

GOLD DUST SERIES

Those that KNOW more, SELL more...

"It's not what you say, that stirs people. It's the way that you say it..."

The great Bill Bernbach reminded us of this, over 4 decades ago, when underlining the power of words in marketing and advertising.

His words were spot on then - and they're even more spot on today.

There has never been a greater demand for effective copy than right now. Yet, very few people who write copy - and, indeed, those who pay money for it - have the faintest idea of what makes copy really work.

What's more - as I discovered and shared with you recently - Chat GPT robots haven't got a clue either, admitting to me that they simply can't write selling copy.

If you missed it, check it out for yourself, here:

[Copycat](#)

So, does your marketing copy connect, persuade and sell - *every* time? Does it deliver your offers effectively - *every* time?

It *should*.

And it *can*.

[Here's how you can *guarantee* it...](#)

If anything you've read here strikes a chord...
I'd be delighted to hear from you.

→ GET IN TOUCH