

Dear Marketing Professional:

"It's hard to find a copywriter who can handle business-to-business, high-tech, and direct marketing," a prospect told me over the phone the other day, "especially for direct mail, landing pages, white papers, and other long-copy assignments."

Do you have that same problem?

If so, please complete and mail the enclosed reply card and I'll send you a free information kit describing a service that can help.

In my 4+ decades as a freelance copywriter, I've written hundreds of successful ads, sales letters, direct mail packages, web pages, email marketing campaigns, brochures, white papers, landing pages, feature articles, press releases, newsletters, and video scripts for clients all over the country.

But my information kit will give you the full story.

You'll receive a comprehensive "WELCOME" letter that tells all about my copywriting service -- who I work for, what I can do for you, how we can work together.

You'll also get my client list (I've written copy for more than 100 corporations and agencies) ... client testimonials ... biographical background ... samples of work I've done in your field ... a fee schedule listing what I charge for various copywriting assignments ... helpful articles on copywriting and marketing ... even an order form you can use to put me to work for you.

Whether you have an immediate project, a future need, or are just curious, I urge you to send for this information kit. It's free ... there's no obligation ... and you'll like having a proven copywriting resource on file -- someone you can call on whenever you need him.

From experience, I've learned that the best time to evaluate a copywriter and take a look at his work is before you need him, not when a project deadline comes crashing around the corner. You want to feel comfortable about a writer and his capabilities in advance ... so when a project does come up, you know who to call.

Why not mail back the reply card TODAY, while it is still handy? I'll rush your free information kit as soon as I hear from you. Or request your FREE kit immediately online at www.bly.com/b2bhandbook.

Regards,



P.S. Need an immediate quote on a copywriting project? Call me at (973) 263-0562. There is no charge for a cost estimate. And no obligation of any kind.