

GOLD DUST SERIES

Those that KNOW more, SELL more...

What you don't know, can hurt you more than you realise...

Someone once said, '*ignorance is bliss.*'

Perhaps valid in certain situations. **But, not when you're trying to sell something to someone...**

In that scenario, knowledge is *everything* - and *vital* important.

The more you know, the more you sell. Simple and proven...

But how many promotional messages do you get, that clearly show that the sender knows nothing about you? If you're like me, that will be nearly every single one, these days.

It's lazy, brainless marketing, sending the same message out to everyone on your database, with no segmentation - and ignoring the knowledge you have in your possession. It's like writing a love letter and addressing it '*To whom it may concern...*'

That love letter is not going to pull.

And, another thing...

Not knowing **how to write copy that connects, engages, persuades and sells**, is like taking £50 notes and flushing them down the toilet. Because ignorance like that, is going to give you copy that's not going to pull either.

Very few people have the skill to write **copy that sells**, these days.

That's because they don't study the art.

And it IS an art...

Using robots isn't the answer either, as I shared with you in a recent [Copycat](#), when Chat GPT admitted to me, it doesn't have the knowledge or skill to write effective selling copy.

Yes, it ADMITTED it to me. Read the article and you will see for yourself.

So, stop gambling with the most important element of your campaign activity - the copy.

Words do the selling, remember. Not pretty pictures.

So, as you can't write good copy and your robot helpers can't either, now is the time to consider using someone who knows how it's done.

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Someone who has been writing **successful** selling copy at the highest level for 40+ years, for clients in all sectors and in three continents.

A Hall of Fame Copywriter. One of only two in Europe.

If you would like your marketing copy to connect, engage, persuade and sell - as hard as possible, *every time* - then I can help you.

I WILL make a difference. And I *guarantee* that, as well.

Yes, a *personal* guarantee.

if you don't feel my copy is better than your incumbent copy, you will not receive an invoice.

That means, your email, website, direct mail, social media, brochure and ad copy - or anything else for that matter - WILL be better, or you don't pay me a penny.

So, no gamble on your part, at all...

I look forward to hearing from you.

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

→ GET IN TOUCH