

# GOLD DUST SERIES

*Those that KNOW more, SELL more...*

## Nothing happens in business until something gets sold

Thomas J. Watson Jr. The CEO of IBM, said that, many years ago...

Anyone in business should have that statement pinned on their wall.

The rules of selling lie at the heart of *everything*.

If you can't convince people that what you are selling, is better or different – and offers more attractive benefits and value to them than your competitors - they won't buy from you.

How well are YOUR promotional campaigns performing?

Do they **sell** hard enough? Or are your results disappointing? If they are, it will almost certainly be because your copy isn't good enough.

Anything that is good, can be sold with effective copy. If you don't believe that, then go and do something else. Words do the selling.

Always have, always will. The right ones, anyway. Used in the right way.

But most copy today is hogwash. And, I'm being kind, using that work.

But, it's no surprise to me at all, as today's writers don't study the art of writing for response. The only way you get better at anything, is learn from someone better than you. But, today's writers appear not to be interested in learning anything from greats like Ogilvy, Jayme, Hopkins and many others.

And, now of course, to make this even worse, some companies are even using robots to write for them, when it's clear that robots simply can't write effective selling copy. You couldn't make it up.

Good copywriting is a rare, almost magical talent - and very few possess it. Knowing what works in copy, how it works and why, is solid gold.

I know what works in copy.

I should do, as I have been writing copy for over forty years. For clients large and small – in pretty much every business sector – and in three continents.

I will make your copy better.

And I back that up, with my **personal guarantee**.

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If you ask me to write copy for you – and you don't think my copy is better than your incumbent copy, then you don't pay me.

I won't quibble or argue. You will receive no invoice.

It's a pretty attractive offer when you think about it - as there's no gamble on your part at all.

It's tough out there - and not a time to be satisfied with poor, pedestrian copy.

But why would you, when you could enjoy the benefits of a Hall of Fame Copywriter writing for you, guaranteeing top quality copy - *every single time*?

And whenever and wherever you need it.

On your webpages. In your emails. Your direct mail packs. Your social media messages. Your ads and inserts. Your door drop campaign. Or anything else you may need...

If this offer tickles your fancy a bit, the first step is easy.

Just respond to this email and I'll be in touch by return. Or, if you prefer, just call me, let's have a chat and see where it goes.

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

→ GET IN TOUCH