
COPYWRITING TNT! December, 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:

"The best index to a person's character is (a) how he treats people
who can't do him any good and (b) how he treats people who can't
fight back."
Abigail Van Buren

*** PUTTING THE CUSTOMER FIRST ***

It is the customer's perceptions that count. When you are in the
business of providing quality service, you have to ensure that staff
understands that the quality of your service is what customers'
perceive it to be at any given time. Then your staff will have a
better understanding of the importance of every customer contact
with your product and with everyone in your company. One bad
experience, one unsatisfactory contact with products or employees,
can change a customer's perceptions of your service from positive to
negative.

Barbara Caldwell, president of CleanWear, says: "If you miss once,
you may wipe out anything good you've done, no matter for how long
you've done it. We are frequently judged on the time we missed, not
on all the other times when we did it right. It may not be a major
goof, but it's the one the customer remembers."

The critical issue here is: "What the customer remembers is what
counts." The corollary is: "We must ensure that what the customer
remembers is satisfaction."

Any unsatisfactory contact with your company, through either your
products or your people, has the potential to cause customers to re-
evaluate the quality of your service or even to question your
credibility.

-Anne Petite
The Manager's Guide To Service Excellence, Summerhill Press

*** HUGO CAVE'S 5 STEPS TO BECOMING A BETTER WRITER

The late Hugo Cave, prolific best-selling author of more than a thousand published stories and many best-selling books, once gave the following advice for becoming a better writer:

1. If you are going to be a writer you must glue your butt into a chair and write, not just talk about it.
2. Read - and not just what's on today's best-seller list. Read the old masters; they are remembered for a reason.
3. Learn to type. You can write in longhand, but it takes too long, and as you become a better writer your thoughts will out-race your fingers. If at all possible, use a computer. The keys are quiet enough not to intrude upon your thinking. Also, editing on a computer is so much easier. You don't have to retype a whole page to correct a couple of mistakes.
4. Go places and do things. Reading is good, but a writer who has been to the Congo will write more interestingly about it than one who has merely read some books about it. When you're a writer, everything you do becomes part of you, to be drawn upon when needed.
5. Keep a notebook. If you don't, you'll forget things that may later be important. Part of keeping a notebook is the way it disciplines you to stay alert at all times for story ideas, bits of description, etc. Your mind will be an open container always ready for something good to come along and fall into it.

Source: "Cave of a Thousand Tales" (Arkham House) by Milt Thomas

*** THE MILLIONAIRE WRITER ***

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*** 9 REASONS WHY PEOPLE FAIL ***

1. *Lack of well-defined purpose in life.* There is no hope of success for the person who does not have a central purpose or definite goal at which to aim. Ninety-Eight out of every hundred of those whom I have analyzed had no such aim. Perhaps this was the major cause of

their failure.

2. *Lack of ambition to aim above mediocrity.* We offer no hope for the person who is so indifferent as not to want to get ahead in life, and who is not willing to pay the price.

3. *Lack of self-discipline.* Discipline comes through self-control. This means that one must control all negative qualities. Before you can control conditions, you must first control yourself. Self-mastery is the hardest job you will ever tackle. If you do not conquer self, you will be conquered by self. You may see at one and the same time both your best friend and your greatest enemy, by stepping in front of a mirror.

4. *Procrastination.* This is one of the most common causes of failure. "Old Man Procrastination" stands within the shadow of every human being, waiting for his opportunity to spoil one's chances of success. Most of us go through life as failures, because we are waiting for the "time to be right" to start doing something worthwhile. Do not wait. The time will never be "just right". Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along.

5. *Lack of persistence.* Most of us are good "starters" but poor "finishers" of everything we begin. Moreover, people are prone to give up at the first signs of defeat. There is no substitute of persistence. The person, who makes persistence his watchword, discovers that "Old Man Failure" finally becomes tired, and makes his departure. Failure cannot cope with persistence.

6. *Negative personality.* There is no hope of success for the person who repels people through a negative personality. Success comes through the application of power, and power is attained through the cooperative efforts of other people. A negative personality will not induce cooperation.

7. *Lack of a well-defined power of decision.* Men who succeed reach Decisions promptly, and change them, if at all, very slowly. Men who fail reach decisions, if at all, very slowly, and change them frequently, and quickly. Indecision and procrastination are twin brothers. Where one is found, the other may usually be found also. Kill off this pair before they completely "hog-tie" you to the treadmill of failure.

8. *Over-caution.* The person who takes no chances generally has to take whatever is left when others are through choosing. Over-caution is as bad as under-caution. Both are extremes to be guarded against. Life itself is filled with the element of chance.

9. *Wrong selection of associates in business.* This is one of the most common causes of failure in business. In marketing personal services, one should use great care to select an employer who will be an inspiration, and who is, himself, intelligent and successful. We emulate those with whom we associate most closely. Pick an

employer who is worth emulating.

-Napoleon Hill, *Think and Grow Rich*, Fawcett Crest

*** 3 WAYS TO KEEP YOUR "LEAD PIPELINE" FULL ***

If you depend on a steady flow of new leads to maintain revenue and profitability for your business, a weak economy may slow that flow down. Here are three ways to rev it back up again:

1. Regular direct mail outreach: Each month, a mailing list company ships a local printer labels for newly incorporated or newly registered businesses in his area. Sending them a special offer for printed stationery yields a couple dozen new faces in his shop a month, some becoming long-term customers.
2. Periodic seminars: Many years ago, terrific leads came my way through several adult education programs where I taught. After preparing once, I merely had to show up and perform well. I even got paid a small amount to teach the programs.
3. Recurrent publishing: Either a column that you write every week, month, or quarter or your own newsletter, mailed out or sent by e-mail, will normally bring you inquiries like clockwork, too.

Source: This article originally appeared in The Marketing Minute, a weekly newsletter on creative marketing published by Marcia Yudkin. For more info or to subscribe :www.yudkin.com/marksynd.htm

*** HOW TO MAKE YOUR BUSINESS-TO-BUSINESS MARKETING TWICE AS EFFECTIVE AT HALF THE COST ***

Are business-to-business marketing and consumer marketing basically the same?

Or are there fundamental differences that make selling to executives - engineers - IT professionals - HR departments - architects - doctors - scientists - and small business owners a uniquely difficult challenge?

* Hyped-up copy for a new nutritional supplements that sells by the wagonload to consumers would be viewed as empty fluff by doctors with real medical training.

* The outrageous promises, language, and approach you use to sell stock market newsletters to individual investors won't work on a conservative bank president or portfolio manager.

* Marketing campaigns that sell technology to consumers have to be simple. "Forget features; only talk about benefits," we are told. But engineers, IT professionals, and other techies want to know the features and specs. And if you leave out the important technical

content they need to make a decision ... or if you talk down to them in any way ... you won't get the sale.

B2B and consumer market are two completely different animals, and unless you know what motivates - and how to sell to - business buyers, your marketing campaigns will generate mediocre results, at best, whenever you run them. Do you know all the critical differences?

To learn more, click here:

<http://www.ctcpublishing.net/cmd.php?Clk=2167297>

*** THE 5 COMMANDMENTS OF WRITING FOR YOUR READER ***

1. Educate and enlighten your reader by providing information in layman's terms. Think of yourself as a translator for someone who may not be familiar with technical language.
2. Adopt newspaper format in writing your text. Speak to your reader in short, easy-to-read sentences and paragraphs.
3. Guide your reader through the article by using bullet points, subheads, underlining and italicization.
4. Stay focused. Don't lead your reader through a maze of information that does not provide much of a background and does not support your point.
5. Make sure that you understand the information completely before translating it to your reader.

Source: Marcy Kowalchuk, Mealey Publications (NEPA conference, 6/02)

*** WHY SEND DIRECT MAIL TO PEOPLE WHO DON'T RESPONSE TO IT? ***

According to the U.S. Postal Service, 52% of consumers purchase products advertised in the mail.

Unfortunately, that also means that a whopping 48% of consumers - nearly half the population - never buy through the mail!

So if you compile a list of prospects, as so many marketers do, the statistical probability is that half of the people on the list never buy through the mail - and therefore won't respond to direct mail packages which ask for an order.

The solution: When doing mail order selling, ask your broker to recommend only "response lists" reaching your target market.

A "response list" is a list of mail order customers ... people who have purchased products through direct response.

Just using a response list means you have eliminated the half of Americans who do not purchase through the mail from your mailing list, which should effectively - at a minimum - double your response vs. compiled lists.

Source: "The Complete Idiot's Guide to Direct Marketing" by Bob Bly

*** TELL ME YOUR THOUGHTS ***

As this e-zine 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.

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.

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