

## 54. Creative Brief

Some clients give their copywriters a “creative brief” to guide them in the creation of the promotion. If your client does not have a creative brief, you may want to write one. By submitting and reviewing a creative brief before you begin writing the copy, you ensure that you and your client are on the same page.

### THE POWER MARKETING PROGRAM

#### TARGET MARKETS:

1. Sales and marketing professionals at direct marketing companies—businesses for whom direct marketing is the primary sales channel and do one-step (i.e., mail order) marketing (e.g., Rodale, Boardroom).
2. Sales and marketing professionals at companies that do a lot of direct marketing and “care” about direct marketing—but do two-step (lead generating) direct marketing (e.g., Intuit, IBM).
3. Entrepreneurs and wanna-be entrepreneurs who buy high-priced material on direct marketing (e.g., Jay Abraham's customers) or online marketing (e.g., Corey Rudel's customers).

#### TEST METHOD:

Create a long-copy microsite selling THE POWER MARKETING PROGRAM. Drive traffic to the microsite through online ads in ETR and a solo e-mail to the ETR list.

#### COPY PLATFORM:

1. There is a small group of ultra-successful entrepreneurs that made their fortunes by starting direct response businesses on a shoestring—businesses that today have annual revenues of \$10 million to \$100 million...and have made their owners extraordinary wealthy.
2. If you knew everything they did to get started—how they came up with their product, where they advertised, the marketing methods they used to launch and expand their companies—you could do exactly what they did, copy cat their success, and make almost as much as they make ...with a fraction of the risk (because you are avoiding their mistakes and following their proven formula) and

3. We call the program THE POWER MARKETING PROGRAM because these people really are all “marketing geniuses” (or at least extraordinarily lucky). But with THE POWER MARKETING PROGRAM, you do not have to become a marketing genius or have extraordinary luck. You simply follow what they did and get rich following their tested formula.

POSSIBLE HEADLINE:

**“College Drop-Out Starts a \$52.7 Million Mail Order Business in the Cramped Living Room of His Cramped Third-Floor Walk-Up Apartment!”**

Now you can duplicate his success—with almost NONE of the risk and at a tiny FRACTION of the cost!

PRODUCT ELEMENTS:

Teleconferences: At least 3-4 per year

- Deliver at least 3-4 teleconferences and alerts a year. We'll deliver the hottest and most ground breaking marketing promotions.
- Topics will span from Newsletters to Nutritional Supplements—we'll cover any of the hottest things out there (via teleconference)

Prep Kits: At least 3-4 per year

- Delivered before each teleconference.
- Includes: Summary of product, copy of promotion, bio about copywriter, gives all information about logistics of teleconference.
- Teleconference and alerts are the core promise of delivering the hottest products out there as soon as we know about them...you'll get the insider's advantage of knowing about these hot products just as soon as we dig them up.

Online Newsletter: delivered via email monthly

- 8 page newsletter that covers the secrets, tactics of extremely successful marketing campaigns.
- Includes interview with the marketer
- Analysis of the campaign strategy—dissects a marketing campaign from target audience, to marketing lists, datacards, and reveals what the marketing numbers are (response rates, break even analysis, etc.)