

From: Travis Heermann  
Subject: Welcome to COPYWRITING TNT!

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COPYWRITING TNT! November, 2007  
Resources, ideas, and tips for writers and copywriters, business-to-  
business high-tech, industrial, Internet, and direct marketing.  
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QUOTE OF THE MONTH:

\*\*\* IN OUR CYBERSPACE SOCIETY, IS READING DEAD? \*\*\*  
"For every reader who dies today, a viewer is born, and we seem to  
be witnessing the final tipping of a balance. For critics inclined  
to alarmism, the shift from a culture based on the printed word to a  
culture based on virtual images - a shift that began with television  
and is now being completed with computers - feels apocalyptic. I rue  
the onset of an age so anxious that the pleasure of a text becomes  
difficult to sustain."  
Jonathan Franzen, "How to be Alone"  
(Farrar, Straus, and Giroux, 2002)

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\*\*\* SHOULD YOU WRITE YOUR OWN COPY? \*\*\*

My answer may surprise you, but it's enthusiastically "yes" - IF  
these three conditions exist:

1. You are an excellent copywriter.
2. You enjoy writing copy.
3. You have the time to write copy.

Business owners and marketing managers who fit these criteria often  
produce copy that's better and more successful than the pros. Why?  
They know the product and the market intimately, because they live  
with it full-time. Half the battle in copywriting is really knowing  
the customer and the product, so the business owner or manager has  
the edge - IF he can write.

On the other hand, marketers who can't write, don't like to write,  
or don't have time to write copy are better off farming it out to an  
agency or freelancer.

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\*\*\* BECOME MORE FAMOUS IN YOUR NICHE \*\*\*

Become much more famous in your niche or industry than you are right  
now. Move to the top of your profession - in demand for your product  
or service, status, prestige, and income.

In Bob Bly's new program, "Become an Instant Guru," he shares with you proven, utterly pragmatic methods you can use to quickly and easily become the recognized authority in your field ... starting in as little as 90 days!

"Become an Instant Guru" has been professionally recorded on 5 long-playing CDs (and look for a sixth FREE bonus CD inside when your package arrives!). There's no lengthy manual to read or boring workbook to complete. You can master the entire "instant guru" process ... in about a week ... while listening in your car as you drive to and from work each day. It's that easy!

For more information, click below now or paste the link in your browser:

<http://www.ctcpublishing.net/cmd.php?Clk=2165183>

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\*\*\* HOW TO PROOFREAD BETTER THAN YOUR COMPUTER SPELL-CHECKER \*\*\*

Every PC-user knows that spell-checkers are lousy at catching words out of context. For instance, a major accounting firm recently sent a proposal to a Fortune 500 client. On the cover they identified themselves as: "Certified Pubic Accountants" and asked, "Can you teach my people an effective way to proofread so they find errors the spell-checker misses?"

The secret is this: Proofread the document backwards.

That's right. You'll catch many typos you'd otherwise miss - especially if this is not the first time you're reading the document. Why this works: When you proofread backwards, you focus on each word individually. Also, the copy has no meaning when read backwards, so your attention is on the individual words and their spelling; you don't get caught up in the content itself.

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\*\*\* FOR SERVICE BUSINESSES ONLY \*\*\*

We all know that business is incredibly competitive today. It's important to be good at your craft and deliver superior service, but these things alone are no longer enough to ensure your continued success.

Those who make the most money in any field, industry, or profession are not necessarily those who have the most knowledge, are most experienced in their craft, or sell the highest quality service. No, those who make the most money, charge the top fees, and are constantly in demand are those who are best at selling and marketing themselves!

It doesn't matter what you are selling - professional, creative, trade, or technical services - or what your profession is. Bob

Bly's 5-step Selling Your Services process is packed with business-building selling techniques that will enable you to gain the selling skills you need to be more confident in selling, enjoy it more, generate a flood of leads and inquiries for your services, stand out from your competition, and get more and better clients to hire you, more often, for bigger fees.

Now YOU can increase your personal income \$100,000 to \$200,000 a year or more - simply by becoming much more effective at selling your services to potential clients, at the fees you want to charge.

For more information, on this audio program, combined with 2 FREE BONUS CD's, click below now or cut and paste into your browser:

<http://www.ctcpublishing.net/cmd.php?Clk=2165182>

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\*\*\* USE A "JOHNSON BOX" FOR DIRECT MAIL IMPACT \*\*\*

Sixty years ago, Frank H. Johnson was looking for a way to increase the impact of his sales letters. He decided that instead of forcing readers to wade through a mass of copy before making the offer, he would highlight the offer in a centered rectangular box placed at the very top of the letter above the salutation. The results were terrific, and the "Johnson Box" has been going strong ever since.

Copywriter Ivan Levison shares some tips you can use for putting a Johnson Box to work the RIGHT way:

1. Put the right content in the box. What should you include there? The offer. The main product benefit.
2. Use it in the right kind of letter. If you're writing a non-Personalized letter that's going out bulk rate in a window envelope using teaser copy, a Johnson Box will fit right in.
3. Make it the right size. If you're mailing an 8 1/2" x 11" letter (folded twice down to 3 5/8") you want the Johnson Box and AT LEAST the salutation line to appear above the fold.

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\*\*\* 4 EASY WAYS TO DRIVE TRAFFIC TO YOUR WEB SITE \*\*\*

1. Repeat keywords on your site as often as possible, and in multiple places, so search engine "spiders" can find them.
2. Stick to a few key words germane to your business - the more specific the better (e.g., "inflatable boats" vs. "boats").
3. On pay-per-click advertising, buy some misspelled words (e.g., "infatible"). It may not generate a lot of traffic, but the cost per click is low, so the ROI might be acceptable.
4. Avoid links to lengthy Web addresses. Pages with long and convoluted URLs are often generated by a database, and search engines typically do not index them.

Source: Catalog Success, 3/05, p. 48.  
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\*\*\* TELL ME YOUR THOUGHTS \*\*\*

As this ezine has only recently launched, I welcome any feedback from my readers, positive, negative, or in-between. What kinds of articles would you like to see more of? Got something to say?

Throw me some compelling comments, or stories of your own. Maybe they'll appear in future issues.

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A 60-SECOND COMMERCIAL FROM THE WRITE LINE:

Travis is available for copywriting of direct mail packages, sales letters, brochures, ads, e-mail marketing campaigns, PR materials, and Web pages. We recommend you call for a FREE copy of our updated Copywriting Information Kit. Just let us know your industry and the type of copy you're interested in seeing (ads, mailings, etc.), and if Travis is available to take your assignment, we'll tailor a package of recent samples to fit your requirements. Call Travis at 402-830-0913 or e-mail [travis@thewriteline.biz](mailto:travis@thewriteline.biz)

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