

Bob Bly, the man McGraw-Hill calls "America's top copywriter" and the author of 70+ books, reveals....

7 WAYS TO DOUBLE YOUR DIRECT MAIL RESPONSE— Yours *FREE* When You Act Now!

BY ROBERT W. BLY, COPYWRITER

In 20+ years of writing copy for clients such as Phillips Publishing, Chemical Bank, IBM, TheStreet.com, and AT&T, I'd have to be an idiot if I didn't amass at least some useful copywriting techniques and marketing strategies that can be helpful to you in *your* business.

Now I'm running this full-page ad in *DM News* to make 7 of the most useful of these resources available to you at no cost—in the hopes that they can boost your response rates, even if a soft economy has temporarily depressed your marketing results.

Here's what I want to send you, absolutely FREE—if you will let me.

1. FREE Copywriting Information Kit.

Not every package I write is a winner. But... if there's a good "fit" between my experience and background, and your product and market, there's an excellent chance my copy can beat your control 50% to 100% or more—as it has for so many of my clients.

For example, Convergent Solutions was getting a 1 to 2% response to mailings for its CS/ADS application development tool. A simple wording change to the beginning of their sales letter increased response to 5%—more than double the control.

For Chubb Institute, a training firm, my copy doubled response to their space ads.

And just listen to what some of my other clients are saying...

"We have over 1,400 orders in the first 2 weeks—best results we've had in direct mail in 2 years."

—STEVE SCHMIDT, TRADEWINS PUBLISHING

"The first time we tested your promo, it outpulled our control by 50%. Since then, the package you developed for us has done a tremendous job in growing the company these last 4 years. Thanks!"

—BILL GROSSON, PLANNER PADS

"The response we've received from your letters has been nothing short of tremendous... we've derived significant business from these unforgettable mailings. Thanks for your guidance and counsel."

—JOHN A. FALLONE, IT GROUP INTERNATIONAL

For your FREE Copywriting Information Kit... including a client list, testimonials, fee schedule, biographical background, how-to articles, and more... complete and mail the coupon below.

2. FREE Details on My Copy Critique Service.

A Copy Critique provides an objective review of an ad, sales letter, brochure, or direct mail package. You can have me critique either an existing piece—or a draft of copy in progress. It's up to you.

When you order a Copy Critique, you get a written report of two or more single-spaced typed pages that analyzes your copy in detail.

I tell you what's good about it and what works, what doesn't work, what should be changed... and how. My critique covers copy, design, strategy, and offer. It also includes specific directions for revisions and rewriting,

although I do not write or rewrite copy for you under this arrangement.

A Copy Critique is ideal for clients who want a "second opinion" on a piece of copy, or who need new ideas to inject life into an existing package that's no longer working. It also enables you to sample my services at far less cost than you'd pay to have me write your copy from scratch.

To request details on my Copy Critique Service, use the coupon below.

3. FREE Portfolio of Copywriting Samples.

What's working in direct mail today for my clients and me? Send for your FREE Sample Portfolio and find out.

Just let me know the type of copy you need (e.g., direct mail, ads, e-mail marketing, landing pages) and your product or industry (e.g., financial newsletters, software, banking), using the coupon below. I'll tailor a package of my writing samples that shows what I've done in your particular specialty.

4. FREE Audiocassette— "The World's Best-Kept Copywriting Secrets."

At a recent meeting, I gave a talk detailing my most powerful copywriting techniques—including The FAB Pyramid... The Motivating Sequence... The Secret of the Big Promise... The Secret of Abundant Proof... the BDF Formula... and more.

This audiocassette, titled *The World's Best-Kept Copywriting Secrets*, sells for \$15 on my Web site. Now this informative program is yours FREE when you complete and mail the reply coupon below.

5. FREE Special Report— "Recession-Proof Business Strategies."

Featured in the *Los Angeles Times*, *Nation's Business*, and dozens of other publications, this informative booklet gives you 14 proven strategies for turning up business and profits in a down economy.

Thousands of copies have been sold at the list price of \$7. But a copy is yours free, when you complete and mail the coupon below.

6. FREE Web Site Access.

You can see samples of my work, a client list, dozens of testimonials, a detailed bio, articles written by and about me, my books, and more. Visit www.bly.com now. And while you're there, don't forget to sign up for...

7. FREE e-zine—"Bob Bly's Direct Response Letter."

More than 60,000 people already subscribe to my monthly online newsletter, bringing them the latest copywriting tips, marketing advice, case studies, marketing Web sites, and other valuable resources. To sign up for your free subscription, enter your e-mail address on the home page of www.bly.com. Or use the coupon below.

Can I help you beat your control?

As a direct marketer, you know that even a small increase in your response rates can significantly reduce your marketing costs while increasing your sales and profits.

My copywriting services... and the other resources described in this ad... have helped numerous direct marketers beat their controls and become more profitable.

Now, you can get the 7 resources listed above absolutely FREE.

It pays to respond today. Here's why...

From experience, I've learned that the best time to evaluate a copywriter and take a look at his work is *before* you need him, not when a project deadline comes crashing around the corner. You want to feel comfortable about a writer and his capabilities in advance... so when a project does come up, you know who to call.

Why not write or phone today? I'll rush your free materials as soon as I hear from you.

5 easy ways to reply

1. Call Bob Bly today at 201-385-1220.
2. Complete and fax the coupon below to 201-385-1138.
3. E-mail Bob at rwibly@bly.com.
4. Go to www.bly.com, click on Contact, and complete and submit the online reply form. Mention this ad and any materials you want to receive.

BOB, Please send me:

- FREE Copywriting Information Kit
- FREE facts on your Copy Critique service
- FREE Copywriting Sample Portfolio

My product or industry is: _____

Type of copy I need:

- Ads Direct mail Web pages E-mail
- Other (please describe): _____

- FREE audiocassette (#831)—
"Best-Kept Copywriting Secrets"

- FREE special report (#109)—
"Recession-Proof Business Strategies"

- FREE e-zine subscription—
"Bob Bly's Direct Response Letter"

- Call me to discuss a potential copywriting project. Best time to call: _____

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

(required to receive free e-zine)

Mail to: Bob Bly, 22 E. Quackenbush Avenue, Dumont, NJ 07628
Phone: 201-385-1220, Fax: 201-385-1138, Web: www.bly.com, e-mail: rwibly@bly.com