smorgasbord of copywriting services described in the [accompanying letter](#).

You can take one of the keenly priced 'budget-conscious' options or the more intensive, all-singing, all-dancing **Premier Profit Letter** service - your choice. Whichever of these sales-enhancing options you decide to use, 12% of your fees will be donated, with your compliments, to whichever type of charity* work you select:

- **Heart disease research**
- **Cancer research**
- **Diabetes research**
- **A national children's charity**
- **A national animal charity**

A certificate showing the amount we have contributed to the charity on your behalf will be sent to you as acknowledgement.

The fees quoted in the accompanying document are the same as shown on my website at www.carolbentley.com - this charitable gift is straight off my bottom line; **it is not costing you a single penny extra**.

So - if you like the idea of getting professional, expert copywriting advice and supporting a worthy cause at the same time, let's talk and see what works best for you.

Book your no-obligation discussion by **23rd February 2009** and, if we agree to go ahead, I promise to donate **12% of my fees to the charity work you select**. Visit www.carolbentley.com/charity to register or pop your details on the '[Let's Talk Sales](#)' Request enclosed and post or fax today.

Kind regards



Carol Bentley

P.S. With 7 value-packed options you're sure to find one to suit your current copywriting needs. Check out my accompanying letter.

P.P.S. On a really tight budget? Ask about payment plans.

P.P.P.S. Register for your no-obligation discussion by 23rd February to be sure a charity benefits from this arrangement.

** I'm not allowed to name specific charities under the Charities Act 2006*



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Through Direct Response Marketing
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I'm inviting you to join other astute and successful business owners and...

Engage Your Own Direct Response Copywriting Wizard...



Carol Bentley - working with UK business owners to come out of this recession stronger

...to give your sales letters the profit-generating edge your business needs to survive and thrive

Dear Business Results Seeker,

You know how crucial the words in your sales letter, your advert or on your web page are to your business success. That's why getting expert help – a professional copywriter – is a better choice than chancing sending out a mediocre letter that could do more damage than good.

But it can't be '*any old copywriter*'...

It's one time when the old adage 'you get what you pay for' is really apt because a great number of copywriters have not mastered the skill and techniques of direct response copywriting. Those that have - and get impressive results - charge a premium for their services and expertise.

Unfortunately...

There Is Only A Small Elite Group In The UK Who Have The Skill To Write These Compellingly Persuasive Direct Response Sales Letters

But that's the level of expertise you need if you want to get a measurable response to your marketing message. And in a moment I'll tell you how you can tap-into-that pool of expertise even if you're on a tight budget.

First, let me explain why this is such a rare copywriting talent...

...this is a skill that comes from specialist training, practical experience and in-depth knowledge; the expertise only someone who has crafted direct response sales letters or adverts and **delivered results** can bring to your letters.

Which means your challenge is to find the one person who...

- Has the in-depth practical experience of direct response marketing no amount of reading gives you
- Has written results delivering direct response letters and adverts
- Crafts your sales message to hit your prospect's hot button and stimulate his impulse to buy
- Gives you crucial response-lifting tips when it comes to creating your marketing campaign
- Helps you keep your costs down with insider tips when preparing your mailing campaign

Ideally you need someone who has a wealth of experience in different business disciplines too and, more importantly, someone who is able to interpret that experience into an effective writing approach for you and

your business, as I did when I worked with the Children's Society, London:

£170,000 Raised From A Single Letter!

"The appeal went very well, raising over £170,000! Thank you very much for your help with it.

*Nichola Peach
Appeals Co-Ordinator*

How to Select Your Ideal Copywriter 9 Points to Consider

Check the person you choose to write your sales-generating letter is the professional you want and can deliver the material you need – this is the minimum you should consider...

- **Before looking for your copywriter**, decide what you want to achieve. Do you want...
 - A powerful sales letter?
 - A company brochure?
 - A press release?
 - Feature articles?
 - Reports or 'white-papers'?
 - Promotional tips booklet /guide?
 - Copy for a website?
 - An email marketing campaign?
 - Advertising copy?
 - A staff handbook?
 - A procedures manual?
 - A technical guide?

Many of these writing activities need different skills and approaches. When you've decided what you want produced you can look for someone who has experience in that particular discipline.

For example if you want a sales / marketing letter look for a professional who has experience in direct response copywriting.

- **Is s/he professional?** By that I mean does he take the trouble to ask questions about your business, your goals and, if you are looking for a sales letter, does he ask about your offer and what other marketing you've already done and the response you got?

Look for a copywriter who asks you to complete a fact-gathering questionnaire.

- And talking of professionalism, **does he supply a contract and terms of business** so you know exactly what to expect and what he is agreeing to do for you?
- **Does he have a good reputation?** Do you know his work? Have you heard good things about the material he has produced for other businesses? Does his style match yours?
- **How does he charge?** By the hour; by the page or number of words; or does he charge a retainer?

Be careful. Writing is creative work.

It takes time to craft the documents you want, especially if it is a sales letter or marketing piece. Charges by the hour can mount up and storm past your budget before you realise it.

And be cautious about restricting the number of pages or words you want someone to write - unless it is a requirement for the project - for example when writing an article for a publication that has to be a specific length. That would be like putting a gag on your best sales person after they've just got started on their presentation.

- **Is the copywriter** you've chosen **prepared to quote a price for the project**, to make budgeting easier for you? Dependent upon the work you are asking for you may be able to negotiate a lower fee with a commission on results achieved.

Beware - if the fees are very low, ask yourself why?

- **Is he easy to work with?** You want someone you can talk to; someone who matches your enthusiasm for your product or service; someone who is genuinely interested in what you provide and what you want to achieve; someone who listens and takes on board and values your ideas because you know your business inside out.

And you want a copywriter who is willing to explain why he has taken a particular approach and why he thinks it will work for you.

- **Does he do his own research?** Obviously you need to provide as much material, information, insights and supporting documentation as you can. But the mark of a true professional is the copywriter who goes that extra mile by doing his own research to enhance what you've supplied.
- **Is he reliable?** Does he meet deadlines, deliver on time? There's no point having a good copywriter if he constantly misses deadlines. That's particularly important when you are sending out offers with a specific offer period or geared to anniversaries or seasons.

Why Choose Carol Bentley?

So – do I match these criteria? You expect me to nod my head, don't you? And yes, I am nodding.

But allow me to elaborate further... not to be arrogant or boastful... just to reassure you of my credentials. After many years studying and as a result of years of practical writing experience in various business areas – specialising specifically in direct response copywriting since the 90s I...

- Am an acknowledged specialist in writing direct response sales letters and adverts that deliver results (see my book **'I Want to Buy Your Product... Have You Sent Me a Letter Yet?'** and my blog at www.copywriting4b2b.com)
- Am an acknowledged expert in direct response marketing tactics in the UK (see my book **Beat The Recession: Proven Marketing Tactics**)
- Am an experienced business owner – I've run my own company since 1991 and held positions in top Management in businesses prior to that
- Have worked - and interacted – with a wide variety of business disciplines from service to professional to manufacturing to retailing
- Have communicated with all levels of business people; from sole-traders to corporate executives

And I have coached and acted as marketing and personal mentor to many business people, having been trained as an instructor by one of the most highly rated communication and personal development training organisations in the world; Dale Carnegie.

This wealth of wisdom and knowledge delivers greater depth to the writing I produce for clients; people like you. The only real question to ask yourself is this:

“Wouldn't you rather have someone who has 'been there; done that; got the T-shirt' and, even better, has the proven ability to put that valuable experience and knowledge into play for you?”

It's a no-brainer, isn't it?

My Approach To Copywriting...

So how does this work? If this is your first experience of engaging a professional copywriter then you'd like to know how it goes, wouldn't you? Here's the 12-step sequence I follow when writing your mailing campaign.

- **Check & schedule** – I establish with you exactly what you want; a lead-generating or sales-generating letter? I check if there are any timelines you want to match; do you have a specific deadline to meet?

I make sure your deadline is viable for what you are asking me to craft for you.

- **Research** – I study the material you supply. I read your completed questionnaire, examine your previous material and check the results previously achieved.
- **Advice** – In a private one-to-one telephone consultation I offer guidance on your mailing campaign, including pertinent marketing advice based on my previous experience with other businesses.
- **Ask questions** – I clarify any points you've made in your questionnaire that I may be unsure of; talk to you about the approach you'd like to take in your letter.
- **More research** – I look at what your competitors are doing, not just your direct competitors – your indirect competitors as well. I look for more information on your product / service; checking your websites and other websites. If your product or service is technical I study the technical material and any research papers.
- **Project mindmap** – I create a mindmap of what I've learnt, what your offer is, the benefits (as well as the features) and any other crucial facts that could spark an idea for the approach to your market.
- **Headlines mindmap** – now I start a mindmap of headlines; this is where my extensive knowledge comes into play because I write 50 - 100 headlines, sometimes more. I do this because experience has shown that frequently the real headline gems appear in the last few that come to mind.
- **Select** – the next step is to select the headline(s) that connects best with the offer and your defined target audience.
- **Brew** – this is part of the creative process. All this studying, research, mindmapping and headline writing is brewing the body of your sales letter in my mind ready for the...
- **First draft** – I write the first draft of your sales letter, based on my scientific copywriting formula and my extensive experience. Then I put it aside to 'rest'. And I continue to let the ideas; the persuasive words; the compelling arguments percolate through.

If I decide the first draft is not a good enough base to work from, I'll write another, and another, until I'm happy with the main content. Then I...

- **Fine-tune** – I go through the draft to fine tune what I've written before sending it over to you for your input / approval.
- **Further tweaking** – if needed, happens after you and I have discussed the draft to make sure you are happy with the accuracy of the letter content and understand the approach I'm taking.

That's the letter done – then I start on the order / enquiry form – and that is an art in itself because if done wrong it can decimate response... which is why I have 31-check points I compare the finished form against before allowing it to see the light of day. And if there is a lift letter or promotional tips guide or booklet to be written, *well...*

As you can see, this all takes an inordinate amount of time as well as expertise to complete – it is not a job you want rushed because your livelihood could depend upon the success – or failure – of that letter.

And you've probably also realised skills like these do not come cheap.

Chances are – if you haven't used professional copywriting services before – you may not be familiar with the level of fees you are expected to pay for a top quality writer and there's a possibility it is outside your normal budget – yet this is exactly what you need to boost your sales results, isn't it?

You see an extensive project like the one I've described above is for the **Premier Profit Letter** at the top of my fee structure, *starting* from £3,000^{+VAT}. (Don't go yet – I have an array of alternatives that may offer a viable solution for you, so just bear with me a moment longer).

Of course for an investment like that you have to be confident you'll get results.

The sad fact is no-one can guarantee results.

Experience stacks the odds in our favour because of knowing what has worked before. But only your target audience can say if a particular campaign is successful – by buying or enquiring.

That's why testing is so crucial, and why you should never send an untested letter to the whole of your list if it is a large database. You could risk losing a lot of your hard earned cash if you do.

Having said that – my professional input does boost the likelihood of your letter pulling in the sales. So let me explain the other options I offer that can help you...

A Delectable Buffet of Profit-Generating Copywriting Services

Now – I've described my top-of-the range private client service, **Premier Profit Letter**, above – but as I said not every business is able to afford that investment just yet.

Which is why I decided to create a menu... a delectable buffet of copywriting options for you to choose from. Some of the alternatives to the Premier Profit Letter don't require so much intensive commitment from me and offer you a more budget-friendly solution. And here they are:

Premier Profit Letter – from £3,000^{+VAT}: This is the top-of-the-range service described above. You are given a quoted project price before I accept the commission. This fee does not include any graphical design work for accompanying brochures or leaflets, but I do provide a mailmerge ready Word document for you to use in your mailing campaign and the response form is designed ready for printing.

Optimised Web Landing Page Package – from £2,557^{+VAT}: A full sales letter text for a single-page website (equivalent to a maximum 4 A4 printed pages of formatted text) along with order / response acknowledgement page text, download page text (for digitally delivered products), up-sale page for added value sales and up to 3 follow-up sequence emails.

The web page is optimised using the keywords you supply. This means the keywords are placed strategically within the copy to encourage search engines to show your webpage when that search term is used.

Copy is supplied in plain text format ready for your web designer to put into your webpage. I prefer to liaise with your web designer whenever possible to offer suggestions, based on my experience, for text layout and formatting.

Web Landing Page Package – from £1,927^{+VAT}: This is similar to the Optimised Web Landing Page except that no account is taken of keywords. If you are driving visitors to your web landing page through offline advertising, online advertising, offline mailing campaigns and e-marketing then the search engine positioning is not so important and this is the better option for you.

Rewrite Existing Sales Letter – £727^{+VAT}: If you have an existing sales letter you have written and used, which is not generating the response you hoped for, you can have it rewritten.

I apply my scientific direct response copywriting formula to your existing text; vitalise your headline and hone your content into an action-compelling missive your reader can't resist.

I also craft another 5 eye-drawing headlines for you to test with your letter; sometimes just changing the headline can catapult your letter from a mediocre, poor performance into a high-octane, sales boosting letter.

Quickie Letter/Web Page (2 Formatted Pages) – £527^{+VAT}: If you really HATE the thought of writing your own sales letter, perhaps it is like 'pulling teeth' as far as you're concerned, but you CANNOT afford the *Premier Profit Letter* or either of the *Web Landing Page Packages*, then this is a more affordable option.

You get a shorter sales letter, based on the research material you supply and your completed questionnaire, crafted to my scientific copywriting formula.

Obviously I don't spend as much time researching at this level... and I don't write as many headlines before selecting one for your letter. But I do let you have at least another 5 for testing.

You also get a copy of my **Response Form Checklist** (match these 31 questions in your form design). This is the exact same checklist I use to create the response-pulling order / enquiry forms for my private clients. Use this to develop your hugely responsive offline order / enquiry form to go with your letter.

Bentley Sales Letter Makeover – £527^{+VAT}: If you already know about direct response copywriting; you've studied the 'how-to' books, maybe attended a seminar and have written sales letters but haven't quite got the magic magnetic sales attracting touch, then this could be the ideal solution for you.

You send your sales letter to me for a review. I cast my professional eye over your letter and record an audio critique telling you how to electrify your headline... sharpen your copy... and I give you insider tips on how to turn your letter into an irresistible sales magnet.

What's more I explain specifically why these techniques work. Effectively you get personal coaching and mentoring to help you develop your copywriting skill.

After revising your letter, following my expert advice, you can resubmit it for another review. Again I record my guidance and, if you wish, you can ask for a third review.

The 2nd and 3rd review can happen before you put your letter out to test or between test mailings, where you want to tweak the copy for better results.

Tips Guide / Booklet – from £657^{+VAT}: A tips guide / booklet or report... sometimes known as a whitepaper – is an extremely effective way of generating warm leads for your business.

When someone asks for a copy of your guide they are effectively raising their hand to say " *Yes, I'm interested in what you have to offer.*"

A booklet is also a great handout at business meetings... it is less likely to be discarded after the meeting because of the valuable tips and information it contains.

The content is developed from the material you supply. The actual price is dependent upon the length and style of the booklet.

Your Satisfaction Guarantee

Actually *no-one* can guarantee the results your sales letter will generate because they don't know the quality of the contacts on your database or list – anyone who says they can is misleading you. In fact it doesn't matter how persuasive your letter is; how jaw-droppingly good your offer is I can promise you it will generate a disappointingly dismal response if you send it to the wrong people.

Added to that – even if you have carefully targeted your audience - when your letter goes out you don't know what is happening in your prospect's life; it may be a bad time for him or your offer could arrive with perfect timing, you just don't know.

Having the right offer, targeting a specific audience that is known to have an interest in what you deliver and – of course – sending a highly compelling and persuasive letter does stack the odds in your favour.

But, if you are at all familiar with my book or articles or my copywriting blog, you know I advocate making it extremely easy for your prospect to decide to go for your offer by taking away as much of the buying risk as possible.

So really, you expect some sort of guarantee from me, don't you?

And so you should!



My Promise To You...

If you follow my advice and send your letter to a quality, targeted list of people who have expressed an interest in what you offer (either by purchasing a similar product / service recently or sending an enquiry to you) and the service you choose does not generate at least enough sales to cover your investment with me, then I will rewrite the letter (or do a Bentley Makeover of your new sales letter) **completely free of charge.**

And I will apply the same professional attention to the rewrite (or further review) as I did to the original work.

I can't say fairer than that, can I?

OK, Decision Time...

Choose which option suits your requirements and budget best...

	Project Type	Price (+VAT at current rate)
1	Premier Profit Letter	TBA – from £3,000
2	Optimised Web Landing Page	TBA – from £2,557
3	Web Landing Page	TBA – from £1,927
4	Rewrite	£727
5	Quickie 2 Page Letter/ Web Page	£527
6	Bentley Makeover	£527
7	Tips Guide / Booklet	TBA – from £657

And register your interest, with no obligation to go ahead. Either use the enquiry form enclosed or visit www.carolbentley.com/charity - remember asking makes no commitment on either side but the sooner you engage my services, the sooner you reap the benefits of increased sales. And your selected charity benefits too!

Kind regards



Carol Bentley

P.S. If you're going to survive – and thrive – through this recession then astute, targeted, direct response marketing is the wise business choice to make.

However, not having a professionally written sales letter could decimate your chances of success.

Take advantage of all the insider techniques, tricks of the trade, proven marketing tactics and my extensive copywriting experience to gain the edge over your competitors. Read how in this document.

P.P.S Budget tight? Opt for the budget-conscious *Quickie Letter* or *Bentley Sales Letter Makeover* to start boosting your sales now. Read this document to see what each of these packages deliver.

Magic Makeover Delivers...

"Carol immediately put me at ease with producing a sales letter, something I don't find easy, providing a questionnaire and hints and tips that make you consider what you are about to write.

Always helpful and considerate, but at the same time honest and not frightened to speak the truth, Carol's review came quickly - despite me delaying sending in the letter in the first place - and using techniques where I learnt rather than just receiving an amended document.

The final letter is a vast improvement over the original, which is due to Carol's experience and insight. I have no doubt it will attract new customers over the next few weeks as the letter is sent out."

Nigel West, Operations Support (Software) Limited



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Email: info@promote-your-business.co.uk

Promote Your Business Ltd Co. Reg. No. 3035481. Registered in England & Wales

'Let's Talk Sales' Request

- Yes, I do want to do everything in my power to boost response to my sales messages.** And I'd like a charity to benefit when I decide which of your copywriting services is the most effective for me.
- I have selected the copywriting service I want to explore with you in a **no-obligation** phone conversation. I looking forward to discovering both marketing and copywriting insights during our discussion and **I appreciate the offer to record the call so I can re-listen at any time.**
- Because **I'm booking this discussion during February 2009** you have agreed to **donate 12% of any fees I pay** to charity, if we decide to go ahead. **This charitable donation is coming off your profit line.** I am not contributing anything over and above your normal fees as shown in your letter and on your website.

YOUR DETAILS; PLEASE USE BLOCK CAPITALS:

MR/MRS/MISS/MS		FIRST NAME:		SURNAME:	
POSITION:					
COMPANY:					
ADDRESS:					
		POSTCODE:		TELEPHONE:	
EMAIL (TO SEND USEFUL PRE-CALL MATERIAL) :					

Select the copywriting service you'd like to explore (see letter for details)

- Premier Profit Letter (Full campaign)
- Optimised Web Landing Page
- Web Landing Page
- Your Sales Letter Rewrite
- Quickie 2-Page Letter
- Bentley Makeover / Mentor
- Tips Guide / Booklet

Please select the charitable work you'd like the donation to be made to:

- Heart disease research
- Cancer research
- Diabetes research
- Children's charity
- Animal charity

Send your completed request:

- By post to:
LTCC
Promote Your Business Ltd
104 Victoria Avenue
Swanage
BH19 1AS

Or choose to:

- Fax to **0870 705 2906**
- Send your request, by email, to **kelly@carolbentley.com**
- Visit **www.carolbentley.com/charity** to register your request

Kelly, my PA will contact you to arrange a mutually convenient time to talk.

Your Guarantee

If you follow my advice and send your letter to a quality, targeted list of people who have expressed an interest in what you offer (either by purchasing a similar product / service recently or sending an enquiry to you) and the service you choose does not generate at least enough sales to cover your investment with me, then I will rewrite the letter (or do a Bentley Makeover of your new sales letter) **completely free of charge.**

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