



## You'll be talking. But who will be listening?

There's a cold wind starting to blow through marketing departments...

...and it's going to get a great deal colder. *Are you ready for it?*

The next 8 months of this year are going to be the toughest that a lot of people have ever seen. The recession will be deep and brutal - and will almost certainly continue into 2023.

All our customers and prospects - whether consumer or business - are already starting to tighten their belts. And, it will accelerate fast from here...

Getting a new customer to spend money with you, is going to be a hell of a challenge. Holding on to your existing customers will be equally as tough.

This means every single element of your communications will have to work harder. Much, *much* harder.

*Emails. Direct Mail. Landing Pages. Websites. Social Media. Advertising.*

In fact, anything you use to sell your products or services.

The need to cut through, engage, influence and SELL, has never been greater. If you don't deliver strong benefits and an even stronger offer - and show clearly why your company is different or better than your competitors - you will struggle in these difficult times.

*Are your communications good enough?*

Every day, as you do, I see lazy, poorly written emails. I see landing pages that just sit there and don't sell. And website copy that is so poor, it loses the visitor within the first 30 seconds.

And, direct mail that simply is an embarrassment to the medium.

It's tripe – and nearly all of it is created and written by amateurs, who haven't got a clue about how to communicate effectively.

Let's face it, the secret of success - in *any* business – is not just being good at what you do, or offering attractive benefits and good ideas - but being able to SELL them to people.

The rules of selling lie at the heart of everything.

*Do your communications sell as hard as they should?*

I have mentioned this many times, but it is something that always needs to be restated.

Words do the selling, not pretty pictures.

And it costs no more to run good, effective copy, than poor, lazy, boring copy. Poor, lazy, boring copy or "content" will not deliver in today's tough environment.

And the reason is simple...

...no one buys anything from a boring salesman, who can't even hold a decent conversation.

Writing copy that connects, engages and sells, is an art.

And, judging from the garbage that we are all subjected to these days, it's very clear that not many people know how to do it.

I have been doing it very successfully for many decades, for clients big and small - and in three continents.

My credentials are second to none.

I'm very proud to be a Hall of Fame copywriter – one of only two in Europe. It's a select club.

I am supremely confident I can help your communications deliver better results. And I'll back that up, with a solid personal guarantee.

If, in the unlikely event my work doesn't outperform your current efforts, then I'll give you your money back.

*Every single penny...*

So, don't sit on your hands. Time is of the essence.

Get rid of that 'eyes glaze over' copy and replace it with punchy selling copy, delivered by someone who knows what they are doing.

Someone who can see the veins of gold, where others see only bare stones.

You will sell more. I *guarantee* it.

Keep the faith



### **ABOUT YOUR AUTHOR**

Andy Owen is MD of **Andy Owen Copy & Creative Ltd**, one of the most respected and experienced International direct marketing consultancies, specialising in all aspects of creative, copy and strategy for direct and digital marketing.

Andy has been writing selling copy for over 35 years. He writes traditional and digital marketing campaigns, including direct mail, sales letters, emails, SMS's, PPC and FB ads, media ads, websites, landing pages, brochures, radio scripts and much more.

He works with clients in three continents and was inducted into the **Direct Marketing Hall of Fame** in February 2015, one of only two copywriters in Europe with that honour.

Visit **[www.andyowencopyandcreative.com](http://www.andyowencopyandcreative.com)**

Andy launched an innovative new copywriting service late in 2019, called **Copy Chief** - which guarantees professionally written copy every time - for a fraction of the normal rate card cost.

If you would like to discuss any aspect of copywriting and creative for direct marketing, please contact Andy personally at **[andyowen@aol.com](mailto:andyowen@aol.com)**

All Andy's **previous Copycat articles** are available to download and enjoy.

Don't forget to visit Andy's **personal website** where you will find many interesting tales, amazing yarns and wonderful stories - completely devoid of any corporate claptrap.