



THE UNIQUE 'COPY CHIEF' SERVICE

**Professionally-written copy
- by a DMA Hall of Famer -
for a fraction of the cost
you would expect.**

**And underwritten with my
personal, 'no like, no pay'
guarantee.**

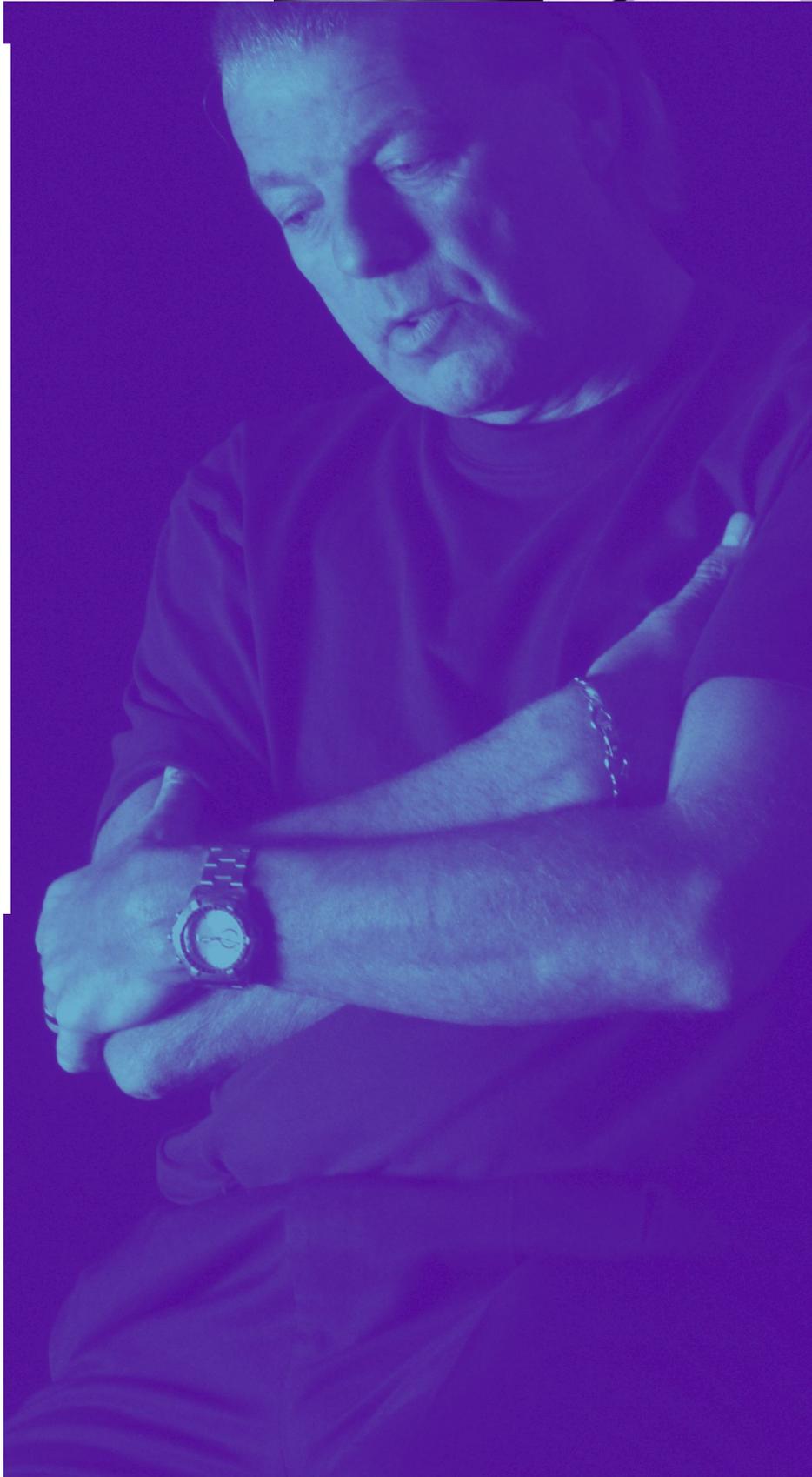


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We are entering an extremely challenging New Year, when copy is going to be even more important than ever. So, wouldn't it be great if you could *guarantee* that your copy is always the finest it could be – and ready for the massive challenge ahead?

Well, in actual fact, you can. And, it's so, so simple.

Let me explain...

Whichever way you look at it, the quality of copy around today is extremely poor.

Whether it is for email, web pages, landing pages, social media posts, direct mail, door drops, SMS's, PPC and Facebook ads, blogs, print advertising, or anything else for that matter - the copy we all see and have to suffer today, is simply not good enough.

Copy skills are at an all-time low. And, this comes at a time when effective, well-written copy has never been more important. The current recession shows no sign of easing and is going to give every business a really tough time in the coming year and probably beyond.

Including yours...

To break through the defences of consumer and business targets, when they have already pulled up the drawbridge and put sentries on the ramparts, is going to be a huge challenge for everyone.

As we all know, it's words that do the selling. Not pretty pictures. So, it's vital that the copy that is produced for any media challenge, is the very best it can be, At all times.

I'm talking here, about copy that **connects**. Copy that **engages** and **influences** the reader.

Copy that SELLS.

Does your copy do all those things? If it does, you are very rich indeed - and you are in an extremely small select group in today's marketplace. So, I'm sorry to have bothered you.

If it doesn't do those things and you feel the time is right to get it improved - then perhaps what I'm offering here, might just be of interest.

'Copy Chief' is a unique concept. I don't know of any other professional copywriter who is providing a service like this.

Effectively, I am guaranteeing you the very finest and most effective copy for all your future marketing campaign challenges - at a fraction of the cost you might expect to pay.

Here's how it could work for you...

You send me your copy – for any email, web page, landing page, social media post, sales letter, ad, DM pack, brochure, insert, door drop leaflet, blog, SMS – or anything else you need.

Let me have it before it goes live. I will review and improve the copy and delivery, ensuring it will work much harder for you.

And for this service, we agree a fee that works for both of us.

But it will be heavily discounted from my normal rate card.

...COPY CHIEF...PROFESSIONALLY WRITTEN COPY BY ANDY OWEN...COPY CHIEF...



When you have a look around my website, you will see that my copywriting credentials are impeccable and unrivalled. I have over 35 years' experience writing the very finest copy for [blue chip clients](#) in 3 continents.

I was inducted into the [DMA Hall of Fame](#) in 2015. There are only two of us in Europe. That's a pretty select club...

I really hope that you will visit <http://www.andyowencopyandcreative.com/> and have a look around.

It's crammed full of information, examples of my work, articles, FREE marketing advice and downloads, client lists, testimonials - and so much more. Please pay special attention to the [testimonials](#), which come from some of the most successful people in our industry.

If you want to know more, I am easily contactable by email - andyowen@aol.com - or telephone - on **07774 894039**. Feel free to contact me anytime and let's have a chat.

Let me finish by saying this.

It is more than likely that you will have someone already writing your copy. It might be you. It might be your in-house team. Maybe an external copywriter. Or it might be your agency.

Whoever it is, I am supremely confident that I can improve your copy - no matter who might be producing it - and I'm offering you a simple opportunity to let me prove it to you – not only at an incredibly low cost, but also with no gamble on your part.

Yes, no gamble. Because, if you don't agree my copy is an improvement on your incumbent copy, then you don't pay a penny. Not a single penny.

That's why this new *Copy Chief* concept has so many benefits for both of us.

It gives you the opportunity to use a proven and seasoned pro to 'breathe' on your copy and make it much better, for a much-reduced cost, underpinned with my personal 'no like, no pay' guarantee.

And, it gives me the opportunity of working with you. Which would be great...

Anyway, have a think about it and, if you're interested, please get in touch with me and let's discuss how we might move forward together.

Andy is now recognised as one of the most influential direct marketers of his generation. He was inducted into the DMA Hall of Fame in February 2015.

Andy has been writing copy for over 38 years. He writes traditional and digital marketing campaigns, including emails, websites, landing pages, direct mail, social media posts, print ads, blogs, SMS's, PPC ads, brochures, radio scripts - and much, much more.

He is the author of a [two superb DVD's on copywriting](#), called 'How To Write Copy That Really Sells' and 'How To Use The Enormous Power Of Words', to make your sales letters connect, influence and sell" - filmed at his sell-out Masterclass in Cape Town.

His [Copycat](#) articles are read by over 10,000 key decision makers in over 50 countries.

Visit <http://www.andyowencopyandcreative.com/>

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